

BEFORE THE  
POSTAL RATE COMMISSION  
WASHINGTON, D. C. 20268-0001

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COMPLAINT OF TIME WARNER INC. ET AL.  
CONCERNING PERIODICALS RATES

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Docket No. C2004-1

SUPPLEMENTARY RESPONSE OF TIME WARNER INC. ET AL.  
WITNESS HALSTEIN STRALBERG TO ABM/TW ET AL.-T1-3,  
REDIRECTED FROM WITNESS MITCHELL  
(June 10, 2004)

Time Warner Inc., Condé Nast Publications, a Division of Advance Magazine Publishers Inc., Newsweek, Inc., The Reader's Digest Association, Inc., and TV Guide Magazine Group, Inc. (collectively, Time Warner Inc. et al.) hereby provide this supplementary response of witness Stralberg (TW et al.-T-2) to American Business Media interrogatory ABM/TW et al.-T1-3, redirected from witness Mitchell, filed April 28, 2004. The original response was filed on May 26, 2004.

The interrogatory is stated verbatim and is followed by the supplementary response.

Respectfully submitted,

s/

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**Supplementary Response of Witness Stralberg to ABM/TW et al.-T1-3  
Redirected from Witness Mitchell**

**ABM/TW et al.-T1-3.** For each Periodical published by each of the five complainants and by every parent, subsidiary or affiliate of each complainant, please provide the following information for calendar year 2003 (or any other 12- month period since the present postal rates took effect), if the data are available for a 12-month period, or for a single, actual, representative issue of each Periodical if annual data are not available: (a) title, (b) frequency, (c) average weight, (d) percentage mailed to zone 3 or higher (e) average editorial percentage, (f) percentage palletized (including co-palletization), (g) percentage co-palletized or co-mailed, (h) average weight per pallet, (i) average pieces per sack, (j) average pieces per bundle (k) average per copy postage and (l) average per copy postage at the "Proposed Rate Schedule" found at page 43 of Mr. Mitchell's testimony.

**SUPPLEMENTARY RESPONSE**

I have become aware of an inadvertent error and an omission in my response to ABM/TW et al.-T1-3, filed on May 26.

In Table TW-1, presenting data on Time Inc. weekly publications, the information for Time for Kids should be corrected as follows:

- (1) the number of pieces per bundle should be changed from 1.04 to 1.00
- (2) the estimated per-piece postage under the proposed rates should be changed from 37.49 cents to 37.78 cents.

Additionally, the information requested for Southern Accents and Southern Living, two Time inc. monthly publications, was left out. It should be included in Table TW-5.

Corrected versions of Tables TW-1 and TW-5 follow.

**Supplementary Response of Witness Stralberg to ABM/TW et al.-T1-3  
Redirected from Witness Mitchell**

<b>Table TW-1: Summary Data For Time Inc. Weekly Magazines</b>					
Title	Time	Sports Illustrated	People	Entertainment Weekly	Time for Kids
Frequency	51	51	51	49	26
Lb/Piece	0.32	0.39	0.36	0.27	0.85
Zones 3-8	4.14%	1.53%	8.69%	4.81%	9.92%
Editorial Content	51.98%	56.10%	53.19%	60.74%	99.36%
Co-palletized or co-mailed	No	No	No	No	No
Palletized	98.15%	99.14%	97.02%	98.73%	91.07%
Lb/Pallet (Excluding tare weight)	713.02	833.13	860.11	775.71	442.96
Pieces/sack	12.01	25.82	14.67	26.29	10.14
Pieces/bundle	15.99	14.36	13.07	11.18	1.00
Postage(cents)/Piece (current rates)	17.67	18.73	19.12	17.20	29.51
Postage(cents)/Piece (proposed rates)	15.30	15.40	16.76	15.11	37.78

<b>Table TW-5: Summary For Time Inc. Monthly Publications</b>							
Title	Southern Living	Southern Accents	Saltwater Sportsman	Motorboating	Parenting	Babytalk	Health
Frequency	12	6	12	12	11	10	10
Lb/Piece	0.82	1.57	0.62	0.57	0.86	0.48	0.71
Zones 3-8	5.39%	10.82%	17.15%	25.20%	3.62%	3.67%	3.11%
Editorial Content	42.70%	49.44%	33.82%	40.20%	48.21%	42.24%	49.65%
Co palletized or co-mailed	No	No	No	No	comail	comail	comail
Palletized:	98.90%	92.89%	83.23%	73.94%	98.05%	98.17%	98.19%
Lb/Pallet (Excluding tare weight)	897	485	495	415	NA	NA	NA
Pieces/sack	17.37	11.32	33.52	35.14	NA	NA	NA
Pieces/bundle	13.89	7.81	8.58	12.85	NA	NA	NA
Postage(cents)/Piece (current rates)	29.56	49.92	33.13	33.06	30.40	22.52	27.64
Postage(cents)/Piece (proposed rates)	24.41	44.83	32.06	31.88	NA	NA	NA