

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

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

Docket No. C2004-1

RESPONSES OF AMERICAN BUSINESS MEDIA TO
TW et al./ABM-T1-9 TO
WITNESS NICK CAVNAR
(October 14, 2004)

American Business Media hereby provides the responses to Time Warner Inc., et al.'s Interrogatory TW et al./ABM-T1-9, filed September 30, 2004.

The interrogatory is stated verbatim and followed by the response.

Respectfully submitted,

/s/ David R. Straus
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October 14, 2004

Response of ABM to TW et al./ABM-T1-9

TW et al./ABM-T1-9:

Please refer to your testimony at p. 1, ll. 2-3, where you state that "American Business Media members publish approximately 1,500 business-to-business and professional periodicals."

- a. Is it your belief that these periodicals are predominantly sent to recipients who are engaged in business or the professions on a for-profit basis? If your answer is other than "yes," please state your belief or best estimate as to the approximate proportion and indicate what you base it on.
- b. Do you agree that the recipients of periodicals published by ABM members relating to the business or profession in which they are engaged on a for-profit basis value these publications primarily as an aid to the successful pursuit of that business or profession? If not, please explain the basis of any disagreement.
- c. Do you agree that most periodicals published by ABM members face competition from other publications (whether or not published by ABM members) that are in some respects similar to themselves? If not, please explain the basis of any disagreement and provide your best estimate of the proportion of periodicals published by ABM members that face such competition.
- d. What proportion of periodicals published by ABM members are "requester" (or "controlled circulation") Periodicals? If you do not know, please provide your best estimate and indicate what you base it on.

RESPONSE

- a. Yes.
- b. Yes.
- c. Yes.
- d. Approximately 80%, based on information from ABM staff.