



2002 ECONOMIC CENSUS

PERIODICAL PUBLISHING

FORM
IN-51103

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FEBRUARY 12, 2003

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

IN-51103

Please read the accompanying information sheet(s) before answering the questions.

Need help or have questions about filling out this form?

Visit our Web site at www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 p.m., Eastern time, Monday through Friday.

- OR -

Write to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

INFORMATION COPY
DO NOT USE TO REPORT

(Please correct any errors in this mailing address.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 MONTHS IN OPERATION

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

Mark "X" if None		2002	
		Number of months	

2 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown in the mailing address the same as the one used for this establishment on its latest 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025 -

3 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. box and rural route addresses are not physical locations.)

0031 Yes

0032 No - Enter physical location →

0035 Number and street		
<input type="text"/>		
0036 City, town, village, etc.	0037 State	0038 ZIP Code
<input type="text"/>	<input type="text"/>	<input type="text"/>

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

0041 Yes 0042 No 0043 No legal boundaries 0044 Do not know

C. Type of municipality where this establishment is physically located

0046 City, village, or borough 0047 Town or township 0048 Other or do not know



51103018

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

If a value is "0" (or less than \$500.00):

Mark "X" if None

Report

Report

2002		
\$ Mil.	Thou.	Dol.
1	0 2 6	

4 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Mark "X" if None

Operating receipts. 0100

2002		
\$ Mil.	Thou.	Dol.

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.)

0181 Yes - Go to line B

0182 No - Go to 6

2002		
Estimates are acceptable		
\$ Mil.	Thou.	Dol.

B. E-commerce sales, receipts, and/or revenue of this establishment (Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.) 0185

6 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown in the mailing address or corrected in 2.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

Mark "X" if None

A. Number of employees for pay period including March 12 0320

2002	
Number	

B. Payroll before deductions (Exclude employer's cost for fringe benefits.)

Mark "X" if None

1. Annual payroll 0300

2. First quarter payroll (January-March, 2002). 0310

2002		
\$ Mil.	Thou.	Dol.



51103026

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to **10**

Mark "X" if None

2002	
Number	

B. Number of leased employees for pay period including March 12 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

2. First quarter payroll for leased employees (January-March, 2002) 0360

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

8 - 9 Not Applicable.



51103034

10 INVENTORIES

(Report inventories using generally accepted accounting practices.)

A. Did this establishment have inventories at the end of 2001 or 2002?

0486 Yes - Go to line B

0487 No - Go to **11**

B. Were inventories of this establishment subject to the Last-in, First-out (LIFO) method of valuation?

0481 Yes - Use the sum of the LIFO amount (E2) plus the LIFO reserve (E1) for completing lines C and D2. If you changed to LIFO for calendar year 2002, specify in the REMARKS section.

0482 No - Complete only lines C1 through D1. Line D1 should equal line C4.

C. Inventory by category	Mark "X" if None	End of 2002			Mark "X" if None	End of 2001			
		\$ Mil.	Thou.	Dol.		\$ Mil.	Thou.	Dol.	
1. Finished goods 0461	<input type="checkbox"/>				0471	<input type="checkbox"/>			
2. Work-in-process 0463	<input type="checkbox"/>				0473	<input type="checkbox"/>			
3. Materials, supplies, fuels, etc. 0462	<input type="checkbox"/>				0472	<input type="checkbox"/>			
4. Total inventories (Sum lines C1 through C3). 0460	<input type="checkbox"/>				0470	<input type="checkbox"/>			
D. Of the value on line C4 report:									
1. Amount not subject to LIFO costing (Report detail in 11). 0464	<input type="checkbox"/>				0474	<input type="checkbox"/>			
2. Amount subject to LIFO costing (gross) 0465	<input type="checkbox"/>				0475	<input type="checkbox"/>			
E. Of the value on line D2 report:									
1. Amount of LIFO reserve 0466	<input type="checkbox"/>				0476	<input type="checkbox"/>			
2. Amount of LIFO value (net) 0467	<input type="checkbox"/>				0477	<input type="checkbox"/>			

Note - The sum of lines D1 and D2 should equal line C4. The sum of lines E1 and E2 should equal line D2.

