

420-Bulk Report-Detail

Bulk record is a summary of information for each issue of every title received and distributed by your agency. Each issue is added to this file when invoiced regardless of whether it is on O/R or not. All or specific issues based on start/end invoice date keyed can be printed. You have the option to archive this report, print or do both and whether or not to print the retailer price and/or the agency cost.

SELECT BY: 1 - TITLE 3 - CATEGORY 5 - CLASS 7 - FORMULA 9 - FREQUENCY 11 - IN STOCK 13 - INVOICE DATE 15 - ND/PUB TYPE 2 - NATL DISTRIBUTOR 4 - NBR DLR DRAWING 6 - OFF SALE DATE 8 - PCNT SALE 10 - PRODUCT 12 - PUBLISHER 14 - RETAIL	SORT/TOTAL BY: 1 - TITLE 3 - CATEGORY 5 - CLASS 7 - FORMULA 9 - FREQUENCY 11 - IN STOCK 13 - INVOICE DATE 2 - NATL DISTRIBUTOR 4 - NBR DLR DRAWING 6 - OFF SALE DATE 8 - PCNT SALE 10 - PRODUCT 12 - PUBLISHER 14 - ND/PUB TYPE
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P - PRINT
 A - ARCHIVE
 B - BOTH
 SELECT: P

PRINT PRICE (Y/N): Y
 PRINT COST (Y/N): Y

HEADING DESCRIPTIONS:

RECEIVED DATE - Date issue was received at the agency
 RECEIVED - Number of copies received by the agency
 IN STOCK - Number of copies that should be in stock, (RECEIVE - DISTRIB - PU/RO - RTN FROM STOCK)
 SALE - Net sale for the issue (RECD - RTN FROM STOCK - IN STOCK)
 PERCENT - Received divided into sale dealer data
 DLRS - Number of dealers that received distribution
 BASE - Total base calculated at the time that particular issue was distributed. If issue was put out as a distribution alike, the model title will print instead of base
 DISTRIBUTE - Number of copies originally distributed
 PU/RO - Number of copies picked up prematurely and number of copies reordered out. If there were 100 copies reordered and 25 pickup, the number in PU/RO would be 75. If there were 50 copies picked up and 30 reordered the net would be 20-.
 RETURNS - Number of copies returned. Dealer returns in the Bulk file should equal returns in the O/R file.
 SALE - Number of copies net sale = DSTB + PU/RO - TRN

420 - BULK DETAIL REPORT										199 - DPS DEMO FILES CLEARWATER, FL					12/19/02 PAGE 25						
										***** NATL DISTRB DATA *****											
										**** RETAILER DATA ****											
ND	IS	DESC	DATE	DATE	RECVD	RTNS	STOCK	SALE	PCT	RTLRS	BASE	DSTRB	PU/RO	RTNS	SALE	RETL	PRICE	COST			
03190		FRANCHISE HANDBOOK	FREQ 2	SEASONAL,QTR				DISTRIBUTE	200	PCNT	BASE	CATGY	180	DISP	1	FORMULA	72	PROD	100	CLS	C
15	23	FAL0	7/15/02	7/16/02	80	55	0	25	31%	6	15	25	0	0	25	6.99	5.5920	3.984			
15	22	SUM0	4/15/02	4/16/02	74	33	0	41	55%	14	24	60	0	19	41	6.99	5.5920	3.984			
03191		BUSINESS OPPORTUNIT	FREQ 2	SEASONAL,QTR				DISTRIBUTE	100	PCNT	BASE	CATGY	180	DISP	1	FORMULA	912	PROD	100	CLS	C
15	200222	SUM0	3/04/02	4/01/02	471	222	0	249	52%	128	482	415	51-	115	249	6.99	5.5920	3.984			

424-Bulk to O/R Compare

Compare issue specific Bulk summary data to O/R totals.

