

August 2008 BIN Numbers

	Magazine Pages								Magazine Revenue							
	AUG 2008	AUG 2007	VAR	%VAR	YTD 2008	YTD 2007	VAR	%VAR	AUG 2008 REV	AUG 2007 REV	VAR	%VAR	YTD 2008 REV	YTD 2007 REV	VAR	%VAR
AGRICULTURE Total	1,161.91	1,290.25	-128.34	-9.95%	10,422.70	11,627.35	-1,204.65	-10.36%	\$ 15,996,297	\$ 15,847,948	\$ 148,350	0.94%	\$ 127,408,795	\$ 120,205,530	\$ 7,203,264	5.99%
ARCHITECTURE, DESIGN, LIGHTING Total	1,276.13	1,279.08	-2.95	-0.23%	15,024.33	15,234.02	-209.69	-1.38%	\$ 14,669,827	\$ 14,015,468	\$ 654,359	4.67%	\$ 183,387,515	\$ 177,977,127	\$ 5,410,388	3.04%
AUTOMOTIVE Total	3,217.39	3,565.06	-347.67	-9.75%	25,298.14	28,431.40	-3,133.26	-11.02%	\$ 36,013,097	\$ 41,080,104	\$ -5,067,007	-12.33%	\$ 263,358,827	\$ 313,560,668	\$ -50,201,842	-16.01%
AVIATION, AEROSPACE & MILITARY Total	880.47	1,022.94	-142.47	-13.93%	9,161.32	8,911.21	250.11	2.81%	\$ 11,476,937	\$ 13,468,479	\$ -1,991,542	-14.79%	\$ 126,836,464	\$ 120,383,940	\$ 6,452,524	5.36%
BANKING, FINANCIAL, INSURANCE Total	2,464.34	3,043.26	-578.92	-19.02%	24,065.64	26,993.14	-2,927.50	-10.85%	\$ 31,735,238	\$ 35,671,436	\$ -3,936,198	-11.03%	\$ 323,837,203	\$ 343,436,542	\$ -19,599,339	-5.71%
BUILDING, ENGINEERING, CONSTRUCTION Total	5,154.01	6,023.29	-869.28	-14.43%	47,416.57	52,993.19	-5,576.62	-10.52%	\$ 48,043,134	\$ 54,133,926	\$ -6,090,792	-11.25%	\$ 439,543,307	\$ 486,204,967	\$ -46,661,660	-9.60%
BUSINESS, ADVERTISING & MARKETING Total	1,499.82	1,544.01	-44.19	-2.86%	16,361.61	17,469.64	-1,108.03	-6.34%	\$ 39,335,254	\$ 36,229,752	\$ 3,105,502	8.57%	\$ 463,727,945	\$ 468,180,891	\$ -4,452,947	-0.95%
COMPUTING, SOFTWARE, TELECOMM Total	2,105.98	2,491.32	-385.34	-15.47%	18,961.55	21,811.74	-2,850.19	-13.07%	\$ 62,233,562	\$ 73,830,884	\$ -11,597,323	-15.71%	\$ 570,981,306	\$ 653,382,933	\$ -82,401,627	-12.61%
ELECTRONIC ENGINEERING Total	1,447.38	1,611.46	-164.08	-10.18%	13,279.01	14,942.73	-1,663.72	-11.13%	\$ 23,753,257	\$ 29,102,251	\$ -5,348,995	-18.38%	\$ 225,426,954	\$ 263,989,396	\$ -38,562,442	-14.61%
GOVERNMENT (LOCAL, STATE, FEDERAL) Total	1,724.83	1,799.15	-74.32	-4.13%	14,393.46	15,782.09	-1,388.63	-8.80%	\$ 25,672,249	\$ 25,443,868	\$ 228,381	0.90%	\$ 171,977,396	\$ 195,500,067	\$ -23,522,671	-12.03%
HEALTHCARE Total	11,007.18	13,128.96	-2,121.78	-16.16%	113,268.12	128,141.43	-14,873.31	-11.61%	\$ 77,415,169	\$ 88,506,546	\$ -11,091,377	-12.53%	\$ 780,059,409	\$ 836,641,712	\$ -56,582,303	-6.76%
