

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

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Postal Rate and Fee Changes, 2006

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Docket No. R2006-1

REBUTTAL TESTIMONY OF LOU BRADFIELD  
ON BEHALF OF AMERICAN BUSINESS MEDIA  
(December 5, 2006)  
(Final Version)  
(ABM/RT-1)

1 My name is Lou Bradfield, and I am submitting this testimony on behalf of  
2 American Business Media. The general purpose of my testimony is to respond to the  
3 testimony and proposals submitted by Time Warner and jointly by Magazine Publishers  
4 of America and the Association of Nonprofit Mailers. In doing so, I will support the  
5 Commission's consistent concern for those mailers "left behind" by worksharing  
6 discounts, when, through no fault of their own, they are unable to take advantage of  
7 opportunities that are available, in many case, only to bigger mailers. I will rely to a  
8 large extent on my company's experiences with co-mailing and co-palletizing. I  
9 recognize that in the Time Warner, et al., complaint case, the Commission expressed a  
10 desire for a Periodicals rate design that more closely tracks cost incurrence and  
11 encourages those mailers that can to move from sacks to pallets. My company and, as  
12 far as I know, most American Business Media member companies are making that  
13 move, on the basis of the incentives built into the present rates. We do not oppose  
14 additional changes.

1           Each of the three rate proposals here moves in the direction requested by the  
2 Commission by increasing those incentives. They differ as to the level of incentives (or  
3 rewards) and the amount of rate protection for those left out. At this point, neither I nor  
4 American Business Media endorses any of the proposals. We do, however, urge the  
5 Commission to assure adequate protection from destructive rate increases for the many  
6 publications that cannot now and will not in the spring when the new rates become  
7 effective be able to co-mail or co-palletize. Clearly, the Time Warner and, to a lesser  
8 extent, the MPA/ANM proposals require changes in order to meet this goal.

9           **Autobiographical Sketch**

10           My present position is Corporate Distribution Director for VNU Business Media,  
11 where I have been employed for four years. VNU publishes forty-five titles, among  
12 them some that are relatively well known, such as The Hollywood Reporter, Billboard,  
13 and AdWeek, and some that are highly specialized and well known only in their field,  
14 such as Progressive Grocer, Sales & Marketing Management and Kirkus Reviews  
15 (which gained some notoriety in the Time Warner complaint case). My present  
16 responsibilities include managing the mailing and distribution of all of VNU's titles.

17           Prior to joining VNU, I held similar positions over the past twenty-two years at  
18 Cahners Publishing (now Reed Elsevier), Mack Printing (now Cadmus),  
19 and TV Guide Magazine, where I handled both production and distribution functions. In  
20 addition, I have also consulted for Dennis Publishing, Deutsche Post Global Mail and  
21 others.

22           I served as a member of MTAC for several years, and I am the Industry Co-  
23 Chair for the USPS Periodicals Focus Groups in the Eastern and Capital Metro Areas. I

1 have spoken at Postal Forums and MAILCOM, and am a Certified Mail and Distribution  
2 Systems Manager (from Mail Systems Management Association). I have also attained  
3 the Periodicals Professional Certificate from the USPS. I have a certificate in Criminal  
4 Justice from Villanova University and Associate in Arts degree from California State  
5 Merced.

6 **The Availability of Co-Mailing and Co-Palletizing**

7 In the Time Warner complaint case, American Business Media's witnesses  
8 pointed to progress that had been made to enable smaller publications to co-mail and  
9 co-palletize, and we showed that no rate change was necessary to produce this result.  
10 I agreed there with Time Warner witness Schick, who testified (Tr. 430 and 504 in  
11 Docket No. C2004-1) that the co-mail incentives then in place were adequate, for those  
12 that are able to participate. Surely, nothing has happened since to diminish those  
13 incentives. Both MPA/ANM (Tr. 10298, Glick) and Time Warner (Tr. 10518, Mitchell)  
14 agree that today's rates provide incentives for co-mailing and co-palletizing (although  
15 they would like to see those incentives increased), and all three of the proposals would  
16 increase those incentives.

17 In fact, in response to an interrogatory in this case, American Business Media  
18 has provided data that show substantial progress in this area. I am attaching as Exhibit  
19 LB-1 the table provided by American Business Media to Time Warner, which sets forth  
20 the results of an American Business Media survey for the 360 responding publications.  
21 As shown there, about 1/3<sup>rd</sup> of the publications are predominantly sacked, and they  
22 account for only about 1/4<sup>th</sup> of the total mailed volumes. In other words, about 74% of

1 the 251,000,000 pieces are associated with publications that are not predominantly  
2 sacked. See Exhibit LB-2.

3 Five years ago, American Business Media conducted a more extensive survey of  
4 its members' mailing characteristics, and a comparison of its results with those obtained  
5 earlier this year is noteworthy. In the 2001 survey, there were 161 titles responding, but  
6 the circulations were larger, and they accounted for 174,000,000 pieces annually. Of  
7 those pieces, 65% were on pallets, but the actual increase in palletization since then is  
8 significantly larger than that 9 percentage point gain. The earlier survey included three  
9 very large (for American Business Media) circulation publications that are not included  
10 in the more recent data. Those three accounted for 41,000,000 of the annual pieces,  
11 and as might be expected for larger circulation publications, 38,000,000 of those pieces  
12 were on pallets. Of the remaining publications, which more closely resemble the 360  
13 publications in the recent data, 57% of the pieces were palletized. Therefore, it appears  
14 from this data that, in five years, the amount of palletization of the typical small to  
15 medium sized American Business Media member publications has increased by about  
16 30%, or from 57% of the mail pieces to 74%. MPA/ANM witness Cohen is right when  
17 she says that co-mailing "has really grown" (Tr. 10184).

18 But despite this growth, it is clear that there are large and important segments of  
19 the periodicals industry that cannot co-mail or co-palletize in order to get out of sacks  
20 and will not be able to in the next few months and possibly years. Our concern in this  
21 case is the same as in the complaint case: weeklies, the very small publications,  
22 tabloids, the small printers with relatively few publications and others that cannot turn a  
23 switch or run a program to change their mailing characteristics or the way that they

1 prepare mail. Witness Schick recognized in 2004 that, even with all of the resources of  
2 Quad/Graphics and its admirable history of co-mailing, his clients have valid reasons for  
3 not being able to co-mail, including daily or weekly production schedules that would be  
4 difficult to adjust or expand, differing trim sizes, printed polywrap and multiple insertions  
5 (Tr. 414 in Docket No. C2004-1), and he added that publications or versions with fewer  
6 than 1,500 pieces cannot be co-mailed as a practical matter (Tr. 448 in Docket No.  
7 C2004-1). He repeated (Tr. 425 in Docket No. C2004-1) that, even with the multiple  
8 and sophisticated co-mail pools run by Quad/Graphics, weekly publications in co-mail  
9 pools would risk missing critical entry times. From my own experience, I know that Mr.  
10 Schick's conclusions about the impediments to co-mailing and co-palletizing remain valid  
11 today. No one has introduced informed testimony in this case even hinting to the  
12 contrary.

13 I understand that, as a theoretical proposition, even a printer printing four small  
14 publications a month can run them on a 4-pocket Sitma and co-mail, but it could not do  
15 so as a practical matter. For one thing, they would all have to print at roughly the same  
16 time of the month (unless some agreed to sit around for up to a couple of weeks). For  
17 another, the ability to make four 20,000 circulation publications look for postal purposes  
18 like one 80,000 publication is unlikely to lead to substantial improvement in the ability to  
19 avoid sacks and the worst of the proposed rates. For even smaller publications, there  
20 is even less to gain.

21 Co-mailing takes volume. It's no accident that, according to testimony in Docket  
22 No. C2004-1, the latest that is available, nine out of Quad/Graphics' ten co-mail pools  
23 per month then contained one participant with at least 100,000 copies, and eight of

1 those ten had a participant with at least 250,000 copies (Tr. 391 in Docket No. C2004-  
2 1). Of the 105 titles that participated in the Quad/Graphics co-mail pools, only 30 had  
3 circulation less than 100,000, and more than half had circulation in excess of 200,000.

4 Circulation numbers like that are impossible for shorter-run printers, and pools of  
5 that size would be available to shorter-run printers only if they were very large  
6 companies printing hundreds of titles and co-mailing with many pockets. I do agree  
7 with MPA/ANM witness Cohen that co-mailing and co-palletizing are becoming  
8 increasingly available for shorter run publications, but there is a very long way to go  
9 before that availability is anywhere near universal.

10 My experience at VNU is instructive. We are a relatively large business  
11 publications mailer, with 40 titles mailing about 18,100,000 copies annually. Of our 34  
12 periodical titles, we co-mail 14 and co-palletize 8. However, we are not able to procure  
13 either service for a good many of our copies, especially tabloids and polybagged  
14 publications. In addition, the publications world is moving more and more in the  
15 direction of versioning, by which I mean that a publication to survive must make  
16 available to its advertisers editions broken down geographically and/or demographically.  
17 When we do so, we in effect create some or many small publications out of one larger  
18 one. In our case, approximately 50% of our publications have multiple versions, and in  
19 many cases, those versions contain fewer than 5,000 pieces.

20 Our printers will not co-mail versions that small. We pushed one of our printers,  
21 Banta, to at least co-mail down to 2,500 pieces, but it refused. Eventually, it agreed to  
22 co-mail down to 5,000 pieces. We certainly have more clout in the marketplace than a  
23 small publisher with one or a few publications that small. If we cannot convince our

1 printer to co-mail, the small publisher would stand no chance. A quick review of 9 of our  
2 co-mailed titles shows 99 issues mailed in 211 versions, with 70 of the versions under  
3 5,000 copies. In terms of copies, 126,388 of a total 3,926,090 were unable to co-mail  
4 due to versioning.

5 We also have 3 periodicals publications without versioning that mail fewer than  
6 3,000 copies per issue. And our 7 weeklies and 1 daily are too time sensitive to wait for  
7 a co-mailing or co-palletizing pool, a topic that will be addressed by American Business  
8 Media witness McGarvy. Two other bi-weekly tabloids drop ship alone as well. These  
9 time sensitive publications simply don't generate enough weight to make pallets in  
10 almost all cases. They are specialty publications geared to a limited number of people  
11 in specific industries.

12 I understand that, as other witnesses have indicated, one printer—Ovid Bell—  
13 may be co-mailing a small number of publications down to several thousand, but there  
14 is no indication of the extent of postal savings obtained, the fees (if any) charged or the  
15 number of publications involved. The 5,000 minimum we have faced appears to be the  
16 norm. MPA/ANM witness Glick agreed that some printers apply that standard (Tr.  
17 10422). He was correct. For example, Exhibit LB-3 is a page downloaded from the  
18 Internet in which Quebecor World explains that candidates for its “Express Collation  
19 Mailing System” for co-mailing may not have a version under 5,000 copies and may not  
20 have more than two versions between 5,000 and 10,000 copies. In Exhibit LB-5,  
21 Quebecor World touts the fact that it is now (as of October 11 of this year) co-mailing  
22 450 titles. That is good, but the industry has a very long way to go before it can co-mail  
23 the thousands of shorter run publications now in sacks. Perhaps the limits on the

1 capacity for co-mailing explain why Time Warner has a 30,000 piece supplement that is  
2 mailed in sacks and why, annually, 4,000,000 copies of Time magazine are mailed in  
3 sacks (Tr. 615-16).

