

O/R Distribution
CATALOG OF REPORTS

Version 6.11.04

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209 - CAD Balance Rtlr Rack Load

Maximize the number of titles that could be distributed to the retailer based upon the demographic category profile and the available rack space. To delete a title from a retailer's distribution the system will look at the worst selling categories and delete only annuals and quarterlies. To add a title, the system will look at the top 10 selling categories and choose annuals and quarterlies that were invoiced the same week last year. You have the option to print a trial run of this code for review before you decide to update the retailer's distribution.

SELECT BY:

Title
Draw
Avg Net
Yearly Profit

SORT/TOTAL BY:

HEADING DESCRIPTIONS:

The report gives you the top 10 best selling categories for the retailer. Then lists the bottom worst selling categories for the retailer. When the rack is short a title, the top selling categories are reviewed to find titles the retailer is not drawing. When the rack is over, the titles in the worst categories are suggested for deletion.

209 - CAD BALANCE RTLR RACK LOAD FOR RETAILER 01171 PLANT CITY CONCESSION-M										DATE 04/29/04	PAGE 1
BEST CAT 425	WKLY/TABLOIDS	C CLASS	28 TITLES	42 DRAW	47 AVG NET	49,469	YEARLY PROFIT				
BEST CAT 450	WOMEN/GENERAL	C CLASS	31 TITLES	26 DRAW	60 AVG NET	16,879	YEARLY PROFIT				
BEST CAT 300	HOME/GARDEN	C CLASS	31 TITLES	20 DRAW	22 AVG NET	7,767	YEARLY PROFIT				
BEST CAT 180	BUSINESS	C CLASS	30 TITLES	21 DRAW	21 AVG NET	7,307	YEARLY PROFIT				
BEST CAT 285	HEALTH/FITNES	C CLASS	19 TITLES	23 DRAW	31 AVG NET	5,793	YEARLY PROFIT				
BEST CAT 225	COMPUTER	C CLASS	27 TITLES	23 DRAW	13 AVG NET	5,493	YEARLY PROFIT				
BEST CAT 318	MEN'S GENERAL	C CLASS	11 TITLES	24 DRAW	41 AVG NET	5,282	YEARLY PROFIT				
BEST CAT 320	MEN'S SOPHIST	C CLASS	18 TITLES	23 DRAW	13 AVG NET	4,517	YEARLY PROFIT				
BEST CAT 267	FOOD/ALCOHOL/	C CLASS	17 TITLES	18 DRAW	19 AVG NET	4,237	YEARLY PROFIT				
BEST CAT 370	OUTDOOR SPORT	C CLASS	23 TITLES	21 DRAW	16 AVG NET	4,139	YEARLY PROFIT				
WORST CAT 265	ELECTRONICS	C CLASS	4 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 134	ALMANAC	C CLASS	1 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 220	COMICS	C CLASS	26 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 290	HOBBIES	C CLASS	2 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 400	SCIFI/HORROR	C CLASS	1 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 200	CARTOON/HUMOR	C CLASS	1 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 221	COMICS/DIGEST	C CLASS	1 TITLES	0 DRAW	0 AVG NET	0	YEARLY PROFIT				
WORST CAT 213	VARIETY/PUZ	C CLASS	1 TITLES	15 DRAW	2 AVG NET	9	YEARLY PROFIT				
WORST CAT 377	HOCKEY	C CLASS	1 TITLES	40 DRAW	28 AVG NET	39	YEARLY PROFIT				
WORST CAT 441	TV	C CLASS	1 TITLES	30 DRAW	9 AVG NET	108	YEARLY PROFIT				

210 - Trial Distribution

This program will let you run a trial distribution for a title to review for any errors or possible changes required. It will also print O/R data for up to 6 of the most recent issues including draw, returns, pickups/ reorders, net sale and percent of sale. The issue entered for the trial distribution cannot be an issue already in the O/R File. The O/R and Bulk Files will not be updated. A 'Calculate Draw Error Report' and 'Calculate Base Error Report' will print to alert you of any errors.

SELECT BY:	SORT/TOTAL BY:
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HEADING DESCRIPTIONS:

RETAILER - Agency number assigned to identify the retailer (X indicates a split invoice) (\$ indicates a sellout retailer)
 FREEZE - Identifies frozen distribution
 CURR BASE - The current base for each retailer
 NEW BASE - The newly calculated base for the trial distribution
 ISSUE - Number assigned to identify the issue
 DRAW - The number of copies drawn for that issue
 PICKUPS/REORDERS - The net total of the pickups and reorder for that issue
 NET - Number of copies sold for that issue

X150 - DRAW/NET 35270 PLAYBOY * 04/29/04 PAGE 1

ND	TITLE	ISSUE	TITLE NAME	TOTAL BASE	RECEIVED	DISTRIBUTED	BIN	BUNDLE	DATE	FREQUENCY				
30	35270	06	PLAYBOY *	1,538.6	0	10,000		20	4/29/04	3-MONTHLY				
RETLR	ISSUE	12	ISSUE	01	ISSUE	02	ISSUE	03	ISSUE	04	ISSUE	05	CURRENT	RETLR
NUMBER	DRAW	P/R	NET	DRAW	P/R	NET	DRAW	P/R	NET	DRAW	P/R	NET	DRAW	BASE DTE F NUMBR
00052	39		36										DELETED	04042 00052
00095	18		9										DELETED	04042 00095
00201	50		14	50	20	59	50	27	50	5	12	50	43	50
00202	50		22	50	25	74	50	31	50		50	50	47	50
00203	50		20	50	10	43	50	10	50		50	50	47	50
00315	16		10	40		24	19	9	21	41	30	19	19	37
00327	28		14	61		21	30	13	34	66	28	31	31	42
01171	10	41	29	24	35	32	25	42	36	24	32	11	25	16
01173	25	28	31	25	56	65	25	32	48	20	79	87	24	32
01176	20	12	5	20	24	33	20	41	42	20	37	50	20	31
01177	25	8-	7	25		17	25	5	18	25	5	11	25	6
02033	14		7	35		12	15		3	17	33	25	16	25
02056	42		23			36			13	42	82	24	39	29
02072	11		2	26		8	9	4-	2	5	14	11	12	5

213 - CAD Review Retailer Distribution

This program analyzes the distribution of selected retailers by sales and agency profit. It compares the category profile of the selected retailer to the category profile of its store type. It prints a suggested list of titles to add and delete. You are given the option whether or not to update the files.

SELECT BY:	SORT/TOTAL BY:																																																																																																																					
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213 - CAD REVIEW RTLR DISTRIBUTION FOR 01171 PLANT CITY CONCESSION-MAGS STORE NBR 71 04/29/04 PAGE 1 THE CATEGORIES LISTED BELOW ARE THE BEST SELLING CATEGORIES FOR THIS TYPE STORE 14 - TERMINAL/NEWSSTAND BEST CAT 425 WKLY/TABLOIDS C CLASS 422 O/R DISTRIBUTIONS 70 DRAW 31 AVG NET 1,164 YEARLY PROFIT BEST CAT 318 MEN'S GENERAL C CLASS 207 O/R DISTRIBUTIONS 46 DRAW 24 AVG NET 264 YEARLY PROFIT BEST CAT 450 WOMEN/GENERAL C CLASS 611 O/R DISTRIBUTIONS 53 DRAW 27 AVG NET 236 YEARLY PROFIT																																																																																																																						
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213 - CAD REVIEW RTLR DISTRIBUTION FOR 01171 PLANT CITY CONCESSION-MAGS STORE NBR 71 04/29/04 PAGE 1 <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">CAT DESC</th> <th style="text-align: left;">TITLE NAME</th> <th style="text-align: left;">FQ LC</th> <th style="text-align: left;">DRAWING</th> <th style="text-align: left;">AVG DRAW</th> <th style="text-align: left;">AVG NET</th> <th style="text-align: left;">PCNT SALE</th> <th style="text-align: left;">AVG DRAW</th> <th style="text-align: left;">AVG NET</th> </tr> </thead> <tbody> <tr> <td colspan="9">**** THE FOLLOWING TITLES ARE RECOMMENDED FOR DELETION</td> </tr> <tr> <td>285 HEALTH/FITNES</td> <td>01613 PREVENTION SPEC C/O</td> <td>2 R</td> <td>701</td> <td>6</td> <td>1</td> <td>17</td> <td>5</td> <td>0</td> </tr> <tr> <td>225 COMPUTER</td> <td>01636 FORBES SPECIAL*</td> <td>3 R</td> <td>392</td> <td>2</td> <td>0</td> <td>0</td> <td>25</td> <td>0</td> </tr> <tr> <td>270 GENERAL INTER</td> <td>01814 NEWSWEEK EXTRA 200*</td> <td>2 R</td> <td>44</td> <td>4</td> <td>1</td> <td>25</td> <td>10</td> <td>0</td> </tr> <tr> <td>319 SOPH-DIGEST</td> <td>02217 PENTHOUSE FORUM *</td> <td>3 R</td> <td>37</td> <td>14</td> <td>2</td> <td>14</td> <td>20</td> <td>0</td> </tr> <tr> <td>285 HEALTH/FITNES</td> <td>03391 MEN'S HEALTH SPEC*</td> <td>2 R</td> <td>639</td> <td>9</td> <td>1</td> <td>11</td> <td>25</td> <td>0</td> </tr> <tr> <td colspan="9">**** THE FOLLOWING TITLES ARE RECOMMENDED FOR ADDITION</td> </tr> <tr> <th style="text-align: left;">CAT DESC</th> <th style="text-align: left;">TITLE NAME</th> <th style="text-align: left;">FQ</th> <th style="text-align: left;">DRAWING</th> <th style="text-align: left;">AVG DRAW</th> <th style="text-align: left;">AVG NET</th> <th style="text-align: left;">PCNT SALE</th> <th colspan="2"></th> </tr> <tr> <td>450 WOMEN/GENERAL</td> <td>01231 MODERN BRIDE SPEC:</td> <td>1</td> <td>731</td> <td>0</td> <td>0</td> <td>100</td> <td colspan="2"></td> </tr> <tr> <td>450 WOMEN/GENERAL</td> <td>02330 MODE*C/O</td> <td>3</td> <td>450</td> <td>0</td> <td>0</td> <td>100</td> <td colspan="2"></td> </tr> <tr> <td>450 WOMEN/GENERAL</td> <td>08406 WOMEN'S DAY FAVORIT</td> <td>2</td> <td>159</td> <td>0</td> <td>0</td> <td>100</td> <td colspan="2"></td> </tr> <tr> <td>450 WOMEN/GENERAL</td> <td>08200 COSMO ABOUT MEN C/O</td> <td>1</td> <td>653</td> <td>9</td> <td>5</td> <td>56</td> <td colspan="2"></td> </tr> </tbody> </table>		CAT DESC	TITLE NAME	FQ LC	DRAWING	AVG DRAW	AVG NET	PCNT SALE	AVG DRAW	AVG NET	**** THE FOLLOWING TITLES ARE RECOMMENDED FOR DELETION									285 HEALTH/FITNES	01613 PREVENTION SPEC C/O	2 R	701	6	1	17	5	0	225 COMPUTER	01636 FORBES SPECIAL*	3 R	392	2	0	0	25	0	270 GENERAL INTER	01814 NEWSWEEK EXTRA 200*	2 R	44	4	1	25	10	0	319 SOPH-DIGEST	02217 PENTHOUSE FORUM *	3 R	37	14	2	14	20	0	285 HEALTH/FITNES	03391 MEN'S HEALTH SPEC*	2 R	639	9	1	11	25	0	**** THE FOLLOWING TITLES ARE RECOMMENDED FOR ADDITION									CAT DESC	TITLE NAME	FQ	DRAWING	AVG DRAW	AVG NET	PCNT SALE			450 WOMEN/GENERAL	01231 MODERN BRIDE SPEC:	1	731	0	0	100			450 WOMEN/GENERAL	02330 MODE*C/O	3	450	0	0	100			450 WOMEN/GENERAL	08406 WOMEN'S DAY FAVORIT	2	159	0	0	100			450 WOMEN/GENERAL	08200 COSMO ABOUT MEN C/O	1	653	9	5	56		
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214 - Trial Distribution

This program analyzes the distribution of the selected titles by sales and agency profit. It breaks the sales down by type of store, examines distribution, and deletes non-selling retailers, adjusts bases, and adds new retailers where appropriate.