SELECT BY:	SORT/TOTAL BY:
1 - TITLE	1 - TITLE
2 - NATL DISTRIBUTOR	2 - NATL DISTRIBUTOR
3 - PUBLISHER	3 - PUBLISHER
4 - PRODUCT	4 - PRODUCT
5 - FREQUENCY	5 - FREQUENCY
6 - CATEGORY	6 - CATEGORY
7 - INVOICE DATE	7 - INVOICE DATE
8 - BULK DISTRIBUTE	8 - SALE PCNT
9 - DIFF (BULK NET SALE)	9 - ND/PUB TYPE
10 - OFF SALE DATE	
11 - DIFF (DLR RTNS ONLY)	
12 - SALE PCNT	
13 - ND/PUB TYPE	

UPDATE DISTRIBUTED (N/Y): N
 UPDATE PU/RO (N/Y): N
 UPDATE RTLR RTNS (N/Y): N

HEADING DESCRIPTIONS:

O/R DRAW - Total of all the retailer's draw on the O/R file
 BULK DIST - Quantity distributed per the Bulk File
 O/R PU/RO - Total retailer's reorders minus pickups on the O/R file
 BULK PU/RO - Issue's total reorders minus pickups per the Bulk file
 O/R RETURNS - Total retailer returns on the O/R file
 BULK RETLR RETURNS - Issue's total returns from retailers per the Bulk file
 BULK ND RETURNS - Total returns claimed so far on affidavit
 O/R RETLR NET SALE - O/R total draws, plus reorders, minus pickups, minus returns
 BULK RETLR NET SALE - Issue's received minus returns claimed on affidavit
 DIFF - Difference between the bulk retailer net sale and bulk publisher net sale

424 - BULK TO O/R COMPARE				DPS DEMO FILES				12/19/02		PAGE	81			
TITLE NAME	ISSUE	INVOICE DATE	O/R DRAW	BULK DIST	O/R PU/RO	BULK PU/RO	O/R RETURNS	BULK DLR RETURNS	BULK ND RETURNS	O/R DLR SALE	BULK DLR SALE	DLR SALE PCNT	BULK PUB SALE	DIFF
01331 SHINE	12	11/20/00	12	15			12	12	109		3	100.0	3	
	103	03/05/01	10	12			9	9	32	1	3	66.7	3	
	105	04/16/01	35	43	203-	203-	29	29	236	197-	189-	4.2-	189-	
	106	05/14/01	39	47			37	37	41	2	10	80.0	10	
	107	07/02/01	36	44			35	35	42	1	9	88.9	9	
	108	07/16/01	31	41			29	29	36	2	12	83.3	12	
	109	08/27/01	16	18	9-	9-	11	11	40	4-	2-	100.0-	2-	
01332 WEIGHT WATCH	06	04/29/02	1,227	3,393	397-	363-	336	336	697	494	2,694	81.7	2,705	11
	08	07/01/02	1,156	2,941	387-	384-			365	769	2,557	69.9	2,557	
	104	03/12/01	225	973	2-		139	139	147	84	834	89.9	834	
	106	04/30/01	382	1,707	30-	30-	233	233	266	119	1,444	91.8	1,444	

425-Bulk Sales Analysis

Sales and dollar profit for titles distributed during a specified period. Selection by agency profit for all or the Top 100 titles in profit sequence, category, or frequency code

SELECT BY:

- | | |
|-------------------|-----------------------|
| 1 - TITLE | 2 - NATL DISTRIBUTOR |
| 3 - CATEGORY | 4 - PCNT SALE |
| 5 - CLASS | 6 - PRODUCT |
| 7 - DISTRIBUTED | 8 - PROFIT |
| 9 - FREQUENCY | 10 - PUBLISHER |
| 11 - INVOICE DATE | 12 - RETAIL |
| 13 - NAME | 14 - TOP TITLES (NBR) |
| 15 - FORMAT 1/2 | 16 - ND/PUB TYPE |

SORT/TOTAL BY:

- | | |
|-------------------|----------------------|
| 1 - TITLE | 2 - NATL DISTRIBUTOR |
| 3 - CATEGORY | 4 - PCNT SALE |
| 5 - CLASS | 6 - PRODUCT |
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| 9 - FREQUENCY | 10 - PUBLISHER |
| 11 - INVOICE DATE | 12 - RETAIL |
| 13 - NAME | 14 - ND/PUB TYPE |