11 INVENTORY VALUATION

Methods of valuation for inventories not subject to LIFO costing at the end of 2002 (Using the inventory value reported in **10**, line D1 above, report the breakdown of the value for end of 2002 according to the inventory valuation methods shown below.)

A. First-in, First-out (FIFO) 0491	Mark "X" if None	End of 2002		
		\$ Mil.	Thou.	Dol.
B. Average cost. 0492	<input type="checkbox"/>			
C. Standard cost 0493	<input type="checkbox"/>			
D. Other methods - Specify ↴				
0895 <input type="text"/>	<input type="checkbox"/>			
E. TOTAL (Sum of lines A through D should equal the value reported in 10 , line D1 for end of 2002.) 0490	<input type="checkbox"/>			

12-17 Not Applicable.

51103042

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

18 KIND OF BUSINESS OR ACTIVITY
Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Periodical publishing

- 0700 511 120 10 17 [] Periodical publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
511 120 30 13 [] Shopping news publishers, including publishing and printing combined (Exclude publishing exclusively on the Internet.)
511 120 20 15 [] Internet periodical publishers, publishing periodicals exclusively on the Internet
511 120 10 25 [] Advertising sales offices of periodical publishing company
511 120 10 33 [] Other periodical branch offices - Specify

0701 []

Other publishing, excluding periodical publishing

- 777 511 03 10 [] Publishers, including newspaper, book, directory, map, etc. (Exclude publishing exclusively on the Internet.) - Specify type of content

0701 []

- 777 510 00 30 [] Internet publishers, publishing exclusively on the Internet - Specify type of content

0701 []

Internet service providers, web search portals, and other Internet-related services

- 514 191 00 17 [] Internet service providers (ISPs) - providing clients with access to the Internet
514 199 20 15 [] Web search portals - primarily engaged in operating web sites that enable Internet users to search the World Wide Web
514 199 10 17 [] Internet broadcasting - providing access to "webcasts" of concerts, sporting events, radio/television broadcasts, music, video, games, and related content "exclusively" over the Internet
514 210 00 63 [] Web site hosting services
514 210 00 71 [] Internet streaming services - providing media streaming services to Internet broadcasters and others on a contract basis
777 510 00 48 [] Other Internet-related services - Specify

0701 []

Other kind of business or activity

- 777 510 00 14 [] Printing plant, not engaged in publishing activities - Specify type of printing process

0701 []

- 711 510 00 C9 [] Independent authors and writers
422 920 00 29 [] Wholesaling books, periodicals, or newspapers

CONTINUE WITH 18 ON PAGE 6

CONTINUE ON PAGE 6

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18 KIND OF BUSINESS OR ACTIVITY - Continued

Other kind of business or activity - Continued

- 0700 561 410 00 39 Document preparation services, including editing, typing, and transcription
- 541 840 20 29 Independent publishers' advertising representatives
- 773 000 00 28 Other kind of business or activity - *Specify* ↴

0701

19-21 Not Applicable.

HOW TO REPORT PERCENTS



If figure is **38.76%** of total sales:

Report whole percents

2002			
Estimates are acceptable. Report dollars OR percents.			
\$ Mil.	Thou.	Dol.	Percent
			3 9

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in 4). See HOW TO REPORT DOLLAR FIGURES on page 2 and HOW TO REPORT PERCENTS above. Do not combine data for two or more receipts lines.)