4 **Impact**

5 Another problem with simply assuming that co-mailing will allow small mailers  
6 and others that cannot otherwise move out of sacks to escape much of the burden that  
7 the proposed rate designs would cause is the cost to the publisher of obtaining co-  
8 mailing or co-palletizing service, a matter that Time Warner and MPA/ANM studiously  
9 avoided. See, for example, Tr. 10476 (Mitchell) and Tr. 10421 (Glick). VNU began co-  
10 mailing 9 of its titles in 2004 and now co-mails 14. Our experience is that we can  
11 expect to see gross postage savings of at most about 15% to 20%, with the added front-  
12 end costs eroding about half of that number. For smaller publications and publishers,  
13 there is an additional and possibly prohibitive cost associated with co-mailing: the need  
14 to prepare a mail.dat file, which many very small publications do not have the resources  
15 to do. When measuring impact on publications, it is imperative to consider all of these  
16 costs as well as postage costs.

17 Neither Time Warner nor MPA/ANM has added these costs to the “Impact  
18 equation,” so that the naked assertion that mailers can avoid the very large increases  
19 that their proposals would cause is unsupported and not testable, even if and to the  
20 extent that co-mailing and co-palletizing might soon become available to some of them.  
21 From the data that are available, however, it appears that smaller circulation  
22 publications especially will bear a heavy burden from their proposals. MPA/ANM’s  
23 response to POIR 19 (Tr. 10371-79) shows that 10% of the publications analyzed would

1 suffer an increase of greater than 20% under its proposal (26 out of 259, which would  
2 translate into about 3,000 publications if the sample is representative of the whole),  
3 although none of the 52 “large” publications (100,000 or more) would. Three of the 100  
4 “medium” publications (15,000 to 100,000) would see increases of 20% or more, but 23  
5 out of the 107 “small” publications (less than 15,000) would see increases of that size.  
6 Meanwhile, 30 of the 52 large would be increased less than 10%, while only 3 of the  
7 107 small would be so lucky.

8           The Time Warner proposal is far worse for all but the largest publications.  
9 Its response to POIR 19 (Tr. 10601-11) shows that 79 of the 259 publications, or 30%  
10 (which would translate to about 9,000 publications if the sample is representative),  
11 would see increases of 20% or more, some much more. Forty-one would see increases  
12 of greater than 25%. Only 3 of the 52 large publications would be so afflicted, while 28  
13 of the 100 medium and 48 of the 107 small would suffer increases of 20% or more.

#### 14           Conclusion

15           As I stated in my testimony in Docket No. C2004-1, American Business Media  
16 and its members are not opposed to measured changes in rate design that have the  
17 dual effect of providing additional incentives to move from sacks to pallets and providing  
18 cost-based rate breaks to those already mailing on pallets. Our differences with other  
19 parties appear to center around the appropriate size of the incentives/rewards and the  
20 speed with which rates should be changed. In the first instance, we urge the  
21 Commission to recognize that thousands of small and medium size publications, and  
22 even some larger ones, do not now and will not in the near future have the option of  
23 mailing on pallets. In the second, it serves little purpose to create a demand for

1 services well in excess of the ability of the industry to provide them. Great progress in  
2 co-mailing and co-palletizing has been accomplished and will be accomplished with a  
3 level of incentives at or near the level in today's rates. Pushing the incentive  
4 accelerator to the floor will do far more harm than good.

5 I can add one authority to my conclusion—none other than the Association of  
6 Nonprofit Mailers itself. In its November 17, 2006, "Alliance Report," it stated (bold type  
7 in original):

8 **Unfair penalty for mailers who cannot prepare Periodicals mailings on pallets.**  
9 The pricing proposal includes a new \$0.85 Outside-County Container Rate. An  
10 Alliance member organization is working with its publisher to prepare as efficiently as  
11 possible. These efforts have not come without cost to the nonprofit. However, it is  
12 impossible to prepare several of its titles on pallets. The nonprofit is facing a 13 percent  
13 to 17 percent increase in postage alone. Add to that the penalty for its inability to  
14 prepare pallets and the nonprofit may not be able to continue providing its members  
15 with quality publications.

16 My only comment is to note that the "penalty" in the MPA/ANM proposal for  
17 "mailers who cannot prepare Periodicals mailings on pallets" appears to be even larger  
18 than that proposed by the Postal Service. Tr. 10282-83, 10289.

# Responses to American Business Media Survey

LB-1

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 1        | 12        | 200,000     | N                 | Y              | Y          | Y                  | N                     | A            |
| 2        | 4         | 200,000     | N                 | Y              | Y          | Y                  | N                     | A            |
| 3        | 12        | 33,000      |                   |                |            | N                  | Y                     | B            |
| 4        | 12        | 22,000      |                   |                |            | N                  | Y                     | B            |
| 5        | 12        | 24,000      |                   |                |            | N                  | Y                     | B            |
| 6        | 12        | 8,000       |                   |                |            | N                  | Y                     | B            |
| 7        | 12        | 19,000      |                   |                |            | N                  | Y                     | B            |
| 8        | 52        | 53,000      |                   |                |            | N                  | Y                     | V            |
| 9        | 12        | 52,000      |                   | N              | Y          | N                  | N                     | C            |
| 10       | 14        | 22,000      |                   | N              | N          | N                  | Y                     | C            |
| 11       | 12        | 36,000      |                   | Y              | N          | N                  | N                     | D            |
| 12       | 12        | 25,000      |                   | Y              | N          | N                  | N                     | D            |
| 13       | 12        | 129,000     |                   | Y              | N          | N                  | N                     | D            |
| 14       | 12        | 126,000     |                   | Y              | N          | N                  | N                     | D            |
| 15       | 10        | 91,000      |                   | Y              | N          | N                  | N                     | D            |
| 16       | 12        | 14,000      |                   | Y              | N          | N                  | N                     | D            |
| 17       | 6         | 30,000      |                   | Y              | N          | N                  | N                     | D            |
| 18       | 12        | 19,000      |                   | Y              | N          | N                  | N                     | D            |
| 19       | 12        | 40,000      |                   | Y              | N          | N                  | N                     | D            |
| 20       | 24        | 119,000     |                   | Y              | N          | Y                  | N                     | D            |
| 21       | 24        | 92,000      |                   | Y              | N          | Y                  | N                     | E            |
| 22       | 24        | 40,000      |                   | Y              | N          | Y                  | N                     | E            |
| 23       | 12        | 53,000      |                   | Y              | N          | Y                  | N                     | E            |
| 24       | 12        | 16,000      |                   | Y              | N          | Y                  | N                     | E            |
| 25       | 12        | 43,000      |                   | Y              | N          | Y                  | N                     | E            |
| 26       | 12        | 10,000      |                   | Y              | N          | Y                  | N                     | E            |
| 27       | 12        | 22,000      |                   |                | Y          | Y                  | N                     | C            |
| 28       | 24        | 12,000      |                   |                | Y          | Y                  | N                     | C            |
| 29       | 24        | 26,000      |                   |                | Y          | Y                  | N                     | C            |
| 30       | 12        | 3,000       |                   |                |            | N                  | N                     | F            |
| 31       | 12        | 2,000       |                   |                |            | N                  | Y                     | F            |
| 32       | 6         | 250         |                   |                |            | N                  | Y                     | F            |
| 33       | 12        | 25,000      |                   |                |            | N                  |                       | F            |
| 34       | 12        | 17,000      |                   |                |            | N                  |                       | F            |

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LB-1

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 35       | 199       | 9,000       |                   |                |            | Y                  | Y                     | G            |
| 36       | 52        | 22,000      |                   |                |            | Y                  | Y                     | G            |
| 37       | 51        | 5,000       |                   |                |            | Y                  | N                     | H            |
| 38       | 51        | 4,000       |                   |                |            | Y                  | N                     | I            |
| 39       | 51        | 11,000      |                   |                |            | Y                  | Y                     | J            |
| 40       | 47        | 12,000      |                   |                |            | Y                  | Y                     | K            |
| 41       | 45        | 18,000      |                   |                |            | Y                  | Y                     | K            |
| 42       | 45        | 11,000      |                   |                |            | Y                  | Y                     | K            |
| 43       | 24        | 2,000       |                   |                |            | N                  | Y                     | J            |
| 44       | 23        | 30,000      |                   | Y              |            | Y                  | N                     | C            |
| 45       | 21        | 31,000      |                   | Y              |            | Y                  | N                     | C            |
| 46       | 18        | 56,000      |                   | Y              |            | Y                  | N                     | K            |
| 47       | 18        | 46,000      |                   | Y              |            | Y                  | N                     | C            |
| 48       | 15        | 75,000      |                   |                |            | Y                  | N                     | K            |
| 49       | 15        | 51,000      |                   |                | Y          | Y                  | N                     | K            |
| 50       | 13        | 14,000      |                   |                | Y          | Y                  | N                     | K            |
| 51       | 13        | 37,000      |                   |                |            | N                  | N                     | C            |
| 52       | 12        | 88,000      |                   |                |            | Y                  | N                     | K            |
| 53       | 12        | 31,000      |                   |                |            | Y                  | N                     | C            |
| 54       | 12        | 22,000      |                   | Y              |            | Y                  | N                     | C            |
| 55       | 12        | 3,000       |                   |                |            | N                  | Y                     | C            |
| 56       | 12        | 41,000      |                   |                |            | N                  | N                     | C            |
| 57       | 12        | 52,000      |                   |                |            | Y                  | N                     | C            |
| 58       | 12        | 27,000      |                   | Y              |            | Y                  | N                     | C            |
| 59       | 12        | 16,000      |                   | Y              |            | Y                  | N                     | C            |
| 60       | 12        | 24,000      |                   | Y              |            | Y                  | N                     | J            |
| 61       | 12        | 73,000      |                   | Y              |            | N                  | N                     | C            |
| 62       | 12        | 26,000      |                   |                |            | Y                  | N                     | K            |
| 63       | 11        | 39,000      |                   |                | Y          | Y                  | N                     | C            |
| 64       | 11        | 21,000      |                   |                |            | N                  | N                     | K            |
| 65       | 10        | 19,000      |                   |                | Y          | Y                  | N                     | C            |
| 66       | 10        | 2,000       |                   |                |            | N                  | Y                     | K            |
| 67       | 10        | 23,000      |                   |                |            | Y                  | Y                     | I            |
| 68       | 9         | 31,000      |                   | Y              |            | Y                  | N                     | G            |