HEADING DESCRIPTIONS:

NUM ISS - Number of times the titles were distributed during specified time period
 DEALERS - Number of dealers that received distribution for the last issue included in number of issues
 AVERAGE DRAW - Number of issues divided into total distributed
 AVERAGE SALE - Number of issues divided into total net sale
 AVERAGE DLD - Number of retailers divided into average draw; average retailer's draw
 AVERAGE DEALER - Number of retailers divided into average net sale; average retailer's net sale
 DOLLAR PROFIT - Net sale times the difference between cost and price
 PERCENT PROFIT - The percent of profit the title contributed to your agency's overall gross profit
 ACCUMULATED PERCENT - An accumulation of the individual profit percents

425 - BULK SALES ANALYSIS FOR CLIENT 199 FROM 00/00/00 TO 99/99/99 FORMAT 1 12/19/02 PAGE 6

TITLE NBR	TITLE NAME	NUM ISS	CATEGORY DESCRPTN	QUANTITY FREQ	QUANTITY RECEIVED	QUANTITY DISTRIB	NET SALE	PCNT SALE	-----A V E R A G E-----				RETAIL PRICE	DOLLAR PROFIT	PCNT PROF	ACUM PCNT	
									DLRS	DRAW	SALE	DLD	DLR				
01218	FLORIDA INTER	13	REGIONAL	3	1,663	1,231	998	60	33	95	77	0	0	3.00	80	.0	2.0
01222	HAIRSTYLE	5	HAIR/MAKEUP	2	8,571	8,512	5,846	68	339	1,702	1,169	1	0	4.95	5,788	.0	2.0
01229	DEER	5	OUTDOOR SPORT	1	1,920	1,648	975	51	86	330	195	1	0	7.95	1,550	.0	2.0
01231	MODERN BRIDE	2	WOMEN/GENERAL	1	14,886	7,387	11,586	78	606	3,694	5,793	3	1	3.99	9,246	.0	2.0
01232	MX MACHINE (T	1	AUTOMOTIVE	3	6,180	4,964	4,012	65	551	4,964	4,012	9	4	4.99	5,005	.0	2.0
01234	VOGUE KNITTIN	8	CRAFTS	3	933	833	579	62	55	104	72	0	0	5.50	701	.0	2.0
01235	VOGUE PATTERN	14	SEWING	3	3,399	3,304	2,100	62	70	236	150	0	0	3.95	1,825	.0	2.0
01237	V-TWIN	22	AUTOMOTIVE	3	24,492	22,439	17,205	70	394	1,020	782	0	0	5.99	20,612	.1	2.1
01239	JO ANN ETC.	7	CRAFTS	2	8,598	7,663	4,188	49	313	1,095	598	0	0	4.95	5,183	.0	2.1
01240	RIFLE	23	OUTDOOR SPORT	3	26,368	24,504	17,030	65	208	1,065	740	0	0	3.99	16,987	.1	2.2
01243	GRASSROOTS MO	3	AUTOMOTIVE	3	2,245	2,235	1,598	71	243	745	533	1	0	4.50	1,438	.0	2.2
01248	CRUISING RIDE	9	MISC	3	1,831	1,541	814	44	44	171	90	0	0	3.99	779	.0	2.2

428-Title Profit Contribution

Profit contribution indicated for each title using the agency gross margin. The period selected lists gross profit for the title and the average profit per issue.

