

244-Retailer O/R Status Report

Retailer or Chain's review of distribution in Summary. A breakdown by frequency of the total distribution is provided.

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 of frequency X/X titles the retailer draws
 FREQUENCY NET - Average net sale for frequency X/X 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 - Frozen copies
 SELL OUTS - Number of retailer sellouts for all titles

244 - RETAILER O/R STATUS REPORT

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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	8 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

Optional End of Month report in title number order. Used to review title distribution, compare chain sales, and locate titles not distributed for indicated time period.

SELECT BY: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 - TITLE</td> <td style="width: 50%;">2 - PRODUCT</td> </tr> <tr> <td>3 - BASE</td> <td>4 - PUBLISHER</td> </tr> <tr> <td>5 - CATEGORY</td> <td>6 - RETAILERS</td> </tr> <tr> <td>7 - FREQUENCY</td> <td>8 - SPEC FORM</td> </tr> <tr> <td>9 - FORMULA</td> <td>10 - TOTAL DRAW</td> </tr> <tr> <td>11 - NATL DISTRIBUTOR</td> <td>12 - TOTAL NET</td> </tr> <tr> <td>13 - AVG DRAW</td> <td>14 - SELLOUTS</td> </tr> <tr> <td>15 - AVG NET</td> <td>16 - FRZ8 COUNT</td> </tr> <tr> <td>17 - AVG PCT</td> <td>18 - TITLE NAME</td> </tr> </table>	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: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 - TITLE</td> <td style="width: 50%;">2 - PRODUCT</td> </tr> <tr> <td>3 - BASE</td> <td>4 - PUBLISHER</td> </tr> <tr> <td>5 - CATEGORY</td> <td>6 - RETAILERS</td> </tr> <tr> <td>7 - FREQUENCY</td> <td>8 - SPEC FORM</td> </tr> <tr> <td>9 - FORMULA</td> <td>10 - TOTAL DRAW</td> </tr> <tr> <td>11 - NATL DISTRIBUTOR</td> <td>12 - TOTAL NET</td> </tr> <tr> <td>13 - AVG DRAW</td> <td>14 - SELLOUTS</td> </tr> <tr> <td>15 - AVG NET</td> <td>16 - FRZ8 COUNT</td> </tr> <tr> <td>17 - AVG PCT</td> <td>18 - TITLE NAME</td> </tr> </table>	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
1 - TITLE	2 - PRODUCT																																				
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15 - AVG NET	16 - FRZ8 COUNT																																				
17 - AVG PCT	18 - TITLE NAME																																				

HEADING DESCRIPTIONS:

CAT - Titles category
 FQ - Titles frequency
 FM - Formula used
 PD -
 SF - Indicates whether the title is on special formula
 NBR RTLR - Total number of retailers that receive the title
 BASE - Total Base of this title
 AVG DRAW - Average number of copies drawn for each issue
 AVG NET - Average net sales for each retailer for each issue
 AVG PCT - Average percentage of sale
 FREEZE 8 DLR - Number of retailers that have frozen draws for that title
 FREEZE 8 COPY - Total copies on frozen draw for that title
 DLR FRZ - Number of retailers with frozen bases for that title (any type of freeze)
 SELL OUTS - Total number of retailers who had sellouts
 CHAIN SALES - Breakdown average net copy sales by chain type
 AVG ALL -
 TOTAL DRAW -
 TOTAL NET -

245 - TITLE O/R STATUS REPORT																		12/19/02	PAGE	6		
TITLE NAME	CAT	Q	F	M	P	S	NBR	AVG	AVG	AVG	FREEZE/8	DLR	SELL	---	CHAIN	AVG	SALES	---	AVG	TOTAL	TOTAL	
							RTLR	BASE	DRAW	NET	PCT	DLR	COPY	FRZ	OUTS	SUPER	CONV	DRUGS	OTHER	ALL	DRAW	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

Allows you to analyze the estimated yearly sales and gross profit by category for the selected retailers. Each category is further broken down by class of title. This provides you with the demographic data to make the best distribution decisions in determining what titles the retailer should have.