- Lines 1, 2, 3, 4, 5, and 6 - General interest periodicals** are periodicals that cover general news, business news, personal finance, and general interest (including articles, pictures, etc.).
- Lines 1, 2, 3, 4, 5, and 6 - Arts, culture, leisure, and entertainment** - Subjects include art (painting), photography, music, literature (including poetry and fiction), theater, dance, cinema, television guides, history, hobbies, sports, automotive, geography, ecology, science and technology, travel, humor, comic books, and other entertainment-related topics.
- Lines 1, 2, 3, 4, 5, and 6 - Home and living** - Include fashion, interior decoration, housekeeping, food and beverages, childcare, women, men, youth, seniors, alternative lifestyles, health and fitness, and gardening.
- Lines 1, 2, 3, 4, 5, and 6 - Political, social, and business** - Include national, regional, city, and metropolitan area magazines.
- Lines 1, 2, 3, 4, 5, and 6 - Other general interest** - Include consumer advertising and alumni magazines, and shoppers newspapers containing only consumer advertising.
- Lines 1, 2, 3, 4, 5, and 6 - Business (including farming), professional, and academic** - Include trade journals, law reports, taxation and accountancy, as well as research by the academic community.
- Lines 1, 2, 3, 4, 5, and 6 - Other periodicals** - Other periodicals on subjects not mentioned elsewhere. Examples include specialized (non-consumer) advertising and religious periodicals.
- Lines 4, 5, and 6 - Sale of advertising space** - May consist of space only, or may include artwork or graphic design for commercial advertisements. Include classified advertising.
- Line 7** - Include receipts from the right to reproduce or adapt to another format, medium, language, or territory. Exclude outright sale of rights in perpetuity.
- Line 8** - Publishing of books, periodicals, journals, etc. for others (including self-publishing authors) who maintain copyright and editorial control. Include vanity book publishing as well as technical services related to publishing, such as editing, proofreading, content development, research and writing, and word processing. The services may be bundled or separate. Printing and distribution may be included if these activities are provided in combination with activities listed above.
- Line 9** - Includes printing of books, magazines, newspapers, journals, brochures, newsletters, posters, etc.
- Line 11** - Rental or sale of lists including names, addresses, and other contact information created to market or promote to a specific group, such as those sharing a common interest, purchase history, etc. These lists are usually rented or sold for one time or limited use. Include receipts from services that may also be rendered through list brokers.
- Line 12** - Merchandise purchased on own account for resale, either retail or wholesale.
- Line 13** - Service of producing or managing special events (e.g., trade shows, conventions, etc.). Service revenue may be generated from any of the following: sale of products, advertising, sponsorship, admissions, or management fees.

CONTINUE WITH **22** ON PAGE 7

If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
1. Periodicals - Print - Subscriptions and sales					
a. General interest periodicals					
(1) Arts, culture, leisure, and entertainment periodicals	31511				
(2) Home and living periodicals	31512				
(3) Political, social, and business news periodicals	31513				
(4) Other general interest periodicals	31514				
(5) Sum lines 1a(1) through 1a(4)	31510				
b. Business (including farming), professional, and academic periodicals	31520				
c. Other periodicals	31530				
2. Periodicals - Internet - Subscriptions and sales					
a. General interest periodicals					
(1) Arts, culture, leisure, and entertainment periodicals	31541				
(2) Home and living periodicals	31542				
(3) Political, social, and business news periodicals	31543				
(4) Other general interest periodicals	31544				
(5) Sum lines 2a(1) through 2a(4)	31540				
b. Business (including farming), professional, and academic periodicals	31550				
c. Other periodicals	31560				
3. Periodicals - Other media, including CD-ROM, diskette, audio cassette, and microform - Subscriptions and sales (<i>Exclude print and Internet.</i>)					
a. General interest periodicals					
(1) Arts, culture, leisure, and entertainment periodicals	31571				
(2) Home and living periodicals	31572				



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CONTINUE WITH **22** ON PAGE 8