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LB-1

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 69       | 9         | 46,000      |                   |                |            | N                  |                       | C            |
| 70       | 9         | 65,000      |                   |                | Y          | Y                  | N                     | K            |
| 71       | 9         | 45,000      |                   | Y              |            | Y                  | N                     | C            |
| 72       | 7         | 26,000      |                   |                |            | Y                  | N                     | C            |
| 73       | 4         | 8,000       |                   |                | Y          | Y                  | N                     | K            |
| 74       | 6         | 35,000      |                   |                | Y          | Y                  | N                     | K            |
| 75       | 12        | 36,000      |                   |                | Y          | Y                  | N                     | L            |
| 76       | 3         | 8,000       |                   |                |            | Y                  | N                     | L            |
| 77       | 1         | 8,000       |                   |                |            | Y                  | N                     | L            |
| 78       | 12        | 83,000      |                   | Y              | N          | Y                  | N                     | N            |
| 79       | 10        | 46,000      |                   | Y              | N          | Y                  | N                     | N            |
| 80       | 12        | 56,000      |                   |                | Y          |                    |                       | C            |
| 81       | 12        | 40,000      |                   |                | Y          |                    |                       | C            |
| 82       | 12        | 22,000      |                   |                | Y          |                    |                       | C            |
| 83       | 12        | 17,000      |                   |                | Y          |                    |                       | C            |
| 84       | 6         | 13,000      |                   |                | Y          |                    |                       | C            |
| 85       | 12        | 6,000       |                   |                | Y          |                    |                       | C            |
| 86       | 10        | 4,000       |                   |                | N          |                    |                       | C            |
| 87       | 12        | 2,000       |                   |                | N          |                    |                       | C            |
| 88       | 10        | 1,000       |                   |                | N          |                    |                       | C            |
| 89       | 6         | 1,000       |                   |                | N          |                    |                       | C            |
| 90       | 12        | 480         |                   |                | N          |                    |                       | C            |
| 91       | 12        | 200,000     | Y                 | N              | N          | Y                  | N                     | N            |
| 92       | 48        | 66,000      |                   | Y              | N          | Y                  |                       | E            |
| 93       | 48        | 51,000      |                   | Y              | N          | Y                  |                       | E            |
| 94       | 12        | 20,000      |                   | N              | Y          | Y                  |                       | E            |
| 95       | 12        | 8,000       |                   | N              | Y          | Y                  |                       | E            |
| 96       | 26        | 5,000       |                   | Y              | N          | Y                  |                       | E            |
| 97       | 11        | 55,000      |                   | N              | Y          | Y                  |                       | E            |
| 98       | 13        | 59,000      |                   | N              | Y          | Y                  |                       | E            |
| 99       | 12        | 96,000      |                   | N              | Y          | Y                  |                       | E            |
| 100      | 12        | 15,000      |                   | N              | Y          |                    |                       | D            |
| 101      | 12        | 78,000      |                   | Y              |            |                    |                       | D            |
| 102      | 12        | 15,000      | Y                 | N              |            |                    |                       | J            |

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LB-1

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 103      | 12        | 10,000      |                   | Y              |            |                    | N                     | D            |
| 104      | 12        | 49,000      |                   | Y              |            |                    | N                     | D            |
| 105      | 12        | 51,000      |                   | Y              |            |                    | N                     | D            |
| 106      | 12        | 51,000      |                   | Y              |            |                    | N                     | D            |
| 107      | 12        | 36,000      |                   | Y              |            |                    | N                     | D            |
| 108      | 12        | 65,000      |                   | Y              |            |                    | N                     | D            |
| 109      | 24        | 123,000     |                   | Y              |            |                    | N                     | D            |
| 110      | 12        | 44,000      |                   | Y              |            |                    | N                     | D            |
| 111      | 6         | 5,000       |                   | Y              |            |                    | N                     | D            |
| 112      | 12        | 13,000      |                   | Y              |            |                    | N                     | D            |
| 113      | 12        | 8,000       |                   | Y              |            |                    | Y                     | D            |
| 114      | 6         | 5,000       |                   | Y              |            |                    | N                     | D            |
| 115      | 12        | 65,000      |                   | Y              |            |                    | N                     | D            |
| 116      | 6         | 19,000      |                   | Y              |            |                    | N                     | D            |
| 117      | 12        | 51,000      | Y                 | N              |            |                    | Y                     | D            |
| 118      | 12        | 45,000      |                   | Y              |            |                    | N                     | D            |
| 119      | 12        | 168,000     |                   | Y              |            |                    | N                     | D            |
| 120      | 12        | 21,000      |                   | Y              |            |                    | N                     | D            |
| 121      | 12        | 46,000      |                   | Y              |            |                    | N                     | D            |
| 122      | 12        | 75,000      |                   | Y              |            |                    | N                     | D            |
| 123      | 24        | 148,000     |                   | Y              |            |                    | N                     | D            |
| 124      | 12        | 65,000      |                   | Y              |            |                    | N                     | D            |
| 125      | 6         | 11,000      |                   | Y              |            |                    | Y                     | D            |
| 126      | 12        | 30,000      |                   | Y              |            |                    | N                     | D            |
| 127      | 12        | 27,000      |                   | Y              |            |                    | N                     | D            |
| 128      | 12        | 59,000      |                   | Y              |            |                    | N                     | D            |
| 129      | 12        | 17,000      | Y                 | N              |            |                    | N                     | D            |
| 130      | 13        | 189,000     |                   | Y              |            |                    | N                     | D            |
| 131      | 12        | 68,000      |                   | Y              |            |                    | N                     | D            |
| 132      | 12        | 109,000     |                   | Y              |            |                    | N                     | D            |
| 133      | 12        | 20,000      |                   | N              |            |                    | N                     | D            |
| 134      | 12        | 38,000      |                   | Y              |            |                    | N                     | D            |
| 135      | 12        | 73,000      |                   | Y              |            |                    | N                     | D            |
| 136      |           | 23,000      |                   | Y              |            |                    | Y                     | D            |

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| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 137      |           | 63,000      |                   |                |            |                    | Y                     | D            |
| 138      |           | 93,000      |                   |                |            |                    | Y                     | D            |
| 139      |           | 5,000       |                   |                |            |                    | Y                     | O            |
| 140      |           | 19,000      |                   |                |            |                    | Y                     | O            |
| 141      |           | 18,000      |                   |                |            |                    | Y                     | O            |
| 142      | 9         | 35,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 143      | 12        | 20,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 144      | 12        | 21,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 145      | 6         | 23,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 146      | 12        | 103,000     | Y                 | Y              | N          | Y                  | N                     | P            |
| 147      | 6         | 22,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 148      | 12        | 49,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 149      | 12        | 12,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 150      | 6         | 24,000      | N                 | N              | N          | N                  | Y                     | P            |
| 151      | 12        | 32,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 152      | 12        | 46,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 153      | 12        | 17,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 154      | 12        | 31,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 155      | 12        | 15,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 156      | 12        | 9,000       | N                 | N              | N          | N                  | Y                     | L            |
| 157      | 48        | 19,000      | N                 | N              | N          | Y                  | Y                     | P            |
| 158      | 12        | 15,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 159      | 12        | 20,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 160      | 12        | 53,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 161      | 12        | 66,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 162      | 7         | 18,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 163      | 12        | 30,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 164      | 12        | 22,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 165      | 10        | 30,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 166      | 12        | 21,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 167      | 12        | 54,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 168      | 12        | 28,000      | N                 | N              | N          | Y                  | Y                     | P            |
| 169      | 12        | 52,000      | Y                 | Y              | N          | N                  | N                     | D            |
| 170      | 10        | 39,000      | Y                 | Y              | N          | N                  | N                     | D            |

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| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 171      | 9         | 16,000      |                   | Y              |            |                    | N                     | D            |
| 172      | 6         | 16,000      |                   | Y              |            |                    | N                     | D            |
| 173      | 12        | 22,000      |                   | Y              |            |                    | N                     | D            |
| 174      | 7         | 13,000      |                   | Y              |            |                    | N                     | D            |
| 175      | 9         | 14,000      |                   | Y              |            |                    | N                     | D            |
| 176      | 13        | 40,000      |                   |                | Y          |                    | N                     | D            |
| 177      | 7         | 32,000      |                   | Y              |            |                    | N                     | D            |
| 178      | 12        | 63,000      |                   |                | Y          |                    | N                     | D            |
| 179      | 16        | 249,000     | Y                 | Y              | N          | Y                  | N                     | P            |
| 180      | 6         | 35,000      | Y                 | Y              | N          | Y                  | Y                     | P            |
| 181      | 12        | 67,000      | Y                 | Y              | N          | Y                  | Y                     | P            |
| 182      | 12        | 71,000      | Y                 | Y              | N          | Y                  | Y                     | P            |
| 183      | 9         | 30,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 184      | 9         | 31,000      | Y                 | Y              | N          | Y                  | Y                     | P            |
| 185      | 52        | 122,000     | Y                 | N              | N          | Y                  | N                     | P            |
| 186      | 52        | 131,000     | Y                 | N              | N          | Y                  | N                     | P            |
| 187      | 12        | 40,000      | Y                 | N              | N          | Y                  | Y                     | C            |
| 188      | 12        | 78,000      | Y                 | N              | N          | Y                  | Y                     | C            |
| 189      | 26        | 217,000     | Y                 | N              | N          | Y                  | N                     | A            |
| 190      | 26        | 112,000     | Y                 | N              | N          | Y                  | N                     | A            |
| 191      | 12        | 84,000      | Y                 | N              | Y          | Y                  | N                     | A            |
| 192      | 12        | 65,000      | Y                 | N              | Y          | Y                  | N                     | A            |
| 193      | 12        | 71,000      | Y                 | N              | Y          | Y                  | N                     | A            |
| 194      | 52        | 445,000     | Y                 | N              | Y          | Y                  | N                     | A            |
| 195      | 12        | 102,000     | Y                 | Y              |            | Y                  | N                     | P            |
| 196      | 12        | 83,000      | Y                 | Y              |            | Y                  | N                     | P            |
| 197      | 12        | 40,000      | Y                 | Y              |            | Y                  | N                     | P            |
| 198      | 12        | 102,000     | Y                 | Y              |            | Y                  | N                     | P            |
| 199      | 11        | 31,000      |                   | N              | N          |                    | Y                     | C            |
| 200      | 1         | 70,000      |                   | N              | N          |                    | N                     | C            |
| 201      | 12        | 44,000      |                   | N              | N          |                    | Y                     | C            |
| 202      | 12        | 37,000      |                   | N              | N          |                    | Y                     | C            |
| 203      | 22        | 37,000      |                   | N              | N          |                    | Y                     | C            |
| 204      | 12        | 31,000      |                   | N              | N          |                    | Y                     | C            |

