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2010 Annual Services Report
Service Annual Survey

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

Periodical Publishers

FORM

SA-51112

REPORT DUE

138 SAS_I

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Need help or have questions?

Call 1-800-772-7851
M-F, 8:30 a.m. - 5:00 p.m. EST
or
Visit our web site:
www.census.gov/econhelp/sas
or
Write to:
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

(Please correct any errors in name, address, and ZIP Code.)

Internet Reporting

To complete this report online go to: *www.census.gov/econhelp/sas*
Click on "Census Taker" and enter your username and password to login.

Username:

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YOUR RESPONSE IS REQUIRED BY LAW

Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau.

YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, United States Code, requires that your response 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.**

YOUR RESPONSE IS IMPORTANT

The services industries account for nearly 70 percent of all economic activity. We conduct this survey to obtain timely, comprehensive, and consistent measures needed by policy-makers, businesses, and the public to accurately assess domestic economic performance.

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PENALTY FOR FAILURE TO REPORT

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CONTINUE ON PAGE 2

1 REPORT 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 the above coverage describe this firm's business activity?

0001 ☐ Yes - **Go to ❷.**

☐ No - **Specify the firm's business activity and complete the report where applicable beginning with ❷.**

0002

2 REPORT PERIODS

What periods of time will this data represent?

- Report data for the 2010 calendar year if possible.
- For locations that were sold or acquired during the year, only report for the periods that this firm operated the locations.

0006 ☐ 2010 calendar year - **Go to ❸.**

☐ Other than calendar year - **Enter the periods this report will cover** (e.g., fiscal years, periods with less than a full calendar year). →

	2010		
	From		
	Month	Day	Year
0007			
	To		
	Month	Day	Year
0008			

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CONTINUE ON PAGE 3

3 OPERATING REVENUE

Report the total operating revenue for this firm's locations defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company.

		Mark "X" if None	2010 Operating Revenue $ Bil.	Mil.	Thou.	Dol.
General Interest Periodicals						
1. Subscriptions and sales - Subscriptions and sales to periodicals covering multiple topics of general interest intended to appeal to a broad audience (e.g., news, business news, sports, health, fashion, and housekeeping magazines; entertainment guides; comic books).	6081	☐				
2. Advertising space - Advertising from periodicals covering multiple topics of general interest intended to appeal to a broad audience (e.g., news, business news, sports, health, fashion, and housekeeping magazines; entertainment guides; comic books). . .	6082	☐				
Professional and Academic Periodicals						
3. Subscriptions and sales - Subscriptions and sales to periodicals covering topics directed towards professional audiences (e.g., scholarly journals, law reviews, business reports, trade journals). .	6083	☐				
4. Advertising space - Advertising from periodicals covering topics directed towards professional audiences (e.g., scholarly journals, law reviews, business reports, trade journals).	6084	☐				
Other Periodicals						
5. Subscriptions and sales - Subscriptions and sales to periodicals covering topics directed at other specific audiences (e.g., nonconsumer advertising, real estate listings, religious periodicals).	6085	☐				
6. Advertising space - Advertising from periodicals covering topics directed at other specific audiences (e.g., nonconsumer advertising, real estate listings, religious periodicals).	6086	☐				
Other Operating Revenue						
7. Printing services for others - Printing publications of any type for others (e.g., books, magazines, newspapers, journals, brochures, pamphlets, posters, calendars).	6001	☐				
8. Licensing of rights to content - Selling or licensing the right to reproduce all or part of a work of intellectual property for an agreed period of time. **Include** rights to reproduce or adapt to another format, medium, language or territory. **Exclude** the outright sale of rights in perpetuity; report these in line **9.**	6087	☐				
9. All other operating revenue - Revenue not reported in lines **1-8. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue here.** 1560	1799	☐				
10. TOTAL OPERATING REVENUE - Sum of lines **1-9.**	1800					

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CONTINUE ON PAGE 4

4 SOURCE OF REVENUE BY TYPE OF MEDIA

Report the percent of revenue that each type of media generates for the periodical revenue reported in 3 lines 1-6.

- Enter "0" where applicable.
- Estimates are acceptable.
- Round percentage items to the nearest whole percent.

