

September 2008 BIN Numbers

	Magazine Pages								Magazine Revenue							
	SEP	SEP			YTD	YTD			SEPT	SEPT			YTD	YTD		
	2008	2007	VAR	%VAR	2008	2007	VAR	%VAR	2008 REV	2007 REV	VAR	%VAR	2008 REV	2007 REV	VAR	%VAR
AGRICULTURE Total	1354.01	1374.3	-20.29	-1.48%	11791.36	13001.63	-1210.27	-9.31%	\$ 17,192,902	\$ 17,831,764	-\$ 638,862	-3.58%	\$ 145,093,816	\$ 138,054,638	\$ 7,039,178	5.10%
ARCHITECTURE, DESIGN, LIGHTING Total	2130.82	2290.64	-159.82	-6.98%	17154.14	17524.66	-370.52	-2.11%	\$ 24,591,913	\$ 25,111,513	-\$ 519,600	-2.07%	\$ 207,919,650	\$ 203,095,144	\$ 4,824,506	2.38%
AUTOMOTIVE Total	3314.97	3532.16	-217.19	-6.15%	28502.24	31738.48	-3236.24	-10.20%	\$ 36,022,385	\$ 38,752,518	-\$ 2,730,133	-7.05%	\$ 298,771,675	\$ 350,915,189	-\$ 52,143,513	-14.86%
AVIATION, AEROSPACE & MILITARY Total	1360.18	1850.71	-490.53	-26.50%	10521.5	10761.92	-240.42	-2.23%	\$ 17,637,512	\$ 23,957,823	-\$ 6,320,311	-26.38%	\$ 144,443,593	\$ 144,449,787	-\$ 6,194	0.00%
BANKING, FINANCIAL, INSURANCE Total	3749.55	4207.94	-458.39	-10.89%	27815.72	31201.07	-3385.35	-10.85%	\$ 52,926,228	\$ 55,109,847	-\$ 2,183,618	-3.96%	\$ 376,805,237	\$ 398,657,816	-\$ 21,852,579	-5.48%
BUILDING, ENGINEERING, CONSTRUCTION Total	6208.19	7126.21	-918.02	-12.88%	53628.77	60006.76	-6377.99	-10.63%	\$ 60,650,564	\$ 67,676,885	-\$ 7,026,320	-10.38%	\$ 500,568,978	\$ 551,847,020	-\$ 51,278,042	-9.29%
BUSINESS, ADVERTISING & MARKETING Total	2549.24	2635.75	-86.51	-3.28%	18915.76	20105.39	-1189.63	-5.92%	\$ 73,945,744	\$ 70,736,274	\$ 3,209,470	4.54%	\$ 537,722,837	\$ 539,003,808	-\$ 1,280,970	-0.24%
COMPUTING, SOFTWARE, TELECOMM Total	2655.63	3164.36	-508.73	-16.08%	21643.72	24946.1	-3302.38	-13.24%	\$ 78,818,099	\$ 86,450,050	-\$ 7,631,951	-8.83%	\$ 650,066,223	\$ 739,251,358	-\$ 89,185,135	-12.06%
ELECTRONIC ENGINEERING Total	1626.45	1940.52	-314.07	-16.18%	14905.46	16883.59	-1978.13	-11.72%	\$ 26,167,242	\$ 32,315,730	-\$ 6,148,489	-19.03%	\$ 251,464,580	\$ 296,247,656	-\$ 44,783,076	-15.12%
GOVERNMENT (LOCAL, STATE, FEDERAL) Total	2226.51	2805.06	-578.55	-20.63%	16627.97	18587.14	-1959.17	-10.54%	\$ 22,267,966	\$ 31,502,020	-\$ 9,234,054	-29.31%	\$ 194,320,160	\$ 227,067,463	-\$ 32,747,303	-14.42%
HEALTHCARE Total	13898.09	17252.22	-3354.13	-19.44%	128333.99	145418.64	-17084.65	-11.75%	\$ 93,533,985	\$ 112,164,298	-\$ 18,630,312	-16.61%	\$ 882,055,611	\$ 948,949,967	-\$ 66,894,356	-7.05%
