

TRADE PUBLICATION REVENUE	MAY	MAY	% Change	YTD	YTD	% Change
	2004	2003		2004	2003	
Finance, Business & Advertising	\$110,218,496	\$89,822,128	22.71%	\$436,252,898	\$416,980,413	4.62%
Telecommunications	\$15,738,449	\$14,081,589	11.77%	\$58,162,531	\$55,707,000	4.41%
Computers	\$43,778,235	\$39,338,846	11.28%	\$195,728,629	\$186,780,621	4.79%
Software	\$46,762,145	\$46,485,363	0.60%	\$205,602,063	\$218,551,396	-5.93%
Mfg. & Elec. Equip., Mat's & Components	\$18,844,276	\$20,079,805	-6.15%	\$79,475,967	\$85,666,252	-7.23%
Drugs & Toiletries/PERQ*	73,266,389	70,388,333	4.09%	\$357,439,384	\$341,561,059	4.65%
Services, Direct Response, Classified	\$65,271,737	\$70,162,977	-6.97%	\$331,771,896	\$310,016,364	7.02%
Retail	\$67,337,256	\$61,573,200	9.36%	\$281,062,833	\$281,656,801	-0.21%
Home & Building	\$96,654,781	\$94,387,479	2.40%	\$453,714,483	\$456,343,902	-0.58%
Automotive	\$20,974,881	\$20,245,849	3.60%	\$95,755,818	\$92,362,001	3.67%
Travel	\$23,408,734	\$22,064,661	6.09%	\$104,193,407	\$107,239,122	-2.84%
TOTAL	\$582,255,379	\$548,630,232	6.13%	\$2,599,159,909	\$2,552,864,931	1.81%
TRADE PUBLICATION PAGES	MAY	MAY	% Change	YTD	YTD	% Change
	2004	2003		2004	2003	
Finance, Business & Advertising	8260	7027	17.55%	33301	32999	0.92%
Telecommunications	846	767	10.36%	3038	2922	3.99%
Computers	2143	2018	6.19%	9460	9759	-3.07%
Software	2470	2615	-5.52%	11117	12371	-10.13%
Mfg. & Elec. Equip., Mat's & Components	1498	1632	-8.17%	6537	7298	-10.42%
Drugs & Toiletries/PERQ*	14,170	13,880	2.09%	67,305	66,168	1.72%
Services, Direct Response, Classified	5804	6367	-8.84%	27354	26804	2.05%
Retail	5774	5306	8.81%	23444	24042	-2.49%
Home & Building	8572	8247	3.93%	38121	38683	-1.45%
Automotive	2083	2090	-0.33%	8976	9301	-3.49%
Travel	1285	1223	5.01%	5633	5968	-5.62%
TOTAL	52905	51171	3.39%	234,287	236,314	-0.86%
Horticulture & Farming	MAY Pages	MAY Revenue		YTD Pages	YTD Revenue	
	2004	2004		2004	2004	
	1913.11	\$10,386,095		9287.13	\$73,605,697	