

4784 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

AMERICAN FAMILY PHYSICIAN INCOME AND EXPENSE ANALYSIS, DEC. 31, 1963

	Period ending Dec. 31, 1963	Month of December 1963
Income:		
Gross advertising sales.....	\$205,668.40	\$12,563.50
Less discounts to advertising agencies.....	66,376.72	3,972.28
Net advertising sales.....	139,291.68	8,591.22
Subscription income.....	151.69	12.56
Single copy sales.....	8.36	
Total income.....	139,451.73	8,603.78
Expense:		
Advertising:		
Sales promotion.....	69.69	
Advertising promotion.....	1,356.88	
Market research service.....	3,000.00	
Total advertising.....	4,426.57	
Circulation:		
Printing and office supplies.....	39.78	
Postage.....	77.76	5.25
Mailing.....	29,912.77	2,657.50
Total circulation.....	30,030.31	2,662.75
Production:		
Art.....	2,369.10	223.37
Engraving.....	1,754.68	
Paper.....	51,528.53	4,413.45
Printing and binding.....	166,135.84	13,146.25
Composition.....	2,287.90	276.75
Alterations and plate changes.....	1,806.64	173.80
Freight and express.....	963.17	70.06
Electrotypes and foundry.....	7,413.21	477.67
Total production.....	234,259.07	18,781.35
General expense:		
Printing and office supplies.....	285.26	
Copyright fee.....	48.00	4.00
Fees.....	80.00	
Total general expense.....	413.26	4.00
Total expense.....	269,129.21	21,448.10
Excess expense over income.....	129,677.48	12,844.32