SELECT BY: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 - TITLE</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 - PUBLISHER</td> </tr> <tr> <td>7 - GM%</td> <td>8 - RETAIL</td> </tr> <tr> <td>9 - ND/PUB TYPE</td> <td></td> </tr> </table>	1 - TITLE	2 - NATL DISTRIBUTOR	3 - CATEGORY	4 - PRODUCT	5 - FREQUENCY	6 - PUBLISHER	7 - GM%	8 - RETAIL	9 - ND/PUB TYPE		SORT/TOTAL BY: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">1 - TITLE</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 - PUBLISHER</td> </tr> <tr> <td>7 - GM%</td> <td>8 - RETAIL</td> </tr> <tr> <td>9 - PERIOD GROSS</td> <td>10 - ISSUE GROSS</td> </tr> <tr> <td>11 - ND/PUB TYPE</td> <td></td> </tr> </table>	1 - TITLE	2 - NATL DISTRIBUTOR	3 - CATEGORY	4 - PRODUCT	5 - FREQUENCY	6 - PUBLISHER	7 - GM%	8 - RETAIL	9 - PERIOD GROSS	10 - ISSUE GROSS	11 - ND/PUB TYPE																																																																																																																																																																																											
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HEADING DESCRIPTIONS: ND - Number assigned by the agency to identify the National Distributor CUR RETAIL - Current cover price CUR GROSS - Gross margin per copy for the title NBR ISS - Number of issues distributed during the selected period AVERAGE PER ISSUE COPIES - Average number of copies sold per issue AVERAGE PER ISSUE GROSS - Average gross margin in dollars per issue FOR THE PERIOD COPIES - Total copies for the selected period FOR THE PERIOD GROSS - Total gross for the selected period PERCENT OF CONTRIBUTION - The percent of profit this title contributed to the total for the report CONTRIBUTION ACCUMULATION - A running total of the percent of contribution																																																																																																																																																																																																																	
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<td>MONTHLY</td> <td>4.99</td> <td>.998</td> <td>25.0</td> <td>1*</td> <td>262</td> <td>261*</td> <td>262</td> <td>261*</td> <td>.01</td> <td>3.25</td> </tr> <tr> <td>01427 BOWHUNTER</td> <td>15</td> <td>MAG</td> <td>OUTDOOR SP</td> <td>MONTHLY</td> <td>4.99</td> <td>.998</td> <td>25.0</td> <td>1*</td> <td>523</td> <td>522*</td> <td>523</td> <td>522*</td> <td>.03</td> <td>3.28</td> </tr> <tr> <td>01428 EARLY AMERICAN LIFE</td> <td>15</td> <td>MAG</td> <td>HISTORY/MI</td> <td>SEASONAL</td> <td>3.99</td> <td>.846</td> <td>26.5</td> <td>1*</td> <td>20</td> <td>17*</td> <td>20</td> <td>17*</td> <td>.00</td> <td>3.28</td> </tr> <tr> <td>01431 FAMILY & PERFORM BO</td> <td>15</td> <td>MAG</td> <td>NAUTICAL/B</td> <td>MONTHLY</td> <td>4.99</td> <td>.998</td> <td>.0</td> <td>1*</td> <td>0</td> <td>0*</td> <td>0</td> <td>0*</td> <td>.00</td> <td>3.28</td> </tr> <tr> <td>01434 WEEKEND WOOD CRAFTS</td> <td>15</td> <td>MAG</td> <td>HOBBIES</td> <td>MONTHLY</td> <td>5.99</td> <td>1.198</td> <td>25.0</td> <td>1*</td> <td>133</td> <td>159*</td> <td>133</td> <td>159*</td> <td>.01</td> <td>3.29</td> </tr> <tr> <td>01435 LINDY'S FANTASY