

2004 SERVICE ANNUAL SURVEY

PERIODICAL PUBLISHERS

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM
SA-51112A

DUE DATE ➔

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

RETURN COMPLETED FORM TO



U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST

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(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These locations may publish magazines and other periodicals in print or electronic form. Newsletters are included. Also included are locations known as Internet publishers who produce or develop original, proprietary content and use the Internet as the primary means of distribution. The information may be updated on a continuous basis and the content may include multimedia offerings such as text, video, and audio. The content may be provided to users for free (e.g., advertising supported), on a subscription basis, or some combination.

Does this firm have domestic locations providing one of the business activities described in the survey coverage above?

- 0001 1 Yes – Continue with Item 3
 0002 2 No – Specify your business activity and continue with Item 3, and complete as much of the survey form as possible. ↗

0002

Item 2 NOT APPLICABLE TO THIS FORM

Item 3 REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

- 0006 1 Calendar year – Go to Item 4A
 2 Fiscal year
 3 Less than 12 months

2004		
Month	Day	Year
<input type="text"/> 0007		
<input type="text"/> 0008		
From		
To		

Item 4A	REVENUE	Key code	2004				
			Bil.	Mil.	Thou.	Dol.	
<p>Report all revenue before any items of cost or expenses are deducted, but after allowances for cash or other discounts, advertising agency commissions, newsstand and carrier commissions, etc.</p> <p>Exclude intracompany transfers.</p> <p>Enter "0" in items where applicable.</p> <p>Do Not combine data for two or more detail lines.</p> <p>Print periodicals – Report revenue from periodicals published in print form.</p> <p>Internet periodicals – Report revenue from periodicals published on the Internet.</p> <p>Other media periodicals – Report revenue from periodicals published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.</p> <p>Line 4 – Contract printing services – Report revenue from printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars.</p> <p>Line 5 – Distribution of flyers, inserts, samples, etc. – Report revenue from distributing publications and other products for others. Examples include flyers, magazines, books, newsletters, calendars and product samples.</p> <p>Line 7 – Sale or licensing of rights to content – Report revenue from selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Outright sale of rights in perpetuity is excluded.</p> <p>Line 9 – Publishing services for others – Report revenue from publishing of periodicals, books, periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and editorial control. Vanity book publishing is included as well as technical services related to publishing such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution services provided in combination with activities listed above are included. Exclude graphic design services.</p>		<p>An estimate is acceptable if a book figure is not available.</p>					
1. Periodicals – Print							
a. Subscriptions and sales		600					
b. Advertising		602					
2. Periodicals – Internet							
a. Subscriptions and sales		601					
b. Advertising		603					
3. Periodicals – Other media (exclude print and Internet)							
a. Subscriptions and sales		1217					
b. Advertising		1216					
4. Contract printing services		604					
5. Distribution of flyers, inserts, samples, etc.		1152					
6. Graphic design services		1161					
7. Sale or licensing of rights to content		639					
8. Rental or sale of mailing lists		1231					
9. Publishing services for others		1224					
10. Other services revenue – <i>Specify</i> ↘							
1163		749					
11. TOTAL REVENUE →		002					

Item 4B E-COMMERCE RECEIPTS/REVENUE

Report sales and receipts from any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.

An estimate is acceptable if a book figure is not available.

1. Did your firm have e-commerce receipts/revenue during 2004?

 0011

1 Yes — Enter the date your firm began e-commerce sales. →

2 No — Continue to Item 4C.

 0010

Month (i.e., June=06) Year (i.e., 2004=04)

Key code

2004

Bil. Mil. Thou. Dol.

2. What was your firm's e-commerce receipts/revenue for 2004? (**Include** e-commerce receipts/revenue in Item 4A. **Exclude** sales taxes.) →

005

Item 4C EXPORTS

An estimate is acceptable if a book figure is not available.

Note – An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). **Include** revenue from single copy and subscription sales, and advertising sales to customers or clients located outside the United States. **Include** products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). **Exclude** products provided to domestic subsidiaries of foreign firms.

Did the total revenue reported in Item 4A include any amounts received for exported services or products?

 0009

1 Yes →

2 No

Key code

2004

Bil. Mil. Thou. Dol.

004

Item 4D PERCENTAGE BREAKDOWN OF PERIODICAL REVENUE

An estimate is acceptable if a book figure is not available.

Line 1a – General interest periodicals – Periodicals covering multiple topics of general interest intended to appeal to a broad audience. Examples include general news, business news, personal finance, general interest (including articles, pictures, etc.).

Line 1b – Special interest periodicals – Periodicals aimed at professional audiences interested in keeping up-to-date with new research and developments in their professions or field of interest. Subjects include trade journals, law reports, taxation and accountancy, as well as research by the academic community.

	Key code	Percentage of periodical revenue for 2004
1. What was the percentage of periodical revenue by type for 2004?		
a. General interest periodicals	1120	%
b. Special interest periodicals	1122	%
c. Other periodicals	1296	%
TOTAL		100 %

Item 4E INVENTORIES AT END OF YEAR (DECEMBER 31, 2004)

An estimate is acceptable if a book figure is not available.

Report inventories at cost or market value using generally accepted accounting methods.

	Key code	End of 2004			
		Bil.	Mil.	Thou.	Dol.
a. Finished goods and work-in-process	621				
b. Materials, supplies, fuel, etc.	622				
c. TOTAL inventories	623				

<Please continue to Item 4F.>

Item 4F OPERATING EXPENSES**1. Cost of Contract Labor**

Line 1 – Report payments made to suppliers for leased employees and temporary help such as office workers, provided they are **not on your payroll**, but are **supervised** by your firm. **Exclude** payments for services of persons supervised by the supplying firm, such as legal, accounting, janitorial, security, and building maintenance services.