SELECT BY:

SORT/TOTAL BY:

HEADING DESCRIPTIONS:

214 - CAD REVIEW TITLE DISTRIBUTION									DATE 04/29/04	PAGE 1	
TITLE NAME	NBR RTLRS	ALL TYPES DRAW	AVG NET	PCNT SALE	TYPE 1&2 NET	TYPE 3&4 NET	TYPE 5&6 NET	TYPE OTHER NET			
35270 PLAYBOY *	69	2,224	729	33	9	286	0	433			
LISTED BELOW ARE THE STORE TYPES WHERE THIS TITLE SELLS BEST											
BEST TYPES 14	TERMINAL/NEWSSTA	221	O/R DISTRIBUTIONS	28	AVG DRAW	12	AVG NET	42	PCNT SALE	229	YEARLY PROFIT
BEST TYPES 15	INDEPENDANT TERM	6	O/R DISTRIBUTIONS	15	AVG DRAW	5	AVG NET	33	PCNT SALE	106	YEARLY PROFIT
BEST TYPES 13	INDEPENDANT BOOK	186	O/R DISTRIBUTIONS	6	AVG DRAW	4	AVG NET	66	PCNT SALE	74	YEARLY PROFIT
BEST TYPES 2	INDEPENDENT SUPE	23	O/R DISTRIBUTIONS	7	AVG DRAW	2	AVG NET	28	PCNT SALE	41	YEARLY PROFIT
BEST TYPES 3	CONVENIENCE CHAI	494	O/R DISTRIBUTIONS	7	AVG DRAW	2	AVG NET	28	PCNT SALE	40	YEARLY PROFIT
BEST TYPES 16	ALL OTHERS	19	O/R DISTRIBUTIONS	7	AVG DRAW	1	AVG NET	14	PCNT SALE	23	YEARLY PROFIT
BEST TYPES 4	INDEPENDENT CONV	1,425	O/R DISTRIBUTIONS	3	AVG DRAW	1	AVG NET	33	PCNT SALE	22	YEARLY PROFIT
BEST TYPES 1	SUPERMARKET CHAI	14	O/R DISTRIBUTIONS	2	AVG DRAW	1	AVG NET	50	PCNT SALE	8	YEARLY PROFIT

220 - Title Distribution Report

For the titles requested, this report prints O/R distribution data for the retailers who draw the title. The report includes retailer number, name, base, freeze, rack location, H/L base, average net sale and split status (X for regular splits, E for extra splits and 1, 2, 3 or 4 for hold splits) for each retailer, as well as draw, pickup/ reorder, and net sale for up to 4 issues in the O/R file. After you have keyed your select/sort options, you will be prompted for title and issue. The issue number keyed tells the system to use that issue and the next 3 issues back. The issue on the right is most current, the oldest is on the left of the report. If you select to print deleted and suspended retailers, a D or an S will print next to the retailer number to indicate the status.

SELECT BY:

- | | |
|----------------------------|-------------------------|
| 1 - CHAIN | 2 - SUB CHAIN |
| 3 - MAG ROUTE | 4 - RETAILER |
| 5 - BOOK ROUTE | 6 - AUTHORIZED LIST |
| 7 - MISC ROUTE | 8 - AVERAGE NET |
| 9 - NEWS DAILY ROUTE | 10 - BASE |
| 11 - RACK LOCATION | 12 - BOOK DISTRIB TYPE |
| 13 - RACK STATUS | 14 - CLASS OF TRADE |
| 15 - INCLUDE DEL/SUS (Y/N) | 16 - ZIP CODE |
| 17 - LOCATION | 18 - MAG COMMISSION NBR |
| 19 - BOOK COMMISSION NBR | |

SORT/TOTAL BY:

- | | |
|--------------------|------------------|
| 1 - CHAIN | 2 - SUB CHAIN |
| 3 - MAG RT ONLY | 4 - RETAILER |
| 5 - MAG RT/SQ1 | 6 - AUTH LIST |
| 7 - BOOK DIST TYPE | 8 - AVERAGE NET |
| 9 - BOOK RT ONLY | 10 - BASE |
| 11 - BOOK RT/SEQ | 12 - SPLIT |
| 13 - CLASS TRADE | 14 - MISC RT/SQ1 |
| 15 - NAME | 16 - NEWS DLY RT |
| 17 - RACK LOCATION | 18 - STATE |
| 19 - LOCATION | 20 - ZIP CODE |

HEADING DESCRIPTIONS:

P/R - Net quantity of reorders minus pickup
 BASE - Current base for the retailer
 FZ - Freeze - Identifies retailers that have frozen distribution
 RL - Rack Location - Indicates whether the title is on the checkout rack, mainline, both, on special spinners, etc.
 AVG NET - Average Net for the issue as designated in the title's formula
 ALTERNATE BASE - Used to store the retailer's base for a special issue (ie Sports Ills. Swimsuit) or it is used to store the high/low draw minimum

220 - O/R DISTRIBUTION FOR 35270 - PLAYBOY * FREQ-3-MONTHLY FORM- 821 04/29/04 PAGE 1

RETLR NAME	ISS 12			ISS 01			ISS 02			ISS 03			F L H/L			AVG			
	ISS	12	NET	ISS	01	NET	ISS	02	NET	ISS	03	NET	BASE	Z	C	BASE	NET	S	RETLR
00201 PARADIES OKLAHOMA CIT	50		14	50	20	59	50		27	50	5	12	50.0	8	R		32.7		00201
00202 PARADIES CAPITAL CITY	50		22	50	25	74	50		31	50		50	50.0	8	R		51.7		00202
00203 PARADIES CAPITAL CITY	50		20	50	10	43	50		10	50		50	50.0	8	R		34.3		00203
00315 FAST TRAX #7	16		10	40		24	19		9	21	41	30	19.0	1	R		21.0		00315
00327 PETROMARK	28		14	61		21	30		13	34	66	28	21.3	1	R		20.7		00327
01171 PUENTE CONCESSION-MAGS	10	41	29	24	35	32	25	42	36	24	32	11	25.0	8	R		26.3		01171
01173 PUENTE CONCESSION-MAGS	25	28	31	25	56	65	25	32	48	20	79	87	25.0	8	R		66.7		01173
01176 PUENTE CONCESSION-MAGS	20	12	5	20	24	33	20	41	42	20	37	50	20.0	8	R		41.7		01176
01177 PUENTE CONCESSION-MAGS	25	8-	7	25		17	25	5	18	25	5	11	25.0	8	R		15.3		01177
02033 SPEEDYS SALLY ANN	14		7	35		12	15		3	17	33	25	11.2	1	R		13.3		02033
02056 GREGS MINI MART	42		23				36		13	42	82	24	20.0	1	R		18.5		02056
02072 PIC N TOTE #5	11		2	26		8	9	4-	2	5	14	11	6.7	1	R		7.0		02072
02073 PIC N TOTE #4 0	19		4	48		10	19			21	41	16	7.8	1	R		8.7		02073
02074 PIC N TOTE #6	8		2	21		8	11		3	4	25		7.2	1	R		3.7		02074
02104 PIC N TOTE #3 0	13		6	31		13	19		8	21	41	20	12.9	1	R		13.7		02104

221 - O/R Cost By ND

Prints report detailing the cost of a title/issue. You have the option to print draw, returns or net sale quantities/extensions.

SELECT BY: 1 - NATL DIST 3 - RETAILER 5 - ISSUE	2 - INVOICE DATE 4 - TITLE	SORT/TOTAL BY:
--	-------------------------------	----------------

HEADING DESCRIPTIONS:

DRAW - Draw plus reorders minus pickups
 CST TYP - Cost type, displays from the Price Discount File if the retailer has a discount
 COST - Discount cost you pay for these retailers' copies

221 - CURRENT CHARGES FOR 00015 CURTIS CIRCULATIONS 14:30 04/29/04 PAGE 1
 THE NEWS GROUP LP GP 00/00/00 - 00/00/00

TITLE	NAME	DRAW QUANTITY	CST TYP	COST	EXTENSION
01134 JA1204	NEWSWEEK* C/O	8,863	STD	1.6890	14,970.30
TOTAL ISSUE:	2	8,863			14,970.30
01134 JA1904	NEWSWEEK* C/O	9,185	STD	1.6890	15,514.32
TOTAL ISSUE:	3	9,185			15,514.32
01134 JA2604	NEWSWEEK* C/O	9,050	STD	1.6890	15,286.47
TOTAL ISSUE:	4	9,050			15,286.47
01134 FE0204	NEWSWEEK* C/O	9,247	STD	1.6890	15,619.30
TOTAL ISSUE:	5	9,247			15,619.30
01134 FE0904	NEWSWEEK* C/O	9,161	STD	1.6890	15,474.04
TOTAL ISSUE:	6	9,161			15,474.04

222 - O/R Cost Report

For the title/issue requested, this report prints a report detailing the draw, returns, and net broken down by the cost to you or price to your customers. You have the option to print one or the other.

