



PREMIER PUBLISHING 5 YEAR FINANCIALS PROFORMA

March 1, 2004

Premier Publishing, LLC
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I. PREMIER PUBLISHING FINANCIALS OVERVIEW

Management has produced an in-depth financial analysis of Premier Publishing's projected operations for five years. An effort has been made to break all assumptions into component factors and project each factor conservatively. An effort has been made to project growth and income below expectations and to project expenses aggressively.

Management acknowledges, however, that actual business operations will vary from the assumptions presented and market conditions may produce dramatically different results from the projections shown.

II. DESIGN OF FINANCIAL PROJECTIONS

The model used to produce Premier Publishing's financial projections is a proprietary Excel program developed by Synogy (info@synogy.com). It is structured to present information required by investors in a logical fashion. Along with the financial projections, Premier Publishing presents a collection of related statistics showing growth of various parameters and assumptions.

Four categories of Financial Reports are included in Premier Publishing's complete financial package:

PREMIER PUBLISHING FINANCIAL ASSUMPTIONS

A detailed report of the assumptions used for creating Premier Publishing's Financial Projections.

5-YEAR SUMMARY REPORT

This report shows only the annual totals for each of the five years. The categories and layout is the same as the Annual Summary Report. The Summary Report is 4 pages.

ANNUAL SUMMARY REPORT

This report collects the financial details of Premier Publishing's projections into an annual report, by month, for each year.

DETAIL REPORT

This report presents all of the details from which the Annual Summary Report is derived. All financial projections are broken down into component assumptions and calculations. All assumptions are shown at the beginning of each section of calculations. Most projections are based upon financial calculations driven by the assumptions rather than being directly entered. When printed in color all of the spreadsheet cells containing calculations are light purple. All cells with manually entered data are light yellow.

The entire spreadsheet is divided into two major sections as follows:

ANNUAL SUMMARY REPORT

The top section of the spreadsheet collects all appropriate information and financials into a summary report, by month, for each year. The 5-year Summary Report presents the same information with only the annual totals. The summary reports include the following sections:

- ◆ Growth Projections - describes the appropriate growth statistics which drive the Revenue projections
- ◆ Revenues - describes the various Revenue sources of the company
- ◆ Cost of Goods
- ◆ Gross Margin
- ◆ Expenses
 - Total Employees
 - Equity Placement Fees
 - Expenses
 - Staff Expenses
 - Support Expenses
 - Miscellaneous Expenses
 - Technical Expenses
 - Marketing & Sales Expenses
 - Facilities Expenses
- ◆ Net Income (Loss)
- ◆ Sources & Uses of Cash
- ◆ Capital Expenditures by Functional Area, including:
 - Employee Setup

- Furnishings & Equipment
- ◆ Total Investment Required
- ◆ Net Present Value (calculated at 10% interest)
 - NPV on Net Income
 - NPV on Cash

DETAIL REPORT

The bottom section of the spreadsheet presents a detail report of all the assumptions and calculations which drive the Summary Reports. Each section of calculations starts with a statement of the key assumptions used to drive the financial calculations. All employee calculations reference a common collection of assumptions which is presented after the sections calculating growth and income, and prior to the sections calculating expenses.

Each division of the company provides for four levels of staff. Each staff level is independently calculated for salary, benefits, overhead, travel, conventions, recruiting expenses, and bonuses. Staff growth for each employee level is calculated independently. Each staff expenses section has the following calculations:

- Staff Assumptions
- Staff Expense Calculations
- New Staff Calculations
- Total Cumulative Staff
- Payroll & Benefits
- Travel, Conference, & Entertainment Expenses
- Recruiting & Bonus
- Billable Adjustment (for billable employees)

Adjustments to each year's assumptions are made in columns separating each year's Detail Report Calculations.



