

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 AMERICAN BUSINESS MEDIA
TO PRESIDING OFFICER'S INFORMATION REQUEST NO. 3
AND CORRECTION OF EXHIBIT JM-1, ABM-T3
(WITNESS JOYCE MCGARVY)
(September 29, 2004)

Presiding Officer's Information Request No. 3 identified an error on page 1 of Exhibit JM-1 to the testimony of witness Joyce McGarvy (ABM-T3). Attached is a revised version of Exhibit JM-1 that corrects the error in the "Time monthly" entries on page 1 and the "All Time Inc." totals. When witness McGarvy appears, she will adopt this revised exhibit in place of the original.

American Business Media appreciates the opportunity to make this correction.

Respectfully submitted,

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September 29, 2004

Current and Proposed Postage Costs

	Publication	Frequency	Volume (pieces/issue)	Current Postage (cents/piece)	Total Current Annual Postage	Proposed Postage (cents/piece)	Total Proposed Annual Postage	Difference
Time Weekly	Time	51	3,977,381	17.67	\$35,842,964.36	15.30	\$31,035,503.94	\$4,807,460.41
	Sports Illustrated	51	3,323,687	18.73	\$31,748,855.33	15.40	\$26,104,237.70	\$5,644,617.63
	People	51	2,446,528	19.12	\$23,856,583.83	16.76	\$20,911,942.73	\$2,944,641.10
	Entertainment Weekly	49	1,842,991	17.20	\$15,532,728.15	15.11	\$13,645,321.06	\$1,887,407.08
	Time for Kids	26	114,686	29.51	\$879,939.80	37.78	\$1,126,537.64	-\$246,597.84
	<i>Total - Time Weekly</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$107,861,071.47</i>	<i>N/A</i>	<i>\$92,823,543.08</i>	<i>\$15,037,528.39</i>
Transworld	BMX	12	16,959	38.54	\$78,431.98	40.54	\$82,502.14	-\$4,070.16
	Motocross	12	37,038	41.26	\$183,382.55	46.40	\$206,227.58	-\$22,845.04
	Ride BMX	9	18,495	42.05	\$69,994.33	44.65	\$74,322.16	-\$4,327.83
	Skateboarding	12	66,601	58.38	\$466,579.97	60.70	\$485,121.68	-\$18,541.72
	Snowboarding	8	63,658	53.06	\$270,215.48	56.59	\$288,192.50	-\$17,977.02
	Surf	12	32,564	44.07	\$172,211.46	48.06	\$187,803.10	-\$15,591.64
	<i>Total - Transworld</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$1,240,815.76</i>	<i>N/A</i>	<i>\$1,324,169.17</i>	<i>-\$83,353.41</i>
Time Monthly Publications	Coastal Living	8	444,101	41.61	\$1,478,323.41	37.58	\$1,335,145.25	\$143,178.16
	Cooking Light	11	1,308,587	30.01	\$4,319,776.55	26.12	\$3,759,832.17	\$559,944.38
	Field & Stream	11	1,270,058	25.73	\$3,594,645.16	22.62	\$3,160,158.32	\$434,486.84
	Fortune	26	842,421	28.59	\$6,262,052.26	26.80	\$5,869,989.53	\$392,062.73
	Golf	12	1,190,680	33.77	\$4,825,111.63	27.55	\$3,936,388.08	\$888,723.55
	In Style	13	838,815	61.50	\$6,706,325.93	53.37	\$5,819,782.35	\$886,543.57
	Money	13	1,781,577	22.96	\$5,317,651.03	19.81	\$4,588,095.25	\$729,555.78
	Outdoor Life	9	751,210	26.15	\$1,767,972.74	24.37	\$1,647,628.89	\$120,343.84
	People en Español	11	308,485	25.52	\$865,979.09	23.17	\$786,235.72	\$79,743.37
	Popular Science	12	1,267,993	25.85	\$3,933,314.29	23.24	\$3,536,178.88	\$397,135.41
	Progressive Farmer	14	599,217	20.44	\$1,714,719.37	18.41	\$1,544,421.90	\$170,297.47
	Real Simple	10	1,169,973	39.01	\$4,564,064.67	33.35	\$3,901,859.96	\$662,204.72
	Ski	8	245,277	24.99	\$490,357.78	23.42	\$459,550.99	\$30,806.79
	Skiing	7	294,742	22.50	\$464,218.65	20.71	\$427,287.48	\$36,931.17
	SI for Kids	12	695,289	18.73	\$1,562,731.56	17.28	\$1,441,751.27	\$120,980.29
	Teen People	10	1,105,195	26.58	\$2,937,608.31	23.01	\$2,543,053.70	\$394,554.62
	This Old House	10	882,666	30.71	\$2,710,667.29	26.60	\$2,347,891.56	\$362,775.73
	Sunset	12	1,207,735	28.21	\$4,088,424.52	23.40	\$3,391,319.88	\$697,104.64
	Business 2.0	11	586,437	26.26	\$1,693,981.92	22.79	\$1,470,138.92	\$223,843.00
	Yachting	12	96,479	45.75	\$529,669.71	44.45	\$514,618.99	\$15,050.72
	Southern Living	12	2,355,590	29.56	\$8,355,748.85	24.41	\$6,899,994.23	\$1,455,754.62
	Southern Accents	6	311,780	49.92	\$933,843.46	44.83	\$838,625.84	\$95,217.61
	Saltwater Sportsman	12	148,675	33.13	\$591,072.33	32.06	\$571,982.46	\$19,089.87
Motorboating	12	141,018	33.06	\$559,446.61	31.88	\$539,478.46	\$19,968.15	
<i>Total - Time Monthly</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$70,267,707.09</i>	<i>N/A</i>	<i>\$61,331,410.04</i>	<i>\$8,936,297.04</i>	
<i>Total - All Time Inc. Cos.</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$179,369,594.32</i>	<i>N/A</i>	<i>\$155,479,122.29</i>	<i>\$23,890,472.03</i>	