SELECT BY:

- 1 - CHAIN
- 3 - RETAILER
- 5 - PRICE
- 2 - MAG ROUTE
- 4 - BOOK ROUTE
- 6 - MISC ROUTE

SORT/TOTAL BY:

- 1 - CHAIN
- 3 - RETAILER
- 5 - PRICE
- 2 - MAG RT
- 4 - BOOK ROUTE
- 6 - MISC ROUTE

HEADING DESCRIPTIONS:

CST TYP - Cost type, displays from the Price Discount File if the retailer has a discount
 COST - Cost per copy you pay; if PRICE - price your customer pays you per copy
 DRAW - Draw plus reorders minus pickups
 NET SALE - Draw figure less return
 DRAW EXT - Draw quantity time cost/price printed
 RETURN EXT - Retailer quantity times cost/price printed
 NET EXT - Net quantity times cost/price printed

222 - O/R COST REPORT FOR 01134 NEWSWEEK* C/O ISSUE 08 FREQ 5-WEEKLY FORM- 48 04/29/04 PAGE 1

WHLSLR NAME	ISS	COVER NAME	COST	PRICE	DRAW	RETURNS	NET SALE	PCNT SALE	DRAW EXT	RETURN EXT	NET EXT
E 27024 ECKERD DRUG #30	3.95	FE2304	STD	3.1600	6	6-			18.96	18.96-	
E 27052 ECKERD DRUG #20	3.95	FE2304	STD	3.1600	3	3-			9.48	9.48-	
E 27071 ECKERD DRUG #30	3.95	FE2304	STD	3.1600	5	2-	3	60.00	15.80	6.32-	9.48
E 27072 ECKERD DRUG #30	3.95	FE2304	STD	3.1600	4	3-	1	25.00	12.64	9.48-	3.16
E 27073 ECKERD DRUG #30	3.95	FE2304	STD	3.1600	5	5-			15.80	15.80-	
E 27074 ECKERD DRUG #30	3.95	FE2304	STD	3.1600	3	2-	1	33.33	9.48	6.32-	3.16
E 27081 ECKERD DRUG #31	3.95	FE2304	STD	3.1600	5	5-			15.80	15.80-	
E 27091 ECKERD DRUG #30	3.95	FE2304	STD	3.1600	5	5-			15.80	15.80-	
E 27100 ECKERD DRUG # 9	3.95	FE2304	STD	3.1600	3	1-	2	66.67	9.48	3.16-	6.32
E 27102 ECKERD DRUG #25	3.95	FE2304	STD	3.1600	3	2-	1	33.33	9.48	6.32-	3.16
E 27105 ECKERD DRUG # 8	3.95	FE2304	STD	3.1600	4	4-			12.64	12.64-	
27108 ECKERD DRUG # 9	3.95	FE2304	STD	3.1600	2	2-			6.32	6.32-	
TOTAL ISSUE:	8				1,000	806-	194		3,160.00	2,546.96-	613.04
TOTAL TITLE:	1134				1,000	806-	194		3,160.00	2,546.96-	613.04
TOTAL ALL TITLES:					1,000	806-	194		3,160.00	2,546.96-	613.04

223 - O/R Distribution Report - Deleted/Suspended Only

Report prints all deleted/suspended accounts for the selected title/issue.

SELECT BY:		SORT/TOTAL BY:	
1 - CHAIN	2 - MAG ROUTE	1 - CHAIN	2 - MAG ROUTE
3 - RETAILER	4 - BOOK ROUTE	3 - RETAILER	4 - BOOK ROUTE
5 - AUTHORIZED LIST	6 - MISC ROUTE	5 - AUTHORIZED LIST	6 - MISC ROUTE
7 - AVERAGE NET	8 - NEWS ROUTE	7 - AVERAGE NET	8 - NEWS ROUTE
9 - BASE	10 - RACK LOCATION	9 - BASE	10 - RACK LOCATION
11 - CLASS OF TRADE	12 - RACK STATUS	11 - CLASS OF TRADE	12 - RACK STATUS
13 - ZIP CODE	14 - INCLUDE DEL/SUS (Y/N)	13 - ZIP CODE	14 - NAME
15 - BOOK DISTRB TYPE		15 - BOOK DISTRB TYPE	

HEADING DESCRIPTIONS:

P/R - Net quantity of reorders minus pickup
 BASE - Current base for the retailer
 FZ - Freeze - Identifies retailers that have frozen distribution
 RL - Rack Location - Indicates whether the title is on the checkout rack, mainline, both, on special spinners, etc.
 AVG NET - Average Net for the issue as designated in the title's formula
 ALTERNATE BASE - Used to store the retailer's base for a special issue (ie Sports Ills. Swimsuit) or it is used to store the high/low draw minimum

223 - O/R DISTRIBUTION FOR 01134 - NEWSWEEK* C/O FREQ-5-WEEKLY FORM- 48 04/29/04 PAGE 1

ISS	10	ISS	11	ISS	12	ISS	13	ISS	14	ISS	15	F L	AVG	ALT		
RETLR	DRAW	P/R	NET	DRAW	P/R	NET	DRAW	P/R	NET	DRAW	P/R	NET	BASE	Z C	NET	BASE
00040D																
00070D	1		1										.6	D R	1	
00102D													6.0	D R		
00113D	2		2										1.4	D R		
00205D		110	20	110	35	110	110	110	110				50.0	D R	25	
00206D		90	26	90	45	90	90	90	90				50.0	D R	32	
00207D		10	5	10	6	10	10	10	10				10.0	D R	7	
00208D		10	2	10	4	10	10	10	10				10.0	D R	5	
00226D		40	15	40	40	40	40	40	40				40.0	D R	27	
00601D													3.0	D R		

ISSUE	RETLRS	DRAW	RETURNS	PU/RO	NET SALE	PERCENT	INV-DATE
12	40	184	207	165	142	77.1	10/04/03
3328	9	77	141	219	155	201.2	
14	3	21		260	281	338.0	24/04/03
3840						.0	
ACTIVE	RETLRS	0	BASE	0.0			
FREEZE COPY	RETLRS	0	COPIES	0.0			

224 - O/R Title Sales Report

This O/R Report prints draw, percent of sale, sale, sale by retailer and number of stores by class of trade (chain) for the title/issues selected. Fourteen issues sprint on the report. If the title is split, a regional edition breakdown by issue will print. You can select all locations to print a combined report or print for a particular location.

SELECT BY:

- | | |
|---------------------------|----------------|
| 1 - CLASS OF TRADE | 2 - MAG ROUTE |
| 3 - BOOK ROUTE | 4 - MISC ROUTE |
| 5 - NEWS DAILY ROUTE | 6 - ZIP CODE |
| 7 - INCLUDE DEL/SUS (Y/N) | 8 - SUB CHAIN |
| 9 - CHAIN | |

SORT/TOTAL BY:

- | | |
|-------------------|------------------|
| 1 - CLASS TRADE | 2 - MAG RT ONLY |
| 3 - NAME | 4 - MAG RT/SQ1 |
| 5 - ZIP CODE | 6 - MAG RT/SQ2 |
| 7 - STATE | 8 - BOOK RT ONLY |
| 9 - NEWS DLY RT | 10 - BOOK RT/SEQ |
| 11 - MISC RT ONLY | 12 - MISC RT/SQ1 |
| 13 - SUB CHAIN | 14 - CHAIN |

HEADING DESCRIPTIONS:

DRAW
% SALE
SALE
SALE/DLR
STORES

224 - TITLE SALES ANALYSIS FOR DATA PROCESSING SVCS	LOCATION	ALL												04/29/04 PAGE	1
35270 - PLAYBOY *	FREQ-3-MONTHLY		PUBLISHER 00234 PLAYBOY ENTERPRISES												
ISSUE	200305	200306	200307	08	09	10	11	12	01	02	03	04			
ONSALE DATE	040103	042903	060303	070103	072903	082603	093003	102803	120203	011304	021704	031604			
CHAIN	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC	JAN	FEB	MARCH	APR			

GRAND-TOTALS															
DRAW	1132	1036	1092	1990	1131	1110	1449	1622	2339	1931	4327	1798			
% SALE	66.3%	54.7%	42.1%	32.8%	38.2%	58.3%	29.5%	37.9%	43.5%	47.5%	32.9%	83.8%			
SALE	751	567	460	652	432	647	428	615	1017	918	1423	1506			
SALE/DLR	17.5	12.3	13.5	10.7	6.8	10.1	6.7	9.9	15.9	13.9	21.9	23.9			
STORES	43	46	34	61	64	64	64	62	64	66	65	63			

226 - Slow Moving Title Report

This report will print retailers that have no sales for 3 out of the 5 most current issues. The 8 most current issues print on the report.

SELECT BY:

- 1 - TITLE
- 3 - NATL DISTR
- 5 - INCLUDE DEL/SUS (Y/N)

- 2 - PUBLISHER
- 4 - CATEGORY

SORT/TOTAL BY:

- 1 - TITLE
- 3 - PUBLISHER

- 2 - RETAILER
- 4 - NATL DISTR

HEADING DESCRIPTIONS:

- BASE -
- FRZ -
- DEL -
- DRAW -
- RETN -
- NET -

226 - SLOW MOVING TITLE REPORT

LOCATION ALL

04/29/04 PAGE 13

TITLE	TITLE NAME	RETAILER	NAME	BASE	FRZ	DRAW	DRAW	DRAW	DRAW	DRAW	DRAW	DRAW	DRAW	DRAW	DRAW	RETAILER
				BASE1	DEL	RETN	RETN	RETN	RETN	RETN	RETN	RETN	RETN	RETN	RETN	
						NET	NET	NET	NET	NET	NET	NET	NET	NET	NET	
02105	MUSCLE MAGAZINE *															
15114	ALBERTSON'S #4114			1.8	1	8	6	7	4	3	6	7	1		15114	
	VENDOR# 656534			2.2	A	7	6	4	4	3	5	0	0			
	2661 MIDWAY RD					1	0	3	0	0	1	7	1			
02105	MUSCLE MAGAZINE *															
15130	ALBERTSON'S #4130			1.8	1	4	3	5	3	5	8	7	1		15130	
	VENDOR# 656534			2.2	A	3	3	3	2	5	7	7	0			
	1900 OATES DR.					1	0	2	1	0	1	0	1			
02105	MUSCLE MAGAZINE *															
15173	ALBERTSON'S #4173			1.8	1	4	2	5	6	8	8	7	1		15173	
	VENDOR# 656534			2.2	A	3	2	4	4	8	8	0	0			
	11170 N CENTRAL EXPW					1	0	1	2	0	0	7	1			

244 - Retailer O/R Status Report

This report allows you to review O/R history for a retailer or chain. For each retailer the report shows: total titles, number of titles and average net for each frequency, total average draw, net and percent of sale, freeze 8 count, freeze 8 base, total freeze count, and sellouts.