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| Pub. No. | Frequency | Apprx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 205      | 15        | 70,000       |                   | N              | N          | Y                  | N                     | C            |
| 206      | 12        | 24,000       |                   | N              | N          |                    | Y                     | C            |
| 207      | 12        | 15,000       |                   | N              | N          |                    | Y                     | C            |
| 208      | 48        | 1,000        |                   | N              | N          | Y                  | Y                     | J            |
| 209      | 12        | 10,000       |                   | N              | N          |                    | Y                     | J            |
| 210      | 16        | 9,000        |                   | N              | N          |                    | Y                     | J            |
| 211      | 12        | 76,000       |                   | N              | N          | Y                  | Y                     | N            |
| 212      | 12        | 102,000      |                   | N              | N          | Y                  | N                     | N            |
| 213      | 12        | 93,000       |                   | N              | N          | Y                  | N                     | N            |
| 214      | 12        | 27,000       |                   | N              | N          |                    | Y                     | N            |
| 215      | 11        | 40,000       |                   | N              | N          |                    | Y                     | N            |
| 216      | 12        | 9,000        |                   | N              | N          |                    | Y                     | N            |
| 217      | 13        | 31,000       |                   | N              | N          |                    | Y                     | N            |
| 218      | 13        | 23,000       |                   | N              | N          |                    | Y                     | N            |
| 219      | 12        | 35,000       |                   | N              | N          |                    | Y                     | N            |
| 220      | 12        | 41,000       |                   | N              | N          |                    | Y                     | N            |
| 221      | 249       | 4,000        |                   | N              | N          | Y                  | Y                     | Q            |
| 222      | 249       | 450          |                   | N              | N          | Y                  | Y                     | Q            |
| 223      | 51        | 9,000        |                   | N              | N          | Y                  | Y                     | Q            |
| 224      | 50        | 8,000        |                   | N              | N          | Y                  | Y                     | Q            |
| 225      | 42        | 2,000        |                   | N              | N          | Y                  | Y                     | Q            |
| 226      | 13        | 21,000       |                   | N              | N          | Y                  | Y                     | Q            |
| 227      | 8         | 12,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 228      | 12        | 9,000        |                   | Y              | Y          | Y                  | Y                     | E            |
| 229      | 12        | 22,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 230      | 6         | 17,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 231      | 13        | 9,000        |                   | Y              | Y          | Y                  | Y                     | E            |
| 232      | 13        | 23,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 233      | 10        | 20,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 234      | 13        | 56,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 235      | 12        | 48,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 236      | 10        | 23,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 237      | 12        | 32,000       |                   | Y              | Y          | Y                  | Y                     | E            |
| 238      | 10        | 11,000       |                   | Y              | Y          | Y                  | Y                     | E            |

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| Pub. No. | Frequency | Apprx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 239      | 52        | 25,000       | N                 | N              | N          | Y                  | Y                     | J            |
| 240      | 14        | 73,000       | Y                 | N              | Y          | Y                  | N                     | K            |
| 241      | 12        | 47,000       | N                 | Y              | N          | Y                  | N                     | P            |
| 242      | 12        | 16,000       | N                 | N              | N          | N                  | N                     | J            |
| 243      | 7         | 37,000       | N                 | N              | N          | N                  | Y                     | K            |
| 244      | 24        | 9,000        | N                 | N              | N          | N                  | Y                     | C            |
| 245      | 24        | 10,000       | N                 | N              | N          | N                  | Y                     | C            |
| 246      | 13        | 50,000       | Y                 | N              | Y          | Y                  | N                     | K            |
| 247      | 13        | 21,000       | N                 | N              | N          | N                  | Y                     | K            |
| 248      | 24        | 12,000       | N                 | N              | N          | N                  | Y                     | C            |
| 249      | 12        | 85,000       | N                 | Y              | N          | Y                  | N                     | P            |
| 250      | 14        | 19,000       | N                 | N              | N          | N                  | Y                     | K            |
| 251      | 24        | 6,000        | N                 | N              | N          | N                  | Y                     | C            |
| 252      | 52        | 3,000        | N                 | N              | N          | N                  | Y                     | R            |
| 253      | 24        | 9,000        | N                 | N              | N          | N                  | Y                     | C            |
| 254      | 12        | 44,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 255      | 13        | 43,000       | N                 | N              | N          | Y                  | Y                     | K            |
| 256      | 12        | 86,000       | N                 | N              | N          | N                  | Y                     | K            |
| 257      | 12        | 36,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 258      | 18        | 157,000      | Y                 | N              | Y          | Y                  | N                     | K            |
| 259      | 258       | 24,000       | N                 | N              | N          | Y                  | Y                     | S            |
| 260      | 258       | 10,000       | N                 | N              | N          | Y                  | Y                     | J            |
| 261      | 24        | 9,000        | N                 | N              | N          | N                  | Y                     | C            |
| 262      | 12        | 48,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 263      | 15        | 108,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 264      | 26        | 115,000      | Y                 | N              | Y          | Y                  | N                     | K            |
| 265      | 12        | 22,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 266      | 12        | 38,000       | N                 | Y              | N          | Y                  | N                     | P            |
| 267      | 52        | 23,000       | N                 | N              | N          | Y                  | Y                     | J            |
| 268      | 12        | 74,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 269      | 13        | 33,000       | N                 | N              | N          | Y                  | N                     | J            |
| 270      | 6         | 17,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 271      | 13        | 27,000       | N                 | N              | N          | Y                  | Y                     | J            |
| 272      | 12        | 57,000       | N                 | N              | Y          | Y                  | N                     | K            |

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| Pub. No. | Frequency | Apprx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 273      | 49        | 10,000       | N                 | N              | N          | Y                  | Y                     | J            |
| 274      | 10        | 63,000       | N                 | N              | N          | N                  | N                     | J            |
| 275      |           | 90,000       | N                 | N              | N          | Y                  | Y                     | K            |
| 276      | 10        | 95,000       | N                 | Y              | N          | Y                  | N                     | J            |
| 277      | 12        | 28,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 278      | 13        | 29,000       | N                 | N              | N          | Y                  | N                     | K            |
| 279      | 12        | 73,000       | N                 | Y              | Y          | Y                  | N                     | P            |
| 280      | 51        | 2,000        | N                 | N              | N          | N                  | Y                     | T            |
| 281      | 12        | 19,000       | N                 | N              | N          | N                  | N                     | J            |
| 282      | 12        | 72,000       | N                 | N              | Y          | Y                  | N                     | K            |
| 283      | 12        | 90,000       | Y                 | N              | Y          | Y                  | N                     | K            |
| 284      | 13        | 66,000       | N                 | Y              | N          | Y                  | N                     | P            |
| 285      | 52        | 3,000        | N                 | N              | N          | N                  | Y                     | R            |
| 286      | 52        | 20,000       | N                 | N              | N          | Y                  | Y                     | K            |
| 287      | 12        | 37,000       | N                 | N              | N          | N                  | Y                     | K            |
| 288      | 6         | 63,000       | N                 | Y              | N          | Y                  | N                     | P            |
| 289      | 13        | 81,000       | Y                 | N              | N          | Y                  | N                     | K            |
| 290      | 24        | 7,000        | N                 | N              | N          | N                  | Y                     | C            |
| 291      | 24        | 11,000       | N                 | N              | N          | N                  | Y                     | C            |
| 292      | 14        | 128,000      | Y                 | N              | N          | Y                  | N                     | C            |
| 293      | 24        | 10,000       | N                 | N              | N          | N                  | Y                     | K            |
| 294      | 12        | 36,000       | N                 | Y              | N          | Y                  | N                     | C            |
| 295      | 12        | 102,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 296      | 12        | 128,000      | Y                 | Y              | N          | Y                  | N                     | P            |
| 297      | 13        | 9,000        | N                 | N              | N          | N                  | Y                     | P            |
| 298      | 12        | 95,000       | Y                 | N              | Y          | Y                  | N                     | J            |
| 299      | 13        | 29,000       | N                 | Y              | N          | Y                  | N                     | K            |
| 300      | 12        | 65,000       | Y                 | N              | Y          | Y                  | N                     | P            |
| 301      | 9         | 71,000       | Y                 | Y              | N          | Y                  | N                     | K            |
| 302      | 20        | 92,000       | Y                 | N              | Y          | Y                  | N                     | P            |
| 303      | 51        | 23,000       | N                 | N              | N          | Y                  | Y                     | K            |
| 304      | 12        | 70,000       | N                 | N              | Y          | Y                  | N                     | J            |
| 305      | 24        | 156,000      | Y                 | N              | Y          | Y                  | N                     | K            |
| 306      | 24        | 9,000        | N                 | N              | N          | Y                  | Y                     | C            |

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| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 307      | 12        | 35,000      | N                 | Y              | N          | Y                  | N                     | P            |
| 308      | 9         | 17,000      | N                 | N              | N          | N                  | Y                     | K            |
| 309      | 13        | 38,000      | N                 | N              | Y          | Y                  | N                     | K            |
| 310      | 12        | 35,000      | N                 | N              | N          | N                  | N                     | J            |
| 311      | 12        | 53,000      | N                 | N              | N          | N                  | Y                     | P            |
| 312      | 27        | 28,000      | N                 | N              | N          | Y                  | Y                     | S            |
| 313      | 11        | 58,000      | N                 | N              | Y          | Y                  | N                     | K            |
| 314      | 54        | 2,000       | N                 | N              | N          | Y                  | Y                     | U            |
| 315      | 52        | 40,000      | N                 | N              | N          | Y                  | Y                     | P            |
| 316      | 26        | 23,000      | N                 | N              | N          | Y                  | Y                     | J            |
| 317      | 24        | 7,000       | N                 | N              | N          | N                  | Y                     | C            |
| 318      | 51        | 22,000      | N                 | N              | N          | Y                  | Y                     | J            |
| 319      | 52        | 3,000       | N                 | N              | N          | N                  | Y                     | R            |
| 320      | 12        | 35,000      | N                 | N              | N          | N                  | Y                     | K            |
| 321      | 53        | 49,000      | N                 | N              | N          | Y                  | Y                     | J            |
| 322      | 25        | 28,000      | N                 | N              | N          | Y                  | Y                     | K            |
| 323      | 365       | 170         | N                 | N              | N          | N                  | Y                     | K            |
| 324      | 365       | 30          | N                 | N              | N          | N                  | Y                     | K            |
| 325      | 365       | 350         | N                 | N              | N          | N                  | Y                     | K            |
| 326      | 365       | 1,000       | N                 | N              | N          | N                  | Y                     | K            |
| 327      | 365       | 1,000       | N                 | N              | N          | N                  | Y                     | K            |
| 328      | 365       | 140         | N                 | N              | N          | N                  | Y                     | K            |
| 329      | 365       | 1,000       | N                 | N              | N          | N                  | Y                     | K            |
| 330      | 365       | 1,000       | N                 | N              | N          | N                  | Y                     | K            |
| 331      | 365       | 70          | N                 | N              | N          | N                  | Y                     | K            |
| 332      | 52        | 80,000      | N                 | N              | N          | N                  | Y                     | K            |
| 333      | 52        | 2,000       | N                 | N              | N          | N                  | Y                     | K            |
| 334      | 52        | 79,000      | N                 | N              | N          | Y                  | Y                     | K            |
| 335      | 52        | 1,000       | N                 | N              | N          | N                  | Y                     | K            |
| 336      | 52        | 450         | N                 | N              | N          | N                  | Y                     | K            |
| 337      | 52        | 9,000       | N                 | N              | N          | N                  | Y                     | K            |
| 338      | 12        | 107,000     | Y                 | N              | N          | Y                  | N                     | K            |
| 339      | 12        | 10,000      | N                 | N              | N          | N                  | Y                     | K            |
| 340      | 12        | 36,000      | Y                 | N              | N          | Y                  | N                     | K            |