**PREMIER PUBLISHING
FINANCIAL ASSUMPTIONS**



FINANCIAL ASSUMPTIONS

III. SUMMARY OF ASSUMPTIONS AND PRACTICES

All of the financial information included reflects the anticipated income and expenses for the operations of Premier Publishing, Inc. These financial projections are based upon certain income levels and present, to the best of management's knowledge and belief, the expected results of operations and significant changes in financial position of the projection periods if such income levels are attained. Market data has been derived from third party sources of information and relies on historical data. Current and future data could vary substantially and could affect the accuracy of the market projections shown.

The assumptions disclosed herein are those that management believes are significant to the projections. However, even if the funding and income levels are attained, there will usually be differences between projected and actual results because events and circumstances frequently do not occur as expected, and those differences may be material. The other sections of this Business Plan should be read in conjunction with the financial projections.

IV. PREMIER PUBLISHING FUNDING

SUMMARY OF ASSUMPTIONS AND PRACTICES

All of the financial information included reflects the anticipated income and expenses for the operations of Premier Publishing, LLC. These financial projections are based upon certain income levels and present, to the best of management's knowledge and belief, the expected results of operations and significant changes in financial position of the projection periods if such income levels are attained. Market data has been derived from third party sources of information and relies on historical data. Current and future data could vary substantially and could affect the accuracy of the market projections shown.

The assumptions disclosed herein are those that management believes are significant to the projections. However, even if the funding and income levels are attained, there will be differences between projected and actual results because events and circumstances do not occur as expected, and those differences may be material. The Business Plan should be read in conjunction with the financial projections.

FUNDING DATES & USE OF FUNDS

FUNDING ASSUMPTIONS

All of Premier's financial projections are based on the following financial activity and projections. One round of funding are assumed.

First Round Funding - \$500,000 required (March 2004)

Use of Funds - Projections show that one round of funding provides sufficient capital to carry the company to profitability. The funds raised will cover a shortfall of \$470,413 within the first year of operations caused mostly by expenses of the first magazine preceding receipt of revenue for the first magazine. Funds from the first round of financing will be used in the following areas (Refer to annual totals for year one as shown in the 5 Year Summary):

Magazine Production ¹	\$102,820
Marketing & Sales ²	\$217,053
Website Costs ³	\$42,450
Bad Debt Allocation ⁴	\$12,753
Equity Placement Fees ⁵	\$50,000
G&A Expenses ⁶	\$529,804
Capital Expenditures ⁷	\$36,750
Total Expenditures	<u>\$991,630</u>
Projected Gross Revenue for Year 1	\$637,636

NOTE: *The apparent difference between the amount which would be calculated in the table above as the shortfall for Year 1 and the amount actually being raised is caused by the timing of revenues and expenses. Many expenses precede any revenues, and some revenues from the first are not actually received until Year 2. The Detail Sheets in the Financial Proforma shows all cash flows by the month that the expenses are paid out and the revenues are received.*

- ¹ \$102,820 *Line 24* Total Magazine Production Costs: covers Development Costs (design, editing, scanning, color corrections, editorial content, deadline reminder cards) + Paper & Printing Costs + Distribution Costs
- ² \$217,053 *Line 29* Total Marketing & Sales Costs: covers media kits, travel, direct mail campaigns, introductory direct mail program, national newsstand consultant, program fees, and promotional items, salespeople draws & commissions, newsstand distribution fees, and fulfillment costs
- ³ \$42,450 *Line 30* Total Website Costs: covers web development, website maintenance, webmaster, website hosting, membership mail campaign, and search positioning program.
- ⁴ \$12,753 Bad Debt Allocation
- ⁵ \$50,000 *Line 32* Equity Placement Fees: covers cost and commissions for raising equity capital.
- ⁶ \$529,804 *Line 54* Total G&A Expenses: covers Total G&A Staff Expenses (payroll, benefits, taxes, travel, recruiting, and bonuses) + Synogy BP Interest + Total G&A Misc. Expenses (personnel support, office resources, professional services, miscellaneous overhead, contributions) + Total Technical Expenses (computer software, internet connection fees) + Total Marketing & Sales Expenses (image materials, advertising, publicity, special event sponsorships) + Total Facilities Expense (rent and utilities)
- ⁷ \$36,750 *Lines 55-59* Total Capital Expenditures: covers Employee Setup + Total Furnishings & Equipment

PREMIER PROFORMA ASSUMPTIONS

The Proforma Financial Projections include a compilation of all revenues and expenses from all divisions of Premier to reflect the overall projected operations of Premier Publishing and the interests of the investors.