SELECT BY:

- | | |
|------------------|---------------|
| 1 - RETAILER | 2 - CHAIN |
| 3 - AVG DRAW | 4 - AVG NET |
| 5 - AVG PCT | 6 - SELLOUTS |
| 7 - TOTAL TITLES | 8 - FRZ8 BASE |
| 9 - FRZ8 CNT | |

SORT/TOTAL BY:

- | | |
|------------------|---------------|
| 1 - RETAILER | 2 - CHAIN |
| 3 - AVG DRAW | 4 - AVG NET |
| 5 - AVG PCT | 6 - SELLOUTS |
| 7 - TOTAL TITLES | 8 - FRZ8 BASE |
| 9 - FRZ8 CNT | |

HEADING DESCRIPTIONS:

TOTAL TITLES - Total number of titles the retailer draws
 FREQUENCY COUNT - Number titles of frequency the retailer draws
 FREQUENCY NET - Average net sale for frequency titles the retailer draws
 AVG DRAW - Total average draw for all titles for this retailer
 AVG NET - Total average net for all titles for this retailer
 AVG PCT - Average percent of sale for all titles for this retailer
 FREEZE/8 NBR - Number of titles that have frozen draws
 FREEZE/8 COPY - Total copies frozen
 SELL OUTS - Number of sellouts for all titles for this retailer

244 - RETAILER O/R STATUS REPORT

12/19/02 PAGE 31

RETLR NAME	TOTAL TITLES	FREQUENCY COUNT	4/5 NET	*FREQUENCY COUNT	3* NET	FREQUENCY COUNT	2/1 NET	AVG DRAW	AVG NET	AVG PCT	FREEZE/8 CNT	FRZ BASE	FRZ CNT	SELL OUTS
85229 THRIFTY'S FOOD MART	152	11	7	85	63	50	78	496	185	37	2	5	41	151
85273 BANGS THRIFT MART	144	12	26	80	42	48	59	379	130	35	9	1	38	143
85277 TED & REX'S ONE STOP	67	4	0	38	17	23	23	156	42	27	27	61	16	66
85423 DOWNTOWN SUBSCRIPTION IN	302	8	18	196	215	83	100	997	352	35	262	1030	23	301
85427 TRIANGLE GROC-SANDIA PAR	170	13	59	109	131	42	80	671	304	45	66	295	39	169
85488 PINO'S TRUCK STOP	52	5	3	39	156	5	17	269	188	70	37	96	6	51
86601 CANADIAN PHARM - CANADIA	120	8	3	63	27	43	50	400	103	26	52	141	28	119
86603 CITY DRUG - CLAYTON	140	13	5	68	20	49	39	330	85	26	63	157	34	139
87101 ENMU BOOKSTORE - PORTALE	58	3	4	33	28	20	22	240	63	27	17	55	8	57
87102 RAIDER EXPRESS-LBK	129	2	4	73	68	48	95	565	172	30	15	103	47	129
87110 SAM'S PLACE - LUBBOCK	1	0	0	0	0	1	0	0	0	100	0	0	1	1

245 - Title O/R Status Report

This report allows you to review a title's O/R history. You can select a specific category or frequency or select all titles. The report prints number of retailers, base, average draw, average net, sellouts, chain sales, total draw and total net.

SELECT BY:

- | | |
|-----------------------|-----------------|
| 1 - TITLE | 2 - PRODUCT |
| 3 - BASE | 4 - PUBLISHER |
| 5 - CATEGORY | 6 - RETAILERS |
| 7 - FREQUENCY | 8 - SPEC FORM |
| 9 - FORMULA | 10 - TOTAL DRAW |
| 11 - NATL DISTRIBUTOR | 12 - TOTAL NET |
| 13 - AVG DRAW | 14 - SELLOUTS |
| 15 - AVG NET | 16 - FRZ8 COUNT |
| 17 - AVG PCT | 18 - TITLE NAME |

SORT/TOTAL BY:

- | | |
|-----------------------|-----------------|
| 1 - TITLE | 2 - PRODUCT |
| 3 - BASE | 4 - PUBLISHER |
| 5 - CATEGORY | 6 - RETAILERS |
| 7 - FREQUENCY | 8 - SPEC FORM |
| 9 - FORMULA | 10 - TOTAL DRAW |
| 11 - NATL DISTRIBUTOR | 12 - TOTAL NET |
| 13 - AVG DRAW | 14 - SELLOUTS |
| 15 - AVG NET | 16 - FRZ8 COUNT |
| 17 - AVG PCT | 18 - TITLE NAME |

HEADING DESCRIPTIONS:

CAT - Category number of the title
 FQ - Frequency of the title
 FM - Formula number assigned to the title
 PD - Product number assigned to the title
 SF - Indicates whether the title is on special formula
 NBR RTLR - Total number of retailers that have distribution for the title
 BASE - Total base of this title
 AVG DRAW - Average number of copies each retailer draws
 AVG NET - Average net sales for each retailer for each issue
 AVG PCT - Average percentage of sale
 FREEZE 8 DLR/COPY - Number of retailers that have frozen draws/total copies on frozen draw
 DLR FRZ - Number of retailers with frozen bases for that title (frozen draws excluded)
 SELL OUTS - Total number of retailers who had sellouts
 CHAIN SALES - Breakdown average net copy sales by chain type

245 - TITLE O/R STATUS REPORT

12/19/03 PAGE 6

TITLE NAME	CAT	F Q	F M	P S	D F	NBR RTLR	BASE	AVG DRAW	AVG NET	AVG PCT	FREEZE/8 DLR	FRZ	SELL OUTS	--- SUPER	CHAIN CONV	AVG SALES DRUGS	--- OTHER	AVG ALL	TOTAL DRAW	TOTAL NET	
01188 PRO FB WKLY REVIEW (R	362	2	911	100	Y	116	391	0	0	100	7	20	91	116	12	21	1	5	39	50	39
01197 DRAG RACING ACTION	140	X	904	100	Y	90	329	3	2	67	5	19	12	90	97	28	35	37	197	304	197
01203 MODERN DRUMMER	350	3	933	100	Y	4	12	3	1	33	4	12	0	4	0	0	0	5	5	12	5
01218 FLORIDA INTERNATION	385	3	913	100	Y	7	11	3	2	67	2	5	2	7	1	0	0	16	15	19	15
01222 HAIRSTYLE	451	2	902	100	Y	174	820	5	2	40	8	17	77	174	307	6	2	24	327	835	327
01229 DEER	370	1	902	100	Y	60	263	3	1	33	5	22	8	60	37	3	0	2	42	188	42

252 - Category Profit Analysis

This code displays a category profile showing draw, net and percent of sale for each category for the selected retailer. You can select to print by price or retail.

SELECT BY:

- 1 - AVERAGE DRAW
- 3 - AVERAGE NET
- 5 - CATEGORY
- 7 - CLASS
- 9 - NBR TITLES PER CTGRY

- 2 - PCNT OF SALE
- 4 - PCNT OF TOTAL NET
- 6 - YR EST NET SALE
- 8 - YR EST PROFIT

SORT/TOTAL BY:

- 1 - AVERAGE DRAW
- 3 - AVERAGE NET
- 5 - CATEGORY
- 7 - CLASS
- 9 - NBR TITLES PER CTGRY

- 2 - PCNT OF SALE
- 4 - PCNT OF TOTAL NET
- 6 - YR EST NET SALE
- 8 - YR EST PROFIT

PRICE OR RETAIL (P/R): P

HEADING DESCRIPTIONS:

C - Designates the class of this title (A, B, C)
 NBR TITLES - Number of titles in the category that the retailer draws
 AVG DRAW - Retailer's total average draw for this category. Issues used in averaging is based on the formula for each title.
 SALES PERCENT - Percent of sale retailer has for this category
 ESTIMATED YEARLY - To determine yearly numbers, each title is examined to determine the number of times it is distributed in a year times the average net sale
 COST - Yearly dollar cost for this category
 SALES - Yearly dollars sales for this category
 PROFIT - Yearly dollar profit for this category

252 - CATEGORY PROFIT ANALYSIS REPORT BY PRICE 00101 A BIG NEWSSTAND STORE 1 12/19/03 PAGE 8

CATEGORY	C	NBR TITLES	AVG DRAW	AVG NET	SALES PERCENT	***** COST	ESTIMATED SALES	YEARLY PROFIT	***** PERCENT
390 ROMANCE	C	9	19	4	21.1	63	85	22	.1
377 HOCKEY	C	1	6	1	16.7	3	6	3	.0
460 WOMEN/SOPH	C	1	16	7	43.8	247	335	88	.2
441 TV	C	6	27	11	40.7	374	545	171	.5
431 TEENAGE/META	C	1	8	5	62.5	214	286	72	.2
411 RADIO CONTRO	C	4	14	9	64.3	338	451	113	.3
376 SOCCER	C	2	4	4	100.0	14	19	5	.0
221 COMICS/DIGES	C	9	19	4	21.1	33	45	12	.0
229 GLOBE MM	C	1	0	0	.0	0	0	0	.0
484 NOVELTIES	C	1	0	0	.0	0	0	0	.0
TOTAL		1895	8966	3493		95686	131315	35629	

254 - Chain Profit Analysis

This is a quarterly sales/profit report by retail. You are able to select sales data from any year and quarter. The report will automatically total by chain. It will print current retail and profit, last year retail and profit, and change in profit.

SELECT BY:

- 1 - YEAR (REQUIRED)
- 2 - QUARTER (REQUIRED)
- 3 - CHAIN
- 4 - RETAILER
- 5 - CLASS OF TRADE
- 6 - TV GUIDE CHAIN

SORT/TOTAL BY:

- 1 - CHAIN/RETAILER/PRODUCT
- 2 - TV GUIDE CHAIN/RTL/PRODUCT

HEADING DESCRIPTIONS:

RETAIL - Net sales by retail
 PROFIT - Net sales by retailer price divided by retail sales
 CHANGE PROFIT - Difference in profit from previous period

254 - CHAIN PROFIT ANALYSIS

PAGE 1

	***** Q U A R T E R 1 *****					***** 2004 Y E A R T O D A T E *****				
	**** CURRENT ****		**** LAST YEAR ***		*CHANGE*	****CURRENT YEAR***		**** LAST YEAR ***		*CHANGE*
	RETAIL	PROFIT	RETAIL	PROFIT	PROFIT	RETAIL	PROFIT	RETAIL	PROFIT	PROFIT

1171 PLANT CITY CONCESSION-MA STR			71 P.O. BOX 613136			TERMINAL C GATE 7		TPA AIRPORT	FL	
MAGAZINES	98,709	29,612	136,702	40,709	11,097	98,709	29,612	136,702	40,709	11,097
MAGAZINE 30%			140	42	42			140	42	42
SPANISH MAGAZINES	707	212	611	184	28	707	212	611	184	28
PAPERBACK BOOKS	541	251			251	541	251			251
HARDBACK BOOKS	514	239			239	514	239			239
RETAILER TOTAL	98,361	29,334	137,453	40,935	11,601-	98,361	29,334	137,453	40,935	11,601-

262 - Retailer Rack Load Display

This code displays by week of the year the rack data for the titles that populate the rack of the retailer. The report lists the number of titles, total draw, total net, percent of sale, number of annuals, quarterlies, monthlies, bimonthlies, weekly and combines the rest. Front end titles are separated from the mainline titles for each week.

