

July 2008 BIN Numbers

	Magazine Pages								Magazine Revenue							
	JULY 2008	JULY 2007	Var	% Var	YTD 2008	YTD 2007	Var	% Var	JULY 2008 REV	JULY 2007 REV	Var	% Var	YTD 2008 REV	YTD 2007 REV	Var	% Var
AGRICULTURE Total	813.25	915.66	-102.41	-11.18%	9261.43	10337.10	-1075.67	-10.41%	\$ 6,272,192	\$ 6,321,713	-\$ 49,520	-0.78%	\$ 111,521,919	\$ 104,413,314	\$ 7,108,604	6.81%
ARCHITECTURE, DESIGN, LIGHTING Total	1725.88	1785.79	-59.91	-3.35%	13748.19	13954.94	-206.75	-1.48%	\$ 19,812,071	\$ 19,434,423	\$ 377,648	1.94%	\$ 168,677,833	\$ 163,854,911	\$ 4,822,922	2.94%
AUTOMOTIVE Total	2959.93	3414.54	-454.61	-13.31%	22080.74	24866.34	-2785.60	-11.20%	\$ 30,581,145	\$ 37,778,588	-\$ 7,197,443	-19.05%	\$ 227,623,161	\$ 272,620,737	-\$ 44,997,576	-16.51%
AVIATION, AEROSPACE & MILITARY Total	1564.93	1023.91	541.02	52.84%	8280.86	7888.27	392.59	4.98%	\$ 22,830,493	\$ 13,889,822	\$ 8,940,671	64.37%	\$ 115,361,761	\$ 106,923,144	\$ 8,438,618	7.89%
BANKING, FINANCIAL, INSURANCE Total	2797.32	3201.21	-403.89	-12.62%	21605.29	23949.87	-2344.58	-9.79%	\$ 37,212,773	\$ 39,775,685	-\$ 2,562,912	-6.44%	\$ 292,192,828	\$ 307,731,900	-\$ 15,539,071	-5.05%
BUILDING, ENGINEERING, CONSTRUCTION Total	5754.34	6356.67	-602.33	-9.48%	42319.73	47053.98	-4734.25	-10.06%	\$ 50,423,566	\$ 58,865,821	-\$ 8,442,255	-14.34%	\$ 391,962,586	\$ 433,698,862	-\$ 41,736,276	-9.62%
BUSINESS, ADVERTISING & MARKETING Total	1594.13	1743.36	-149.23	-8.56%	14861.80	15925.64	-1063.84	-6.68%	\$ 44,388,330	\$ 46,655,980	-\$ 2,267,650	-4.86%	\$ 424,342,066	\$ 431,657,532	-\$ 7,315,467	-1.69%
COMPUTING, SOFTWARE, TELECOMM Total	1931.10	2432.16	-501.06	-20.60%	16818.92	19266.61	-2447.69	-12.70%	\$ 56,337,137	\$ 71,611,412	-\$ 15,274,275	-21.33%	\$ 494,707,734	\$ 578,929,409	-\$ 84,221,675	-14.55%
ELECTRONIC ENGINEERING Total	1520.11	1664.49	-144.38	-8.67%	11831.63	13331.27	-1499.64	-11.25%	\$ 25,018,159	\$ 29,619,891	-\$ 4,601,732	-15.54%	\$ 201,752,797	\$ 234,895,325	-\$ 33,142,527	-14.11%
GOVERNMENT (LOCAL, STATE, FEDERAL) Total	1328.12	1674.81	-346.69	-20.70%	12668.64	13982.95	-1314.31	-9.40%	\$ 15,250,484	\$ 23,269,191	-\$ 8,018,707	-34.46%	\$ 146,534,572	\$ 170,140,212	-\$ 23,605,640	-13.87%
HEALTHCARE Total	12582.71	15702.78	-3120.07	-19.87%	100744.25	114686.25	-13942.00	-12.16%	\$ 87,630,660	\$ 101,901,748	-\$ 14,271,088	-14.00%	\$ 692,110,138	\$ 743,325,600	-\$ 51,215,462	-6.89%