2. Expensed Materials and Supplies (not for resale)

Line 2a – Report the cost of expensed computer hardware and packaged software. **Include** hardware such as servers, CPUs, monitors, and network devices; computer software purchased under licensing agreements, and computer software license fees; and other expensed business equipment, such as copiers, fax machines, and telephones. **Exclude** leased and/or rented equipment.

Line 2b – Report the cost of expensed materials, parts, and supplies, which are used as part of the services you provide. **Include** office and janitorial supplies, small tools, computer-related supplies (such as cartridges and computer paper), packaging and containers, and medical supplies. **Exclude** fuels for motor vehicles, and leased and/or rented materials, parts, and supplies.

3. Expensed Purchased Services

Line 3a – Report the cost of expensed custom coded software. **Include** computer-related services such as adaptation of off-the-shelf software, system design and support services, web design, and web hosting. **Exclude** computer-related communications costs.

Line 3b – Report the cost of data processing, computer consulting, and other purchased computer services. **Include** computer input preparation, data storage, computer time rental, microfilm imaging, and optical scanning services. **Exclude** payroll processing, credit card transaction fees, and fees for the management and operation of your data processing facilities.

Line 3c – Report the cost of telephone, cellular, pagers, and fax services; and computer-related communications such as Internet, connectivity, on-line, and other communication services.

Line 3d – Report the cost of purchased electricity. If electricity is included in a lease or rental payment, report these costs below.

Line 3e – Report the cost of purchased fuels for heating, power, and generating electricity. **Include** the cost of natural gas. If the cost of fuels are included in a lease or rental payment, report these costs below.

Line 3f – Report the cost of administrative and professional services such as management consulting, legal, accounting, auditing, bookkeeping, actuarial, payroll processing, marketing, advertising, architectural, engineering, and fees for the management and operation of your data processing facilities.

Line 3g – Report lease and rental costs for land, buildings, offices, structures, machinery, and equipment. **Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** payments by your firm to your parent company or organization (or any of its subsidiaries) for use of assets owned by them and installment payments for assets obtained through capital lease agreements.

Line 3h – Report the cost of purchased or contracted printing services.

Line 3i – **Include** purchased transportation (with operators); travel and lodging; shipping and warehousing; postage and package delivery; water, sewer, and refuse removal; janitorial, security, parking, and grounds maintenance; purchased repair and maintenance; and all other purchased services. **Exclude** annual payroll, employer's contributions to employee benefits plans, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, and credit card transaction fees.

Line 4 – **Include** annual payroll on a **cash** basis, employer's contributions to employee benefits plans on a **cash** basis, fuels for motor vehicles, insurance, depreciation, taxes and licenses, bank charges associated with maintaining accounts, investment and brokerage fees, credit card transaction fees, royalties, and all other operating expenses. **Exclude** interest expense.

An estimate is acceptable if a book figure is not available.

Include only purchases from external vendors.

Exclude capitalized costs.

	Key code	2004			
		Bil.	Mil.	Thou.	Dol.
1. Cost of Contract Labor	1287				
2. Expensed Materials and Supplies (not for resale)					
a. Computer and other business equipment and supplies (including packaged software)	1299				
b. Other materials, parts, and supplies	1300				
3. Expensed Purchased Services					
a. Custom coded software (including adaptation of off-the-shelf software) and system design and support services	1302				
b. Data processing and other purchased computer services	1303				
c. Purchased communication services	1282				
d. Purchased electricity	1283				
e. Purchased fuels (except motor fuels)	1304				
f. Purchased management consulting, administrative services, and other professional services	1305				
g. Lease and rental payments	807				
h. Purchased printing services	620				
i. All other purchased services	1307				
4. Other Operating Expenses	1385				
5. TOTAL OPERATING EXPENSES (Sum of lines 1–4)	003				

Item 5		NUMBER OF LOCATIONS			2004 Number	
					0012	
Enter the total number of service locations covered by this report as of December 31, 2004. _____ →						
Item 6		OWNERSHIP OR CONTROL				
		0014 Name of owning or controlling company				
a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?		Number and street				
		City, State, and ZIP Code				
0013 1 <input type="checkbox"/> Yes _____ → 2 <input type="checkbox"/> No		EIN →			0015	
b. Did this firm acquire or merge with another company during 2004?		0017 Name of company acquired or merged with				
		Number and street				
		City, State, and ZIP Code				
0016 1 <input type="checkbox"/> Yes _____ → 2 <input type="checkbox"/> No		Date of merger or acquisition →			0018	
		Month			Year	
		EIN →			0019	
Item 7		REMARKS – Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.				
0027						
Public reporting burden for this collection of information is estimated to average 3.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, U.S. Census Bureau, 4700 Silver Hill Road, Stop 1500, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.						
Item 8		CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.				
0020 Name of person completing this report – Please print		0024 Title			0025 Date	
0021 Address (Number and street, city, State, ZIP Code)						
0022 Telephone		0023 Fax			0026 E-mail address	
Area code	Number	Extension	Area code	Number	Extension	
<p>Please return the completed form in the enclosed envelope. If you prefer, you may fax the completed form to 1-800-447-4613.</p> <hr/> <p>To see the results of previous Service Annual Surveys, go to the following website: www.census.gov/econ/www/servmenu.html</p>						

SERVICE ANNUAL SURVEY

INFORMATION SECTOR

GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

**U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001**

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. **Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.**

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.