SELECT BY:

SORT/TOTAL BY:

HEADING DESCRIPTIONS:

WEEK - The week of the year from 1 to 53
 NBR TITLES - Total titles for that week in this location
 TOTAL DRAW - Total draw for the week
 TOTAL NET - Total net sales for the week
 ANN - Annual titles drawn that week
 QTR - Quarterly titles drawn for that week
 MON - Monthly titles drawn that week
 BIM - Bimonthly titles drawn that week
 WL - Weekly titles drawn that week
 REST - Rest of the titles whose frequency of distribution does not fit in the listed breakdown

262 - RETAILER RACK LOAD FOR 00101 A BIG NEWSSTAND STORE 1 12/19/02 PAGE 3

----- FRONT END TITLES -----											----- RACK TITLES -----									
WEEK	NBR OF TITLES	TOTAL DRAW	TOTAL NET	PCNT SALE	ANN	QTR	MON	BIM	WK	REST	NBR OF TITLES	TOTAL DRAW	TOTAL NET	PCNT SALE	ANN	QTR	MON	BIM	WK	REST
33	0	0	0	.0	0	0	0	0	0	0	1299	5,533	1,877	33.9	11	52	150	34	52	0
34	0	0	0	.0	0	0	0	0	0	0	1303	5,512	1,866	33.9	12	55	150	34	52	0
35	0	0	0	.0	0	0	0	0	0	0	1315	5,611	1,982	35.3	14	65	150	34	52	0
36	0	0	0	.0	0	0	0	0	0	0	1316	5,634	1,977	35.1	16	64	150	34	52	0
37	0	0	0	.0	0	0	0	0	0	0	1341	5,769	2,038	35.3	19	86	150	34	52	0
38	0	0	0	.0	0	0	0	0	0	0	1382	5,963	2,129	35.7	25	121	150	34	52	0
39	0	0	0	.0	0	0	0	0	0	0	1397	5,951	2,060	34.6	24	137	150	34	52	0
40	0	0	0	.0	0	0	0	0	0	0	1416	5,969	2,072	34.7	24	156	150	34	52	0
41	0	0	0	.0	0	0	0	0	0	0	1423	5,961	2,071	34.7	25	162	150	34	52	0
42	0	0	0	.0	0	0	0	0	0	0	1406	5,900	2,037	34.5	23	147	150	34	52	0
43	0	0	0	.0	0	0	0	0	0	0	1396	5,872	2,019	34.4	22	138	150	34	52	0
44	0	0	0	.0	0	0	0	0	0	0	1370	5,846	2,036	34.8	18	116	150	34	52	0

272 - Retailer Distribution Report

For the retailer(s) requested, this report will list the history of each title by issue that the retailer has distribution for on the O/R File. You can use various select and sort options to determine how your report will print.

Four issues of history will print on the report. These are the weighted issues based on the title's formula as specified in the Title File. If there are over 4 issued used in the formula, the 4 most current weighted issues will print.

The draw that prints is arrived at by adding draw + reorders - pickups. Net sale is arrived at by taking the calculated draw - returns. The average net sale quantity that prints is arrived at by using all the issues designated by the formula, not just the issues that print.

An X next to title number indicates the title is on a regular split distribution, E indicates an extra split, and H indicates a hold split. A 'D' or 'S' next to the base means that the record is deleted or suspended.

SELECT BY:	SORT/TOTAL BY:																				
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 - TITLE NUMBER</td> <td style="width: 50%;">2 - NATL DISTRIBUTOR</td> </tr> <tr> <td>3 - CATEGORY</td> <td>4 - PRODUCT</td> </tr> <tr> <td>5 - FREQUENCY</td> <td>6 - RACK LOCATION</td> </tr> <tr> <td>7 - INCLUDE DEL/SUS (Y/N)</td> <td></td> </tr> </table>	1 - TITLE NUMBER	2 - NATL DISTRIBUTOR	3 - CATEGORY	4 - PRODUCT	5 - FREQUENCY	6 - RACK LOCATION	7 - INCLUDE DEL/SUS (Y/N)		<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 - TITLE NUMBER</td> <td style="width: 50%;">2 - NATL DISTRIBUTOR</td> </tr> <tr> <td>3 - CATEGORY</td> <td>4 - PRODUCT</td> </tr> <tr> <td>5 - FREQUENCY</td> <td>6 - RACK LOCATION</td> </tr> <tr> <td>7 - AVG DRAW</td> <td>8 - CLASS</td> </tr> <tr> <td>9 - AVG NET SALE</td> <td>10 - CUR DRAW</td> </tr> <tr> <td>11 - BASE</td> <td>12 - PCNT SALE</td> </tr> </table>	1 - TITLE NUMBER	2 - NATL DISTRIBUTOR	3 - CATEGORY	4 - PRODUCT	5 - FREQUENCY	6 - RACK LOCATION	7 - AVG DRAW	8 - CLASS	9 - AVG NET SALE	10 - CUR DRAW	11 - BASE	12 - PCNT SALE
1 - TITLE NUMBER	2 - NATL DISTRIBUTOR																				
3 - CATEGORY	4 - PRODUCT																				
5 - FREQUENCY	6 - RACK LOCATION																				
7 - INCLUDE DEL/SUS (Y/N)																					
1 - TITLE NUMBER	2 - NATL DISTRIBUTOR																				
3 - CATEGORY	4 - PRODUCT																				
5 - FREQUENCY	6 - RACK LOCATION																				
7 - AVG DRAW	8 - CLASS																				
9 - AVG NET SALE	10 - CUR DRAW																				
11 - BASE	12 - PCNT SALE																				

HEADING DESCRIPTIONS:

CAT - Agency number assigned to categorize each title
 FQ - Identifies frequency of distribution
 L - Identifies the location on the rack where the title will be displayed. F = Front end checkout, R = Rack, B = Both
 AVG DRAW -
 CUR DRAW - The draw for the titles' most current issue
 BASE - The base for the retailer
 FREEZE - Identifies frozen distribution

272 - RETAILER DISTRIBUTION REPORT FOR																101 THE BIG NEWSSTAND STORE				1 FOR DPS DEMO FILES				12/23/02 PAGE		1	
TITLE NAME	F			IS	DRAW	NET	IS	DRAW	NET	IS	DRAW	NET	IS	DRAW	NET	AVERAGE	PCT	CUR	F	Z	TITLE						
	CAT	Q	L													DRAW	SALE	SLE	DRAW	BASE							
00388 PRO WRESTLING ILLU	373	3	R	06	6	0	07	6	1-	08	6	5	09	6	4	6	2	33	6	6	8	00388					
00389 WRESTLER	373	3	R	05	4	3	06	4	1	07	4	2-	08	4	1	4	1	25	4	4	8	00389					
00390 INSIDE WRESTLING	373	3	R		0	0	03	5	1	04	4	0	65	4	4	4	2	50	4	4	8	00390					
00396 RING DIGEST	373	3	R	06	4	2	07	4	0	08	4	1	09	4	1	4	1	25	4	4	8	00396					
00397 KO	373	3	R	06	5	0	07	5	0	08	5	1-	09	5	2	5	0		5	5	8	00397					
00411 CAT FANCY	271	3	R	04	3	0	05	3	0	06	3	1	07	3	1	3	1	33	3	3	8	00411					

273 - Retailer Profit Report

This code allows you to select a retailer or chain and analyze the sales for all titles that the retailer or chain is currently receiving. It compares the overall title percent of sale to the retailer percent of sale, current draw to average draw and net, analyzes sales and profit and lists the statistical data used by the forecast formula. It also shows what the retailer's annual sales and profit is for each title based on retailer price or retail. For titles on a split invoice, an X will print next to the title number to indicate a regular split, an E indicates an extra split, and H indicates a hold split.

SELECT BY:

- | | |
|------------------|---------------------------|
| 1 - TITLE NUMBER | 2 - NATL DISTRIBUTOR |
| 3 - CATEGORY | 4 - PRODUCT |
| 5 - CLASS | 6 - RACK LOCATION |
| 7 - FREQUENCY | 8 - INCLUDE DEL/SUS (Y/N) |

SORT/TOTAL BY:

- | | |
|-------------------|----------------------|
| 1 - TITLE NUMBER | 2 - NATL DISTRIBUTOR |
| 3 - CATEGORY | 4 - PRODUCT |
| 5 - CLASS | 6 - RACK LOCATION |
| 7 - FREQUENCY | 8 - TITLE NAME |
| 9 - ANNUAL PROFIT | 10 - RETLR PCNT SALE |
| 11 - ANNUAL SALES | 12 - TITLE PCNT SALE |
| 13 - MAD | 14 - CHAIN SUMMARY |

HEADING DESCRIPTIONS:

- PRD - Product number to identify type of merchandise
- CL - Class designation for the title in its category
- CAT - Category number assigned
- FQ - Frequency of distribution
- RL - Rack Location - Indicates whether the title is on the checkout rack, mainline, both, on special spinners, etc.
- PCNT SALE - Prints the title's overall percent of sale and retailer percent of sale
- FORE BASE - Newly calculated net sale
- ANNUALIZED DOLLARS - Based on the titles frequency of distribution and average net sale, annual retailer sales and profits are calculated or it can be calculated for agency profits

273 - RETAILER DISTRIBUTION OVERVIEW FOR RETAILER 00101 THE BIG NEWSSTAND STORE 1 TYPE 14 12/23/02 PAGE

RTLR	TITLE	NAME	C	F	R	-PCNT-SALE-		CUR	--AVERAGE--			FORE	F	D	HIGH	MAD	T	--ANNUALIZED-DOLLARS--	
						PRD	L		CAT	Q	L							TITLE	RETLR
00101	00005	TTU BASKETBALL ME	100	C	361	1	R	0	0	0	0	0	0	8				0	0
00101	00008	LOCK TOTE BOX	55	C	999	5	R	0	0	1	0	0	0	8				0	0
00101	00185	HORSE ILLUSTRATED	100	C	271	3	R	9	33	3	3	1	3	8	D			34	10
00101	00245	MOPAR COLLECTORS	100	C	140	3	R	108	100	4	4	4	4	8				153	38

274 - Retailer Unit Sales Analysis

This report will list the total units sold by title, projected annual sales and the current issue information for a retailer for the selected dates. This code will also allow you to request the report in a chain summary format, which means it will list combined store totals for each title that the chain receives as a whole.

SELECT BY:

- 1 - TITLE NUMBER
- 2 - NATL DISTRIBUTOR
- 3 - CATEGORY
- 4 - PRODUCT
- 5 - CLASS
- 6 - RACK LOCATION
- 7 - FREQUENCY
- 8 - TOTAL UNITS
- 9 - TOTAL PCT
- 10 - CLASS OF TRADE

SORT/TOTAL BY:

- 1 - TITLE NUMBER
- 2 - NATL DISTRIBUTOR
- 3 - CATEGORY
- 4 - PRODUCT
- 5 - CLASS
- 6 - RACK LOCATION
- 7 - FREQUENCY
- 8 - TITLE NAME
- 9 - CUR ISS DRAW
- 10 - TOTAL UNITS
- 11 - TOTAL PCT

HEADING DESCRIPTIONS:

FQ - Identifies frequency of distribution
 NBR ISS - Number of issues distributed during the requested time period
 NBR DLR - Number of retailers included in the report. IE, number of retailers in the chain who draw, if chain analysis has been requested
 TOTAL UNITS THE PERIOD - Number of copies for the period requested
 THIS PERIOD RETAIL - Cover price times net copies for the period
 PROJECTED ANNUAL RETAIL - Based on the number of times the title is distributed in a year times the average net sale

274 - RETAILER UNIT SALES ANALYSIS 101 THE BIG NEWSTAND S 1 FROM 07/01/02 TO 07/31/02 DPS DEMO FILES 12/23/02 PAGE 1

TITLE	NAME	COVER PRICE	ISS/ YEAR	NBR ISS	NBR DLR	AVG UNITS DLR/ISS DRAW	---TOTAL UNITS---			THIS PERIOD RETAIL	PROJECTED ANNUAL RETAIL	GM	-----CURRENT ISSUE-----			
							THIS PERIOD DRAW	THIS PERIOD SALE	THIS PERIOD PCT				TOTAL DRAW	TOTAL BASE	AVG DLRS	AVG DRAW
00185	HORSE ILLUSTRATED	3.50	12	1	1	3	3	3	100	11	126	25.0	0	0	0	0
00245	MOPAR COLLECTORS GD	3.99	12	1	1	4	4	4	100	16	192	25.0	4	4	1	4
00308	B RIBBON WORD FINDS	1.69	12	1	1	2	2	2	100	3	41	25.0	2	2	1	2
00319	QUICKIE CROSSWORDS	1.69	12	1	1	2	4-	2	200-	7-	81-	25.0	2	2	1	2
00346	NYHT XWORD PUZZLES	1.99	12	1	1	2	2	2	100	4	48	25.0	2	2	1	2
00382	TEXAS TROPHY HUNTER	4.95	6	1	1	10	10	10	100	50	297	25.0	10	10	1	10
00388	PRO WRESTLING ILLU	5.95	12	1	1	6	6	6	100	36	428	25.0	6	6	1	6
00389	WRESTLER	4.95	12	1	1	4	4	4	100	20	238	25.0	4	4	1	4
00396	RING DIGEST	5.95	12	1	1	4	2	4	50	12	143	25.0	4	4	1	4

275 - Title Distribution Report

For the title requested, this report will print Bulk and O/R information for up to eight issues. The O/R data prints two lines per retailer.

