

DOCKET SECTION

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

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POSTAL RATE AND FEE CHANGES, 1997

DOCKET NO. R97-1

RESPONSES OF MAGAZINE PUBLISHERS OF AMERICA WITNESS
LITTLE TO INTERROGATORIES OF UNITED STATES POSTAL SERVICE
(USPS/MPA-T1-35-36)

(February 25, 1998)

Pursuant to the Commission's Rules of Practice, Magazine Publishers of America hereby submits the attached responses to interrogatories propounded by USPS to witness Little (USPS/MPA-T1-35-36).

Respectfully submitted,



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**MAGAZINE PUBLISHERS OF AMERICA WITNESS CHRISTOPHER LITTLE
RESPONSES TO INTERROGATORIES OF USPS**

USPS/MPA-TI-35. In response to USPS/MPA-TI-24-28, Meredith Corporation provided information for the main file of two publications for calendar year 1997.

- a. Please describe generally how Meredith Corporation's mailings are prepared and how that preparation has changed for each of the last ten years.
- b. Please indicate, by year, the changes in make-up such as changes in average bundle size, changes in containerization, and the average number of bundles and pieces per container.
- c. Please indicate in percentage terms, what savings, if any, Meredith Corporation has experienced in its mail preparation costs (excluding postage) due to changes in the make-up of its mailings.
- d. Even if a percentage cannot be calculated for such savings, as requested in subpart (c) above, please indicate whether or not Meredith Corporation has experienced savings.

Response:

(a) Such detailed information as we possess, which pertained to calendar years 1994-1997, was provided in response to interrogatories USPS/MPA-T1-1-33. Generally, the Meredith Corporation Publishing Group has, over the years, prepared its mailings to conform to the requirements published by the Postal Service in the Domestic Mail Manual. As those requirements have changed, Meredith's mailing practices have changed. I am confident this practice will continue.

(b) Such detailed information as we possess, which pertained to calendar year 1997, was provided in response to USPS/MPA-T1-24-28. With regard to the matter of "make-up" generally, it may be helpful to point out that in recent years Meredith began using the co-mailing services of Quad Graphics. Quad Graphics' co-mailing operation dramatically increases the number of pallets, increases the average weight per pallet, decreases the

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number of sacks, and improves the level of sortation as compared to what the individual titles would experience if mailed separately. I also expect that co-mailing increases the average bundle size.

(c)-(d) I do not know of any non-postal savings that Meredith has experienced as a result of changes in its mail preparation over the last four years. I am aware of several things that have increased our costs:

--We started using automated polywrap in order to make our poly-wrapped copies automation compatible. Automatable poly costs approximately 50% more than non-automatable poly. Prior to making our polywrapped copies automation compatible, we had to redesign most of our renewal and billing envelopes. We use our renewal and billing envelopes as the address carrier. A redesign was required because we had to increase the size of the window to allow for a barcode. This required us to redesign the outer envelope in some cases and to redesign the order form in most cases. A great deal of time and effort was required by our production and creative staffs to make this happen.

--We started having our subscription file go through two separate postal sortation software files to increase the amount of non-carrier route mail with barcodes.

--We increased the number of copies we drop ship to sectional center facilities which increased freight costs.

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USPS/MPA-TI-36. In response to USPS/MPA-TI-24-28, Meredith Corporation provided pallet and sack information for the main file of two publications for calendar year 1997. If possible, please provide a similar table of pallet and sack information only for mail that was dropshipped to destination.

Response:

This information is not available.

DECLARATION

I, Christopher M. Little, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Christopher M Little

Dated: 2/25/98

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the rules of practice.



James R. Cregan

Washington, D.C.
February 25, 1998