		Source of Periodical Revenue 2010
1. Print periodicals - Periodicals on paper.	6088	%
2. Online periodicals - Periodicals published online.	6089	%
3. Other media periodicals - Periodicals published on any physical medium other than paper or online (e.g., CD-ROM, audiocassette, DVD, microfilm, diskette).	6090 +	%
		100 %

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CONTINUE ON PAGE 5

5 OPERATING EXPENSES

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income Tax

		Mark "X" if None	2010 Operating Expenses $ Bil.	Mil.	Thou.	Dol.
Personnel Costs						
1. **Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on your firm's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c) for the four quarters that correspond to the survey period or IRS Form 944 Employer's Annual Federal Tax Return, line 4(c).	1821	☐				
2. **Employer's cost for fringe benefits -** Employer's cost for legally required programs and programs not required by law. **Include** insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs); premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs); defined benefit pension plans; defined contribution plans (e.g., profit sharing, 401K, stock option plans); and other fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, life insurance benefits, Medicare). **Exclude** employee contributions.	1822	☐				
3. **Temporary staff and leased employee expense -** Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all charges for payroll, benefits, and services.	1823	☐				
Expensed Materials, Parts, and Supplies (not for resale)						
4. **Expensed equipment -** Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). Report packaged software in line **6.** Report leased and rented equipment in line **8.**	1824	☐				
5. **Expensed purchases of other materials, parts, and supplies -** Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; containers and other packaging materials; and motor fuels.	1825	☐				
Expensed Purchased Services						
6. **Expensed purchases of software -** Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web-design services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations.	1826	☐				
7. **Purchased electricity and fuels (except motor fuels) -** If the cost of electricity and heating fuels (e.g., natural gas, propane, oil, coal) are included in lease or rental payments, report in line **8.**	1827	☐				
8. **Lease and rental payments -** For land, buildings, offices, structures, machinery, equipment, and other tangible items. **Include** lease and rental of transportation equipment without operators and penalties incurred for broken leases. **Exclude** capital and financing lease agreements and licensing/leasing of software.	1828	☐				

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CONTINUE ON PAGE 6

5 OPERATING EXPENSES - (Continued)

Report operating expenses for this firm's locations as defined in 1 for the following categories.

- Enter "0" where applicable.
- Estimates are acceptable.
- Do not combine data for two or more detail lines.

Exclude:

- Transfers made within the company
- Capitalized expenses
- Interest
- Bad debt
- Impairment
- Income Tax

Expensed Purchased Services - (Continued)

		Mark "X" if None	2010 Operating Expenses $ Bil.	Mil.	Thou.	Dol.
9.	**Purchased repair and maintenance - Include** expensed repair and maintenance to buildings and integral building components (e.g., elevators, heating and cooling systems), structures, offices, machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repair and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **14.**	1829 ☐				
10.	**Purchased advertising and promotional services - Include** marketing and public relations services.	1830 ☐				
11.	**Purchased printing services -** Purchased or contracted printing services.	6003 ☐				

Other Operating Expenses

12.	**Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by your firm, tangible assets and improvements owned by your firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment.	1831 ☐				
13.	**Governmental taxes and license fees -** Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers.	1832 ☐				
14.	**All other operating expenses -** All other operating expenses not reported above, unless specifically excluded in the general instructions at the top of the page. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses.	1899 ☐				
15.	**TOTAL OPERATING EXPENSES** - Sum of lines **1-14.**	1900				

6 **and** **7** Not Applicable.

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CONTINUE ON PAGE 7

8 E-COMMERCE REVENUE

E-commerce includes sales, receipts, and contributions 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.

Did the revenue reported in 3 include any e-commerce revenue?

		2010 E-Commerce Revenue			
		$ Bil.	Mil.	Thou.	Dol.
☐ Yes - **What was this firm's e-commerce revenue?** 2000	0011				
☐ No - **Go to 9.**					

9 EXPORT REVENUE

An exported service is a service performed for 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:

- Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.).
- Revenue from the sale of personal, business, or mainframe computer software to clients and customers located outside the United States.

Exclude:

- Services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in 3 include any revenue from exports?

		2010 Export Revenue			
		$ Bil.	Mil.	Thou.	Dol.
☐ Yes - **What was this firm's revenue from exports?** 2100	0009				
☐ No - **Go to 10.**					

10 INVENTORIES AT END OF YEAR

Report inventories at end of year at cost or market value using generally accepted accounting principles.

