

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended December 31, 2003

OR

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF
1934

For the transition period from _____ to _____

Commission File Number: 0-25790

PC MALL, INC.

(Exact name of registrant as specified in its charter)

Delaware	95-4518700
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification Number)

2555 West 190th Street, Suite 201
Torrance, CA 90504
(address of principal executive offices)

(Registrant's telephone number, including area code): (310) 354-5600

Securities registered pursuant to Section 12(b) of the Act: None

Securities registered pursuant to Section 12(g) of the Act:

Common Stock, Par Value \$0.001 Per Share

Indicate by check mark whether the Registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the Registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of the Registrant's knowledge in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the Registrant is an accelerated filer (as defined in Exchange Act Rule 12b-2).
Yes No

As of June 30, 2003, the aggregate market value of the Common Stock held by non-affiliates of the Registrant was approximately \$31.9 million. The number of shares outstanding of the Registrant's Common Stock as of March 29, 2004 was 10,871,199.

Documents incorporated by reference into Part III:

Portions of the Proxy Statement for the Registrant's 2004 Annual Meeting of Stockholders to be filed pursuant to Regulation 14A within 120 days after the Registrant's fiscal year end of December 31, 2003 are incorporated by reference into Part III of this Report.

PC MALL, INC.
TABLE OF CONTENTS

	<u>Page</u>
PART I	
ITEM 1. Business	3
ITEM 2. Properties	21
ITEM 3. Legal Proceedings	21
ITEM 4. Submission of Matters to a Vote of Security Holders	21
PART II	
ITEM 5. Market for Registrant's Common Stock and Related Stockholder Matters	22
ITEM 6. Selected Financial Data	22
ITEM 7. Management's Discussion and Analysis of Financial Condition and Results of Operations	25
ITEM 7A. Quantitative and Qualitative Disclosures about Market Risk	37
ITEM 8. Financial Statements and Supplementary Data	37
ITEM 9. Changes in and Disagreements with Accountants on Accounting and Financial Disclosure	37
ITEM 9A. Controls and Procedures	37
PART III	
ITEM 10. Directors and Executive Officers of the Registrant	37
ITEM 11. Executive Compensation	38
ITEM 12. Security Ownership of Certain Beneficial Owners and Management	38
ITEM 13. Certain Relationships and Related Transactions	38
ITEM 14. Principal Accountant Fees and Services	38
PART IV	
ITEM 15. Exhibits, Financial Statement Schedules and Reports on Form 8-K	38
SIGNATURES	

