

FOLIO:SHOW | 08

THE PREMIER NATIONAL EVENT FOR MAGAZINE PROFESSIONALS

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THE PREMIER NATIONAL EVENT FOR MAGAZINE PROFESSIONALS

Upping Your Production SQ

SQ: Success (Survival?) Quotient

Book Size Management

48	180	184	188	192	196	200	204	208	212	216	220	224	228	232	236	240	244
180	\$ -	\$ 15,449	\$ 25,511	\$ 39,012	\$ 47,925	\$ 63,624	\$ 74,798	\$ 86,937	\$ 98,455	\$ 111,550	\$ 122,827	\$ 137,466	\$ 146,390	\$ 161,838	\$ 171,901	\$ 185,402	\$ 194,315
184	\$ (15,449)	\$ -	\$ 10,062	\$ 23,563	\$ 32,477	\$ 48,176	\$ 59,349	\$ 71,489	\$ 83,006	\$ 96,101	\$ 107,378	\$ 122,018	\$ 130,941	\$ 146,390	\$ 156,452	\$ 169,953	\$ 178,867
188	\$ (25,511)	\$ (10,062)	\$ -	\$ 13,501	\$ 22,415	\$ 38,114	\$ 49,287	\$ 61,426	\$ 72,944	\$ 86,039	\$ 97,316	\$ 111,956	\$ 120,879	\$ 136,327	\$ 146,390	\$ 159,891	\$ 168,804
192	\$ (39,012)	\$ (23,563)	\$ (13,501)	\$ -	\$ 8,914	\$ 24,613	\$ 35,786	\$ 47,925	\$ 59,443	\$ 72,538	\$ 83,815	\$ 98,455	\$ 107,378	\$ 122,827	\$ 132,889	\$ 146,390	\$ 155,303
196	\$ (47,925)	\$ (32,477)	\$ (22,415)	\$ (8,914)	\$ -	\$ 15,699	\$ 26,873	\$ 39,012	\$ 50,529	\$ 63,624	\$ 74,901	\$ 89,541	\$ 98,464	\$ 113,913	\$ 123,975	\$ 137,476	\$ 146,390
200	\$ (63,624)	\$ (48,176)	\$ (38,114)	\$ (24,613)	\$ (15,699)	\$ -	\$ 11,174	\$ 23,313	\$ 34,830	\$ 47,925	\$ 59,202	\$ 73,842	\$ 82,765	\$ 98,214	\$ 108,276	\$ 121,777	\$ 130,691
204	\$ (74,798)	\$ (59,349)	\$ (49,287)	\$ (35,786)	\$ (26,873)	\$ (11,174)	\$ -	\$ 12,139	\$ 23,657	\$ 36,752	\$ 48,029	\$ 62,668	\$ 71,592	\$ 87,040	\$ 97,103	\$ 110,604	\$ 119,517
208	\$ (86,937)	\$ (71,489)	\$ (61,426)	\$ (47,925)	\$ (39,012)	\$ (23,313)	\$ (12,139)	\$ -	\$ 11,517	\$ 24,613	\$ 35,889	\$ 50,529	\$ 59,452	\$ 74,901	\$ 84,963	\$ 98,464	\$ 107,378
212	\$ (98,455)	\$ (83,006)	\$ (72,944)	\$ (59,443)	\$ (50,529)	\$ (34,830)	\$ (23,657)	\$ (11,517)	\$ -	\$ 13,095	\$ 24,372	\$ 39,012	\$ 47,935	\$ 63,384	\$ 73,446	\$ 86,947	\$ 95,861
216	\$ (111,550)	\$ (96,101)	\$ (86,039)	\$ (72,538)	\$ (63,624)	\$ (47,925)	\$ (36,752)	\$ (24,613)	\$ (13,095)	\$ -	\$ 11,277	\$ 25,917	\$ 34,840	\$ 50,288	\$ 60,351	\$ 73,852	\$ 82,765
220	\$ (122,827)	\$ (107,378)	\$ (97,316)	\$ (83,815)	\$ (74,901)	\$ (59,202)	\$ (48,029)	\$ (35,889)	\$ (24,372)	\$ (11,277)	\$ -	\$ 14,640	\$ 23,563	\$ 39,012	\$ 49,074	\$ 62,575	\$ 71,489
224	\$ (137,466)	\$ (122,018)	\$ (111,956)	\$ (98,455)	\$ (89,541)	\$ (73,842)	\$ (62,668)	\$ (50,529)	\$ (39,012)	\$ (25,917)	\$ (14,640)	\$ -	\$ 8,923	\$ 24,372	\$ 34,434	\$ 47,935	\$ 56,849
228	\$ (146,390)	\$ (130,941)	\$ (120,879)	\$ (107,378)	\$ (98,464)	\$ (82,765)	\$ (71,592)	\$ (59,452)	\$ (47,935)	\$ (34,840)	\$ (23,563)	\$ (8,923)	\$ -	\$ 15,449	\$ 25,511	\$ 39,012	\$ 47,925
232	\$ (161,838)	\$ (146,390)	\$ (136,327)	\$ (122,827)	\$ (113,913)	\$ (98,214)	\$ (87,040)	\$ (74,901)	\$ (63,384)	\$ (50,288)	\$ (39,012)	\$ (24,372)	\$ (15,449)	\$ -	\$ 10,062	\$ 23,563	\$ 32,477
236	\$ (171,901)	\$ (156,452)	\$ (146,390)	\$ (132,889)	\$ (123,975)	\$ (108,276)	\$ (97,103)	\$ (84,963)	\$ (73,446)	\$ (60,351)	\$ (49,074)	\$ (34,434)	\$ (25,511)	\$ (10,062)	\$ -	\$ 13,501	\$ 22,415
240	\$ (185,402)	\$ (169,953)	\$ (159,891)	\$ (146,390)	\$ (137,476)	\$ (121,777)	\$ (110,604)	\$ (98,464)	\$ (86,947)	\$ (73,852)	\$ (62,575)	\$ (47,935)	\$ (39,012)	\$ (23,563)	\$ (13,501)	\$ -	\$ 8,914
244	\$ (194,315)	\$ (178,867)	\$ (168,804)	\$ (155,303)	\$ (146,390)	\$ (130,691)	\$ (119,517)	\$ (107,378)	\$ (95,861)	\$ (82,765)	\$ (71,489)	\$ (56,849)	\$ (47,925)	\$ (32,477)	\$ (22,415)	\$ (8,914)	\$ -

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Forms	4-48's 1-24	4-48's 1-24 1-4	4-48's 1-32
Variance	---	\$14,640	\$8,923

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Upping Your Production SQ

The Buck Stops Here

Welcome to Production

Population: 1 in 1,000,000

Birthplace of Murphy's Law

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THE PREMIER NATIONAL EVENT FOR MAGAZINE PROFESSIONALS

FOLIO: R7M
RED MEDIA