PREMIER PUBLISHING – GROWTH & REVENUE

The following assumptions are made regarding the revenue of Premier Publishing. Management projects income from the following areas. Other areas of business not included in these projections may provide additional sources of revenue.

GROWTH STATISTICS

Premier projects receiving income from the following areas:

Line (16) Gross Magazine Revenue: page revenue, newsstand revenue, subscription revenue

Line (19) Gross Website Revenue: broker membership revenue, and website advertising revenue

EXPENSES*Staff Expenses Assumptions*

The following assumptions are used to derive Premier's staff expenses. Four levels of employees are defined in each functional area. With a limited number of employees necessary to operate the company, Premier has combined all employees into one division – G&A.

Each level of employee has a number of variable expenses calculated for employees at that level:

Benefits & Taxes - calculated as 30% of the base salary

Cell Phone - \$100/month average (High [150%], Medium [100%], Low [75%], No usage)

Pager - \$25/month

High Speed Internet Access Line (at home) - \$50/month

% Out of Town – used to determine Per Diem Expenses @ \$150/per day

Number of flights per month – used to determine airfare expenses @ \$500/flight average

Company Car - Determines monthly car allowance for a company car @ \$500.

% Auto Usage - used to determine:

Gas Reimbursement for company cars @ 22 days/month * 75 mi/day * 18 mpg * \$1.80/gal

Mileage Reimbursement for all other employees @ 22 days/month * 75 mi/day * \$0.32 /mile

Conferences Attended per year - used to determine additional cost of conference overhead at \$1,500 per conference

Entertainment Expense - calculated from % Out of Town * \$50/day

% Bonus - used to calculate year-end bonus amounts. It is assumed that all bonuses are earned every year. All bonuses are calculated annually.

Recruitment Expense – With such a small, and slowly growing, employee base, management doesn’t anticipate paying recruiting fees. They are therefore calculated in month hired as 5% of annual salary.

Setup Expenses - a Capital Expense is calculated at the time each employee is hired. The expense amount varies depending upon the level of the employee and varies from \$4,000 for clerical to \$10,000 for management and technical. The higher amount includes allocation for expenses to equip an office at home for leveraging effectiveness of leadership and technical staff.

General & Administrative

Employee Compensation Assumptions

The first year’s base salary compensation for staff is projected as:

<i>Salary</i>	<i>% Bonus</i>	
Founders	\$65,000	15% (2 nd year salary = \$90,000)
Managers	56,000	10%
Assistant	48,000	10%
Clerical 30,000	10%	

Salaries are assumed to grow at 5% per year

Projected Number of Employees (AT END OF THE YEAR)

Total staff size is projected as:

	<i>Yr 1</i>	<i>Yr 2</i>	<i>Yr 3</i>	<i>Yr 4</i>	<i>Yr 5</i>
Founders	2	2	2	2	2
Managers	0	0	1	1	1
Assistant	1	1	1	1	2
Clerical	1	1	1	1	2
Salespeople	1	2	4	6	6
Total Staff	5	6	9	11	13

These assumptions above are based on all design and production being outsourced and internal staff kept lean. As the company grows and a savings can be realized by bringing staff in-house the company will do so.

Current assumptions assume a worst-case scenario with the costs of outsourcing through all 5 years.

Two new salespeople are added 3 months before the release of a new title. All expenses for Salespeople are accounted for under Cost of Goods.

