



## United Business Media

For immediate release

24 September 2004

### **UNITED BUSINESS MEDIA**

## **US High Tech Publishing Statistics: August 2004**

### **Summary**

#### **Month of August 2004**

The business information market serving the technology industry, measured in terms of advertising page volumes, decreased by 5.4% in the month of August compared to August 2003. CMP Media's continuing technology publications recorded a 7.1% decrease against August 2003.

CMP Media's market share, compared to 2003, decreased – its continuing titles held a share of 27.7% in August 2004 down from 28.2% in August 2003.

#### **Calendar Year to August**

The market decreased by 6.6% compared to the year to August 2003. CMP's continuing titles, in the year to August 2004, recorded a 3.8% decrease in advertising page volumes against the year to August 2003.

Market share of CMP Media's continuing titles year to date was 27.3% up from 26.5% in the prior year period.

#### **Rolling twelve months to August 2004**

The market decreased by 8.0% in advertising page volumes in the twelve months ended August 2004 compared to the twelve months ended August 2003. CMP Media's continuing High Tech publications recorded a 3.8% decrease in the same period.

## MARKET SEGMENT – ADVERTISING PAGE VOLUMES

### MONTH OF August 2004

	2004 Pages	2003 Pages	Change 04 vs 03 %	2004 Market Share %	2003 Market Share %
<b>CMP Media</b>					
Continuing	1,333	1,435	-7.1%	27.7%	28.2%
Discontinued	0	102		0.0%	2.0%
<b>CMP Media Total</b>	<b>1,333</b>	<b>1,537</b>	<b>-13.3%</b>	<b>27.7%</b>	<b>30.2%</b>
<b>Whole Market</b>					
Continuing	4,822	4,992	-3.4%	100.0%	97.9%
<i>B2B Tech Publications</i>	4,495	4,607	-2.4%	93.2%	90.3%
<i>General Business</i>	327	385	-15.1%	6.8%	7.6%
Discontinued	0	106		0.0%	2.1%
<b>Total Market</b>	<b>4,822</b>	<b>5,098</b>	<b>-5.4%</b>	<b>100.0%</b>	<b>100.0%</b>

### MAJOR CMP TITLES

	August 2004		YTD August 2004	
	+ Pages	% Change	+ Pages	% Change
Information Week	+7.3	+4.7	+103.8	+6.6
EE Times	+76.2	+36.8	+6.1	+0.3
Dr Dobb's	+4.7	+14.1	-54.8	-13.5
Network Computing	-13.7	-13.7	-42.6	-4.4
Network Magazine	-7.0	-20.9	-25.2	-7.9
CRN	-56.5	-22.4	-193.1	-11.3
VAR Business	+18.8	+17.5	+13.5	+1.4

## CALENDAR YEAR TO August 2004

	2004 Pages	2003 Pages	Change 04 vs 03 %	2004 Market Share %	2003 Market Share %
<b>CMP Media</b>					
Continuing	11,461	11,918	-3.8%	27.3%	26.5%
Discontinued	0	1,127		0.0%	2.5%
<b>CMP Media Total</b>	<b>11,461</b>	<b>13,045</b>	<b>-12.1%</b>	<b>27.3%</b>	<b>29.0%</b>
<b>Whole Market</b>					
Continuing	41,956	43,495	-3.5%	100.0%	96.8%
<i>B2B Tech Publications</i>	38,054	39,309	-3.2%	90.7%	87.5%
<i>General Business</i>	3,902	4,186	-6.8%	9.3%	9.3%
Discontinued	0	1,435		0.0%	3.2%
<b>Total Market</b>	<b>41,956</b>	<b>44,930</b>	<b>-6.6%</b>	<b>100.0%</b>	<b>100.0%</b>

## TWELVE MONTHS to Date

	2004 Pages	2003 Pages	Change %	2004 Market Share %	2003 Market Share %
<b>CMP Media</b>					
Continuing	18,271	19,000	-3.8%	27.1%	26.0%
Discontinued	470	1,926		0.7%	2.6%
<b>CMP Media Total</b>	<b>18,741</b>	<b>20,926</b>	<b>-10.4%</b>	<b>27.8%</b>	<b>28.6%</b>
<b>Whole Market</b>					
Continuing	66,823	70,098	-4.7%	99.3%	95.9%
<i>B2B Tech Publications</i>	60,077	63,017	-4.7%	89.3%	86.2%
<i>General Business</i>	6,746	7,081	-4.7%	10.0%	9.7%
Discontinued	483	3,024		0.7%	4.1%
<b>Total Market</b>	<b>67,306</b>	<b>73,122</b>	<b>-8.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source - IMS: Auditor

-Ends-

**For further information, please contact:**

Michael Waring	United Business Media	020 7921 5031
Colin Browne	The Maitland Consultancy	020 7379 5151
Nick Molden	United Business Media	020 7921 5097

**Notes to Editors:**

**CMP MEDIA LLC**

CMP Media LLC ([www.cmp.com](http://www.cmp.com)) is a leading integrated media company providing essential information and marketing services to the entire technology spectrum -- the builders, sellers and users of technology worldwide. Capitalising on its editorial strength, CMP is uniquely positioned to offer marketers comprehensive, integrated media solutions tailored to meet their individual needs. Its diverse products and services include newspapers, magazines, Internet products, research, direct marketing services, education and training, trade shows and conferences, and custom publishing.

**BASIS OF COMPILATION OF STATISTICS**

The statistics, which are the main subject of today's release, are independently compiled by IMS/Auditor. The basis of compilation includes:

- pages are hand counted
- supplement ads are counted if in over 50% of circulation
- house ads are not counted
- inserts are counted if bound in publication
- the database will continually be updated as more accurate information arrives

All CMP High Tech publications are tracked. CMP determines the competitive set of publishing titles which are measured on its behalf by IMS Auditor and periodically adjusts the population to ensure that it is properly representative of the changing US business technology advertising market in which CMP competes.

Note: that these statistics represent only total advertising page volumes as counted above, they do not represent paid advertising page volumes nor do they show the revenue yields which the operators in these market segments have achieved.

This press release includes statements which are not historical facts and are considered "forward-looking" within the meaning of Section 27 of the Securities Act of 1933, as amended. These forward-looking statements reflect UBM's current views about future events, business and growth strategy and financial performance. These forward-looking statements are identified by their use of terms and phrases such as "believe," "expect," "plan," "anticipate," "on target" and similar expressions identifying forward-looking statements. Investors should not rely on forward-looking statements because they are subject to a variety of risks, uncertainties and other factors that could cause actual results to differ materially from UBM's expectations. UBM expressly does not undertake any duty to update forward-looking statements. Management does not attempt to update forecasts unless conditions materially change.