

November 2008 BIN Numbers

	Magazine Pages								Magazine Revenue							
	NOV 2008	NOV 2007	VAR	% VAR	YTD 2008	YTD 2007	VAR	% VAR	NOV 2008 REV	NOV 2007 REV	VAR	% VAR	YTD 2008 REV	YTD 2007 REV	VAR	% VAR
AGRICULTURE Total	1438.41	1372.97	65.44	4.77%	14878.57	16178.41	-1299.84	-8.03%	\$ 25,018,531	\$ 21,600,343	\$ 3,418,188	15.82%	\$ 189,832,486	\$ 180,383,703	\$ 9,448,782	5.24%
ARCHITECTURE, DESIGN, LIGHTING Total	1813.10	1750.40	62.70	3.58%	20891.67	21594.50	-702.83	-3.25%	\$ 21,650,873	\$ 20,239,016	\$ 1,411,857	6.98%	\$ 255,098,044	\$ 251,913,265	\$ 3,184,779	1.26%
AUTOMOTIVE Total	3210.70	4038.08	-827.38	-20.49%	35082.58	40062.92	-4980.34	-12.43%	\$ 32,461,130	\$ 45,971,012	-\$ 13,509,882	-29.39%	\$ 367,459,286	\$ 447,193,590	-\$ 79,734,303	-17.83%
AVIATION, AEROSPACE & MILITARY Total	1035.13	1209.50	-174.37	-14.42%	13181.92	13351.09	-169.17	-1.27%	\$ 14,099,655	\$ 16,127,574	-\$ 2,027,919	-12.57%	\$ 181,697,638	\$ 179,378,608	\$ 2,319,031	1.29%
BANKING, FINANCIAL, INSURANCE Total	3394.47	4289.04	-894.57	-20.86%	34879.69	39911.75	-5032.06	-12.61%	\$ 47,650,343	\$ 56,317,263	-\$ 8,666,920	-15.39%	\$ 477,609,206	\$ 514,601,944	-\$ 36,992,739	-7.19%
BUILDING, ENGINEERING, CONSTRUCTION Total	5448.41	6524.39	-1075.98	-16.49%	65069.07	73837.62	-8768.55	-11.88%	\$ 49,782,083	\$ 58,605,747	-\$ 8,823,664	-15.06%	\$ 601,879,299	\$ 672,862,688	-\$ 70,983,389	-10.55%
BUSINESS, ADVERTISING & MARKETING Total	2183.67	2382.85	-199.18	-8.36%	23429.77	25404.49	-1974.72	-7.77%	\$ 70,579,502	\$ 70,911,644	-\$ 332,142	-0.47%	\$ 675,740,011	\$ 694,144,080	-\$ 18,404,070	-2.65%
COMPUTING, SOFTWARE, TELECOMM Total	2361.15	2907.27	-546.12	-18.78%	26802.27	31204.39	-4402.12	-14.11%	\$ 74,665,677	\$ 90,645,200	-\$ 15,979,524	-17.63%	\$ 809,630,743	\$ 926,958,963	-\$ 117,328,220	-12.66%
ELECTRONIC ENGINEERING Total	1559.27	1906.94	-347.67	-18.23%	18099.52	20757.19	-2657.67	-12.80%	\$ 25,295,117	\$ 32,449,149	-\$ 7,154,033	-22.05%	\$ 303,701,456	\$ 362,892,340	-\$ 59,190,885	-16.31%
GOVERNMENT (LOCAL, STATE, FEDERAL) Total	2244.32	2500.85	-256.53	-10.26%	20631.83	23311.49	-2679.66	-11.50%	\$ 25,958,797	\$ 25,403,108	\$ 555,689	2.19%	\$ 241,544,093	\$ 276,591,069	-\$ 35,046,976	-12.67%
HEALTHCARE Total	12747.45	17386.44	-4638.99	-26.68%	157335.93	179319.22	-21983.29	-12.26%	\$ 87,420,835	\$ 111,644,953	-\$ 24,224,118	-21.70%	\$ 1,079,334,878	\$ 1,169,202,870	-\$ 89,867,993	-7.69%