SELECT BY:	SORT/TOTAL BY:
1 - CHAIN	1 - CHAIN
3 - MAG ROUTE	3 - MAG ROUTE
5 - BOOK ROUTE	5 - BOOK ROUTE
7 - MISC ROUTE	7 - MISC ROUTE
9 - NEWS ROUTE	9 - NEWS ROUTE
11 - RACK LOCATION	11 - RACK LOCATION
13 - RACK STATUS	13 - RACK STATUS
15 - INCLUDE DEL/SUS (Y/N)	15 - NAME
17 - RETLR LOCATION	17 - RETLR LOCATION
19 - BOOK COMMISSION NBR	
2 - SUB CHAIN	2 - SUB CHAIN
4 - RETAILER	4 - RETAILER
6 - AUTHORIZED LIST	6 - AUTHORIZED LIST
8 - AVERAGE NET	8 - AVERAGE NET
10 - BASE	10 - BASE
12 - CLASS OF TRADE	12 - CLASS OF TRADE
14 - ZIP CODE	14 - ZIP CODE
16 - SELLOUTS	16 - SELLOUTS
18 - MAG COMMISSION NBR	

HEADING DESCRIPTIONS:

P/R - Net quantity of reorders minus pickup
 BASE - Current base for the retailer
 FZ - Freeze - Identifies retailers that have frozen distribution
 RL - Rack Location - Indicates whether the title is on the checkout rack, mainline, both, on special spinners, etc.
 AVG NET - Average Net for the issue as designated in the title's formula
 ALTERNATE BASE - Used to store the retailer's base for a special issue (ie Sports Ills. Swimsuit) or it is used to store the high/low draw minimum

275 - TITLE DISTRIBUTION REPORT FOR 35270 - PLAYBOY * 14:45 04/30/04 PAGE 1

***** P U B L I S H E R D A T A * * * * *																																																																																																																																																																											
RTN FRM RTN FRM IN									***** D E A L E R D A T A * * * * *																																																																																																																																																																		
ISSUE	RETAIL	DATE	DLRS	BASE	RECEIVE	STOCK	DEALERS	STOCK	PUB	SALE	PCT	DISTRIB	PICKUPS	REORDERS	RETURNS	SALE	PCT	DIFF																																																																																																																																																									
04	5.99	3/10/04	64	1650	2200			392	1808	68.5	2160	663	311	302	1506	69.7	302																																																																																																																																																										
03	5.99	2/12/04	64	1639	4500	165	2469	1230	636	4.6	1000	692	2797	2897	208	20.8	428																																																																																																																																																										
02	5.99	1/15/04	65	1669	2200	212	979		1009	45.8	2160	751	579	981	1007	46.6	2																																																																																																																																																										
01	7.99	12/08/03	64	1207	2610	159	1424		1027	39.3	2570	466	347	1424	1027	40.0																																																																																																																																																											
12	6.99	11/10/03	67	1503	2200	428	1096		676	30.7	2160	677	289	1096	676	31.3																																																																																																																																																											
11	5.99	10/13/03	70	1574	2200	589	1064		547	24.9	2160	639	90	1064	547	25.3																																																																																																																																																											
10	4.99	9/01/03	72	1682	1575	374	483		718	46.8	1545	468	124	464	737	47.7	19-																																																																																																																																																										
09	4.99	8/04/03	75	1776	1575	363	690		522	33.1	1513	482	181	690	522	34.5																																																																																																																																																											
<table style="width: 100%; border-collapse: collapse; font-family: monospace;"> <thead> <tr> <th colspan="5" style="text-align: center;">ISSUE</th> <th colspan="5" style="text-align: center;">ISSUE</th> <th colspan="5" style="text-align: center;">ISSUE</th> <th colspan="3" style="text-align: center;">ISSUE</th> </tr> <tr> <th style="text-align: center;">09</th> <th style="text-align: center;">10</th> <th style="text-align: center;">11</th> <th style="text-align: center;">12</th> <th style="text-align: center;">01</th> <th style="text-align: center;">02</th> <th style="text-align: center;">03</th> <th style="text-align: center;">04</th> <th style="text-align: center;">05</th> <th style="text-align: center;">06</th> <th style="text-align: center;">07</th> <th style="text-align: center;">08</th> <th style="text-align: center;">09</th> <th style="text-align: center;">10</th> <th style="text-align: center;">11</th> <th style="text-align: center;">12</th> <th style="text-align: center;">01</th> <th style="text-align: center;">02</th> </tr> <tr> <th>RETLR</th> <th>DRAW/</th> <th>DRAW/</th> <th>DRAW/</th> <th>DRAW/</th> <th>DRAW/</th> <th>PREM/</th> <th>NET</th> <th>DRAW/</th> <th>PREM/</th> <th>NET</th> <th>DRAW/</th> <th>PREM/</th> <th>NET</th> <th>DRAW/</th> <th>PREM/</th> <th>NET</th> <th>BASE/</th> <th>RETLR</th> </tr> <tr> <th>STORE</th> <th>/NET</th> <th>/NET</th> <th>/NET</th> <th>/NET</th> <th>/NET</th> <th>/REO</th> <th>/RTN</th> <th>/REO</th> <th>/RTN</th> <th>SALE</th> <th>/REO</th> <th>/RTN</th> <th>SALE</th> <th>/REO</th> <th>/RTN</th> <th>SALE</th> <th>/NET</th> <th>L</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>00201</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td></td> <td></td> <td>50</td> <td></td> <td></td> <td>50</td> <td></td> <td></td> <td>50.0</td> <td>00201</td> <td></td> </tr> <tr> <td>PARADIES</td> <td>OK</td> <td>14</td> <td>23</td> <td>16</td> <td>14</td> <td>59</td> <td></td> <td>23</td> <td>27</td> <td></td> <td>5</td> <td>43</td> <td>12</td> <td></td> <td>7</td> <td>43</td> <td></td> <td>27</td> <td>R 8</td> </tr> <tr> <td>00202</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td>50</td> <td></td> <td></td> <td>50</td> <td></td> <td></td> <td>50</td> <td></td> <td></td> <td>50.0</td> <td>00202</td> <td></td> </tr> <tr> <td>PARADIES</td> <td>CAP</td> <td>0</td> <td>39</td> <td>10</td> <td>22</td> <td>74</td> <td></td> <td>19</td> <td>31</td> <td></td> <td>0</td> <td>50</td> <td></td> <td>3</td> <td>47</td> <td></td> <td>43</td> <td>R 8</td> </tr> </tbody> </table>																		ISSUE					ISSUE					ISSUE					ISSUE			09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	RETLR	DRAW/	DRAW/	DRAW/	DRAW/	DRAW/	PREM/	NET	DRAW/	PREM/	NET	DRAW/	PREM/	NET	DRAW/	PREM/	NET	BASE/	RETLR	STORE	/NET	/NET	/NET	/NET	/NET	/REO	/RTN	/REO	/RTN	SALE	/REO	/RTN	SALE	/REO	/RTN	SALE	/NET	L	F	00201	50	50	50	50	50	50	50	50			50			50			50.0	00201		PARADIES	OK	14	23	16	14	59		23	27		5	43	12		7	43		27	R 8	00202	50	50	50	50	50	50	50	50			50			50			50.0	00202		PARADIES	CAP	0	39	10	22	74		19	31		0	50		3	47		43	R 8
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STORE	/NET	/NET	/NET	/NET	/NET	/REO	/RTN	/REO	/RTN	SALE	/REO	/RTN	SALE	/REO	/RTN	SALE	/NET	L	F																																																																																																																																																								
00201	50	50	50	50	50	50	50	50			50			50			50.0	00201																																																																																																																																																									
PARADIES	OK	14	23	16	14	59		23	27		5	43	12		7	43		27	R 8																																																																																																																																																								
00202	50	50	50	50	50	50	50	50			50			50			50.0	00202																																																																																																																																																									
PARADIES	CAP	0	39	10	22	74		19	31		0	50		3	47		43	R 8																																																																																																																																																									

276 - Retailer Distribution Report

Report lists all retailers or a specified number of retailers. Retailers can be selected by any combination listed below.

SELECT BY: 1 - MAG ROUTE NUMBER 3 - BOOK ROUTE NUMBER 5 - INCLUDE DEL/SUS (Y/N) 2 - RETAILER 4 - CHAIN	SORT/TOTAL BY: 1 - TITLE NUMBER 3 - ORIG DRAW 5 - NET SALE 7 - ISSUE 2 - TITLE NAME 4 - NET DRAW 6 - PCNT SALE 8 - INVOICE DATE
--	--

HEADING DESCRIPTIONS:

ON-SALE DATE - Date issue was invoiced
 ORIG DRAW - Draw quantity only
 S/O - Reorders minus pickup
 NET DRAW - Draw plus/minus S/O
 RET - Total returns for this issue
 NET SALES - Net draw minus returns
 PCT - percent of sale

276 - RETAILER DISTRIBUTION REPORT FROM DPS DEMO FILES 12/27/03 PAGE 1 FOR ROUTE 0

TITLE	ISSUE	AFFDVT	NAME	ON-SALE DATE	ORIG DRAW	S/O	NET DRAW	RET	NET SALES	PCT
00521	08	AUG	BIRD TALK	07/02/02	8	0	8	0	8	100.0
	07	JUL	BIRD TALK	06/04/02	7	0	7	0	7	100.0
	06	JUN	BIRD TALK	05/07/02	6	0	6	0	6	100.0
	05	MAY	BIRD TALK	04/09/02	5	0	5	0	5	100.0
	204		BIRD TALK		200204	0	200204	0	200204	100.0
	203		BIRD TALK		200203	0	200203	0	200203	100.0
01013	09	SEP02	CORVETTE	07/09/02	9	0	9	0	9	100.0
01027	110		BEST OF LOW RIDER		200110	0	200110	0	200110	100.0
	109		BEST OF LOW RIDER		200109	0	200109	0	200109	100.0
	106		BEST OF LOW RIDER		200106	0	200106	0	200106	100.0
	104		BEST OF LOW RIDER		200104	0	200104	0	200104	100.0
	08		BEST OF LOW RIDER		200008	0	200008	0	200008	100.0
	07		BEST OF LOW RIDER		7	0	7	0	7	100.0

277 - Title Sales Report

This report allows you to select up to eight titles and analyze sales. It includes original draw, net draw, returns, net sale and percent of sale for each retailer.

