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

FORM
SA-51112E (11-27-2012)

OMB No. 0607-0422: Approval Expires 7/31/2015

2012 ANNUAL SERVICES REPORT

Periodical Publishers

Due Date

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Call 1-800-772-7851
(8:30 a.m. - 5:00 p.m. ET, M-F)
or
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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. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

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Return via Internet:
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Username:

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Return via Mail:
U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47134-0001

To view Survey Results:
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GENERAL INSTRUCTIONS

Throughout this survey, any reference to **"this firm"** is referring to the EIN that is printed in the mailing address area or the new EIN that was provided as a response in ❷. Any responses related to "this firm" should only include data for the EIN referenced.

- Any significant change in this firm's operations should be noted in ⓱.
- For establishments sold or acquired in 2012, report data only for the period the establishments were operated by this firm.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.
- Do not combine data for two or more detailed lines.
- 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	030	280	456

Include:

- Data for all Services establishments (excluding data for Retail, Wholesale, Manufacturing, Mining, and Construction operations) operating under the EIN printed in the mailing address area.
- Data for auxiliary facilities primarily engaged in supporting services to those establishment(s) such as warehouses, garages, central administrative offices, and repair services.

51112019

❶ A. MAILING ADDRESS

Is this firm's name and mailing address the same as shown in the mailing address above?

☐ Yes
0035
☐ No - *Enter corrections in the mailing address above*

PENALTY FOR FAILURE TO REPORT

CONTINUE ON PAGE 2

1 B. SURVEY COVERAGE

Did this firm provide the business activities described below?

This report covers all domestic locations that report payroll for the Federal Employer Identification Number (EIN) shown above the address label 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 establishments may publish magazines and other periodicals in print or electronic form. Newsletters are included. Also included are establishments 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. Establishments that are exclusively internet publishers should not be included.

0001 ☐ Yes

☐ No - *Specify this firm's business activity*

0002

2 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)

Does this firm report payroll under EIN

0013 ☐ Yes

☐ No - *Enter current 9-digit EIN **AND** date payroll was first reported for this EIN* 0015

EIN (9 digits) ____ - ____

0088 Month ____ Day ____ Year ____

3 ORGANIZATIONAL CHANGE

A. Did this firm experience any acquisitions, sales, mergers, and/or divestitures in 2012?

0016 ☐ Yes

☐ No - *Go to* 4

B. Which of the following organizational changes occurred in 2012?

Check all that apply. If more than one organizational change occurred during the reporting period, explain in 17.

0091
- ☐ Acquisition
- ☐ Sale
- ☐ Merger
- ☐ Divestiture

Date of organizational change . . . . . 0018 Month ____ Day ____ Year ____

AND

Enter detailed information below

0017 Name of company	0019 EIN (9 digits)
	____ - ____

Address (Number and street, P.O. Box, etc.)

City, town, village, etc.	State	ZIP Code
		____ - ____

51112027

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4 REPORTING PERIOD

NOTE: Calendar year data is preferred. If it is not available, please report for the fiscal year that includes at least six months of data for the 2012 calendar year.

What time period is covered by the data provided in this report?

0006 ☐ Calendar year

☐ Fiscal or partial year - *Report beginning and ending dates* 0007

2012		
Beginning Date		
Month	Day	Year
Ending Date		
Month	Day	Year

0008

5 Not Applicable.

6 SALES, RECEIPTS, OR REVENUE

What were the revenues for this firm in 2012?

Include:

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

Exclude:

- Transfers made within the company.
- Taxes collected directly from customers or clients and paid directly to a local, state, or federal tax agency.
- 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).

	Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
1. Periodicals (General Interest, Professional and Academic, and Other)					
a. 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). Subscriptions and sales to periodicals covering topics directed towards professional audiences (e.g., scholarly journals, law reviews, business reports, trade journals). Subscriptions and sales to periodicals covering topics directed at other specific audiences (e.g., nonconsumer advertising, real estate listings, religious periodicals) 6072	☐				
b. 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). Advertising from periodicals covering topics directed towards professional audiences (e.g., scholarly journals, law reviews, business reports, trade journals). Advertising from periodicals covering topics directed at other specific audiences (e.g., nonconsumer advertising, real estate listings, religious periodicals) 6073	☐				
2. Other Operating Revenue					
a. Printing services for others - Printing publications of any type for others (e.g., books, magazines, newspapers, journals, brochures, pamphlets, posters, calendars) 6001	☐				

CONTINUE WITH 6 ON PAGE 4

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6 SALES, RECEIPTS, OR REVENUE - Continued

		Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
2.	**Other Operating Revenue** - Continued					
	b. 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 **2c** 6087	☐				
	c. All other operating revenue - Revenue not reported in lines **1a through 2b. If this item is greater than 20% of the total operating revenue, specify the primary source of the revenue below**					
	1799	☐				
3.	**TOTAL OPERATING REVENUE** *Sum of lines **1a through 2c*** 1800					

7 Not Applicable.

8 E-COMMERCE

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

A. Did this firm have any e-commerce revenue in 2012?

0011 ☐ Yes

☐ No - *Go to* 9

	2012 $ Bil.	Mil.	Thou.	Dol.
B. What was the total e-commerce revenue in 2012? 2000				

9 SOURCE OF REVENUE

How much of the periodical revenue reported in 6, lines 1a through 1b, is received from the following categories?

	2012 Percent	
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	%

10 and 11 Not Applicable.

51112043

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12 INVENTORIES AT END OF YEAR

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

Include:

- Inventory held in Foreign Trade Zones or in bond warehouses in the United States.

A. Did this firm own inventories, regardless of where held, at the end of 2012 (or the period for which you are reporting)?