Equity Placement Fees Line (33)

A budgeted expense of \$50,000 to pay expenses and commissions for raising equity capital needed to launch the company.

Miscellaneous Expenses

Miscellaneous expenses are projected in the following areas:

Personnel Support **LINE (39)**

This area covers expenses for supporting and developing Premier’s employee base.

Training & Education	\$50 / month / employee
Employee Orientation (when hired)	\$1,000 / employee
Dues & Subscriptions	\$5 / month / employee

Office Resources **LINE (40)**

This area covers expenses for various operating resources required:

Office Supplies	\$35 / month / employee
Equipment Leases	\$250 / month
Beginning in the 4 th month	
Copy and Printing	\$50 / month / title

Professional Services **LINE (41)**

Legal Fees	\$100 / month
Initial expenses Month 1	\$750
Accounting Fees	\$250 / month
Business Consultants	\$2,000 / month

Miscellaneous Overhead

LINE (42)

The following operating expenses are categorized as Miscellaneous Overhead Expenses for Premier:

Postage & Freight	\$100 / month / employee
Corporate Insurance (Liability, E&O, D&O)	\$1,000
Contributions	\$5,000 1 st Year

Technical Expenses

Line (46)

Technical expenses will be accrued both as operating expenses and as capital expenses. Capital expenses are covered under a different section. The following technical operating expenses are calculated for Premier:

<i>Line (44)</i> Computer Software & Upgrades Fund	\$60 / month / employee
starting in month 8	
<i>Line (45)</i> Internet Connection Fee	\$75 / month

Marketing & Sales Expenses

Image, Marketing Materials & Publicity LINES (47 & 48)

Management recognizes that the company’s materials reflect on the quality of the company. Premier is committed to developing high-quality materials and has budgeted money for this key area. Responsibilities will include development of corporate image materials; marketing materials; advertising programs and materials. Strong attention will be paid to direct person-to-person marketing.

Image & Marketing Materials Design	\$250 / month
starting in 2 nd year - \$6,000 in first five months	
Marketing Materials Cost – starting 10 th Month	\$2,000 / month
\$12,000 in 1 st Month, \$5,000 in 6 th Month	

Direct Mail Budget	\$350 / month
beginning in month 6	
Publicity Contract	\$500 / month
\$3,000 in 3 rd Quarter	

Sales & Advisory Board Special Events **LINE (49)**

Premier has budgeted for presentation of one special event per year (beginning in 19th month) to develop client and Advisory Board relationships.

Special Event Expenses	\$30,000 per year
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Office Rental Expenses **LINE (51)**

Facilities expenses are calculated based upon the total number of employees at the end of each year. The following assumptions are used to determine the size and cost of the headquarter office facilities.

Employees planning space for	8
Common Area	1,500 sq. ft.
Area per Employee	150 sq. ft.
Annual Rental Rate	\$9.00 / sq. ft.

Office Utilities & Maintenance **LINE (52)**

Overhead / Month (utilities, supplies) included in lease	\$0
Telephone Connection Fees / Employee / Month \$100 / line with 2 employees / line	\$200
Long Distance / Employee / Month	\$50
Cleaning – done internally	\$0
Repairs & Maintenance (included in lease)	\$0

Capital Expenses

G&A Employee Setup **LINE (55)**

A capital expense is added each time an employee is added to cover the expenses for setting up an employee –

computer, furniture, phone, software, supplies, and a home office for executive level people

Founders	\$10,000
Managers	\$5,000
Assistants	\$4,000
Clerical	\$4,000

G&A Furnishings & Equipment

LINE (56)

Budgeted amounts for office furnishings and computer network equipment.