MFG, PROCESSING Total	6693.12	7281.01	-587.89	-8.07%	81665.12	84040.62	-2375.50	-2.83%	\$ 72,852,966	\$ 78,924,030	-\$ 6,071,063	-7.69%	\$ 876,553,113	\$ 892,386,031	-\$ 15,832,918	-1.77%
MISCELLANEOUS Total	646.83	694.35	-47.52	-6.84%	8006.41	8314.87	-308.46	-3.71%	\$ 5,089,048	\$ 5,366,262	-\$ 277,214	-5.17%	\$ 67,574,094	\$ 66,112,381	\$ 1,461,712	2.21%
MOVIES, RADIO, TV & VIDEO Total	2293.22	3025.42	-732.20	-24.20%	28545.00	33241.17	-4696.17	-14.13%	\$ 31,927,777	\$ 40,132,401	-\$ 8,204,624	-20.44%	\$ 392,262,694	\$ 439,559,295	-\$ 47,296,600	-10.76%
PHARMACEUTICALS Total	1070.54	952.98	117.56	12.34%	10652.37	11572.37	-920.00	-7.95%	\$ 12,456,684	\$ 10,596,663	\$ 1,860,020	17.55%	\$ 127,894,050	\$ 136,942,446	-\$ 9,048,396	-6.61%
PROFESSIONAL SERVICES Total	5393.34	6074.32	-680.98	-11.21%	61723.11	64421.90	-2698.79	-4.19%	\$ 59,514,551	\$ 62,373,298	-\$ 2,858,747	-4.58%	\$ 663,335,343	\$ 659,083,975	\$ 4,251,368	0.65%
RESOURCES, ENVIRONMENT, UTILITIES Total	2567.11	2965.97	-398.86	-13.45%	30030.75	32533.21	-2502.46	-7.69%	\$ 25,926,694	\$ 28,656,393	-\$ 2,729,699	-9.53%	\$ 300,667,052	\$ 316,016,951	-\$ 15,349,899	-4.86%
RESTAURANTS, FOODSERVICE, LODGING,GAMING Total	1420.78	1607.37	-186.59	-11.61%	14126.96	15499.50	-1372.54	-8.86%	\$ 20,882,014	\$ 23,977,430	-\$ 3,095,416	-12.91%	\$ 216,612,514	\$ 239,002,281	-\$ 22,389,767	-9.37%
RETAIL, SERVICES Total	5686.43	6812.20	-1125.77	-16.53%	73318.27	80778.01	-7459.74	-9.23%	\$ 55,565,613	\$ 65,192,848	-\$ 9,627,235	-14.77%	\$ 770,722,673	\$ 837,265,839	-\$ 66,543,167	-7.95%
SCIENCE, RESEARCH & DEVELOPMENT Total	1163.03	1579.31	-416.28	-26.36%	12818.88	14394.22	-1575.34	-10.94%	\$ 13,134,563	\$ 17,849,403	-\$ 4,714,839	-26.41%	\$ 145,456,621	\$ 161,696,513	-\$ 16,239,892	-10.04%
TRANSPORTATION, LOGISTICS Total	746.32	843.78	-97.46	-11.55%	9302.11	10484.38	-1182.27	-11.28%	\$ 6,212,347	\$ 6,682,812	-\$ 470,465	-7.04%	\$ 78,105,700	\$ 85,820,794	-\$ 7,715,094	-8.99%
TRAVEL, BUSINESS CONVENTIONS & MEETINGS Total	2058.00	2376.10	-318.10	-13.39%	23233.39	22665.26	568.13	2.51%	\$ 45,577,873	\$ 46,984,899	-\$ 1,407,026	-2.99%	\$ 456,380,745	\$ 457,995,417	-\$ 1,614,672	-0.35%
Grand Total	67174.80	80481.54	-13306.74	-16.53%	783705.19	862878.58	-79173.39	-9.18%	\$ 823,722,674	\$ 936,651,451	-\$ 112,928,777	-12.06%	\$ 9,279,091,738	\$ 9,968,005,045	-\$ 688,913,307	-6.91%