SELECT BY:

- | | |
|----------------------------|-------------------|
| 1 - CHAIN | 2 - ORIGINAL DRAW |
| 3 - RETAILER | 4 - NET DRAW |
| 5 - BOOK ROUTE NUMBER | 6 - NET SALES |
| 7 - MAG ROUTE NUMBER | 8 - PERCENT SALES |
| 9 - MISC ROUTE NUMBER | 10 - RETURN |
| 11 - CITY | 12 - STATE |
| 13 - INCLUDE DEL/SUS (Y/N) | |

SORT/TOTAL BY:

- | | |
|-----------------------|-------------------|
| 1 - CHAIN | 2 - ORIGINAL DRAW |
| 3 - RETAILER | 4 - NET DRAW |
| 5 - BOOK ROUTE NUMBER | 6 - NET SALES |
| 7 - MAG ROUTE NUMBER | 8 - PERCENT SALES |
| 9 - MISC ROUTE NUMBER | 10 - RETURN |
| 11 - CITY | 12 - STATE |

HEADING DESCRIPTIONS:

ORIG DRAW - Original draw
 NET DRAW - Draw plus reorders minus pickups
 RTN - Total returns
 NET SALES - Net draw minus returns

277 - TITLE SALES REPORT FROM DPS DEMO FILES

12/27/02 PAGE 21

08233 COSMOPOLITAN* 0072

RETLR NAME	CITY	ST	ORIG DRAW	NET DRAW	RTN	NET SALES	PCNT
59420 R BOOKS - LOS ALAMO	ALTAMONTE	SP FL	5	5	0	5	100.0
60001 WWW.NEWS-GIFTS OKC	TARPON SPRGS	FL	175	175	0	175	100.0
60002 PAINTED HORSE - MAG	TARPON SPRGS	FL	125	125	0	125	100.0
60003 GENERAL N & G - MAG	TARPON SPRGS	FL	115	115	0	115	100.0
60004 SNACK BAR - MAGS	TARPON SPRGS	FL	125	125	0	125	100.0
			ORIG DRAW	NET DRAW	RTN	NET SALES	PCNT
			9998	9998	0	9998	100.0

278 - Title Distribution Overview

This report allows you to select a title and analyze its sales. It compares the overall title percent of sale to the retailer percent of sale, current draw to average draw and net, analyzes sales and profit and lists the statistical data used by the forecast formula.

SELECT BY:

- | | |
|---------------------|----------------------------|
| 1 - CHAIN | 2 - MAG ROUTE |
| 3 - RETAILER | 4 - BOOK ROUTE |
| 5 - ANNUAL PROFIT | 6 - MISC ROUTE |
| 7 - ANNUAL SALES | 8 - NEWS ROUTE |
| 9 - AUTH LIST | 10 - PERCENT SALE |
| 11 - AVERAGE NET | 12 - RACK LOCATION |
| 13 - BASE | 14 - ZIP CODE |
| 15 - CLASS OF TRADE | 16 - INCLUDE DEL/SUS (Y/N) |

SORT/TOTAL BY:

- | | |
|---------------------|--------------------|
| 1 - CHAIN | 2 - MAG ROUTE |
| 3 - RETAILER | 4 - BOOK ROUTE |
| 5 - ANNUAL PROFIT | 6 - MISC ROUTE |
| 7 - ANNUAL SALES | 8 - NEWS ROUTE |
| 9 - AUTH LIST | 10 - PERCENT SALE |
| 11 - AVERAGE NET | 12 - RACK LOCATION |
| 13 - BASE | 14 - ZIP CODE |
| 15 - CLASS OF TRADE | 16 - MAD |
| 17 - STATE | |

HEADING DESCRIPTIONS:

CHN - Chain number retailer belongs to
 TR - Class of trade (ie, Supermarket, Discount, etc)
 LC - Location of the title (F = Checkout, R = Mainline Rack, B = Both)
 AVERAGE DRAW/NET - Using the issues designated in the Formula File, retailer's averages for this sale
 ANNUALIZED SALES/PROFIT - Based on the number times a year the title is distributed times average net sale.

278 - TITLE DISTRIBUTION OVERVIEW
 TITLE 08233 COSMOPOLITAN*

FREQ 3-MONTHLY

DPS DEMO FILES 12/27/02 PAGE 21
 PROD 100-MAGAZINES CATEGORY-450 WOMEN/GENE FORMULA 200 SPLT N

RETAILER	NAME	STORE	CHN	TR	C	L	PCNT	CUR	--AVERAGE--	FORE	F D	HIGH	T	-----ANNUALIZED----		
							SALE	DRAW	DRAW	NET	BASE	Z L	SALE	MAD R	SALES	PROFIT
59410	COMMERCE NEWS - ALBURQ	0	59	14	R		100	4	4	4	4	8			134	33
59420	R BOOKS - LOS ALAMOS	0	59	13	R		100	5	5	5	5	8			168	42
60001	WWW.NEWS-GIFTS OKC (MA	1	06	14	R		100	175	175	175	175	8			5,880	1,470
60002	PAINTED HORSE - MAGS	2	06	14	R		100	125	125	125	125	8			4,200	1,050
60003	GENERAL N & G - MAGS	3	06	14	R		100	115	115	115	115	8			3,864	966
60004	SNACK BAR - MAGS	4	06	14	R		100	125	125	125	125	8			4,200	1,050

280 - Retailer/Title Draw/Avg Sale Comparison

You have the option to print current draw, base, average draw, and/or average net for the retailers/titles selected. The requested titles will print across the top of the page and the retailers who receive the titles down the side. For each title, the system will use the weighted issues according to the title's formula to arrive at the average net sale.

SELECT BY:

- | | |
|----------------------------|----------------|
| 1 - CHAIN | 2 - MAG ROUTE |
| 3 - RETAILER | 4 - BOOK ROUTE |
| 5 - AUTHORIZED LIST | 6 - MISC ROUTE |
| 7 - CLASS OF TRADE | 8 - NEWS ROUTE |
| 9 - NAME OF RETAILER | 10 - ZIP CODE |
| 11 - INCLUDE DEL/SUS (Y/N) | |

SORT/TOTAL BY:

- | | |
|----------------------|----------------|
| 1 - CHAIN | 2 - MAG ROUTE |
| 3 - RETAILER | 4 - BOOK ROUTE |
| 5 - AUTHORIZED LIST | 6 - MISC ROUTE |
| 7 - CLASS OF TRADE | 8 - NEWS ROUTE |
| 9 - NAME OF RETAILER | 10 - ZIP CODE |

HEADING DESCRIPTIONS:

LST - Retailer's authorized list number
 CUR DRAW - The draw for the most current issue
 BASE - Current base for the retailer
 AVG DRAW - Average Draw for the issues marked in the title's formula file for calculating new base
 AVG NET - Average Net for the issues as designated in the title's formula file

280 - RETAILER/TITLE DRAW/AVG SALE COMPARISON

DPS DEMO FILES

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08233 COSMOPOLITAN*

RETLR	NAME	LST	STR*DRAW	BASE	AVG DRAW	AVG NET
*08233						
			* CUR			
81295	GRAND CENTRAL FOODS		* 1	3	1	1
81350	MIKE'S STORE-MORIAR		1* 2	2	2	2
81404	CENTER MKT - ESPANO		* 19	32	18	18
81407	DAMACIO LIQUOR & GR		* 3	6	3	3
81416	HINTON'S - LAS VEGA		2* 24	40	24	24
81420	PUEBLO PLAZA SUPERM		* 6	10	5	5
81601	MARKET SQUARE - SHA		* 8	13	7	7
81604	THRIFTWAY - SUNRAY		* 3	5	3	3
81607	MEMPHIS FOODLINER		* 3	6	3	3
81608	FOODLINER - WELLING		8* 7	13	7	7
82400	MORIARTY IGA - MORI		* 6	6	6	6

281- Chain Comparison

For the chains requested, the report will print total base, category, rack location and frequency for the titles selected, and base for the chain's retailers that have distribution on the O/R file.

SELECT BY:	SORT/TOTAL BY:
1 - TITLE NUMBER	1 - TITLE NUMBER
2 - PRODUCT	2 - PRODUCT
3 - CATEGORY	3 - CATEGORY
4 - RACK LOCATION	4 - RACK LOCATION
5 - CLASS	5 - CLASS
6 - RETAIL	6 - RETAIL
7 - FREQUENCY	7 - FREQUENCY
8 - TITLE NAME	8 - TITLE NAME
9 - NATL DISTRIBUTOR	9 - NATL DISTRIBUTOR

HEADING DESCRIPTIONS:

TOTAL BASE -
 CAT - Category number assigned
 RL - Rack Location - Indicates whether the title is on the checkout rack, mainline, both, on special spinners, etc.
 FQ - Identifies frequency of distribution

281 - CHAIN COMPARISON FOR 001 PLANT CITY CONCESSIONS											12/27/02	PAGE	3
TITLE NAME	TOTL BASE	CAT	R L	F Q	1171	1173	1176	1177	91171	91173	91176	91177	
01624 SMOOTH (TAP)	75	263	R	3	25	25	25						
01636 FORBES SPECI	75	225	R	3	25	25	25						
01638 FORBES *	150	425	R	4	50	50	50						
01639 FORBES SPECI	90	180	R	2	10	40	40						
01656 MH 18	10	285	R	3			10						
01670 ORGANIC STYL	90	300	R	3	30	30	30						
01680 BUDGET TRAVE	140	482	R	2	60	40	40						
01739 CONTENT *	50	270	R	3	20	15	15						
01747 HOOKED ON OU	65	370	R	X	65								
01772 X-MEN *	30	220	R	3		15	15						
01795 MOVIELINE *	20	340	R	3	20								
CHAIN TOTALS					13758	11625	12292	2011	225	64	211	212	

282 - O/R Split/Hold Title Listing

Report can be requested by title or retailer. If requested by title, it will print all retailers that are set up for split/hold distribution for that title. If you request report by retailer, then all titles that the retailer has distribution for that are set up for split/hold invoicing will print.

Select By:

- 1 - Title
- 2 - Retailer

HEADING DESCRIPTIONS:

STORE - Retailer whose draw & net sales are included in the counts
 CHAIN - Chain number retailer belongs to
 M-RT - Magazine route

282 - RETAILER ON O/R WITH SPLIT/HOLD INVOICE

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RETLR NAME	STORE	CHAIN	M-RT			
101 THE BIG NEWSTAND	1		02			
	FQ	LST-INV	BASE	FZ	SPLT/HOLD/EXCP	
01134 NEWSWEEK* C/O	5	12/27/02	8.0	8	X	

283 - Retailer Category Sales Analysis

This quarterly report is generally requested by the national distributors or publisher reps. It lists, by Class of Trade, the net sales for the issues requested.