MFG, PROCESSING Total	7208.77	7821.98	-613.21	-7.84%	50827.26	51678.35	-851.09	-1.65%	\$ 78,325,075	\$ 82,446,958	-\$ 4,121,883	-5.00%	\$ 544,281,641	\$ 545,816,809	-\$ 1,535,168	-0.28%
MISCELLANEOUS Total	701.96	815.96	-114.00	-13.97%	5185.37	5394.80	-209.43	-3.88%	\$ 6,446,960	\$ 6,514,556	-\$ 67,596	-1.04%	\$ 44,143,757	\$ 43,654,743	\$ 489,014	1.12%
MOVIES, RADIO, TV & VIDEO Total	1991.14	2388.79	-397.65	-16.65%	18902.15	21886.77	-2984.62	-13.64%	\$ 26,411,725	\$ 31,490,409	-\$ 5,078,683	-16.13%	\$ 261,786,945	\$ 289,186,813	-\$ 27,399,868	-9.47%
PHARMACEUTICALS Total	852.02	890.75	-38.73	-4.35%	6714.69	7284.46	-569.77	-7.82%	\$ 9,613,775	\$ 9,847,387	-\$ 233,612	-2.37%	\$ 80,689,970	\$ 86,702,438	-\$ 6,012,468	-6.93%
PROFESSIONAL SERVICES Total	5301.93	5486.06	-184.13	-3.36%	39306.89	40180.48	-873.59	-2.17%	\$ 57,383,530	\$ 55,120,997	\$ 2,262,532	4.10%	\$ 421,384,222	\$ 412,780,458	\$ 8,603,764	2.08%
RESOURCES, ENVIRONMENT, UTILITIES Total	3203.63	2878.07	325.56	11.31%	19034.47	20377.73	-1343.26	-6.59%	\$ 32,807,707	\$ 27,571,369	\$ 5,236,338	18.99%	\$ 189,940,653	\$ 196,983,462	-\$ 7,042,809	-3.58%
RESTAURANTS, FOODSERVICE, LODGING,GAMING Total	1270.49	1348.20	-77.71	-5.76%	8947.70	9537.36	-589.66	-6.18%	\$ 20,512,885	\$ 21,667,222	-\$ 1,154,337	-5.33%	\$ 137,991,527	\$ 146,173,053	-\$ 8,181,526	-5.60%
RETAIL, SERVICES Total	6407.56	7228.88	-821.32	-11.36%	49312.32	53739.03	-4426.71	-8.24%	\$ 67,635,157	\$ 73,996,854	-\$ 6,361,697	-8.60%	\$ 519,770,969	\$ 560,229,021	-\$ 40,458,052	-7.22%
SCIENCE, RESEARCH & DEVELOPMENT Total	1072.24	1164.11	-91.87	-7.89%	8045.22	8696.32	-651.10	-7.49%	\$ 11,628,174	\$ 12,767,181	-\$ 1,139,007	-8.92%	\$ 91,485,006	\$ 99,842,007	-\$ 8,357,001	-8.37%
TRANSPORTATION, LOGISTICS Total	1004.32	1195.55	-191.23	-16.00%	6066.74	6919.38	-852.64	-12.32%	\$ 10,099,375	\$ 10,828,346	-\$ 728,971	-6.73%	\$ 51,423,981	\$ 56,756,116	-\$ 5,332,134	-9.39%
TRAVEL, BUSINESS CONVENTIONS & MEETINGS Total	1785.28	1858.04	-72.76	-3.92%	13626.64	13623.22	3.42	0.03%	\$ 34,977,318	\$ 37,049,401	-\$ 2,072,083	-5.59%	\$ 267,243,258	\$ 275,216,562	-\$ 7,973,304	-2.90%
Grand Total	65371.16	72991.77	-7620.61	-10.44%	500190.93	544561.12	-44370.19	-8.15%	\$ 751,598,690	\$ 818,424,955	-\$ 66,826,265	-8.17%	\$ 5,876,929,325	\$ 6,261,532,429	-\$ 384,603,104	-6.14%