

December 2008 BIN Numbers

	Magazine Pages								Magazine Revenue							
	DEC	DEC	VAR	% VAR	YTD	YTD	VAR	% VAR	DEC	DEC	VAR	% VAR	YTD	YTD	VAR	% VAR
	2008	2007			2008	2007			2008 REV	2007 REV			2008 REV	2007 REV		
AGRICULTURE Total	1286.64	1399.05	-112.41	-8.03%	16076.99	17577.45	-1500.46	-8.54%	\$ 20,702,002	\$ 20,696,188	\$ 5,814	0.03%	\$ 207,756,279	\$ 201,087,398	\$ 6,668,882	3.32%
ARCHITECTURE, DESIGN, LIGHTING Total	1547.9	1680.8	-132.9	-7.91%	22444.32	23275.28	-830.96	-3.57%	\$ 16,840,886	\$ 17,327,601	\$ -486,715	-2.81%	\$ 272,140,524	\$ 269,403,484	\$ 2,737,040	1.02%
AUTOMOTIVE Total	2720.95	3408.52	-687.57	-20.17%	37746.64	43354.47	-5607.83	-12.93%	\$ 26,960,540	\$ 35,168,373	\$ -8,207,833	-23.34%	\$ 394,346,401	\$ 481,985,069	\$ -87,638,668	-18.18%
AVIATION, AEROSPACE & MILITARY Total	781.73	829.07	-47.34	-5.71%	13963.65	14180.15	-216.5	-1.53%	\$ 10,481,711	\$ 11,317,425	\$ -835,715	-7.38%	\$ 192,330,826	\$ 190,825,246	\$ 1,505,581	0.79%
BANKING, FINANCIAL, INSURANCE Total	2744.92	3488.98	-744.06	-21.33%	37689.08	43448.71	-5759.63	-13.26%	\$ 39,450,875	\$ 45,841,314	\$ -6,390,439	-13.94%	\$ 517,955,864	\$ 561,441,101	\$ -43,485,237	-7.75%
BUILDING, ENGINEERING, CONSTRUCTION Total	4950.15	6265.36	-1315.21	-20.99%	70010.29	79760.99	-9750.7	-12.22%	\$ 42,495,768	\$ 51,325,823	\$ -8,830,054	-17.20%	\$ 644,371,679	\$ 723,109,777	\$ -78,738,098	-10.89%
BUSINESS, ADVERTISING & MARKETING Total	1636.42	2182	-545.58	-25.00%	25071.51	27586.5	-2514.99	-9.12%	\$ 58,800,140	\$ 59,638,451	\$ -838,311	-1.41%	\$ 734,833,628	\$ 754,074,321	\$ -19,240,693	-2.55%
COMPUTING, SOFTWARE, TELECOMM Total	1985.35	2741.25	-755.9	-27.58%	28736.98	33859.5	-5122.52	-15.13%	\$ 64,533,855	\$ 90,670,887	\$ -26,137,033	-28.83%	\$ 873,955,417	\$ 1,016,787,857	\$ -142,832,440	-14.05%
ELECTRONIC ENGINEERING Total	1238.52	1734.78	-496.26	-28.61%	19338.03	22491.97	-3153.94	-14.02%	\$ 19,509,926	\$ 28,757,934	\$ -9,248,008	-32.16%	\$ 323,414,606	\$ 391,834,632	\$ -68,420,026	-17.46%
GOVERNMENT (LOCAL, STATE, FEDERAL) Total	1195.79	1532.27	-336.48	-21.96%	21867.62	24843.77	-2976.15	-11.98%	\$ 13,030,582	\$ 16,915,329	\$ -3,884,747	-22.97%	\$ 255,435,813	\$ 293,712,674	\$ -38,276,860	-13.03%
HEALTHCARE Total	9975.48	13083.36	-3107.88	-23.75%	169079.79	192331.31	-23251.5	-12.09%	\$ 69,867,194	\$ 87,778,785	\$ -17,911,591	-20.41%	\$ 1,158,917,178	\$ 1,256,934,650	\$ -98,017,472	-7.80%