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| A          | B         | C           | D                 | E              | F          | G                  | H                     | I            |
|------------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|
| Pub. No.   | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code |
| 341        | 12        | 5,000       | N                 | N              | N          | Y                  | Y                     |              |
| 342        | 12        | 6,000       | N                 | N              | N          | Y                  | Y                     |              |
| 343        | 12        | 5,000       | N                 | N              | N          | Y                  | Y                     |              |
| 344        | 12        | 7,000       | N                 | Y              | N          | Y                  | N                     |              |
| 345        | 12        | 6,000       | N                 | N              | N          | N                  | Y                     |              |
| 346        | 12        | 6,000       | Y                 | N              | N          | Y                  | N                     |              |
| 347        | 12        | 8,000       | N                 | Y              | N          | N                  | N                     |              |
| 348        | 12        | 6,000       | N                 | N              | N          | Y                  | N                     |              |
| 349        | 12        | 6,000       | Y                 | N              | N          | Y                  | N                     |              |
| 350        | 12        | 4,000       | N                 | N              | N          | N                  | Y                     |              |
| 351        | 12        | 1,000       | N                 | N              | N          | N                  | Y                     |              |
| 352        | 12        | 2,000       | N                 | N              | N          | N                  | Y                     |              |
| 353        | 12        | 1,000       | N                 | N              | N          | N                  | Y                     |              |
| 354        | 12        | 450         | N                 | N              | N          | N                  | Y                     |              |
| 355        | 12        | 1,000       | N                 | N              | N          | N                  | Y                     |              |
| 356        | 12        | 1,000       | N                 | N              | N          | N                  | Y                     |              |
| 357        | 12        | 190         | N                 | N              | N          | N                  | Y                     |              |
| 358        | 4         | 35,000      | N                 | N              | N          | N                  | Y                     |              |
| 359        | 4         | 1,000       | N                 | N              | N          | N                  | Y                     |              |
| 360        | 4         | 1,000       | N                 | N              | N          | N                  | Y                     |              |
| AVG:       | 29        | 40,378      |                   |                |            |                    |                       |              |
| Total 'Y': |           |             | 55                | 122            | 67         | 192                | 135                   |              |
| Total 'N': |           |             | 120               | 160            | 194        | 89                 | 185                   |              |

# Total Pieces for Publications Predominantly Sacked

LB-2

| A        | B         | C            | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|--------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Apprx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 3        | 12        | 33,000       |                   |                |            | N                  | Y                     | B            | 396,000             |
| 4        | 12        | 22,000       |                   |                |            | N                  | Y                     | B            | 264,000             |
| 5        | 12        | 24,000       |                   |                |            | N                  | Y                     | B            | 288,000             |
| 6        | 12        | 8,000        |                   |                |            | N                  | Y                     | B            | 96,000              |
| 7        | 12        | 19,000       |                   |                |            | N                  | Y                     | B            | 228,000             |
| 8        | 52        | 53,000       |                   |                |            | N                  | Y                     | V            | 2,756,000           |
| 10       | 14        | 22,000       |                   | N              | N          | N                  | Y                     | C            | 308,000             |
| 30       | 12        | 3,000        |                   |                |            | N                  | Y                     | F            | 36,000              |
| 31       | 12        | 2,000        |                   |                |            | N                  | Y                     | F            | 24,000              |
| 32       | 6         | 250          |                   |                |            | N                  | Y                     | F            | 1,500               |
| 35       | 199       | 9,000        |                   |                |            | Y                  | Y                     | G            | 1,791,000           |
| 36       | 52        | 22,000       |                   |                |            | Y                  | Y                     | G            | 1,144,000           |
| 39       | 51        | 11,000       |                   |                |            | Y                  | Y                     | J            | 561,000             |
| 40       | 47        | 12,000       |                   |                |            | Y                  | Y                     | K            | 564,000             |
| 41       | 45        | 18,000       |                   |                |            | Y                  | Y                     | K            | 810,000             |
| 42       | 45        | 11,000       |                   |                |            | Y                  | Y                     | K            | 495,000             |
| 43       | 24        | 2,000        |                   |                |            | N                  | Y                     | J            | 48,000              |
| 55       | 12        | 3,000        |                   |                |            | N                  | Y                     | C            | 36,000              |
| 66       | 10        | 2,000        |                   |                |            | N                  | Y                     | I            | 20,000              |
| 67       | 10        | 23,000       |                   |                |            | Y                  | Y                     | G            | 230,000             |
| 113      | 12        | 8,000        |                   |                |            |                    | Y                     | D            | 96,000              |
| 117      | 12        | 51,000       | Y                 |                |            |                    | Y                     | D            | 612,000             |
| 125      | 6         | 11,000       |                   | Y              |            |                    | Y                     | D            | 66,000              |
| 150      | 6         | 24,000       | N                 |                |            | N                  | Y                     | P            | 144,000             |
| 156      | 12        | 9,000        | N                 |                |            | N                  | Y                     | L            | 108,000             |
| 157      | 48        | 19,000       | N                 |                |            | Y                  | Y                     | P            | 912,000             |
| 168      | 12        | 28,000       | N                 |                |            | N                  | Y                     | P            | 336,000             |
| 180      | 6         | 35,000       | Y                 |                |            | Y                  | Y                     | P            | 210,000             |
| 181      | 12        | 67,000       | Y                 |                |            | Y                  | Y                     | P            | 804,000             |
| 182      | 12        | 71,000       | Y                 |                |            | Y                  | Y                     | P            | 852,000             |
| 184      | 9         | 31,000       | Y                 |                |            | Y                  | Y                     | P            | 279,000             |
| 187      | 12        | 40,000       | Y                 |                |            | Y                  | Y                     | C            | 480,000             |
| 188      | 12        | 78,000       | Y                 |                |            | Y                  | Y                     | C            | 936,000             |
| 199      | 11        | 31,000       | Y                 |                |            | Y                  | Y                     | C            | 341,000             |

# Total Pieces for Publications Predominantly Sacked

LB-2

| A        | B         | C           | D                 | E           | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|-------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 201      | 12        | 44,000      |                   | N           | N          |                    | Y                     | C            | 528,000             |
| 202      | 12        | 37,000      |                   | N           | N          |                    | Y                     | C            | 444,000             |
| 203      | 22        | 37,000      |                   | N           | N          |                    | Y                     | C            | 814,000             |
| 204      | 12        | 31,000      |                   | N           | N          |                    | Y                     | C            | 372,000             |
| 206      | 12        | 24,000      |                   | N           | N          |                    | Y                     | C            | 288,000             |
| 207      | 12        | 15,000      |                   | N           | N          |                    | Y                     | C            | 180,000             |
| 208      | 48        | 1,000       |                   | N           | N          | Y                  | Y                     | J            | 48,000              |
| 209      | 12        | 10,000      |                   | N           | N          |                    | Y                     | J            | 120,000             |
| 210      | 16        | 9,000       |                   | N           | N          |                    | Y                     | J            | 144,000             |
| 211      | 12        | 76,000      |                   | N           | N          | Y                  | Y                     | N            | 912,000             |
| 214      | 12        | 27,000      |                   | N           | N          |                    | Y                     | N            | 324,000             |
| 215      | 11        | 40,000      |                   | N           | N          |                    | Y                     | N            | 440,000             |
| 216      | 12        | 9,000       |                   | N           | N          |                    | Y                     | N            | 108,000             |
| 217      | 13        | 31,000      |                   | N           | N          |                    | Y                     | N            | 403,000             |
| 218      | 13        | 23,000      |                   | N           | N          |                    | Y                     | N            | 299,000             |
| 219      | 12        | 35,000      |                   | N           | N          |                    | Y                     | N            | 420,000             |
| 220      | 12        | 41,000      |                   | N           | N          |                    | Y                     | N            | 492,000             |
| 221      | 249       | 4,000       |                   | N           | N          | Y                  | Y                     | Q            | 996,000             |
| 222      | 249       | 450         |                   | N           | N          | Y                  | Y                     | Q            | 112,050             |
| 223      | 51        | 9,000       |                   | N           | N          | Y                  | Y                     | Q            | 459,000             |
| 224      | 50        | 8,000       |                   | N           | N          | Y                  | Y                     | Q            | 400,000             |
| 225      | 42        | 2,000       |                   | N           | N          | Y                  | Y                     | Q            | 84,000              |
| 239      | 52        | 25,000      |                   | N           | N          | Y                  | Y                     | J            | 1,300,000           |
| 243      | 7         | 37,000      |                   | N           | N          | N                  | Y                     | K            | 259,000             |
| 244      | 24        | 9,000       |                   | N           | N          | N                  | Y                     | C            | 216,000             |
| 245      | 24        | 10,000      |                   | N           | N          | N                  | Y                     | C            | 240,000             |
| 247      | 13        | 21,000      |                   | N           | N          | N                  | Y                     | K            | 273,000             |
| 248      | 24        | 12,000      |                   | N           | N          | N                  | Y                     | C            | 288,000             |
| 250      | 14        | 19,000      |                   | N           | N          | N                  | Y                     | K            | 266,000             |
| 251      | 24        | 6,000       |                   | N           | N          | N                  | Y                     | C            | 144,000             |
| 252      | 52        | 3,000       |                   | N           | N          | N                  | Y                     | R            | 156,000             |
| 253      | 24        | 9,000       |                   | N           | N          | N                  | Y                     | C            | 216,000             |
| 255      | 13        | 43,000      |                   | N           | N          | Y                  | Y                     | K            | 559,000             |
| 256      | 12        | 86,000      |                   | N           | N          | N                  | Y                     | K            | 1,032,000           |

# Total Pieces for Publications Predominantly Sacked

| A        | B         | C           | D                 | E           | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|-------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 259      | 258       | 24,000      | N                 | N           | N          | Y                  | Y                     | S            | 6,192,000           |
| 260      | 258       | 10,000      | N                 | N           | N          | Y                  | Y                     | J            | 2,580,000           |
| 261      | 24        | 9,000       | N                 | N           | N          | N                  | Y                     | C            | 216,000             |
| 267      | 52        | 23,000      | N                 | N           | N          | Y                  | Y                     | J            | 1,196,000           |
| 271      | 13        | 27,000      | N                 | N           | N          | Y                  | Y                     | J            | 351,000             |
| 273      | 49        | 10,000      | N                 | N           | N          | Y                  | Y                     | J            | 490,000             |
| 280      | 51        | 2,000       | N                 | N           | N          | N                  | Y                     | T            | 102,000             |
| 285      | 52        | 3,000       | N                 | N           | N          | N                  | Y                     | R            | 156,000             |
| 286      | 52        | 20,000      | N                 | N           | N          | Y                  | Y                     | K            | 1,040,000           |
| 287      | 12        | 37,000      | N                 | N           | N          | N                  | Y                     | K            | 444,000             |
| 290      | 24        | 7,000       | N                 | N           | N          | N                  | Y                     | C            | 168,000             |
| 291      | 24        | 11,000      | N                 | N           | N          | N                  | Y                     | C            | 264,000             |
| 293      | 24        | 10,000      | N                 | N           | N          | N                  | Y                     | C            | 240,000             |
| 297      | 13        | 9,000       | N                 | N           | N          | N                  | Y                     | J            | 117,000             |
| 303      | 51        | 23,000      | N                 | N           | N          | Y                  | Y                     | J            | 1,173,000           |
| 306      | 24        | 9,000       | N                 | N           | N          | N                  | Y                     | C            | 216,000             |
| 308      | 9         | 17,000      | N                 | N           | N          | N                  | Y                     | K            | 153,000             |
| 311      | 12        | 53,000      | N                 | N           | N          | N                  | Y                     | P            | 636,000             |
| 312      | 27        | 28,000      | N                 | N           | N          | Y                  | Y                     | S            | 756,000             |
| 314      | 54        | 2,000       | N                 | N           | N          | Y                  | Y                     | U            | 108,000             |
| 315      | 52        | 40,000      | N                 | N           | N          | Y                  | Y                     | P            | 2,080,000           |
| 316      | 26        | 23,000      | N                 | N           | N          | Y                  | Y                     | J            | 598,000             |
| 317      | 24        | 7,000       | N                 | N           | N          | N                  | Y                     | C            | 168,000             |
| 318      | 51        | 22,000      | N                 | N           | N          | Y                  | Y                     | J            | 1,122,000           |
| 319      | 52        | 3,000       | N                 | N           | N          | N                  | Y                     | R            | 156,000             |
| 320      | 12        | 35,000      | N                 | N           | N          | N                  | Y                     | K            | 420,000             |
| 321      | 53        | 49,000      | N                 | N           | N          | Y                  | Y                     | J            | 2,597,000           |
| 322      | 25        | 28,000      | N                 | N           | N          | Y                  | Y                     | K            | 700,000             |
| 323      | 365       | 170         | N                 | N           | N          | N                  | Y                     |              | 62,050              |
| 324      | 365       | 30          | N                 | N           | N          | N                  | Y                     |              | 10,950              |
| 325      | 365       | 350         | N                 | N           | N          | N                  | Y                     |              | 127,750             |
| 326      | 365       | 1,000       | N                 | N           | N          | N                  | Y                     |              | 365,000             |
| 327      | 365       | 1,000       | N                 | N           | N          | N                  | Y                     |              | 365,000             |
| 328      | 365       | 140         | N                 | N           | N          | N                  | Y                     |              | 51,100              |

