

Category	1Q 2007	2Q 2007	3Q 2007	4Q 2007	2007 Total
Apparel:	\$1,350,600	\$5,964,200	\$3,599,200	\$14,629,800	\$25,543,800
Audio supplies and equipment:	\$66,648,600	\$82,534,100	\$100,574,900	\$123,251,900	\$373,009,500
Automotive and travel:	\$1,645,200	\$3,708,900	\$5,816,600	\$6,821,500	\$17,992,200
Business:	\$51,791,300	\$76,710,600	\$78,313,800	\$77,871,500	\$284,687,200
Collectibles and art:	\$838,200	\$2,502,700	\$1,630,500	\$1,667,300	\$6,638,700
Computers, software and home office:	\$54,954,800	\$64,430,600	\$121,139,700	\$150,120,300	\$390,645,400
Correspondence schools:	\$13,423,000	\$3,519,300	\$22,551,700	\$4,454,400	\$43,948,400
Crafts, hobbies, sporting goods and toys:	\$89,456,000	\$89,161,600	\$81,075,500	\$87,653,100	\$347,346,200
Drug and toiletry:	\$326,323,900	\$371,403,400	\$360,273,300	\$340,282,000	\$1,398,282,600
Food and beverage:	\$820,600	\$1,819,200	\$1,875,800	\$3,155,600	\$7,671,200
General:	\$57,736,700	\$84,861,300	\$85,693,300	\$98,158,700	\$326,450,000
Home and building:	\$23,552,700	\$37,485,700	\$26,207,700	\$16,397,600	\$103,643,700
Household, furniture and appliances:	\$91,192,000	\$116,739,800	\$152,064,300	\$182,296,500	\$542,292,600
Lawn, garden, seeds and bulbs:	\$21,763,900	\$29,371,600	\$21,450,900	\$12,056,700	\$84,643,100
Multiple category ad:	\$9,398,400	\$9,367,600	\$12,048,100	\$10,719,700	\$41,533,800
Publishers and book clubs:	\$26,436,400	\$24,376,300	\$20,380,700	\$26,949,300	\$98,142,700
Video supplies and equipment:	\$93,299,800	\$105,222,100	\$94,293,700	\$93,188,100	\$386,003,700
Total:	\$930,632,100	\$1,109,179,000	\$1,188,989,700	\$1,249,674,000	\$4,478,474,800