MFG, PROCESSING Total	5407.85	6519.99	-1112.14	-17.06%	87056.55	90560.59	-3504.04	-3.87%	\$ 57,558,758	\$ 68,126,216	\$ -10,567,458	-15.51%	\$ 934,667,075	\$ 960,999,668	\$ -26,332,594	-2.74%
MISCELLANEOUS Total	639.06	747.41	-108.35	-14.50%	8206.64	8972.68	-766.04	-8.54%	\$ 4,977,857	\$ 6,117,693	\$ -1,139,836	-18.63%	\$ 72,303,256	\$ 71,627,141	\$ 676,116	0.94%
MOVIES, RADIO, TV & VIDEO Total	2376.02	3270.53	-894.51	-27.35%	30798.37	36312.44	-5514.07	-15.19%	\$ 33,720,973	\$ 45,032,902	\$ -11,311,929	-25.12%	\$ 425,515,287	\$ 483,175,179	\$ -57,659,892	-11.93%
PHARMACEUTICALS Total	1010.15	1100.62	-90.47	-8.22%	11662.52	12672.98	-1010.46	-7.97%	\$ 11,855,554	\$ 12,154,626	\$ -299,073	-2.46%	\$ 139,743,806	\$ 149,149,525	\$ -9,405,719	-6.31%
PROFESSIONAL SERVICES Total	4500.56	5075.23	-574.67	-11.32%	66283.22	69497.31	-3214.09	-4.62%	\$ 48,068,932	\$ 50,939,875	\$ -2,870,943	-5.64%	\$ 712,500,688	\$ 710,375,637	\$ 2,125,051	0.30%
RESOURCES, ENVIRONMENT, UTILITIES Total	2233.35	2503.06	-269.71	-10.78%	32264.48	35036.25	-2771.77	-7.91%	\$ 22,836,493	\$ 23,306,854	\$ -470,361	-2.02%	\$ 323,617,250	\$ 339,507,169	\$ -15,889,920	-4.68%
RESTAURANTS, FOODSERVICE, LODGING,GAMING Total	949	1031.83	-82.83	-8.03%	15075.97	16531.34	-1455.37	-8.80%	\$ 15,571,266	\$ 16,062,196	\$ -490,929	-3.06%	\$ 232,287,152	\$ 255,223,719	\$ -22,936,567	-8.99%
RETAIL, SERVICES Total	5076.4	6149.13	-1072.73	-17.45%	77691.8	85893.9	-8202.1	-9.55%	\$ 50,414,767	\$ 59,457,983	\$ -9,043,217	-15.21%	\$ 784,884,556	\$ 859,693,850	\$ -74,809,294	-8.70%
SCIENCE, RESEARCH & DEVELOPMENT Total	988.91	1163.55	-174.64	-15.01%	13828.32	15557.78	-1729.46	-11.12%	\$ 11,514,823	\$ 12,845,628	\$ -1,330,805	-10.36%	\$ 157,292,096	\$ 174,623,869	\$ -17,331,773	-9.93%
TRANSPORTATION, LOGISTICS Total	899.18	914.32	-15.14	-1.66%	10201.29	11398.7	-1197.41	-10.50%	\$ 8,047,578	\$ 7,643,208	\$ 404,371	5.29%	\$ 86,129,468	\$ 93,496,532	\$ -7,367,064	-7.88%
TRAVEL, BUSINESS CONVENTIONS & MEETINGS Total	2634.92	2419.91	215.01	8.89%	25531.05	25066.67	464.38	1.85%	\$ 53,857,606	\$ 43,222,197	\$ 10,635,409	24.61%	\$ 509,727,012	\$ 501,157,935	\$ 8,569,077	1.71%
Grand Total	56779.25	69241.02	-12461.8	-18.00%	840625.11	930210.74	-89585.6	-9.63%	\$ 701,098,086	\$ 810,347,488	\$ -109,249,402	-13.48%	\$ 9,954,125,859	\$ 10,740,226,432	\$ -786,100,573	-7.32%