SPO</td> <td>15</td> <td>MAG</td> <td>BASEBALL</td> <td>ANNUALS, 0</td> <td>5.99</td> <td>1.498</td> <td>31.3</td> <td>1*</td> <td>1,005</td> <td>1,505*</td> <td>1,005</td> <td>1,505*</td> <td>.08</td> <td>3.37</td> </tr> <tr> <td>01437 OUTDOOR PHOTOGRAPH*</td> <td>15</td> <td>MAG</td> <td>PHOTOGRAPH</td> <td>MONTHLY</td> <td>5.99</td> <td>1.270</td> <td>26.5</td> <td>1*</td> <td>123</td> <td>156*</td> <td>123</td> <td>156*</td> <td>.01</td> <td>3.38</td> </tr> <tr> <td>01474 SUPER ROD</td> <td>15</td> <td>MAG</td> <td>AUTOMOTIVE</td> <td>MONTHLY</td> <td>4.99</td> <td>1.248</td> <td>31.3</td> <td>1*</td> <td>516</td> <td>644*</td> <td>516</td> <td>644*</td> <td>.04</td> <td>3.42</td> </tr> <tr> <td>01475 HOT IMPORT</td> <td>15</td> <td>MAG</td> <td>AUTOMOTIVE</td> <td>MONTHLY</td> <td>3.99</td> <td>.998</td> <td>31.2</td> <td>1*</td> <td>350</td> <td>349*</td> <td>350</td> <td>349*</td> <td>.02</td> <td>3.44</td> </tr> <tr> <td>01476 STREET ROD BUILDER</td> <td>15</td> <td>MAG</td> <td>AUTOMOTIVE</td> <td>MONTHLY</td> <td>4.99</td> <td>.998</td> <td>25.0</td> <td>1*</td> <td>190</td> <td>190*</td> <td>190</td> <td>190*</td> <td>.01</td> <td>3.45</td> </tr> <tr> <td>01497 MEN'S EXERCISE</td> <td>15</td> <td>MAG</td> <td>HEALTH/FIT</td> <td>SEASONAL</td> <td>4.99</td> <td>1.098</td> <td>27.5</td> <td>1*</td> <td>130</td> <td>143*</td> <td>130</td> <td>143*</td> <td>.01</td> <td>3.46</td> </tr> <tr> <td>01501 SPEEDWAY ILLUSTRATE</td> <td>15</td> <td>MAG</td> <td>AUTOMOTIVE</td> <td>MONTHLY</td> <td>4.99</td> <td>.998</td> <td>25.0</td> <td>1*</td> <td>970</td> <td>968*</td> <td>970</td> <td>968*</td> <td>.05</td> <td>3.51</td> </tr> </table>	3.99	.798	25.0	1*	40	32*	40	32*	.00	3.24	01424 PRACTICAL HORSEMAN	15	MAG	PET/ANIMAL	MONTHLY						01426 FLY FISHERMAN	15	MAG	FISH/HUNT	MONTHLY	4.99	.998	25.0	1*	262	261*	262	261*	.01	3.25	01427 BOWHUNTER	15	MAG	OUTDOOR SP	MONTHLY	4.99	.998	25.0	1*	523	522*	523	522*	.03	3.28	01428 EARLY AMERICAN LIFE	15	MAG	HISTORY/MI	SEASONAL	3.99	.846	26.5	1*	20	17*	20	17*	.00	3.28	01431 FAMILY & PERFORM BO	15	MAG	NAUTICAL/B	MONTHLY	4.99	.998	.0	1*	0	0*	0	0*	.00	3.28	01434 WEEKEND WOOD CRAFTS	15	MAG	HOBBIES	MONTHLY	5.99	1.198	25.0	1*	133	159*	133	159*	.01	3.29	01435 LINDY'S FANTASY SPO	15	MAG	BASEBALL	ANNUALS, 0	5.99	1.498	31.3	1*	1,005	1,505*	1,005	1,505*	.08	3.37	01437 OUTDOOR PHOTOGRAPH*	15	MAG	PHOTOGRAPH	MONTHLY	5.99	1.270	26.5	1*	123	156*	123	156*	.01	3.38	01474 SUPER ROD	15	MAG	AUTOMOTIVE	MONTHLY	4.99	1.248	31.3	1*	516	644*	516	644*	.04	3.42	01475 HOT IMPORT	15	MAG	AUTOMOTIVE	MONTHLY	3.99	.998	31.2	1*	350	349*	350	349*	.02	3.44	01476 STREET ROD BUILDER	15	MAG	AUTOMOTIVE	MONTHLY	4.99	.998	25.0	1*	190	190*	190	190*	.01	3.45	01497 MEN'S EXERCISE	15	MAG	HEALTH/FIT	SEASONAL	4.99	1.098	27.5	1*	130	143*	130	143*	.01	3.46	01501 SPEEDWAY ILLUSTRATE	15	MAG	AUTOMOTIVE	MONTHLY	4.99	.998	25.0	1*	970	968*	970	968*	.05	3.51
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01426 FLY FISHERMAN	15	MAG	FISH/HUNT	MONTHLY	4.99	.998	25.0	1*	262	261*	262	261*	.01	3.25																																																																																																																																																																																																			