MFG, PROCESSING Total	6,380.03	6,541.79	-161.76	-2.47%	57,184.16	58,205.52	-1,021.36	-1.75%	\$ 70,112,170	\$ 71,630,667	\$ -1,518,497	-2.12%	\$ 613,889,200	\$ 617,234,031	\$ -3,344,831	-0.54%
MISCELLANEOUS Total	700.62	710.23	-9.61	-1.35%	5,902.12	6,105.04	-202.92	-3.32%	\$ 6,218,609	\$ 6,010,684	\$ 207,924	3.46%	\$ 50,324,198	\$ 49,653,134	\$ 671,064	1.35%
MOVIES, RADIO, TV & VIDEO Total	2,083.36	2,211.63	-128.27	-5.80%	20,985.50	24,098.40	-3,112.90	-12.92%	\$ 29,077,628	\$ 29,515,759	\$ -438,131	-1.48%	\$ 290,797,548	\$ 318,805,451	\$ -28,007,902	-8.79%
PHARMACEUTICALS Total	694.52	742.46	-47.94	-6.46%	7,409.21	8,026.92	-617.71	-7.70%	\$ 10,192,579	\$ 10,226,058	\$ -33,479	-0.33%	\$ 90,836,768	\$ 96,934,708	\$ -6,097,940	-6.29%
PROFESSIONAL SERVICES Total	4,758.08	5,070.52	-312.44	-6.16%	44,032.91	45,186.27	-1,153.36	-2.55%	\$ 50,825,659	\$ 51,511,882	\$ -686,223	-1.33%	\$ 471,795,763	\$ 463,826,421	\$ 7,969,341	1.72%
RESOURCES, ENVIRONMENT, UTILITIES Total	2,426.20	2,597.28	-171.08	-6.59%	21,444.23	22,973.25	-1,529.02	-6.66%	\$ 24,207,247	\$ 25,570,793	\$ -1,363,546	-5.33%	\$ 213,951,464	\$ 222,517,799	\$ -8,566,335	-3.85%
RESTAURANTS, FOODSERVICE, LODGING, GAMING Total	1,003.21	1,139.60	-136.39	-11.97%	9,950.92	10,676.97	-726.05	-6.80%	\$ 16,329,283	\$ 19,273,079	\$ -2,943,795	-15.27%	\$ 154,265,015	\$ 165,420,233	\$ -11,155,218	-6.74%
RETAIL, SERVICES Total	5,732.74	6,668.29	-935.55	-14.03%	54,988.36	60,352.60	-5,364.24	-8.89%	\$ 65,698,279	\$ 75,691,092	\$ -9,992,813	-13.20%	\$ 584,762,895	\$ 634,441,967	\$ -49,679,072	-7.83%
SCIENCE, RESEARCH & DEVELOPMENT Total	876.46	954.23	-77.77	-8.15%	8,921.67	9,650.56	-728.89	-7.55%	\$ 10,196,835	\$ 10,940,104	\$ -743,268	-6.79%	\$ 101,657,699	\$ 110,804,216	\$ -9,146,517	-8.25%
TRANSPORTATION, LOGISTICS Total	734.37	788.17	-53.80	-6.83%	6,801.11	7,707.54	-906.43	-11.76%	\$ 6,533,569	\$ 6,617,335	\$ -83,766	-1.27%	\$ 57,927,602	\$ 63,378,889	\$ -5,451,287	-8.60%
TRAVEL, BUSINESS CONVENTIONS & MEETINGS Total	2,189.33	1,967.46	221.87	11.28%	15,816.96	15,596.51	220.45	1.41%	\$ 44,546,832	\$ 37,379,231	\$ 7,167,602	19.18%	\$ 311,429,591	\$ 311,880,556	\$ -450,965	-0.14%
<b>Grand Total</b>	<b>59,518.36</b>	<b>66,190.44</b>	<b>-6,672.08</b>	<b>-10.08%</b>	<b>561,089.60</b>	<b>610,917.52</b>	<b>-49,827.92</b>	<b>-8.16%</b>	<b>\$ 720,282,712</b>	<b>\$ 771,697,345</b>	<b>\$ -51,414,634</b>	<b>-6.66%</b>	<b>\$ 6,618,182,863</b>	<b>\$ 7,034,361,180</b>	<b>\$ -416,178,317</b>	<b>-5.92%</b>