# Total Pieces for Publications Predominantly Sacked

LB-2

| A                 | B         | C             | D                 | E              | F          | G                  | H                     | I             | J                   |
|-------------------|-----------|---------------|-------------------|----------------|------------|--------------------|-----------------------|---------------|---------------------|
| Pub. No.          | Frequency | Appx. Circ.   | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code  | Total Annual Pieces |
| 329               | 365       | 1,000         | N                 | N              | N          | N                  | Y                     |               | 365,000             |
| 330               | 365       | 1,000         | N                 | N              | N          | N                  | Y                     |               | 365,000             |
| 331               | 365       | 70            | N                 | N              | N          | N                  | Y                     |               | 25,550              |
| 332               | 52        | 80,000        | N                 | N              | N          | N                  | Y                     |               | 4,160,000           |
| 333               | 52        | 2,000         | N                 | N              | N          | N                  | Y                     |               | 104,000             |
| 334               | 52        | 79,000        | N                 | N              | N          | Y                  | Y                     |               | 4,108,000           |
| 335               | 52        | 1,000         | N                 | N              | N          | N                  | Y                     |               | 52,000              |
| 336               | 52        | 450           | N                 | N              | N          | N                  | Y                     |               | 23,400              |
| 337               | 52        | 9,000         | N                 | N              | N          | N                  | Y                     |               | 468,000             |
| 339               | 12        | 10,000        | N                 | N              | N          | N                  | Y                     |               | 120,000             |
| 341               | 12        | 5,000         | N                 | N              | N          | Y                  | Y                     |               | 60,000              |
| 342               | 12        | 6,000         | N                 | N              | N          | Y                  | Y                     |               | 72,000              |
| 343               | 12        | 5,000         | N                 | N              | N          | Y                  | Y                     |               | 60,000              |
| 345               | 12        | 6,000         | N                 | N              | N          | N                  | Y                     |               | 72,000              |
| 348               | 12        | 6,000         | N                 | N              | N          | Y                  | Y                     |               | 72,000              |
| 350               | 12        | 4,000         | N                 | N              | N          | N                  | Y                     |               | 48,000              |
| 351               | 12        | 1,000         | N                 | N              | N          | N                  | Y                     |               | 12,000              |
| 352               | 12        | 2,000         | N                 | N              | N          | N                  | Y                     |               | 24,000              |
| 353               | 12        | 1,000         | N                 | N              | N          | N                  | Y                     |               | 12,000              |
| 354               | 12        | 450           | N                 | N              | N          | N                  | Y                     |               | 5,400               |
| 355               | 12        | 1,000         | N                 | N              | N          | N                  | Y                     |               | 12,000              |
| 356               | 12        | 1,000         | N                 | N              | N          | N                  | Y                     |               | 12,000              |
| 357               | 12        | 190           | N                 | N              | N          | N                  | Y                     |               | 2,280               |
| 358               | 4         | 35,000        | N                 | N              | N          | N                  | Y                     |               | 140,000             |
| 359               | 4         | 1,000         | N                 | N              | N          | N                  | Y                     |               | 4,000               |
| 360               | 4         | 1,000         | N                 | N              | N          | N                  | Y                     |               | 4,000               |
| <b>AVG:</b>       | <b>56</b> | <b>18,739</b> |                   |                |            |                    |                       |               |                     |
| <b>Total 'Y':</b> | <b>7</b>  | <b>6</b>      | <b>7</b>          | <b>6</b>       | <b>0</b>   | <b>42</b>          | <b>128</b>            | <b>TOTAL:</b> | <b>65,432,030</b>   |
| <b>Total 'N':</b> | <b>76</b> | <b>103</b>    | <b>106</b>        | <b>67</b>      | <b>0</b>   | <b>0</b>           |                       |               |                     |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 1        | 12        | 200,000     | N                 | Y              | Y          | Y                  | N                     | A            | 2,400,000           |
| 2        | 4         | 200,000     | N                 | Y              | Y          | Y                  | N                     | A            | 800,000             |
| 9        | 12        | 52,000      |                   | N              | Y          | N                  | N                     | C            | 624,000             |
| 11       | 12        | 36,000      |                   | Y              | N          | N                  | N                     | D            | 432,000             |
| 12       | 12        | 25,000      |                   | Y              | N          | N                  | N                     | D            | 300,000             |
| 13       | 12        | 129,000     |                   | Y              | N          | N                  | N                     | D            | 1,548,000           |
| 14       | 12        | 126,000     |                   | Y              | N          | N                  | N                     | D            | 1,512,000           |
| 15       | 10        | 91,000      |                   | Y              | N          | N                  | N                     | D            | 910,000             |
| 16       | 12        | 14,000      |                   | Y              | N          | N                  | N                     | D            | 168,000             |
| 17       | 6         | 30,000      |                   | Y              | N          | N                  | N                     | D            | 180,000             |
| 18       | 12        | 19,000      |                   | Y              | N          | N                  | N                     | D            | 228,000             |
| 19       | 12        | 40,000      |                   | Y              | N          | N                  | N                     | D            | 480,000             |
| 20       | 24        | 119,000     |                   | Y              | N          | Y                  | N                     | E            | 2,856,000           |
| 21       | 24        | 92,000      |                   | Y              | N          | Y                  | N                     | E            | 2,208,000           |
| 22       | 24        | 40,000      |                   | Y              | N          | Y                  | N                     | E            | 960,000             |
| 23       | 12        | 53,000      |                   | Y              | N          | Y                  | N                     | E            | 636,000             |
| 24       | 12        | 16,000      |                   | Y              | N          | Y                  | N                     | E            | 192,000             |
| 25       | 12        | 43,000      |                   | Y              | N          | Y                  | N                     | E            | 516,000             |
| 26       | 12        | 10,000      |                   | Y              | N          | Y                  | N                     | E            | 120,000             |
| 27       | 12        | 22,000      |                   |                | Y          | Y                  | N                     | C            | 264,000             |
| 28       | 24        | 12,000      |                   |                | Y          | Y                  | N                     | C            | 288,000             |
| 29       | 24        | 26,000      |                   |                | Y          | Y                  | N                     | C            | 624,000             |
| 37       | 51        | 5,000       |                   |                |            | Y                  | N                     | H            | 255,000             |
| 38       | 51        | 4,000       |                   |                |            | Y                  | N                     | I            | 204,000             |
| 44       | 23        | 30,000      |                   | Y              |            | Y                  | N                     | C            | 690,000             |
| 45       | 21        | 31,000      |                   | Y              |            | Y                  | N                     | C            | 651,000             |
| 46       | 18        | 56,000      |                   | Y              |            | Y                  | N                     | K            | 1,008,000           |
| 47       | 18        | 46,000      |                   | Y              |            | Y                  | N                     | C            | 828,000             |
| 48       | 15        | 75,000      |                   |                |            | Y                  | N                     | K            | 1,125,000           |
| 49       | 15        | 51,000      |                   |                | Y          | Y                  | N                     | K            | 765,000             |
| 50       | 13        | 14,000      |                   |                | Y          | Y                  | N                     | C            | 182,000             |
| 51       | 13        | 37,000      |                   |                |            | N                  | N                     | K            | 481,000             |
| 52       | 12        | 88,000      |                   |                |            | Y                  | N                     | K            | 1,056,000           |
| 53       | 12        | 31,000      |                   |                |            | Y                  | N                     | C            | 372,000             |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 54       | 12        | 22,000      |                   | Y              |            | Y                  | N                     | C            | 264,000             |
| 57       | 12        | 52,000      |                   |                |            | Y                  | N                     | C            | 624,000             |
| 58       | 12        | 27,000      |                   | Y              |            | Y                  | N                     | C            | 324,000             |
| 59       | 12        | 16,000      |                   | Y              |            | Y                  | N                     | J            | 192,000             |
| 60       | 12        | 24,000      |                   | Y              |            | Y                  | N                     | C            | 288,000             |
| 62       | 12        | 26,000      |                   |                |            | Y                  | N                     | C            | 312,000             |
| 63       | 11        | 39,000      |                   |                | Y          | Y                  | N                     | K            | 429,000             |
| 65       | 10        | 19,000      |                   |                | Y          | Y                  | N                     | K            | 190,000             |
| 68       | 9         | 31,000      |                   | Y              |            | Y                  | N                     | C            | 279,000             |
| 70       | 9         | 65,000      |                   |                | Y          | Y                  | N                     | K            | 585,000             |
| 71       | 9         | 45,000      |                   | Y              |            | Y                  | N                     | C            | 405,000             |
| 72       | 7         | 26,000      |                   |                |            | Y                  | N                     | C            | 182,000             |
| 73       | 4         | 8,000       |                   |                | Y          | Y                  | N                     | K            | 32,000              |
| 74       | 6         | 35,000      |                   |                | Y          | Y                  | N                     | K            | 210,000             |
| 75       | 12        | 36,000      |                   |                | Y          | Y                  | N                     | L            | 432,000             |
| 76       | 3         | 8,000       |                   |                |            | Y                  | N                     | L            | 24,000              |
| 77       | 1         | 8,000       |                   |                |            | Y                  | N                     | L            | 8,000               |
| 78       | 12        | 83,000      |                   | Y              | N          | Y                  | N                     | N            | 996,000             |
| 79       | 10        | 46,000      |                   | Y              | N          | Y                  | N                     | N            | 460,000             |
| 80       | 12        | 56,000      |                   |                | Y          | Y                  | N                     | C            | 672,000             |
| 81       | 12        | 40,000      |                   |                | Y          | Y                  | N                     | C            | 480,000             |
| 82       | 12        | 22,000      |                   |                | Y          | Y                  | N                     | C            | 264,000             |
| 83       | 12        | 17,000      |                   |                | Y          | Y                  | N                     | C            | 204,000             |
| 84       | 6         | 13,000      |                   |                | Y          | Y                  | N                     | C            | 78,000              |
| 85       | 12        | 6,000       |                   |                | Y          | Y                  | N                     | C            | 72,000              |
| 91       | 12        | 200,000     | Y                 | N              | N          | Y                  | N                     | N            | 2,400,000           |
| 92       | 48        | 66,000      |                   | Y              | N          | Y                  | N                     | E            | 3,168,000           |
| 93       | 48        | 51,000      |                   | Y              | N          | Y                  | N                     | E            | 2,448,000           |
| 94       | 12        | 20,000      |                   | N              | Y          | Y                  | N                     | E            | 240,000             |
| 95       | 12        | 8,000       |                   | N              | Y          | Y                  | N                     | E            | 96,000              |
| 96       | 26        | 5,000       |                   | Y              | N          | Y                  | N                     | E            | 130,000             |
| 97       | 11        | 55,000      |                   | N              | Y          | Y                  | N                     | E            | 605,000             |
| 98       | 13        | 59,000      |                   | N              | Y          | Y                  | N                     | E            | 767,000             |
| 99       | 12        | 96,000      |                   | N              | Y          | Y                  | N                     | E            | 1,152,000           |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 100      | 12        | 15,000      |                   | N              | Y          | Y                  | N                     | E            | 180,000             |
| 101      | 12        | 78,000      |                   | Y              |            |                    | N                     | D            | 936,000             |
| 102      | 12        | 15,000      | Y                 | N              |            |                    | N                     | J            | 180,000             |
| 103      | 12        | 10,000      |                   | Y              |            |                    | N                     | D            | 120,000             |
| 104      | 12        | 49,000      |                   | Y              |            |                    | N                     | D            | 588,000             |
| 105      | 12        | 51,000      |                   | Y              |            |                    | N                     | D            | 612,000             |
| 106      | 12        | 51,000      |                   | Y              |            |                    | N                     | D            | 612,000             |
| 107      | 12        | 36,000      |                   | Y              |            |                    | N                     | D            | 432,000             |
| 108      | 12        | 65,000      |                   | Y              |            |                    | N                     | D            | 780,000             |
| 109      | 24        | 123,000     |                   | Y              |            |                    | N                     | D            | 2,952,000           |
| 110      | 12        | 44,000      |                   | Y              |            |                    | N                     | D            | 528,000             |
| 111      | 6         | 5,000       |                   | Y              |            |                    | N                     | D            | 30,000              |
| 112      | 12        | 13,000      |                   | Y              |            |                    | N                     | D            | 156,000             |
| 114      | 6         | 5,000       |                   | Y              |            |                    | N                     | D            | 30,000              |
| 115      | 12        | 65,000      |                   | Y              |            |                    | N                     | D            | 780,000             |
| 116      | 6         | 19,000      |                   | Y              |            |                    | N                     | D            | 114,000             |
| 118      | 12        | 45,000      |                   | Y              |            |                    | N                     | D            | 540,000             |
| 119      | 12        | 168,000     |                   | Y              |            |                    | N                     | D            | 2,016,000           |
