

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

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

Docket No. C2004-1

RESPONSE OF TIME WARNER INC. ET AL. WITNESS
HALSTEIN STRALBERG TO ABM/TW ET AL.-T3-42,
REDIRECTED FROM WITNESS GORDON
(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 the response of witness Stralberg (TW et al.-T-2) to American Business Media interrogatory ABM/TW et al.-T3-42, redirected from witness Gordon, filed May 27, 2004.

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

Respectfully submitted,

s/ _____

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**RESPONSE OF WITNESS STRALBERG TO ABM/TW Et Al.-T3-42,
REDIRECTED FROM WITNESS GORDON**

ABM/TW et al.-T3-42. Please examine the list of publications produced by the complainants that is provided by witness Stralberg (redirected) in response to ABM/TW-T1-3. For each publication, list its total print run and the number of printing plants at which it is printed.

RESPONSE:

The following publications use more than one printing plant. The number of plants used is indicated in parentheses. To the best of my knowledge, all other complainants' publications use a single plant.

Time (5), Sports Illustrated (6), People (5), Entertainment Weekly (3), Newsweek (6), TV Guide (7).

The four tables below give the total print order for a typical issue, for those publications for which the information has been provided to me. Please note that the volumes given are for copies printed, whereas the volumes I provided in response to ABM/TW-T2-1 refer to mailed postal pieces. For example, in the case of Time for Kids, the mailed piece volume is 114,686. Each piece is a "firm bundle" containing the copies that go to one classroom. Total copies printed is 3,518,675.

Time Inc. Weekly Publications	
Title	Print Order
Time	4,479,537
Sports Illustrated	3,732,874
People	5,112,054
Entertainment Weekly	2,337,434
Time for Kids	3,518,675

Transworld Publications	
Title	Print Order
BMX	47,035
Motocross	153,206
Ride BMX	78,208
Skateboarding	285,642
Snowboarding	195,506
Surf	75,317

Time Inc. Monthly Publications	
Title	Print Order
Baby Talk	2,013,336
Big Picture	667,807
Business 2.0	685,702
Coastal Living	919,966
Cooking Light	2,101,134
Field & Stream	1,632,350
Fortune	1,071,390
Golf	1,637,812
Health	1,770,818
In Style	2,529,130
Money	2,316,009
Motor Boating	185,643
Outdoor Life	1,054,436
Parenting	2,434,642
People en Español	708,920
Popular Science	1,737,691
Progressive Farmer	623,206
Real Simple	2,346,822
Saltwater Sportsman	209,865
SI for Kids	1,071,437
Ski	524,420
Skiing	467,286
Southern accents	557,303
Southern Living	2,971,511
Sunset	1,663,641
Teen People	2,137,726
This Old House	1,196,820
Yachting	159,907

Other Publications	
Title	Print Order
Newsweek	3,627,500
Budget Travel	659,237
TV Guide	10,076,268
Reader's Digest	12,442,951
Family Handyman	1,326,408
American Woodworker	462,445
RD Large Type	701,955
Selecciones	434,885
Taste of Home	4,741,583
Birds & Blooms	2,168,500
Quick Cooking	3,177,500
Country	1,230,917
Country Woman	1,524,000
Light & Tasty	1,920,167
Reminisce	1,128,833
Reminisce Extra	344,417
Crafting Traditions	320,017
Country Discoveries	346,000
Farm & Ranch Living	421,250
Country Extra	333,033
DNR	19,000
Footware News	19,500
Supermarket News	39,000
Home Furnishing News	23,500
Details	581,000
Children's Business	15,000
Executive Technology	36,800
In Furniture	26,000
W Magazine	546,000
Women's Wear Daily	48,000
Allure	1,434,545
G.Q.	1,191,932
Gourmet	1,121,414
Self	1,998,619
Vogue	1,736,172
Bon Appetit	1,574,057
The New Yorker	1,077,390
Glamour	3,604,188
Vanity Fair	1,596,233
Modern Bride	818,315
Brides	717,324
Traveler	848,499
Teen Vogue	1,270,788
House & Garden	1,099,650