Current and Proposed Postage Costs

	Publication	Frequency	Volume (pieces/issue)	Current Postage (cents/piece)	Total Current Annual Postage	Proposed Postage (cents/piece)	Total Proposed Annual Postage	Difference
Condé Nast Publications	Allure	12	730,829	35.96	\$3,153,673.30	27.55	\$2,416,120.67	\$737,552.63
	Gourmet	12	541,296	35.96	\$2,335,800.50	27.55	\$1,789,524.58	\$546,275.92
	GQ	12	787,374	35.96	\$3,397,676.28	27.55	\$2,603,058.44	\$794,617.84
	Self	12	938,348	35.96	\$4,049,159.29	27.55	\$3,102,178.49	\$946,980.80
	Vogue	12	781,038	35.96	\$3,370,335.18	27.55	\$2,582,111.63	\$788,223.55
	Bon Appetit	12	1,087,157	36.86	\$4,808,712.84	29.92	\$3,903,328.49	\$905,384.35
	The New Yorker	52	920,991	21.82	\$10,449,932.28	18.69	\$8,950,927.33	\$1,499,004.95
	Glamour	12	1,392,461	38.34	\$6,406,434.57	30.36	\$5,073,013.92	\$1,333,420.65
	Vanity Fair	12	752,414	51.51	\$4,650,821.42	40.63	\$3,668,469.70	\$982,351.72
	Modern Bride	12	160,309	65.44	\$1,258,874.52	60.69	\$1,167,498.39	\$91,376.13
	Brides	12	127,165	55.02	\$839,594.20	49.07	\$748,798.39	\$90,795.81
	Traveler	12	682,900	34.90	\$2,859,985.20	28.70	\$2,351,907.60	\$508,077.60
	Teen Vogue	12	351,859	29.17	\$1,231,647.24	25.56	\$1,079,221.92	\$152,425.32
	House & Garden	12	336,844	30.96	\$1,251,442.83	25.02	\$1,011,340.43	\$240,102.40
	Golf Digest	12	738,446	30.96	\$2,743,474.58	25.02	\$2,217,110.27	\$526,364.31
	Golf World	46	179,244	22.80	\$1,879,911.07	22.40	\$1,846,930.18	\$32,980.90
<i>Total - Condé Nast</i>		<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$54,687,475.30</i>	<i>N/A</i>	<i>\$44,511,540.42</i>	<i>\$10,175,934.88</i>
Fairchild Pubs.	DNR	52	10,508	27.70	\$151,357.23	27.51	\$150,319.04	\$1,038.19
	Footware News	52	14,583	27.70	\$210,053.53	27.51	\$208,612.73	\$1,440.80
	Supermarket News	52	31,472	27.70	\$453,322.69	27.51	\$450,213.25	\$3,109.43
	Home Furnishing News	52	16,699	27.70	\$240,532.40	27.51	\$238,882.53	\$1,649.86
	Details	10	313,842	34.47	\$1,081,813.37	29.31	\$919,870.90	\$161,942.47
	Children's Business	12	12,185	34.78	\$50,855.32	37.16	\$54,335.35	-\$3,480.04
	Executive Technology	12	30,273	38.97	\$141,568.66	41.34	\$150,178.30	-\$8,609.64
	In Furniture	16	23,292	34.65	\$129,130.85	37.67	\$140,385.54	-\$11,254.69
	W Magazine	12	431,514	38.44	\$1,990,487.78	30.23	\$1,565,360.19	\$425,127.59
	Women's Wear Daily	260	28,560	24.67	\$1,831,895.52	25.80	\$1,915,804.80	-\$83,909.28
	<i>Total - Fairchild</i>		<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$6,281,017.34</i>	<i>N/A</i>	<i>\$5,793,962.64</i>
<i>Total - CN & Fairchild</i>		<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$60,968,492.64</i>	<i>N/A</i>	<i>\$50,305,503.06</i>	<i>\$10,662,989.58</i>