01427 BOWHUNTER	15	MAG	OUTDOOR SP	MONTHLY	4.99	.998	25.0	1*	523	522*	523	522*	.03	3.28																																																																																																																																																																																																			
01428 EARLY AMERICAN LIFE	15	MAG	HISTORY/MI	SEASONAL	3.99	.846	26.5	1*	20	17*	20	17*	.00	3.28																																																																																																																																																																																																			
01431 FAMILY & PERFORM BO	15	MAG	NAUTICAL/B	MONTHLY	4.99	.998	.0	1*	0	0*	0	0*	.00	3.28																																																																																																																																																																																																			
01434 WEEKEND WOOD CRAFTS	15	MAG	HOBBIES	MONTHLY	5.99	1.198	25.0	1*	133	159*	133	159*	.01	3.29																																																																																																																																																																																																			
01435 LINDY'S FANTASY SPO	15	MAG	BASEBALL	ANNUALS, 0	5.99	1.498	31.3	1*	1,005	1,505*	1,005	1,505*	.08	3.37																																																																																																																																																																																																			
01437 OUTDOOR PHOTOGRAPH*	15	MAG	PHOTOGRAPH	MONTHLY	5.99	1.270	26.5	1*	123	156*	123	156*	.01	3.38																																																																																																																																																																																																			
01474 SUPER ROD	15	MAG	AUTOMOTIVE	MONTHLY	4.99	1.248	31.3	1*	516	644*	516	644*	.04	3.42																																																																																																																																																																																																			
01475 HOT IMPORT	15	MAG	AUTOMOTIVE	MONTHLY	3.99	.998	31.2	1*	350	349*	350	349*	.02	3.44																																																																																																																																																																																																			
01476 STREET ROD BUILDER	15	MAG	AUTOMOTIVE	MONTHLY	4.99	.998	25.0	1*	190	190*	190	190*	.01	3.45																																																																																																																																																																																																			
01497 MEN'S EXERCISE	15	MAG	HEALTH/FIT	SEASONAL	4.99	1.098	27.5	1*	130	143*	130	143*	.01	3.46																																																																																																																																																																																																			
01501 SPEEDWAY ILLUSTRATE	15	MAG	AUTOMOTIVE	MONTHLY	4.99	.998	25.0	1*	970	968*	970	968*	.05	3.51																																																																																																																																																																																																			