6043 ☐ Yes

☐ No - *Go to* 13

B. What was the value of the inventories owned by this firm on December 31 in 2012?

		2012			
		$ 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 through 3***	1754				

C. Were any of the inventories reported in 12B, line 4, stored outside or en route to the 50 states and the District of Columbia in 2012?

6041 ☐ Yes

☐ No - *Go to* 13

D. What was the value of inventories stored outside or en route to the 50 states and the District of Columbia in 2012?

Exclude inventory held in Foreign Trade Zones or in bond warehouses in the U.S. 6042

2012			
$ Bil.	Mil.	Thou.	Dol.

13 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.

A. Did the revenue reported in 6 include any revenue from exports?

0009 ☐ Yes

☐ No - *Go to* 14

B. What was this firm's revenue from exports in 2012? 2100

2012			
$ Bil.	Mil.	Thou.	Dol.

51112050

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14 OPERATING EXPENSES

What were the operating expenses for this firm in 2012?

Exclude:

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

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.

		Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
1.	**Personnel Costs**					
a.	**Gross annual payroll -** Total annual Medicare salaries and wages for all employees as reported on this 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). **Include** the spread on stock options that are taxable to employees as wages . 1821	☐				
b.	**Employer's cost for fringe benefits -** Employer's cost for legally required programs and programs not required by law:					
1.	**Health insurance -** Insurance premiums for hospital plans, medical plans, and single service plans (e.g., dental, vision, prescription drugs). **Include** premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). **Exclude** employee contributions 1841	☐				
2.	**Pension plans:**					
a.	**Defined benefit pension plans -** Costs for both qualified and unqualified defined pension plans. Pension plans that specify the benefit to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the employee's compensation and years of service and are not allocated to specific accounts maintained for employees . . 1842	☐				
b.	**Defined contribution plans -** Costs under defined contribution plans. Pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount contributed and the results of the account's activity. Examples include profit sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs) 1843	☐				
3.	**Payroll taxes, employer paid insurance premiums (except health), and other employer benefits - Include** legally-required fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, Medicare). **Include** benefits for life insurance, "quality of life" benefits (e.g., childcare assistance, subsidized commuting), employer contributions to pre-tax benefit accounts (e.g., health savings accounts), education assistance, and other benefits not specified above. **Exclude** disbursements from trusts or funds to satisfy health insurance claims 1844	☐				

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14 OPERATING EXPENSES - Continued

		Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
1.	**Personnel Costs** - Continued					
	c. 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	☐				
2.	**Expensed Materials, Parts, and Supplies (not for resale)**					
	a. 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 **3a.** Report leased and rented equipment in line **3i** 1824	☐				
	b. 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	☐				
3.	**Expensed Purchased Services**					
	a. 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	☐				
	b. Data processing and other purchased computer services - Include web hosting, computer facilities management services, computer input preparation, data storage, computer time rental, optical scanning services, and other computer-related advice and services, including training. **Exclude** expensed integrated systems, repair and maintenance of computer equipment, payroll processing and credit card transaction fees, and expenses for telecommunication services (e.g., Internet, connectivity, telephone) 1845	☐				
	c. Purchased communication services - Telephone, cellular, and fax services; computer-related communications (e.g., Internet, connectivity, online), and other wired and wireless communication services 1846	☐				
	d. Purchased repairs and maintenance to machinery and equipment - Expensed repair and maintenance services to machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this firm's employees 1848	☐				
	e. Purchased repairs and maintenance to buildings, structures, and offices - Include repair and maintenance to integral parts of buildings (e.g., elevators, heating systems). **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this firm's employees. Report janitorial and grounds maintenance services in line **4c** 1849	☐				
	f. Purchased electricity - If the cost of electricity is included in lease or rental payments, report in line **3j** 1850	☐				
	g. Purchased fuels (except motor fuels) - Fuel for heating, power, or generating electricity (e.g., natural gas, propane, oil, coal). If the costs are included in lease or rental payments, report in line **3j** 1851	☐				
	h. Water, sewer, refuse removal, and other utility payments - Include the cost of hazardous waste removal. If the costs of these utilities are included in lease or rental payments, report in line **3j** 1852	☐				
	i. Lease and rental payments for 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 1853	☐				
	j. Lease and rental payments for land, buildings, structures, store spaces, and offices - Include penalties incurred for broken leases 1854	☐				
	k. Purchased advertising and promotional services - Include marketing and public relations services 1830	☐				
	l. Purchased printing services - Purchased or contracted printing services 6003	☐				

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14 OPERATING EXPENSES - Continued

		Mark "X" if None	2012 $ Bil.	Mil.	Thou.	Dol.
3.	**Expensed Purchased Services** - Continued					
	m. Purchased professional and technical services - Include management consulting, accounting, auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other professional services. **Exclude** salaries paid to your own employees for these services 1855	☐				
4.	**Other Operating Expenses**					
	a. Depreciation and amortization charges - Include depreciation charges taken against tangible assets owned and used by this firm, tangible assets and improvements owned by this firm within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment 1831	☐				
	b. 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	☐				
	c. All other operating expenses - All other operating expenses not reported above, unless specifically excluded in the general instructions. **Include** office postage paid and package delivery. **Exclude** purchases of merchandise for resale and non-operating expenses. **If this item is greater than 20% of the total operating expenses, specify the primary source of the expenses below**					
	1859	☐				
5.	**TOTAL OPERATING EXPENSES** *Sum of lines **1a through 4c*** 1900					

15 and 16 Not Applicable.

51112084

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17 **REMARKS -** Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

18 **CONTACT INFORMATION**

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

Address (Number and street)	City	State	ZIP Code
			-

Telephone	Area code	Number	Extension	Fax	Area code	Number
		-				-

E-mail address	Website address

Public reporting burden for this collection of information is estimated to average 3-6 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, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. 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.