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
3. Periodicals - Other media, including CD-ROM, diskette, audio cassette, and microform - Subscriptions and sales (<i>Exclude print and Internet.</i>) - Continued					
a. General interest periodicals - Continued					
(3) Political, social, and business news periodicals	31573				
(4) Other general interest periodicals	31574				
(5) Sum lines 3a(1) through 3a(4)	31570				
b. Business (including farming), professional, and academic periodicals	31580				
c. Other periodicals	31590				
4. Sale of print advertising space - Periodicals					
a. General interest periodicals					
(1) Arts, culture, leisure, and entertainment periodicals	31601				
(2) Home and living periodicals	31602				
(3) Political, social, and business news periodicals	31603				
(4) Other general interest periodicals	31604				
(5) Sum lines 4a(1) through 4a(4)	31600				
b. Business (including farming), professional, and academic periodicals	31610				
c. Other periodicals	31620				
5. Sale of Internet advertising space - Periodicals					
a. General interest periodicals					
(1) Arts, culture, leisure, and entertainment periodicals	31631				
(2) Home and living periodicals	31632				
(3) Political, social, and business news periodicals	31633				
(4) Other general interest periodicals	31634				
(5) Sum lines 5a(1) through 5a(4)	31630				
b. Business (including farming), professional, and academic periodicals	31640				
c. Other periodicals	31650				

CONTINUE WITH **22** ON PAGE 9

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	Census use	2002			
		Estimates are acceptable. Report dollars OR percents.			
		\$ Mil.	Thou.	Dol.	Percent
0723	0720	0721			0722
6. Sale of advertising space for other media, including CD-ROM, diskette, audio cassette, and microform - Periodicals <i>(Exclude print and Internet.)</i>					
a. General interest periodicals					
(1) Arts, culture, leisure, and entertainment periodicals	31661				
(2) Home and living periodicals	31662				
(3) Political, social, and business news periodicals	31663				
(4) Other general interest periodicals	31664				
(5) Sum lines 6a(1) through 6a(4)	31660				
b. Business (including farming), professional, and academic periodicals	31670				
c. Other periodicals	31680				
7. Sale or licensing of rights to content	31170				
8. Publishing services for others - <i>Specify</i> ↴					
	31200				
9. Printing services for others	31120				
10. Distribution of flyers, inserts, samples, etc., for others	31130				
11. Rental or sale of mailing lists	31180				
12. Resale of merchandise	39032				
13. Convention, trade shows, and other special event production and/or management	37820				
14. Rental or lease of goods and/or equipment	39250				
15. Other Internet/web content publishing - <i>Specify type of content</i> ↴					
	33853				
16. Other publishing, excluding periodical publishing - <i>Specify type of content</i> ↴					
	33803				
17. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴					
	39524				
18. TOTAL RECEIPTS - Sum of lines should equal ④ if reporting in dollars	39690				1 0 0



51103091

23-24 Not Applicable.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (i.e., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

A. Did the receipts (reported in **4**) include any amounts for exported goods or services?

0911 Yes - Go to line B

0912 No

2002		
\$ Mil.	Thou.	Dol.

B. Amount of receipts for exported goods or services. 0914

26-28 Not Applicable.

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 In operation

0014 Ceased operation - Give date at right →

0018	Month	Day	Year

0013 Temporarily or seasonally inactive

0015 Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴

0060 Name of new owner or operator		0061 Employer Identification Number		
		Enter EIN of new owner (9 digits) →		
0062 Mailing address (number and street, P.O. Box, etc.)				
0063 City, town, village, etc.		0064 State	0065 ZIP Code	

Remarks (Please use this space for any explanations that may be essential in understanding your reported data.)

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

0078 Yes 0079 No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
0070			0071		

0072 Name of person to contact regarding this report		0073 Title			

Telephone		Area code	Number		Extension	Fax		Area code	Number	

0076 Internet e-mail address				Date completed		Month	Day	Year
				0069				

Thank you for completing your 2002 Economic Census form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

51103109