



## United Business Media

25 October 2004

### UNITED BUSINESS MEDIA

## US High Tech Publishing Statistics: September 2004

### Summary

#### Month of September 2004

The business information market serving the technology industry, measured in terms of advertising page volumes, decreased by 9.5% in the month of September compared to September 2003. CMP Media's continuing technology publications recorded a 10.8% decrease against September 2003.

CMP Media's market share, compared to 2003, decreased – its continuing titles held a share of 26.2% in September 2004 down from 26.5% in September 2003.

#### Calendar Year to September

The market decreased by 6.7% compared to the year to September 2003. CMP's continuing titles, in the year to September 2004, recorded a 3.8% decrease in advertising page volumes against the year to September 2003.

Market share of CMP Media's continuing titles year to date was 27.5% up from 26.7% in the prior year period.

#### Rolling twelve months to September 2004

The market decreased by 7.0% in advertising page volumes in the twelve months ended September 2004 compared to the twelve months ended September 2003. CMP Media's continuing High Tech publications recorded a 2.9% decrease in the same period.

## MARKET SEGMENT – ADVERTISING PAGE VOLUMES

### MONTH OF September 2004

	2004 Pages	2003 Pages	Change 04 vs 03 %	2004 Market Share %	2003 Market Share %
<b>CMP Media</b>					
Continuing	1,582	1,773	-10.8%	26.2%	26.5%
Discontinued	0	161		0.0%	2.4%
<b>CMP Media Total</b>	<b>1,582</b>	<b>1,934</b>	<b>-18.2%</b>	<b>26.2%</b>	<b>28.9%</b>
<b>Whole Market</b>					
Continuing	6,048	6,517	-7.2%	100.0%	97.5%
<i>B2B Tech Publications</i>	5,457	5,807	-6.0%	90.2%	86.9%
<i>General Business</i>	591	710	-16.8%	9.8%	10.6%
Discontinued	0	166		0.0%	2.5%
<b>Total Market</b>	<b>6,048</b>	<b>6,683</b>	<b>-9.5%</b>	<b>100.0%</b>	<b>100.0%</b>

### MAJOR CMP TITLES

	September 2004		YTD September 2004	
	+/- Pages	% Change	+/- Pages	% Change
Information Week	-67.6	-22.5	+36.3	+1.9
EE Times	-53.6	-17.1	-47.5	-2.0
Dr Dobb's	-17.2	-29.4	-72.0	-15.5
Network Computing	-11.2	-7.3	-53.8	-4.8
Network Magazine	-6.5	-20.0	-31.7	-9.0
CRN	-47.3	-19.4	-240.4	-12.3
VAR Business	-63.3	-34.6	-49.8	-4.3

## CALENDAR YEAR TO September 2004

	2004 Pages	2003 Pages	Change 04 vs 03 %	2004 Market Share %	2003 Market Share %
<b>CMP Media</b>					
Continuing	13,168	13,691	-3.8%	27.5%	26.7%
Discontinued	0	1,289		0.0%	2.5%
<b>CMP Media Total</b>	<b>13,168</b>	<b>14,980</b>	<b>-12.1%</b>	<b>27.5%</b>	<b>29.2%</b>
<b>Whole Market</b>					
Continuing	47,920	49,764	-3.7%	100.0%	96.9%
<i>B2B Tech Publications</i>	43,410	44,868	-3.2%	90.6%	87.4%
<i>General Business</i>	4,510	4,896	-7.9%	9.4%	9.5%
Discontinued	0	1,601		0.0%	3.1%
<b>Total Market</b>	<b>47,920</b>	<b>51,365</b>	<b>-6.7%</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	18,205	18,751	-2.9%	27.4%	26.2%
Discontinued	309	1,872		0.5%	2.6%
<b>CMP Media Total</b>	<b>18,514</b>	<b>20,623</b>	<b>-10.2%</b>	<b>27.9%</b>	<b>28.8%</b>
<b>Whole Market</b>					
Continuing	66,233	68,832	-3.8%	99.5%	96.2%
<i>B2B Tech Publications</i>	59,590	61,793	-3.6%	89.5%	86.4%
<i>General Business</i>	6,643	7,039	-5.6%	10.0%	9.8%
Discontinued	316	2,717		0.5%	3.8%
<b>Total Market</b>	<b>66,549</b>	<b>71,549</b>	<b>-7.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source - IMS: Auditor

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**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.