SELECT BY: 1 - TITLE NUMBER 3 - CATEGORY 5 - CLASS 7 - FREQUENCY 9 - NATL DISTRIBUTOR 2 - PRODUCT 4 - RACK LOCATION 6 - RETAIL 8 - TITLE NAME	SORT/TOTAL BY: 1 - TITLE NUMBER 3 - CATEGORY 5 - CLASS 7 - FREQUENCY 9 - NATL DISTRIBUTOR 2 - PRODUCT 4 - RACK LOCATION 6 - RETAIL 8 - TITLE NAME
---	---

HEADING DESCRIPTIONS:

TYPE NAME - Identifies the type of chain
 DIVISION - Division number for that chain
 STORES - Total number of retailers whose draw & net sales are included in the counts
 DRAW - Total draw for all retailers who drew the specified issues
 SALES - Total net sales (Draw plus reorders minus pickups minus returns) for all retailers who drew the specified issues
 AVERAGE DRAW - Draw divided by stores
 AVERAGE SALES - Sales divided by stores

283 RETAILER CATEGORY SALES ANALYSIS	DPS DEMO FILES	12/27/02	PAGE	1			
TITLE 08233 COSMOPOLITAN*	ISSUES 72						
CHAIN NAME	TVG CHAIN	DIV	STORES	DRAW	SALES	AVG DRAW	AVG SALES
01 SUPERMARKET CHAINS							
SIESTA MART, INC.			9	73	73	8	8
MALEY'S			9	495	495	55	55
SAVE A LOT			16	54	54	3	3

284 - Draw Category Analysis

This report will print a draw/sale analysis for the requested title/issue. Retailers will be grouped into a draw category based on the number of copies that they drew. Each draw category will reflect the number of stores, total draw, sales, sellouts, percent sales, draw share and sale share.

A draw category is a range of numbers that is created by the user at the time that this report is generated. Seven draw categories can be entered. Enter the maximum draw limit for each category. All seven categories must be entered even if seven will not be used.

SELECT BY:	SORT/TOTAL BY:
------------	----------------

HEADING DESCRIPTIONS:

- STORES - Total number of stores in each draw category
- DRAW - Total draw for all stores
- SALES - Total net sales for all stores
- SOLD OUT - Total number of stores in each category that had no returns posted
- PERCENT OF SALE - Total percentage of category net sale for all stores in each category
- DRAW SHARE - Total percentage of draw for all stores in each category
- SALE SHARE - Total percentage of net sale for all stores in each category

284 - DRAW CATEGORY ANALYSIS FOR DPS DEMO FILES SUITE 206 CLEARWATER, FL 33764 12/27/02 PAGE 1

TITLE 08233 COSMOPOLITAN*	ISSUE 72								
	RETAIL TYPE 01 - SUPERMARKET CHAINS								
	CHAIN			RALEY'S					
DRAW CTGRY	1- 10	11- 20	21- 30	31- 40	41- 50	51- 60	61- 65	66+	TOTAL
STORES	51	41	24	5	7	7	4	14	153
DRAW	229	649	561	166	326	390	247	1184	3752
SALES	229	649	561	166	326	390	247	1184	3752
SOLD OUT	47	41	24	5	7	7	4	14	149
PCT SALES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DRAW SHARE	6.10	17.30	14.95	4.42	8.69	10.39	6.58	31.56	100.00
SALE SHARE	6.1	17.3	15.0	4.4	8.7	10.4	6.6	31.6	100.0

285 - Special Formula Analysis

This report allows you to review the results of a special formula that was set up in the Order Regulation Formula File. Retailers will be grouped into a net sale category based on the special formula net sale category. Each category will reflect the number of retailers, total draw, total pickups and reorders, returns, net sales, percent of sale, sellouts, average sales for the retailers on file that have any order regulation activity for the title/issue selected, percent of total draw, percent of total net sale, and total allotment. You have the option to include deleted and suspended retailers. You can request a maximum of ten titles to print.

SELECT BY:

1 - INCLUDE DEL/SUS (Y/N)

HEADING DESCRIPTIONS:

NET SALE CATEGORY - Size categories for the title draw as specified in the formula for the title
 FACTOR PERCENTAGE - Percentage used to calculate the retailer's draw according to percent set in formula for the title
 NUMBER RETAILERS - Total number of retailers in that draw category
 TOTAL DRAWS - Total copies drawn for that issue for all retailers in that draw category
 AVERAGE SALES PER RETAILER - Total sales divided by total number of retailers in that draw category
 PERCENT TOTAL DRAW - Category draw divided by total draw
 PERCENT TOTAL NET SALE - Total percentage of net sale for retailers in that category
 TOTAL ALLOTMENT - The system locates the category that the retailer draw falls in and multiplies the retailer's base by the factor percentage for that category giving the calculated allotment for that retailer. Each retailer's calculated allotment is accumulated giving "Total Allotment Calculated at Present Base."

285 - TITLE 08233 COSMOPOLITAN*	SPECIAL FORMULA ANALYSIS FOR ISSUE				72 FOR DPS DEMO FILES				FREQ 3 MONTHLY	12/27/02
NET SALE CATEGORY	1 TO	1	2 TO	6	7 TO	49	50 TO	86	87 TO 9999	TOTALS
FACTOR PERCENTAGE	2.00		1.25		1.38		1.54		1.38	
NUMBER RETAILERS	1		129		226		36		16	408
TOTAL DRAWS	1		484		4631		2344		2538	9998
TOTAL PICKUP/REORDERS	0		0		0		0		0	0
TOTAL RETURNS	0		0		0		0		0	0
TOTAL NET SALES	1		484		4631		2344		2538	9998
PERCENT OF SALE	100.00		100.00		100.00		100.00		100.00	100.00
SELLOUTS	1		129		226		36		16	408
AVERAGE SALES PER RETAILER	1.0		3.8		20.5		65.1		158.6	24.5
PCT TOTAL DRAW	.01		4.84		46.32		23.44		25.39	100.00
PCT TOTAL NET SALE	.01		4.84		46.32		23.44		25.39	100.00
TOTAL ALLOTMENT	21,935		CALCULATED AT PRESENT BASE							

286 - Check-up Report For Route

You have the option to review only the retailers who are flagged or all retailers who drew the title. The Total Draw and the Red Figure is listed. The percentage for the Red Figure is decided by the agency. The heading of the report lists title name, title number, the issue, and the date of release by your agency. Also contained in the heading is the Draw and the Red Figure expressed as percentage. Titles will print in the order requested.

SELECT BY:

- | | |
|--------------------|---------------------|
| 1 - CHAIN | 2 - MAG ROUTE/SQ1 |
| 3 - RETAILER | 4 - MAG ROUTE/SQ2 |
| 5 - AUTH LIST | 6 - BOOK ROUTE/SQ1 |
| 7 - CLASS OF TRADE | 8 - MISC ROUTE/SQ1 |
| 9 - ZIPCODE | 10 - NEWS ROUTE/SQ1 |
| 11 - ALL RETAILERS | |

HEADING DESCRIPTIONS:

DRW - DRAW - The number of copies distributed to the retailer. Draw amount will include pickups and reorders if client record so specifies

EXP - Number of copies that should be on the stand (Red Figure) based is the percent that is printed.

286 - CHECK-UP REPORT FOR ROUTE 01

12/27/02 PAGE 1

COSMOPOLIT*
08233 72*
RELEASED 12/31/02*
PRICE 2.80 *
PERCENT 20*

RETLR	NAME	DRW	EXP	DRW	EXP	DRW	EXP	DRW	EXP	DRW	EXP	DRW	EXP	DRW	EXP	DRW	EXP	RETLR
51137	UNITED-(A)LBK	85	17 *		*		*		*		*		*		*		*	51137
51131	UNITED-(A)LBK	79	16 *		*		*		*		*		*		*		*	51131
** TOTALS **		164	33															

287 - ABC Distribution Report

This report will print draw, pickup, reorder, return, and net sale quantities by zip code, ABC zone or state for the selected title/issue. The title/issue must be on the O/R file. In the case of duplicate issues on the O/R file, the most current issue will be used.

SELECT By:

- 1 - TITLE
- 2 - ISSUE

SORT/TOTAL BY:

- 1 - ZIP
- 2 - CITY/ZIP
- 3 - ZONE/CITY
- 4 - STATE/ZIP/CITY

HEADING DESCRIPTIONS:

ZIP CODE - Identifies group by zip code
 DRAW - The total number of copies distributed for the area
 PU/RO - The total number of Reorders - Pickups for the area
 RETURN - The total amount of returns for the area
 NET - The total net amount of copies sold within zip code area

287 - DISTRIBUTION REPORT BY ZIP CODE					TITLE: 08233 - COSMOPOLITAN*					ISSUE: 72		12/27/02		PAGE 1
ZIP	DRAW	PU/RO	RTN	NET	ZIP	DRAW	PU/RO	RTN	NET	ZIP	DRAW	PU/RO	RTN	NET
32103	63	0	0	63	32104	9	0	0	9	32106	53	0	0	53
32138	15	0	0	15	32151	19	0	0	19	32173	7	0	0	7
32186	8	0	0	8	32601	0	0	0	0	32607	65	0	0	65
32621	21	0	0	21	32623	4	0	0	4	32634	14	0	0	14
32642	1	0	0	1	32646	6	0	0	6	32678	5	0	0	5
32701	40	0	0	40	32717	90	0	0	90	32732	19	0	0	19
32744	5	0	0	5	32771	51	0	0	51	32802	13	0	0	13
32805	0	0	0	0	32806	2	0	0	2	32807	10	0	0	10
32808	50	0	0	50	32809	0	0	0	0	32811	62	0	0	62
32812	61	0	0	61	32820	58	0	0	58	32823	56	0	0	56
32824	55	0	0	55	32835	12	0	0	12	32847	10	0	0	10
335	20	0	0	20	33501	63	0	0	63	33505	23	0	0	23
33506	9	0	0	9	33507	47	0	0	47	33508	11	0	0	11
33510	15	0	0	15	33511	67	0	0	67	33516	2	0	0	2
33517	57	0	0	57	33519	132	0	0	132	33520	0	0	0	0
33523	4	0	0	4	33525	69	0	0	69	33526	18	0	0	18
ISSUE TOTAL:	9998	0	0	9998										

290 - Request RDA (Retailer Dealer Sales Analysis)

This quarterly history report is used to send net sale information to the company that processes RDA for the chains that you service. This printed report contains: Title number, Publisher, issue number, retail, number of dealers, draw, return and net for each issue.

DO ALL RETAILERS (N/Y): N

DO CHAINS ONLY? (N/Y): N

HEADING DESCRIPTIONS:

- ISSUE - Issue number distributed during the quarter requested
- RETAIL - Cover price of the title/issue
- RTLRL - Number of retailers in the chain who drew the title/issue
- DRAW - Total draw for the retailer/chain
- RTRN - Total returns for the retailer/chain
- NET - Total draw, plus reorders, minus pickups, minus returns

RETAIL DEALER SALES ANALYSIS FOR 00101 THE BIG NEWSTAND

DPS DEMO FILES

12/27/02 PAGE 1

HEALTH *
10410

PUB 1

ISS	RETAIL	DLRS	DRAW	RETN	NET
05	2.99	1	2	2	
08	2.99	1	2		2
202	2.99	1	2	2	
203	2.99	1	2	2	
204	2.99	1	2	2	
			10	8	2