Computer Equipment Replacement Allocation	\$25 / month / employee
Furnishings	\$5,000 in 3 rd month

Marketing & Sales Capital Expense

LINE (57)

Salesperson Setup Expense \$2,500 / Salesperson



**5 YEAR SUMMARY
FINANCIAL PROJECTIONS**



PREMIER PUBLISHING

Financial Projections

5 Year Projections

GROWTH PROJECTIONS

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prepared by
SYNOGY

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
Magazines					
(1) New Titles Released	1	0	1	0	1
(2) Cum Total Titles	1	1	2	2	3
Magazine Growth Statistics					
(3) Total Page Count	144	520	684	1,060	1,564
(4) Total Print Run	35,000	190,000	245,000	400,000	575,000
(5) Printing Price / Unit (Max)	\$1.29	\$1.38	\$1.44	\$1.51	\$1.58
(6) Total New Subscriptions from Magazines	1	296	232	563	719
(7) Cumulative New Subscriptions From Campaign	33	83	133	183	233
(8) Magazine Subscription Renewals	0	26	501	762	1,453
(9) Cumulative Magazine Subscriptions	34	372	487	846	1,130
Website Growth Statistics					
(10) Total New Memberships	287	569	490	614	1,079
(11) Total Cumulative Memberships	287	785	1,078	1,423	2,146

	1	1	1	1	1	1	2	3	4	5				
	Year 1 Total						Year 2 Total		Year 3 Total		Year 4 Total		Year 5 Total	
REVENUES														
Magzine Revenues														
(12) Gross Page Revenue - Time Adjusted	480,000						1,416,000		1,992,000		3,108,000		3,552,000	
(13) Gross Cover Revenue - Time Adjusted	12,063						28,468		41,013		61,278		70,445	
(14) Gross Newsstand Revenue - Time Adjusted	0						243,569		601,759		845,328		1,303,812	
(15) Gross Subscription Revenue	593						11,334		17,227		32,845		49,841	
(16) Gross Magazine Revenue	492,656						1,699,371		2,651,999		4,047,451		4,976,098	
Website Revenues														
(17) Gross Website Broker Membership Revenue	114,980						313,941		431,283		569,229		858,521	
(18) Gross Website Ad Revenue	30,000						144,000		244,800		414,720		746,496	
(19) Gross Website Revenue	144,980						457,941		676,083		983,949		1,605,017	
(20) Gross Revenue	\$637,636						\$2,157,311		\$3,328,082		\$5,031,400		\$6,581,114	

COST OF GOODS

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
Magazine Production					
(21) Total Magazine Development Cost	46,040	82,650	128,690	186,490	167,100
(22) Total Paper & Printing Cost	45,000	258,593	350,453	598,500	905,109
(23) Total Magazine Shipping Cost	11,780	53,480	69,500	111,200	161,460
(24) Total Magazine Production Costs	102,820	394,723	548,643	896,190	1,233,669
Marketing & Sales					
(25) Total Marketing & Sales Cost	119,500	83,250	138,000	241,500	202,500
(26) Total Commissions - Paid Out	95,609	284,869	405,041	622,321	798,076
(27) Distribution Fees - Time Adjusted	0	90,264	126,369	216,633	315,924
(28) Fulfillment Costs	444	4,560	4,800	9,681	13,261
(29) Total Marketing & Sales Costs	217,053	465,943	677,210	1,096,135	1,338,761
Website Costs					
(30) Total Website Costs	42,450	97,480	152,730	214,380	308,596
Cost of Sales	\$362,323	\$958,145	\$1,378,583	\$2,206,705	\$2,881,027
Bad Debt Allocation	\$12,753	\$43,146	\$66,562	\$100,628	\$131,622
GROSS MARGIN					
	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
Gross Margin	\$262,560	\$1,156,020	\$1,882,937	\$2,724,067	\$3,568,465