431-Not Billed Report

Report used in conjunction with IPDA Electronic Mail to track whether or not the National Distributors billed your agency for a title/issue. Selects all titles/issues not yet billed by the National Distributor for the issues whose invoice date is within the parameters selected.

SELECT BY: 1 - INVOICE DATE 3 - COST 5 - NATL DISTRIBUTOR 2 - PUBLISHER 4 - RETAIL 6 - TITLE	SORT/TOTAL BY: 1 - INVOICE DATE 3 - COST 5 - NATL DISTRIBUTOR 7 - NAME 2 - PUBLISHER 4 - RETAIL 6 - TITLE
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HEADING DESCRIPTIONS:

431 - NOT BILLED REPORT	DATE ALL			12/19/02 PAGE 2																																																																																																																								
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">TITLE NAME</th> <th style="text-align: left;">ISSUE AFF</th> <th style="text-align: left;">DESC</th> <th style="text-align: left;">INV DATE</th> <th style="text-align: left;">RETAIL</th> <th style="text-align: left;">COST</th> <th style="text-align: left;">QTY</th> <th style="text-align: left;">EXTENSION</th> </tr> </thead> <tbody> <tr> <td>00341 SUPERB VAR PUZZLES</td> <td>11 NOV</td> <td></td> <td>9/03/02</td> <td>2.50</td> <td>1.5000</td> <td>100</td> <td>150.0000</td> </tr> <tr> <td>00341 SUPERB VAR PUZZLES</td> <td>23 FAL</td> <td></td> <td>7/08/02</td> <td>4.95</td> <td>2.9700</td> <td>100</td> <td>297.0000</td> </tr> <tr> <td>00343 GOOD N EASY CROSSWO</td> <td>40 40</td> <td></td> <td>9/03/02</td> <td>1.25</td> <td>.7500</td> <td>160</td> <td>120.0000</td> </tr> <tr> <td>00345 CROSSWORD PUZZ ONLY</td> <td>09 SEP</td> <td></td> <td>7/08/02</td> <td>1.99</td> <td>1.1940</td> <td>700</td> <td>835.8000</td> </tr> <tr> <td>00345 CROSSWORD PUZZ ONLY</td> <td>10 OCT</td> <td></td> <td>9/03/02</td> <td>1.99</td> <td>1.1940</td> <td>700</td> <td>835.8000</td> </tr> <tr> <td>00388 PRO WRESTLING ILLU</td> <td>10 OCT</td> <td></td> <td>9/03/02</td> <td>5.95</td> <td>3.5700</td> <td>1,460</td> <td>5,212.2000</td> </tr> <tr> <td>00388 PRO WRESTLING ILLU</td> <td>23 FAL</td> <td></td> <td>7/15/02</td> <td>9.95</td> <td>5.9700</td> <td>1,400</td> <td>8,358.0000</td> </tr> <tr> <td>00389 WRESTLER</td> <td>10 OCT</td> <td></td> <td>7/22/02</td> <td>4.95</td> <td>2.9700</td> <td>940</td> <td>2,791.8000</td> </tr> <tr> <td>00396 RING DIGEST</td> <td>10 OCT</td> <td></td> <td>7/08/02</td> <td>3.99</td> <td>2.3940</td> <td>300</td> <td>718.2000</td> </tr> <tr> <td>00396 RING DIGEST</td> <td>11 NOV</td> <td></td> <td>9/03/02</td> <td>5.95</td> <td>3.5700</td> <td>300</td> <td>1,071.0000</td> </tr> <tr> <td>00397 KO</td> <td>11 NOV</td> <td></td> <td>7/22/02</td> <td>5.95</td> <td>3.5700</td> <td>160</td> <td>571.2000</td> </tr> <tr> <td>00411 CAT FANCY</td> <td>09 SEP</td> <td></td> <td>11/15/02</td> <td>3.50</td> <td>1.9950</td> <td>420</td> <td>837.9000</td> </tr> <tr> <td>00413 USA CROSSWORD</td> <td>10 OCT</td> <td></td> <td>7/15/02</td> <td>1.99</td> <td>1.1940</td> <td>300</td> <td>358.2000</td> </tr> <tr> <td>00413 USA CROSSWORD</td> <td>23 FAL</td> <td></td> <td></td> <td>2.99</td> <td>1.7940</td> <td>300</td> <td>538.2000</td> </tr> </tbody> </table>	TITLE NAME	ISSUE AFF	DESC	INV DATE	RETAIL	COST	QTY	EXTENSION	00341 SUPERB VAR PUZZLES	11 NOV		9/03/02	2.50	1.5000	100	150.0000	00341 SUPERB VAR PUZZLES	23 FAL		7/08/02	4.95	2.9700	100	297.0000	00343 GOOD N EASY CROSSWO	40 40		9/03/02	1.25	.7500	160	120.0000	00345 CROSSWORD PUZZ ONLY	09 SEP		7/08/02	1.99	1.1940	700	835.8000	00345 CROSSWORD PUZZ ONLY	10 OCT		9/03/02	1.99	1.1940	700	835.8000	00388 PRO WRESTLING ILLU	10 OCT		9/03/02	5.95	3.5700	1,460	5,212.2000	00388 PRO WRESTLING ILLU	23 FAL		7/15/02	9.95	5.9700	1,400	8,358.0000	00389 WRESTLER	10 OCT		7/22/02	4.95	2.9700	940	2,791.8000	00396 RING DIGEST	10 OCT		7/08/02	3.99	2.3940	300	718.2000	00396 RING DIGEST	11 NOV		9/03/02	5.95	3.5700	300	1,071.0000	00397 KO	11 NOV		7/22/02	5.95	3.5700	160	571.2000	00411 CAT FANCY	09 SEP		11/15/02	3.50	1.9950	420	837.9000	00413 USA CROSSWORD	10 OCT		7/15/02	1.99	1.1940	300	358.2000	00413 USA CROSSWORD	23 FAL			2.99	1.7940	300	538.2000				
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432-Last Year Return Dollar Listing