SELECT BY:

- | | |
|--------------------------|-----------------------|
| 1 - AVERAGE DRAW | 2 - PCNT OF SALE |
| 3 - AVERAGE NET | 4 - PCNT OF TOTAL NET |
| 5 - CATEGORY | 6 - YR EST NET SALE |
| 7 - CLASS | 8 - YR EST PROFIT |
| 9 - NBR TITLES PER CTGRY | |

SORT/TOTAL BY:

- | | |
|--------------------------|-----------------------|
| 1 - AVERAGE DRAW | 2 - PCNT OF SALE |
| 3 - AVERAGE NET | 4 - PCNT OF TOTAL NET |
| 5 - CATEGORY | 6 - YR EST NET SALE |
| 7 - CLASS | 8 - YR EST PROFIT |
| 9 - NBR TITLES PER CTGRY | |

PRICE OR RETAIL (P/R): P

RETLR NBR: 00101 NAME NEWSSTAND - LUBBOCK STORE NBR 1
 RETLR NBR: _____ NAME STORE NBR

HEADING DESCRIPTIONS:

252 - CATEGORY PROFIT ANALYSIS REPORT BY PRICE 00101 A BIG NEWSSTAND STORE 1 12/19/02 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	

262-Retailer Rack Load Display

Shows the retailer's rack load for every week of the year. It is broken down by checkout titles and rack titles. Under each title location it will show: number of titles, the breakdown of those titles by frequency, total draw, total net and percent of sale. This report is useful in analyzing the current rack load and using the information to implement the most efficient use of the available rack space.

RETLR NBR: _____ NAME

STORE NBR

HEADING DESCRIPTIONS:

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

263-Rack Load Over/Short Analysis

Shows you the number of titles on the rack for a retailer for any given week of the year. Code 260 must be run before this code is run. Code 260 creates the current rack load file.

SORT/TOTAL BY:

1 - CHAIN	2 - DEALER
3 - OVER/SHORT	4 - WEEK

RETLR NBR: 00101	NAME THE BIG NEWSSTAND	STORE NBR	1
RETLR NBR: 60093	NAME GENERAL N & G - BOOKS	STORE NBR	93
RETLR NBR: -----	NAME	STORE NBR	

HEADING DESCRIPTIONS:

263 - RACK LOAD OVER/SHORT ANALYSIS FOR 00101 THE BIG NEWSSTAND 1 1101 UNIVERSITY TESTING THE IN12/19/02 PAGE 1

WEEK OF YEAR	RACK TITLES	TOO MANY TOO FEW-
1	1398	1380
2	1407	1389
3	1392	1374
4	1394	1376
5	1370	1352
6	1337	1319
7	1310	1292
8	1288	1270
9	1303	1285
10	1315	1297

272-Retailer Distribution Report

Report lists the history of each title by issue that the retailer has distribution for on the O/R file. 'X' will print next to the title number for those titles that are set up for split distribution. There is room for only 4 issues of history to print. It selects the issues designated by the title's formula. If there are over 4 issues used, the 4 most current will print. The draw is calculated by draw + reorders - pickups. Net sale is the calculated draw - returns. The average net sale printed does use all issues designated by the formula to arrive at the net sale.

SELECT BY: 1 - TITLE NUMBER 3 - CATEGORY 5 - FREQUENCY 7 - INCLUDE DEL/SUS (Y/N) 2 - NATL DISTRIBUTOR 4 - PRODUCT 6 - RACK LOCATION	SORT/TOTAL BY: 1 - TITLE NUMBER 3 - CATEGORY 5 - FREQUENCY 7 - AVG DRAW 9 - AVG NET SALE 11 - BASE 2 - NATL DISTRIBUTOR 4 - PRODUCT 6 - RACK LOCATION 8 - CLASS 10 - CUR DRAW 12 - PCNT SALE
---	---

RETLR NBR: 00101 NAME THE BIG NEWSSTAND STORE NBR 1
 RETLR NBR: ----- NAME STORE NBR

HEADING DESCRIPTIONS:

CAT - Titles category
 FQ - Titles frequency
 L - Titles location
 IS DRAW - The issues draw for that retailer
 IS NET - The issues net sales for that retailer
 AVERAGE DRAW - The average draw for the last 4 issues
 AVERAGE SALE - The average net sale for the last 4 issues
 PCT SLE - The percent sold based on the average draw and sale
 CUR DRAW - The current draw for that retailer
 BASE - The base for the retailer
 FZ -