	1	1	1	1	1	1	1	2	3	4	5
EXPENSES							Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
(31) Total Salespeople							1	2	4	6	6
(32) Total Employees							5	6	9	11	13
(33) Equity Placement Fees							0	0	0	0	0
General & Administrative											
(34) Total G&A Staff							4	4	5	5	7
(35) G&A Payroll & Benefits							271,096	347,676	399,137	469,248	617,880
(36) G&A Travel, Conf, & Enter							116,978	117,228	130,758	149,700	170,340
(37) G&A Recruit & Bonus							28,800	35,190	46,211	45,280	61,765
Total G&A Staff Expenses							416,874	500,094	576,106	664,228	849,985
(38) Synogy BP Interest in Gross Margin							13,320	25,392	42,295	65,679	96,228
(39) Personnel Support							21,580	2,640	3,915	3,300	6,620
(40) Office Resources							3,900	5,280	6,475	8,148	11,234
(41) Professional Services							28,850	27,000	27,000	27,000	27,000
(42) Misc. Overhead							6,770	12,126	16,849	22,574	33,606
(43) Contributions							5,000	10,000	15,000	15,000	15,000
Total G&A Misc. Expenses							66,100	57,046	69,239	76,022	93,460
(44) Computer Software & Upgrades							960	3,024	3,506	4,167	6,126
(45) Internet Connection Fee							900	945	992	1,042	1,094
(46) Total Technical Expenses							1,860	3,969	4,498	5,209	7,220
(47) Total Image & Materials							6,000	3,000	3,300	3,630	3,993
(48) Total Advertising & Publicity							27,450	72,000	109,800	147,600	185,400
(49) Total Special Event & Sponsorship Expenses							0	30,000	30,000	30,000	30,000
(50) Total Marketing & Sales Expenses							33,450	105,000	143,100	181,230	219,393
(51) Office Rental / Payments							20,250	21,600	25,650	28,350	31,050
(52) Utilities & Maint							11,400	15,120	20,506	26,394	37,924
(53) Total Facilities Expense							31,650	36,720	46,156	54,744	68,974
(54) Total G&A Expenses							529,804	653,221	768,294	895,882	1,145,867
TOTAL EXPENSES							529,804	653,221	768,294	895,882	1,145,867
Earnings Before Interest & Taxes							(267,244)	502,797	1,114,633	1,828,176	2,422,598
Interest							0	0	0	0	0
Earnings (Loss) Before Taxes							(300,693)	502,797	1,114,633	1,828,176	2,422,598
Accumulated Losses							(300,693)	0	0	0	0
Taxes				35.0%			0	178,214	538,008	1,001,980	1,435,906
Total Expenses + Taxes							529,804	831,435	1,306,302	1,897,862	2,581,773
NET INCOME (LOSS)							(300,693)	324,582	576,625	826,196	986,693

CAPITAL EXPENDITURES

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
G&A Captial Expenses					
(55) G&A Employee Setup	28,000	0	5,000	0	8,000
(56) Total Furnishings & Equipment	6,250	4,300	2,325	2,850	3,900
(57) Total G&A Capital Expenses	34,250	4,300	7,325	2,850	11,900
M&S Captial Expenses					
(58) M&S Employee Setup	2,500	2,500	5,000	5,000	0
(59) Total M&S Capital Expenses	2,500	2,500	5,000	5,000	0
Total Capital Expenditures	36,750	6,800	12,325	7,850	11,900
Cumulative Capital Expenditures	36,750	43,550	55,875	63,725	75,625

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SOURCES & USES OF CASH

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
SOURCES OF CASH					
Net Income (Loss)	(300,693)	324,582	576,625	826,196	986,693
Investment	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0
Total Sources of Funds	(300,693)	324,582	576,625	826,196	986,693

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
USES OF CASH					
Total Capital Expenditures	36,750	6,800	12,325	7,850	11,900
Investment in Inventory	0	0	0	0	0
CASH USED In Operations	36,750	6,800	12,325	7,850	11,900
Cash (Required) Available	(337,443)	317,782	564,300	818,346	974,793
Cummulative Cash (Required) Available	(337,443)	(19,661)	544,639	1,362,986	2,337,778
Value (Cum Cash + Cum Capital Exp)	(300,693)	23,889	600,514	1,426,711	2,413,403

Total Investmt Required (470,413)

