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2006 Annual Services Report
Service Annual Survey

Periodical Publishers

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

FORM
SA-51112

138 SAS_I
511120

REPORT DUE

Any questions call **1–800–772–7851**
M–F, 8:30 a.m. to 5:00 p.m. EST.

Please correct any error in the 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.

YOUR RESPONSE IS CONFIDENTIAL BY LAW

Title 13, U.S. 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.

Annual Services Report

- This report should be completed and returned on or before the due date in the preaddressed envelope provided.
- 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:

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

or call a Census Bureau Representative at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern standard time.

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
1 ☐ Yes – **Go to 2**
2 ☐ No – **Specify the firm's business activity and complete the report where applicable beginning with 2.**

0002 ____________________

2 Report Periods

What periods of time will this data represent?

- Report data for the 2006 calendar year if possible.
- For locations that were sold or acquired during a year, only report for the periods that this firm operated the locations.

0006
1 ☐ 2006 calendar year – Go to 3
2 ☐ Other than calendar year – **Enter the periods this report will cover.** (e.g., fiscal years, periods with less than a full calendar year).

2006

		Month	Day	Year
0007	**From**			
0008	**To**			

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.

Exclude:
- Transfers made within the company.

General Interest Periodicals

2006 Operating Revenue (Bil. | Mil. | Thou. | Dol.)

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, and 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 $

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.

		Source of Periodical Revenue 2006
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, CD, DVD, microfilm, diskette).	6090 +	%
		100%

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.

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

Personnel Costs

Item	Code	2006 Operating Expenses: Bil.	Mil.	Thou.	Dol.
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.	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 and 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)

Item	Code	Bil.	Mil.	Thou.	Dol.
4. **Expensed equipment –** Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs and 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

Item	Code	Bil.	Mil.	Thou.	Dol.
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	$			

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.

Exclude:

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

Expensed Purchased Services – (Continued)

	Code	2006 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

	Code	2006 Operating Expenses Bil.	Mil.	Thou.	Dol.
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. **Exclude** purchases of merchandise for resale and non-operating expenses.	1899	$			
15. TOTAL OPERATING EXPENSES – Sum of lines **1–14**.	1900	$			

6 Not Applicable

7 Sales Tax

Were sales taxes or other taxes (i.e., amusement occupancy, use, etc.) collected from customers and forwarded directly to taxing authorities?

0032
1 ☐ Yes – **What was this firm's sales taxes** . . . .
2 ☐ No – Go to 8

	2006 Sales Taxes			
	Bil.	Mil.	Thou.	Dol.
2200	$			

8 E-Commerce Revenue

E-commerce includes 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.

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

0011
1 ☐ Yes – **What was this firm's e-commerce revenue?** . . . .
2 ☐ No – Go to 9

	2006 E-Commerce Revenue			
	Bil.	Mil.	Thou.	Dol.
2000	$			

When did this firm begin e-commerce sales? . . . .

	Month	Year
0010		

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:

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

Exclude:

- Services provided to domestic subsidiaries of foreign firms.

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

0009
1 ☐ Yes – **What was this firm's revenue from exports?** . . . .
2 ☐ No – Go to 10

	2006 Export Revenue			
	Bil.	Mil.	Thou.	Dol.
2100	$			

10 Inventories at End of Year

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

		2006 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?

6041
1 ☐ 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.) . . . . . .
2 ☐ No – Go to the next page

	Bil.	Mil.	Thou.	Dol.
6042	$			

11 Change in Structure

Did you have an Employer Identification Number (EIN) change in 2006?

0013
1 ☐ Yes – **Enter the new EIN**. . . . . 0015 EIN ☐☐ – ☐☐☐☐☐☐☐
2 ☐ No – **Continue**

Was there a change in ownership or control?

0016
1 ☐ Yes – **Provide the date of the change and the firm's information**. . . . . 0018 Month | Year
(for multiple mergers, provide each firm's information as an attachment to this report)
2 ☐ No – **Go to 12**

0017 Name of company acquired or merged with

Street address

City, State, ZIP Code

0019 EIN ☐☐ – ☐☐☐☐☐☐☐

Specify the nature of this change here

0033

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 completing this report – *Please print*
0024 Title
0025 Date

0021 Address (Street address, City, State, ZIP Code)

0022 Telephone number: Area code | Number | Extension
0023 Fax number: Area code | Number
0026 E-mail address

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

or fax to: 1–800–447–4613

Public reporting burden for this collection of information is estimated to average 5.0 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.

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

2006 Annual Services Report

U.S. DEPARTMENT OF COMMERCE
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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	030	280	456

Item Specific Instructions – All Firms

Item 3 – Operating Revenue

Include:

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

Exclude from operating revenue:

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

Instructions for Taxable Firms

Item 3 – Operating 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 – Operating Revenue

Include:

- Program service revenue for services provided in 2006, whether or not payment was received in 2006.
- 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, 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.