MFG, PROCESSING Total	9613.21	9820.03	-206.82	-2.11%	66780.95	68027.85	-1246.9	-1.83%	\$ 101,364,038	\$ 102,587,438	-\$ 1,223,400	-1.19%	\$ 715,132,167	\$ 720,099,334	-\$ 4,967,167	-0.69%
MISCELLANEOUS Total	879.8	982.99	-103.19	-10.50%	6636.84	6940.67	-303.83	-4.38%	\$ 7,044,520	\$ 7,554,991	-\$ 510,472	-6.76%	\$ 56,037,842	\$ 55,483,686	\$ 554,156	1.00%
MOVIES, RADIO, TV & VIDEO Total	2694.12	3015.28	-321.16	-10.65%	23679.49	27113.67	-3434.18	-12.67%	\$ 37,075,414	\$ 40,162,381	-\$ 3,086,967	-7.69%	\$ 327,773,624	\$ 358,907,855	-\$ 31,134,231	-8.67%
PHARMACEUTICALS Total	1115.19	1304.47	-189.28	-14.51%	8514.68	9331.32	-816.64	-8.75%	\$ 12,520,835	\$ 14,868,970	-\$ 2,348,135	-15.79%	\$ 103,165,072	\$ 111,824,236	-\$ 8,659,164	-7.74%
PROFESSIONAL SERVICES Total	6107.02	6760.96	-653.94	-9.67%	50326.56	52015.18	-1688.62	-3.25%	\$ 66,793,448	\$ 67,960,766	-\$ 1,167,317	-1.72%	\$ 539,995,770	\$ 532,190,471	\$ 7,805,300	1.47%
RESOURCES, ENVIRONMENT, UTILITIES Total	3178.66	3399.93	-221.27	-6.51%	24622.94	26373.19	-1750.25	-6.64%	\$ 31,776,357	\$ 32,997,885	-\$ 1,221,527	-3.70%	\$ 245,981,237	\$ 255,547,622	-\$ 9,566,386	-3.74%
RESTAURANTS, FOODSERVICE, LODGING,GAMING Total	1447.76	1641.09	-193.33	-11.78%	11396.18	12318.06	-921.88	-7.48%	\$ 22,814,698	\$ 25,026,616	-\$ 2,211,917	-8.84%	\$ 177,014,129	\$ 190,477,962	-\$ 13,463,834	-7.07%
RETAIL, SERVICES Total	8012.1	8713.16	-701.06	-8.05%	63057.24	69065.25	-6008.01	-8.70%	\$ 87,975,522	\$ 87,866,675	\$ 108,847	0.12%	\$ 672,580,665	\$ 722,304,598	-\$ 49,723,933	-6.88%
SCIENCE, RESEARCH & DEVELOPMENT Total	1436.7	1636.18	-199.48	-12.19%	10358.38	11286.74	-928.36	-8.23%	\$ 16,303,142	\$ 18,118,568	-\$ 1,815,426	-10.02%	\$ 118,626,792	\$ 128,963,761	-\$ 10,336,970	-8.02%
TRANSPORTATION, LOGISTICS Total	875.8	899.96	-24.16	-2.68%	7676.91	8607.5	-930.59	-10.81%	\$ 6,257,157	\$ 7,266,166	-\$ 1,009,009	-13.89%	\$ 64,144,634	\$ 70,622,458	-\$ 6,477,824	-9.17%
TRAVEL, BUSINESS CONVENTIONS & MEETINGS Total	2520.57	2364.68	155.89	6.59%	18337.54	17961.18	376.36	2.10%	\$ 49,566,072	\$ 47,170,003	\$ 2,396,069	5.08%	\$ 361,012,440	\$ 359,109,001	\$ 1,903,439	0.53%
Grand Total	78954.57	88718.6	-9764.03	-11.01%	641228.34	699215.99	-57987.65	-8.29%	\$ 943,245,744	\$ 1,013,189,180	-\$ 69,943,435	-6.90%	\$ 7,570,696,734	\$ 8,043,070,831	-\$ 472,374,098	-5.87%