NET PRESENT VALUE

	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	Year 5 Total
<i>Calculated at 10% Int</i>					
NPV on Net Income	1,605,081	(300,693)	324,582	576,625	826,196
NPV on Cash	1,544,042	(337,443)	317,782	564,300	818,346

YEAR 1
FINANCIAL PROJECTIONS

PREMIER PUBLISHING

Financial Projections

5 Year Projections

Year 1



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GROWTH PROJECTIONS

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Magazines													
(1) New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
(2) Cum Total Titles	0	0	0	0	0	0	0	1	1	1	1	1	1
Magazine Growth Statistics													
(3) Total Page Count	0	0	0	0	0	0	0	144	0	0	0	0	144
(4) Total Print Run	0	0	0	0	0	0	0	35,000	0	0	0	0	35,000
(5) Printing Price / Unit (Max)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29
(6) Total New Subscriptions from Magazines	0	0	0	0	0	0	0	0	0	0	0	1	1
(7) Cumulative New Subscriptions From Campaign	0	0	0	0	0	0	0	0	0	0	17	33	33
(8) Magazine Subscription Renewals	0	0	0	0	0	0	0	0	0	0	0	0	0
(9) Cumulative Magazine Subscriptions	0	0	0	0	0	0	0	0	0	0	17	34	34
Website Growth Statistics													
(10) Total New Memberships	0	0	0	0	0	0	0	50	74	75	77	11	287
(11) Total Cumulative Memberships	0	0	0	0	0	0	0	50	124	199	276	287	287

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REVENUES

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Magazine Revenues													
(12) Gross Page Revenue - Time Adjusted	0	0	0	0	0	144,000	0	0	144,000	0	192,000	0	480,000
(13) Gross Cover Revenue - Time Adjusted	0	0	0	0	0	3,860	0	0	3,860	0	4,343	0	12,063
(14) Gross Newsstand Revenue - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	0	0
(15) Gross Subscription Revenue	0	0	0	0	0	0	0	0	0	0	283	311	593
(16) Gross Magazine Revenue	0	0	0	0	0	147,860	0	0	147,860	0	196,625	311	492,656
Website Revenues													
(17) Gross Website Broker Membership Revenue	0	0	0	0	0	0	0	20,000	29,667	30,117	30,634	4,563	114,980
(18) Gross Website Ad Revenue	0	0	0	0	0	0	0	6,000	6,000	6,000	6,000	6,000	30,000
(19) Gross Website Revenue	0	0	0	0	0	0	0	26,000	35,667	36,117	36,634	10,563	144,980
(20) Gross Revenue	\$0	\$0	\$0	\$0	\$0	\$147,860	\$0	\$26,000	\$183,527	\$36,117	\$233,259	\$10,873	\$637,636

COST OF GOODS

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Magazine Production													
(21) Total Magazine Development Cost	0	0	0	1,750	0	6,120	13,320	1,750	1,500	0	6,800	14,800	46,040
(22) Total Paper & Printing Cost	0	0	0	0	0	0	0	45,000	0	0	0	0	45,000
(23) Total Magazine Shipping Cost	0	0	0	0	0	0	0	11,780	0	0	0	0	11,780
(24) Total Magazine Production Costs	0	0	0	1,750	0	6,120	13,320	58,530	1,500	0	6,800	14,800	102,820
Marketing & Sales													
(25) Total Marketing & Sales Cost	0	50,000	6,500	5,000	5,000	5,000	5,000	10,500	0	3,000	28,000	3,000	119,500
(26) Total Commissions - Paid Out	0	3,250	3,250	3,250	3,250	10,066	3,250	3,250	24,583	3,250	3,250	34,960	95,609
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	0	0
(28) Fulfillment Costs	0	0	0	0	0	0	0	0	0	0	217	228	444
(29) Total Marketing & Sales Costs	0	53,250	9,750	8,250	8,250	15,066	8,250	13,750	24,583	6,250	31,467	38,188	217,053
Website Costs													
(30) Total Website Costs	0	0	0	0	5,000	5,000	5,000	8,290	4,790	4,790	4,790	4,790	42,450
Cost of Sales	\$0	\$53,250	\$9,750	\$10,000	\$13,250	\$26,186	\$26,570	\$80,570	\$30,873	\$11,040	\$43,057	\$57,778	\$362,323
Bad Debt Allocation	\$0	\$0	\$0	\$0	\$0	\$2,957	\$0	\$520	\$3,671	\$722	\$4,665	\$217	\$12,753