Current and Proposed Postage Costs

CORRECTED
Exhibit JM-1 page 3 of 3

	Publication	Frequency	Volume (pieces/issue)	Current Postage (cents/piece)	Total Current Annual Postage	Proposed Postage (cents/piece)	Total Proposed Annual Postage	Difference
Reader's Digest Ass'n	Reader's Digest	12	10,714,401	20.00	\$25,714,562.40	17.00	\$21,857,378.04	\$3,857,184.36
	Selecciones	12	285,705	22.00	\$754,261.20	21.00	\$719,976.60	\$34,284.60
	Taste of Home	6	4,194,396	30.00	\$7,549,912.80	26.00	\$6,543,257.76	\$1,006,655.04
	Birds & Blooms	6	1,957,124	26.00	\$3,053,113.44	21.00	\$2,465,976.24	\$587,137.20
	Quick Cooking	6	2,699,170	26.00	\$4,210,705.20	23.00	\$3,724,854.60	\$485,850.60
	Country	6	1,157,640	25.00	\$1,736,460.00	23.00	\$1,597,543.20	\$138,916.80
	Country Woman	6	1,215,720	27.00	\$1,969,466.40	25.00	\$1,823,580.00	\$145,886.40
	Light & Tasty	6	1,455,997	28.00	\$2,446,074.96	25.00	\$2,183,995.50	\$262,079.46
	Reminisce	6	1,088,311	26.00	\$1,697,765.16	24.00	\$1,567,167.84	\$130,597.32
	Reminisce Extra	6	340,799	26.00	\$531,646.44	25.00	\$511,198.50	\$20,447.94
	Crafting Traditions	6	249,769	28.00	\$419,611.92	27.00	\$404,625.78	\$14,986.14
	Country Discoveries	6	340,481	27.00	\$551,579.22	25.00	\$510,721.50	\$40,857.72
	<i>Total - Reader's Digest</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$50,635,159.14</i>	<i>N/A</i>	<i>\$43,910,275.56</i>	<i>\$6,724,883.58</i>
NW	Newsweek	51	2,856,420	17.44	\$25,406,142.05	14.51	\$21,137,793.64	\$4,268,348.41
	Budget Travel	10	426,512	29.48	\$1,257,357.38	26.59	\$1,134,095.41	\$123,261.97
	<i>Total - Newsweek</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>	<i>\$26,663,499.42</i>	<i>N/A</i>	<i>\$22,271,889.05</i>	<i>\$4,391,610.37</i>
TV	TV Guide (All Plants)	52	6,285,141	16.54	\$54,057,240.71	12.39	\$40,493,906.43	\$13,563,334.28