		Mark "X" if None	2010 Inventories $ Bil.	Mil.	Thou.	Dol.
1. Finished goods.	1751	☐				
2. Work-in-process.	1752	☐				
3. Materials, supplies, fuel, etc.	1753	☐				
4. TOTAL BOOK VALUE - Sum of lines **1-3.**	1754					

Of the total inventories reported in line **4**, were any stored or in route OUTSIDE the 50 U.S. States and the District of Columbia?

		2010 Inventories $ Bil.	Mil.	Thou.	Dol.
☐ Yes - **What was the total value of those inventories?** (Do not report inventory held in Foreign Trade Zones or in bond warehouses in the U.S.) 6042	6041				
☐ No - **Go to 11.**					

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CONTINUE ON PAGE 8

11 CHANGE IN STRUCTURE

Did you have an Employer Identification Number (EIN) change in 2010?

EIN (9 digits) 0015 ___ - ___

0013 ☐ Yes - **Enter the new EIN.** . . . . . .

☐ No - **Continue.**

Was there a change in ownership or control?

Month | Year 0018

☐ Yes - **Provide the date of the change and the firm's information.** . . . . . .
(for multiple mergers, provide each firm's information as an attachment to this report)

0016 ☐ No - **Go to 12.**

0017 Name of company acquired or merged with

Street Address

City | State | ZIP Code

EIN (9 digits) 0019 ___ - ___

Specify the nature of this change here.

0035

12 REMARKS

- Please provide an explanation for any inconsistent or incomplete data that would aid in understanding this report. For any separate correspondence pertaining to this report, please include the identification number shown in the address label area at the top of the first page.

0027

13 CERTIFICATION

- This report is substantially accurate and has been prepared in accordance with the instructions.

0020 Name of person to contact regarding this report *(Please print)* | 0024 Title

0021 Address (Number and street) | City | State | ZIP Code

0022 Telephone: Area code | Number | Extension

0023 Fax: Area code | Number

0026 E-mail address

0025 Date Completed: Month | Day | Year

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Return completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

or fax to: 1-800-447-4613

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To see aggregate industry results of previous Service Annual Surveys, go to the following website:
www.census.gov/services/index.html

2010 Annual Services Report

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

General Instructions

- Report data on an accrual basis, except for payroll.
- Dollars should be rounded to the nearest dollar.
- If a figure is $1,030,280,456 it should be reported as →

Bil.	Mil.			Thou.			Dol.		
1	0	3	0	2	8	0	4	5	6

Item Specific Instructions - All Firms

Item 3 - Revenue

Include:

- Report gross billings, **except** where noted elsewhere on the form.
- Dues and assessments from members and affiliates.

Exclude:

- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.

Instructions for Taxable Firms

Item 3 - Revenue

Include:

- Amounts received for work subcontracted to others.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.
- Revenue from services performed by domestic locations of foreign parent firms, subsidiaries, branches, etc.

Exclude:

- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- 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).

Instructions for Tax-Exempt Firms

Item 3 - Revenue

Include:

- Program service revenue for services provided in the applicable period, whether or not payment was received in the applicable period.
- Gross sales of merchandise minus returns and allowances.
- Income from interest, dividends, gross rents (including display space rentals and share of receipts from departments operated by other companies), royalties, and other investments.
- Gross contributions, gifts, and grants (whether or not restricted for use in operations).
- Commissions earned from the sale of merchandise owned by others (including commissions from vending machine operators).
- Gross receipts from fundraising activities.

Exclude:

- Gross receipts of departments or concessions operated by other companies.
- Amounts transferred to operating funds from capital or reserve funds.

Item Specific Instructions - All Firms

Item 5 - Operating Expenses

Line 1 - Gross annual payroll

Include salaries and wages, commissions, dismissal pay, bonuses, employee contributions to Social Security, income tax withholding, union dues, group insurance premiums, savings bonds, cash equivalent in-kind, allowances, holiday pay, vacation pay, sick leave, stock purchase plans, and employee contributions to pension plans. **Exclude** the cost of leased employees, employer's cost for fringe benefits, and temporary staff obtained from temporary help services. For unincorporated businesses, **exclude** profit or other compensation of proprietors or partners.

All other operating expenses

Include travel and entertainment; postage, shipping or delivery services; warehousing and storage services; royalties; security services; janitorial and grounds maintenance services; purchased transportation with operators; and other expenses not reported elsewhere.