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SELECT BY: 1 - TITLE 3 - FORMULA 5 - NATL DISTRIBUTOR 7 - PCNT SALE 9 - CLASS 11 - PUBLISHER 2 - FREQUENCY 4 - PRODUCT 6 - INVOICE DATE 8 - NBR DLR DRAWING 10 - CATEGORY	SORT/TOTAL BY: 1 - TITLE 3 - FORMULA 5 - NATL DISTRIBUTOR 7 - PCNT SALE 9 - CLASS 11 - PUBLISHER 2 - FREQUENCY 4 - PRODUCT 6 - INVOICE DATE 8 - NBR DLR DRAWING 10 - CATEGORY
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HEADING DESCRIPTIONS:

432 - LAST YEAR RETURN DOLLAR LISTING

12/19/02 PAGE 4

TITLE	ISSUE	INV DATE	COST	PRICE	RETAIL	LYRTN	QTY	COST EXTENSION	PRICE EXTENSION
00311	174	11/12/01	1.6225	2.3600	2.95		68	110.33	160.48
00311	201	11/26/01	1.0725	1.5600	1.95		140	150.15	218.40
00311	202	12/24/01	1.0725	1.5600	1.95		701	751.82	1,093.56
00319	101	11/13/00	0.9295	1.3520	1.69		24	22.30	32.44
00319	201	10/29/01	0.9295	1.3520	1.69		8	7.43	10.81
00319	274	10/01/01	2.1725	3.1600	3.95		7	15.20	22.12
00320	39	8/07/00	0.5445	0.7920	.99		2	1.08	1.58
00320	51	10/16/00	0.5445	0.7920	.99		21	11.43	16.63
00320	102	11/06/00	0.5445	0.7920	.99		5	2.72	3.96
00321	102	11/20/00	1.0725	1.5600	1.95		32	34.32	49.92
00321	112	9/17/01	1.1700	1.5600	1.95		4	4.68	6.24
00321	202	11/19/01	1.0725	1.5600	1.95		15	16.08	23.40
00328	49	10/02/00	0.5445	0.7920	.99		8	4.35	6.33

440-Bulk Sales Report

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USE ON SALE (Y) or OFF SALE (N) DATE? N
 ENTER FROM DATE: 07/01/02 TO DATE: 09/30/02
 ACTIVE TITLES ONLY (Y/N)? N

SELECT BY:

1 - RETAILER 2 - CHAIN
 3 - SUB CHAIN

SORT/TOTAL BY:

1 - TITLE 2 - TITLE NAME

HEADING DESCRIPTIONS:

440 - BULK SALES REPORT FOR DPS DEMO FILES FOR ISSUES OFF SALE 12/19/02 PAGE 304
 STORE CHAIN: 002 SIERRA CONCESSIONS,INC 7/01/02 TO 9/30/02
 SUB-CHAIN: 000 ALL STORES

UPC: 00000 751164 TITLE: 08438 GOURMET*C/O CAT: 267 FOOD/ALCOHOL/CIGAR ND: 00035 HEARST DISTRIBUTION GR

ISSUE	YEAR	COVER	DRAW	NET	SALE %	STORES	DAYS	OFF	SALE
JUN 02	06	2002	3.50	78	18	23.0	2	171	
JUL 02	07	2002	3.50	61	13	21.0	2	150	
AUGUST	08	2002	3.50	60	60	100.0	2	122	
SUB TOTALS			199	91	45.0				

UPC: 31946 08439 TITLE: 08439 HOUSE & GARDEN*C/O CAT: 300 HOME/GARDEN ND: 00035 HEARST DISTRIBUTION GR

ISSUE	YEAR	COVER	DRAW	NET	SALE %	STORES	DAYS	OFF	SALE
JUL 02	07	2002	3.95	146	28	19.0	2	157	
AUG 02	08	2002	3.95	143	143	100.0	2	129	
SUB TOTALS			289	171	59.0				

