

Hot Markets for 2009-2010

RANKING OF DEMAND SECTORS AND CATEGORIES BY PRINT POTENTIAL (2009)

Rank	Category	Revenue Forecast*	Growth Rate	Share-to-Print	Print Potential*	Print % Change
1	Banking and Insurance	\$3,498	8%	0.4%	\$14.345	<8%
2	Publishing/Non-Newspaper	97	-10	<15	14.199	-8
3	Packaged Foods	896	16	<1.5	13.202	17
4	Medical Products/Pharmaceuticals	414	3	<0.6	12.325	2
5	Computer Software	520	20	2.1	11.108	0
6	Real Estate	2,109	4	0.5	11.001	0
7	Telecommunications	1,113	8	0.9	9.955	14
8	Beverages	394	8	2.5	9.791	11
9	Fashion	577	2	1.4	8.812	1
10	Automotive	1,765	8	<1.0	8.106	-8
11	Health Providers	2,575	13	<0.9	7.840	-2
12	Travel/Hospitality	795	5	0.9	7.012	-3
13	Gambling/Wagering	610	11	1.0	6.121	27
14	Personal Care	383	4	0.5	6,103	-10
15	Discount Retail	1,082	5	< 0.8	5.212	-5
16	Food Service	699	<6	0.7	4.942	<6
17	Freight/Logistics	661	9	<0.1	4.909	4
18	Investment/Brokerage	1,014	7	<0.5	4.905	-39
19	Home Improvements	748	8	>0.6	4.855	-28
20	Security/Protection	199	7	2.3	4.803	-32
21	Entertainment	728	9	<0.7	4.799	-8
22	Leisure Activity	199	7	2.0	3.881	-5
23	Electronics	619	-9	< 0.1	3.114	-24
24	Higher Education	164	17	1.9	3.036	-6
25	Government/Federal, State	5,382	5	0.5	2.895	-3
	TOTALS/AVERAGES - HOT MARKETS	\$27,241	5	0.7	\$187,271	-3
	LESS: OVERLAP	-18,817	14			
	ADD: OTHER CATEGORIES	4,810	0	0.3	14.428	3
	TOTALS/AVERAGES - ALL	\$13,234	<4	>0.1	\$201,699	-1

*Dollar data in U.S. billions. Forecast is in 2008 dollars.