| 120      | 12        | 21,000      |                   | Y              |            |                    | N                     | D            | 252,000             |
| 121      | 12        | 46,000      |                   | Y              |            |                    | N                     | D            | 552,000             |
| 122      | 12        | 75,000      |                   | Y              |            |                    | N                     | D            | 900,000             |
| 123      | 24        | 148,000     |                   | Y              |            |                    | N                     | D            | 3,552,000           |
| 124      | 12        | 65,000      |                   | Y              |            |                    | N                     | D            | 780,000             |
| 126      | 12        | 30,000      |                   | Y              |            |                    | N                     | D            | 360,000             |
| 127      | 12        | 27,000      |                   | Y              |            |                    | N                     | D            | 324,000             |
| 128      | 12        | 59,000      |                   | Y              |            |                    | N                     | D            | 708,000             |
| 129      | 12        | 17,000      | Y                 | N              |            |                    | N                     | D            | 204,000             |
| 130      | 13        | 189,000     |                   | Y              |            |                    | N                     | D            | 2,457,000           |
| 131      | 12        | 68,000      |                   | Y              |            |                    | N                     | D            | 816,000             |
| 132      | 12        | 109,000     |                   | Y              |            |                    | N                     | D            | 1,308,000           |
| 133      | 12        | 20,000      |                   | N              |            |                    | N                     | D            | 240,000             |
| 134      | 12        | 38,000      |                   | Y              |            |                    | N                     | D            | 456,000             |
| 135      | 12        | 73,000      |                   | Y              |            |                    | N                     | D            | 876,000             |
| 142      | 9         | 35,000      | N                 | Y              | N          | Y                  | N                     | P            | 315,000             |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 143      | 12        | 20,000      | N                 | Y              | N          | Y                  | N                     | P            | 240,000             |
| 144      | 12        | 21,000      | N                 | Y              | N          | Y                  | N                     | P            | 252,000             |
| 145      | 6         | 23,000      | N                 | Y              | N          | Y                  | N                     | P            | 138,000             |
| 146      | 12        | 103,000     | Y                 | Y              | N          | Y                  | N                     | P            | 1,236,000           |
| 147      | 6         | 22,000      | Y                 | Y              | N          | Y                  | N                     | P            | 132,000             |
| 148      | 12        | 49,000      | Y                 | Y              | N          | Y                  | N                     | P            | 588,000             |
| 149      | 12        | 12,000      | N                 | Y              | N          | Y                  | N                     | P            | 144,000             |
| 151      | 12        | 32,000      | N                 | Y              | N          | Y                  | N                     | P            | 384,000             |
| 152      | 12        | 46,000      | Y                 | Y              | N          | Y                  | N                     | P            | 552,000             |
| 153      | 12        | 17,000      | N                 | Y              | N          | Y                  | N                     | P            | 204,000             |
| 154      | 12        | 31,000      | N                 | Y              | N          | Y                  | N                     | P            | 372,000             |
| 155      | 12        | 15,000      | Y                 | Y              | N          | Y                  | N                     | P            | 180,000             |
| 158      | 12        | 15,000      | Y                 | Y              | N          | Y                  | N                     | P            | 180,000             |
| 159      | 12        | 20,000      | N                 | Y              | N          | Y                  | N                     | P            | 240,000             |
| 160      | 12        | 53,000      | Y                 | Y              | N          | Y                  | N                     | P            | 636,000             |
| 161      | 12        | 66,000      | Y                 | Y              | N          | Y                  | N                     | P            | 792,000             |
| 162      | 7         | 18,000      | N                 | Y              | N          | Y                  | N                     | P            | 126,000             |
| 163      | 12        | 30,000      | Y                 | Y              | N          | Y                  | N                     | P            | 360,000             |
| 164      | 12        | 22,000      | Y                 | Y              | N          | Y                  | N                     | P            | 264,000             |
| 165      | 10        | 30,000      | N                 | Y              | N          | Y                  | N                     | P            | 300,000             |
| 166      | 12        | 21,000      | Y                 | Y              | N          | Y                  | N                     | P            | 252,000             |
| 167      | 12        | 54,000      | Y                 | Y              | N          | Y                  | N                     | P            | 648,000             |
| 169      | 12        | 52,000      |                   | Y              | N          | Y                  | N                     | D            | 624,000             |
| 170      | 10        | 39,000      |                   | Y              | N          |                    | N                     | D            | 390,000             |
| 171      | 9         | 16,000      |                   | Y              | N          |                    | N                     | D            | 144,000             |
| 172      | 6         | 16,000      |                   | Y              | N          |                    | N                     | D            | 96,000              |
| 173      | 12        | 22,000      |                   | Y              | N          |                    | N                     | D            | 264,000             |
| 174      | 7         | 13,000      |                   | Y              | N          |                    | N                     | D            | 91,000              |
| 175      | 9         | 14,000      |                   | Y              | Y          |                    | N                     | D            | 126,000             |
| 176      | 13        | 40,000      |                   |                |            |                    | N                     | D            | 520,000             |
| 177      | 7         | 32,000      |                   | Y              |            |                    | N                     | D            | 224,000             |
| 178      | 12        | 63,000      |                   |                | Y          |                    | N                     | D            | 756,000             |
| 179      | 16        | 249,000     | Y                 | Y              | N          | Y                  | N                     | P            | 3,984,000           |
| 183      | 9         | 30,000      | Y                 | Y              | N          | Y                  | N                     | P            | 270,000             |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 185      | 52        | 122,000     | Y                 | N              | N          | Y                  | N                     | P            | 6,344,000           |
| 186      | 52        | 131,000     | Y                 | N              | N          | Y                  | N                     | P            | 6,812,000           |
| 189      | 26        | 217,000     | Y                 | N              | N          | Y                  | N                     | A            | 5,642,000           |
| 190      | 26        | 112,000     | Y                 | N              | N          | Y                  | N                     | A            | 2,912,000           |
| 191      | 12        | 84,000      | Y                 | N              | Y          | Y                  | N                     | A            | 1,008,000           |
| 192      | 12        | 65,000      | Y                 | N              | Y          | Y                  | N                     | A            | 780,000             |
| 193      | 12        | 71,000      | Y                 | N              | Y          | Y                  | N                     | A            | 852,000             |
| 194      | 52        | 445,000     | Y                 | N              | Y          | Y                  | N                     | A            | 23,140,000          |
| 195      | 12        | 102,000     | Y                 | Y              |            | Y                  | N                     | P            | 1,224,000           |
| 196      | 12        | 83,000      | Y                 | Y              |            | Y                  | N                     | P            | 996,000             |
| 197      | 12        | 40,000      | Y                 | Y              |            | Y                  | N                     | P            | 480,000             |
| 198      | 12        | 102,000     | Y                 | Y              |            | Y                  | N                     | P            | 1,224,000           |
| 200      | 1         | 70,000      |                   | N              | N          |                    | N                     | C            | 70,000              |
| 205      | 15        | 70,000      |                   | N              | N          | Y                  | N                     | C            | 1,050,000           |
| 212      | 12        | 102,000     |                   | N              | N          | Y                  | N                     | N            | 1,224,000           |
| 213      | 12        | 93,000      |                   | N              | N          | Y                  | N                     | N            | 1,116,000           |
| 226      | 13        | 21,000      |                   |                | Y          | Y                  | N                     | E            | 273,000             |
| 227      | 8         | 12,000      |                   |                | Y          | Y                  | N                     | E            | 96,000              |
| 228      | 12        | 9,000       |                   |                | Y          | Y                  | N                     | E            | 108,000             |
| 229      | 12        | 22,000      |                   |                | Y          | Y                  | N                     | E            | 264,000             |
| 230      | 6         | 17,000      |                   |                | Y          | Y                  | N                     | E            | 102,000             |
| 231      | 13        | 9,000       |                   |                | Y          | Y                  | N                     | E            | 117,000             |
| 232      | 13        | 23,000      |                   |                | Y          | Y                  | N                     | E            | 299,000             |
| 233      | 10        | 20,000      |                   |                | Y          | Y                  | N                     | E            | 200,000             |
| 234      | 13        | 56,000      |                   |                | Y          | Y                  | N                     | E            | 728,000             |
| 235      | 12        | 48,000      |                   |                | Y          | Y                  | N                     | E            | 576,000             |
| 236      | 10        | 23,000      |                   |                | Y          | Y                  | N                     | E            | 230,000             |
| 237      | 12        | 32,000      |                   |                | Y          | Y                  | N                     | E            | 384,000             |
| 238      | 10        | 11,000      |                   |                | Y          | Y                  | N                     | E            | 110,000             |
| 240      | 14        | 73,000      | Y                 | N              | Y          | Y                  | N                     | K            | 1,022,000           |
| 241      | 12        | 47,000      | N                 | Y              | N          | Y                  | N                     | P            | 564,000             |
| 242      | 12        | 16,000      | N                 | N              | N          | N                  | N                     | J            | 192,000             |
| 246      | 13        | 50,000      | Y                 | N              | Y          | Y                  | N                     | K            | 650,000             |
| 249      | 12        | 85,000      | N                 | Y              | N          | Y                  | N                     | P            | 1,020,000           |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A        | B         | C           | D                 | E              | F          | G                  | H                     | I            | J                   |
|----------|-----------|-------------|-------------------|----------------|------------|--------------------|-----------------------|--------------|---------------------|
| Pub. No. | Frequency | Appx. Circ. | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code | Total Annual Pieces |
| 254      | 12        | 44,000      | N                 | N              | Y          | Y                  | N                     | K            | 528,000             |
| 257      | 12        | 36,000      | N                 | N              | Y          | Y                  | N                     | K            | 432,000             |
| 258      | 18        | 157,000     | Y                 | N              | Y          | Y                  | N                     | K            | 2,826,000           |
| 262      | 12        | 48,000      | N                 | N              | Y          | Y                  | N                     | K            | 576,000             |
| 263      | 15        | 108,000     | Y                 | Y              | N          | Y                  | N                     | P            | 1,620,000           |
| 264      | 26        | 115,000     | Y                 | N              | Y          | Y                  | N                     | K            | 2,990,000           |
| 265      | 12        | 22,000      | N                 | N              | Y          | Y                  | N                     | K            | 264,000             |
| 266      | 12        | 38,000      | N                 | Y              | N          | Y                  | N                     | P            | 456,000             |
| 268      | 12        | 74,000      | N                 | N              | Y          | Y                  | N                     | K            | 888,000             |
| 269      | 13        | 33,000      | N                 | N              | N          | Y                  | N                     | J            | 429,000             |
| 270      | 6         | 17,000      | N                 | N              | Y          | Y                  | N                     | K            | 102,000             |
| 272      | 12        | 57,000      | N                 | N              | Y          | Y                  | N                     | K            | 684,000             |
| 274      | 10        | 63,000      | N                 | N              | N          | N                  | N                     | J            | 630,000             |
| 276      | 10        | 95,000      | N                 | Y              | N          | Y                  | N                     | J            | 950,000             |
| 277      | 12        | 28,000      | N                 | N              | Y          | Y                  | N                     | K            | 336,000             |
| 278      | 13        | 29,000      | N                 | N              | N          | Y                  | N                     | K            | 377,000             |
| 279      | 12        | 73,000      | N                 | Y              | Y          | Y                  | N                     | P            | 876,000             |
| 281      | 12        | 19,000      | N                 | N              | N          | N                  | N                     | J            | 228,000             |
| 282      | 12        | 72,000      | N                 | N              | Y          | Y                  | N                     | K            | 864,000             |
| 283      | 12        | 90,000      | Y                 | N              | Y          | Y                  | N                     | K            | 1,080,000           |
| 284      | 13        | 66,000      | N                 | Y              | N          | Y                  | N                     | P            | 858,000             |
| 288      | 6         | 63,000      | N                 | Y              | N          | Y                  | N                     | P            | 378,000             |
| 289      | 13        | 81,000      | Y                 | N              | N          | Y                  | N                     | K            | 1,053,000           |
| 292      | 14        | 128,000     | Y                 | N              | N          | Y                  | N                     | K            | 1,792,000           |
| 294      | 12        | 36,000      | N                 | Y              | N          | Y                  | N                     | P            | 432,000             |
| 295      | 12        | 102,000     | Y                 | Y              | N          | Y                  | N                     | P            | 1,224,000           |
| 296      | 12        | 128,000     | Y                 | Y              | N          | Y                  | N                     | P            | 1,536,000           |
| 298      | 12        | 95,000      | Y                 | N              | Y          | Y                  | N                     | K            | 1,140,000           |
| 299      | 13        | 29,000      | N                 | Y              | N          | Y                  | N                     | P            | 377,000             |
| 300      | 12        | 65,000      | Y                 | N              | Y          | Y                  | N                     | K            | 780,000             |
| 301      | 9         | 71,000      | Y                 | Y              | N          | Y                  | N                     | P            | 639,000             |
| 302      | 20        | 92,000      | Y                 | N              | Y          | Y                  | N                     | K            | 1,840,000           |
| 304      | 12        | 70,000      | N                 | N              | Y          | Y                  | N                     | K            | 840,000             |
| 305      | 24        | 156,000     | Y                 | N              | Y          | Y                  | N                     | K            | 3,744,000           |