272 - RETAILER DISTRIBUTION REPORT FOR 101 THE BIG NEWSSTAND STORE 1 FOR DPS DEMO FILES 12/23/02 PAGE 1

TITLE NAME	CAT	Q	L	IS	DRAW	NET	IS	DRAW	NET	IS	DRAW	NET	AVERAGE	PCT	CUR	F	
													DRAW	SALE	SLE	DRAW	BASE Z TITLE
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

274-Retailer Unit Sales Analysis

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

SELECT BY:					SORT/TOTAL 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	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
ENTER FROM DATE: 07/01/02 TO DATE: 07/31/02																				
RETLR NBR: 00101 NAME THE BIG NEWSTAND					STORE NBR 1															
RETLR NBR: _____ NAME					STORE NBR															
HEADING DESCRIPTIONS:																				
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	SALE	---TOTAL UNITS---			THIS PERIOD	PERIOD	PROJECTED	-----CURRENT ISSUE-----					
									DRAW	SALE	PCT	RETAIL	ANNUAL	GM	TOTAL	TOTAL	DLRS	AVG	DRAW	
00185	HORSE ILLUSTRATED	3.50	12	1	1	3	3	3	3	100	11	126	25.0	0	0	0	0	0	0	
00245	MOPAR COLLECTORS GD	3.99	12	1	1	4	4	4	4	100	16	192	25.0	4	4	1	4	4	4	
00308	B RIBBON WORD FINDS	1.69	12	1	1	2	2	2	2	100	3	41	25.0	2	2	1	2	2	2	
00319	QUICKIE CROSSWORDS	1.69	12	1	1	2	4-	2	4-	200-	7-	81-	25.0	2	2	1	2	2	2	
00346	NYHT XWORD PUZZLES	1.99	12	1	1	2	2	2	2	100	4	48	25.0	2	2	1	2	2	2	
00382	TEXAS TROPHY HUNTER	4.95	6	1	1	10	10	10	10	100	50	297	25.0	10	10	1	10	1	10	
00388	PRO WRESTLING ILLU	5.95	12	1	1	6	6	6	6	100	36	428	25.0	6	6	1	6	6	6	
00389	WRESTLER	4.95	12	1	1	4	4	4	4	100	20	238	25.0	4	4	1	4	4	4	
00396	RING DIGEST	5.95	12	1	1	4	2	4	2	50	12	143	25.0	4	4	1	4	4	4	

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:

276 - RETAILER DISTRIBUTION REPORT FROM DPS DEMO FILES 12/27/02 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

278-Title Distribution Overview

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

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 | |

TITLE : 08233 COSMOPOLITAN*

TITLE : _____

HEADING DESCRIPTIONS:

278 - TITLE DISTRIBUTION OVERVIEW DPS DEMO FILES 12/27/02 PAGE 21
 TITLE 08233 COSMOPOLITAN* PROD 100-MAGAZINES CATEGORY-450 WOMEN/GENE FORMULA 200 SPLT N
 FREQ 3-MONTHLY

RETAILER	NAME	STORE	CHN	TR	L	PCNT	CUR	--AVERAGE--		FORE	F	D	HIGH	T	-----ANNUALIZED----		
					C	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

279-Book Retailer Distribution Report

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

TITLE : 20200 HARL PRESENTS

TITLE : -----

HEADING DESCRIPTIONS:

279 - BOOK RETAILER DISTRIBUTION REPORT

12/27/02 PAGE 1

TITLE 20200 HARL PRESENTS

TYPE	00	01	02	03	04	05	06	08	99	TOTAL
TOT-BSE	54.0	288.0	372.0	252.0	342.0	216.0	108.0	18.0	66.0	1,716.0
TOT-RTLRS	3	11	19	16	21	17	13	2	5	107

280-Retailer/Title Draw/Avg Sale Compa

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

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 |

Y CURRENT DRAW
 Y BASE
 Y AVG DRAW
 Y AVG NET

TITLE : 08233 COSMOPOLITAN*
 TITLE : _____

HEADING DESCRIPTIONS:

280 - RETAILER/TITLE DRAW/AVG SALE COMPARISON

DPS DEMO FILES

12/27/02 PAGE 28

08233 COSMOPOLITAN*

		*08233				
RETLR	NAME	LST	STR*DRAW	BASE	AVG DRAW	AVG NET
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

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

<p>SELECT BY:</p> <table style="width: 100%;"> <tr> <td style="width: 50%;">1 - TITLE NUMBER</td> <td style="width: 50%;">2 - PRODUCT</td> </tr> <tr> <td>3 - CATEGORY</td> <td>4 - RACK LOCATION</td> </tr> <tr> <td>5 - CLASS</td> <td>6 - RETAIL</td> </tr> <tr> <td>7 - FREQUENCY</td> <td>8 - TITLE NAME</td> </tr> <tr> <td>9 - NATL DISTRIBUTOR</td> <td></td> </tr> </table>	1 - TITLE NUMBER	2 - PRODUCT	3 - CATEGORY	4 - RACK LOCATION	5 - CLASS	6 - RETAIL	7 - FREQUENCY	8 - TITLE NAME	9 - NATL DISTRIBUTOR		<p>SORT/TOTAL BY:</p> <table style="width: 100%;"> <tr> <td style="width: 50%;">1 - TITLE NUMBER</td> <td style="width: 50%;">2 - PRODUCT</td> </tr> <tr> <td>3 - CATEGORY</td> <td>4 - RACK LOCATION</td> </tr> <tr> <td>5 - CLASS</td> <td>6 - RETAIL</td> </tr> <tr> <td>7 - FREQUENCY</td> <td>8 - TITLE NAME</td> </tr> <tr> <td>9 - NATL DISTRIBUTOR</td> <td></td> </tr> </table>	1 - TITLE NUMBER	2 - PRODUCT	3 - CATEGORY	4 - RACK LOCATION	5 - CLASS	6 - RETAIL	7 - FREQUENCY	8 - TITLE NAME	9 - NATL DISTRIBUTOR	
1 - TITLE NUMBER	2 - PRODUCT																				
3 - CATEGORY	4 - RACK LOCATION																				
5 - CLASS	6 - RETAIL																				
7 - FREQUENCY	8 - TITLE NAME																				
9 - NATL DISTRIBUTOR																					
1 - TITLE NUMBER	2 - PRODUCT																				
3 - CATEGORY	4 - RACK LOCATION																				
5 - CLASS	6 - RETAIL																				
7 - FREQUENCY	8 - TITLE NAME																				
9 - NATL DISTRIBUTOR																					
<p>RETLR NBR: 99001 NAME CRUENTE CONCESSIONS STORE NBR</p> <p>RETLR NBR: _____ NAME STORE NBR</p>																					
<p>HEADING DESCRIPTIONS:</p>																					
<p>281 - CHAIN COMPARISON FOR 001 CRUENTE CONCESSIONS 12/27/02 PAGE 3</p>																					
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									

282-0/R Split/Hold Title Listing

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

TITLE/RETAILER (T/R)? : T
TITLE : 8233_

OR

TITLE/RETAILER (T/R)? : R
RETLR NBR: 101__ NAME STORE NBR

HEADING DESCRIPTIONS:

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

12/27/02 PAGE 1

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

283-Retailer Category Sales Analysis

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

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
---	---

TITLE : 8233 COSMOPOLITAN* ISSUES: 72 _____

HEADING DESCRIPTIONS:

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

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

TITLE : 08233 COSMOPOLITAN*
 ISSUE : 0
 LIMIT 1 2 3 4 5 6 7
 10 20 30 40 50 60 65

HEADING DESCRIPTIONS:

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

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

SELECT BY:

1 - INCLUDE DEL/SUS (Y/N)

TITLE : 08233 COSMOPOLITAN* ISSUE : 72
 TITLE : _____

HEADING DESCRIPTIONS:

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							

287-Distribution Report By

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

SELECT ONE THE FOLLOWING SORT OPTIONS:

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

ENTER SELECTION (1/2/3/4):

TITLE : 08233 COSMOPOLITAN*
 TITLE : _____

ISSUE : 72

HEADING DESCRIPTIONS:

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										

286-Check-up Report For Route

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

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	
--	--

TITLE : 08233 COSMOPOLITAN*	ISSUE : 72	PERCENT: 20
TITLE : _____		

HEADING DESCRIPTIONS:

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															

290-Request RDA (Retailer Dealer Sales Analysis)

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

DO ALL RETAILERS (N/Y): N

DO CHAINS ONLY? (N/Y): N

HEADING DESCRIPTIONS:

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