Total Pieces for Publications Not Predominantly Sacked

LB-3

| A                 | B         | C             | D                 | E              | F          | G                  | H                     | I             | J                   |
|-------------------|-----------|---------------|-------------------|----------------|------------|--------------------|-----------------------|---------------|---------------------|
| Pub. No.          | Frequency | Appx. Circ.   | Palletized Alone? | Co-Palletized? | Co-Mailed? | >25% Drop-Shipped? | Predominantly Sacked? | Printer Code  | Total Annual Pieces |
| 307               | 12        | 35,000        | N                 | Y              | N          | Y                  | N                     | P             | 420,000             |
| 309               | 13        | 38,000        | N                 | N              | Y          | Y                  | N                     | K             | 494,000             |
| 310               | 12        | 35,000        | N                 | N              | N          | N                  | N                     | J             | 420,000             |
| 313               | 11        | 58,000        | N                 | N              | Y          | Y                  | N                     | K             | 638,000             |
| 338               | 12        | 107,000       | Y                 | N              | N          | Y                  | N                     |               | 1,284,000           |
| 340               | 12        | 36,000        | Y                 | N              | N          | Y                  | N                     |               | 432,000             |
| 344               | 12        | 7,000         | N                 | Y              | N          | Y                  | N                     |               | 84,000              |
| 346               | 12        | 6,000         | Y                 | N              | N          | Y                  | N                     |               | 72,000              |
| 347               | 12        | 8,000         | N                 | Y              | N          | N                  | N                     |               | 96,000              |
| 349               | 12        | 6,000         | Y                 | N              | N          | Y                  | N                     |               | 72,000              |
| <b>AVG:</b>       | <b>13</b> | <b>54,182</b> |                   |                |            |                    |                       | <b>TOTAL:</b> | <b>185,860,000</b>  |
| <b>Total 'Y':</b> |           |               | <b>48</b>         | <b>116</b>     | <b>67</b>  | <b>149</b>         | <b>0</b>              |               |                     |
| <b>Total 'N':</b> |           |               | <b>43</b>         | <b>56</b>      | <b>82</b>  | <b>16</b>          | <b>185</b>            |               |                     |

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 a QWL co-mail pool.  
 Collation Mailing  
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 our expediting program

## Express Collation Mailing System<sup>SM</sup>

QWL has invested in the latest co-mail technology to reduce postage costs and improve overall postal distribution service for its customers.



### QWL's Express Collation Mailing System<sup>SM</sup>

Dramatically reduces postal and distribution costs while maintaining exceptional quality of your final product. The benefits include:

- Get your mail out of sacks and onto pallets
- Achieve piece discounts for copies moved to pallets
- Improve presort
- Increase drop ship savings
- Optimize delivery time
- Enhance the quality of your magazines due to less handling

### QWL's co-mail machines are filling up fast! Want to jump in on the savings?

Here's how you know if you're eligible:

- Title must be a Periodical
- Must be on a CAPS debit account with the USPS
- Must inkjet address
- Inkjet area must be in a specific location as determined by QWL
- Must be within a trim size of 7.75" x 10.5" to 8.5" x 10.875"
- Must have presort files prepared by Quebecor World's Mail List Technologies group
- No version under 5,000 copies and no more than 2 versions between 5,000 and 10,000 in quantity

### Quality Control Throughout the Process!

Quebecor World has 19 years of proven success in co-mailing for its long-run publishers, using the same technology being utilized for the Express Collation Mailing System<sup>SM</sup>. Quality checks are in place throughout the process to ensure that the right address is assigned to the right magazine.

A unique magazine title ID code is embedded into the address records upon conversion, enabling a quality check comparison at any moment dictated by automated controls. A sophisticated Radio Frequency bar code system places pallets of the proper magazine title at its respective pocket feeding station due to a matching bar code read requirement. The process follows a history of development toward distribution and bindery technology that assures a seamless workflow.





Quebecor World

# Logistics

Issue #46, October 11, 2006

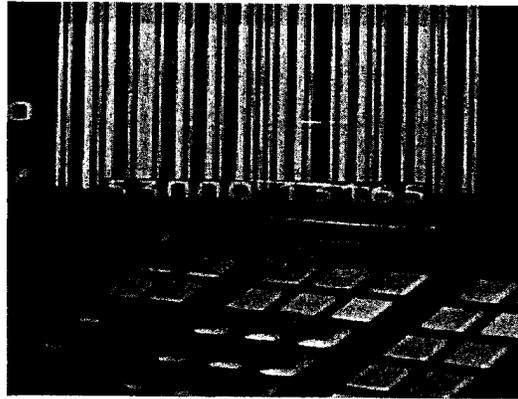
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## What's New In QW Mail List Technology?

"Our goal is to save our customers money on their data services while creating an integrated solution for both print and non-print customers." William Crotty

**We save customers money with our unique services!**

Unique QW MLT in-house services include 1) Co-mail sorting to bring like customers together in a single sort to save each one of them money, 2) Integrated mail planning, production and distribution, 3) Postage Rate Optimizer (PRO) to enhance carrier route level sorting, 4) Version Isolation Program (VIP) for selective runs of over 2.5 mm to save costs on selective binding, 5) Big Pockets to dynamically allocate records across multiple mail streams and multiple binding lines, and 6) High Density Carrier Route (HDCR) discounts that provide



dramatic postal savings to our customers.

"Flexibility and efficiency in the QW MLT process creates value and time saving for our customers." William Crotty

*Continued on page 5...*

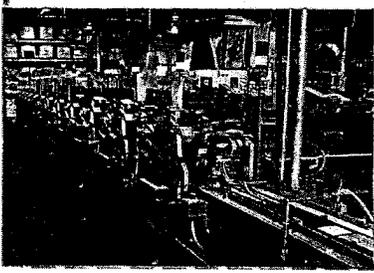
### Co-Mail: Ahead of The Pack In Volume and Growth

It has been a full year since the implementation of Express Collation Mailing System, QWL's short-run magazine co-mail service, and QWL has experienced continual growth in both pool volume and the number of titles participating. To date, we have had over 450 titles participate in ECMS.

QWL is now running up to four co-mail pools each week in Bolingbrook, IL to keep up with the growing popularity of the program. With the ability to run four pools per week, QWL is providing an opportunity for 120 titles/versions to co-mail every week; 60 different titles every Tuesday and 60 more titles every Friday.

In addition, we currently have 15 catalog customers participating in our weekly Catalog co-mail pool each Thursday. Any catalog mailing that of 400,000 pieces or less that meets the trim size requirements, and conforms to the ink jet addressing

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