GROSS MARGIN

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Gross Margin	\$0	(\$53,250)	(\$9,750)	(\$10,000)	(\$13,250)	\$118,717	(\$26,570)	(\$55,090)	\$148,983	\$24,354	\$185,537	(\$47,122)	\$262,560
EXPENSES													
(31) Total Salespeople	0	1	1	1	1	1	1	1	1	1	1	1	1
(32) Total Employees	3	4	5	5	5	5	5	5	5	5	5	5	5
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
General & Administrative													
(34) Total G&A Staff	3	3	4	4	4	4	4	4	4	4	4	4	4
(35) G&A Payroll & Benefits	19,883	19,883	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	271,096
(36) G&A Travel, Conf. & Enter	9,644	9,644	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	116,978
(37) G&A Recruit & Bonus	0	0	1,500	0	0	0	0	0	0	0	0	27,300	28,800
Total G&A Staff Expenses	29,527	29,527	34,402	32,902	32,902	32,902	32,902	32,902	32,902	32,902	32,902	60,202	416,874
(38) Synogy BP Interest in Gross Margin	9,250	0	0	0	0	0	2,387	0	0	1,683	0	0	13,320
(39) Personnel Support	20,000	0	0	20	20	220	220	220	220	220	220	220	21,580
(40) Office Resources	0	0	140	390	390	390	390	440	440	440	440	440	3,900
(41) Professional Services	3,000	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	28,850
(42) Misc. Overhead	300	400	500	1,500	500	500	500	529	511	511	514	504	6,770
(43) Contributions	0	0	0	0	0	0	0	0	0	0	0	5,000	5,000
Total G&A Misc. Expenses	23,300	2,750	2,990	4,260	3,260	3,460	3,460	3,539	3,521	3,521	3,524	8,514	66,100
(44) Computer Software & Upgrades	0	0	0	0	0	0	0	240	0	240	240	240	960
(45) Internet Connection Fee	75	75	75	75	75	75	75	75	75	75	75	75	900
(46) Total Technical Expenses	75	75	75	75	75	75	75	75	315	315	315	315	1,860
(47) Total Image & Materials	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	6,000
(48) Total Advertising & Publicity	12,000	0	0	0	0	5,350	350	1,350	1,350	1,350	2,850	2,850	27,450
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
(50) Total Marketing & Sales Expenses	12,000	2,000	2,000	2,000	0	5,350	350	1,350	1,350	1,350	2,850	2,850	33,450
(51) Office Rental / Payments	0	0	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	20,250
(52) Utilities & Maint	600	800	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,400
(53) Total Facilities Expense	600	800	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	31,650
(54) Total G&A Expenses	74,752	35,152	42,492	42,262	39,262	44,812	42,199	40,891	41,113	42,796	42,616	74,906	529,804
TOTAL EXPENSES	74,752	35,152	42,492	42,262	39,262	44,812	42,199	40,891	41,113	42,796	42,616	74,906	529,804
Earnings Before Interest & Taxes	(74,752)	(88,402)	(52,242)	(52,262)	(52,512)	73,905	(68,769)	(95,981)	107,870	(18,442)	142,921	(122,028)	(267,244)
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
Earnings (Loss) Before Taxes	(74,752)	(88,402)	(52,242)	(52,262)	(52,512)	73,905	(68,769)	(95,981)	107,870	(18,442)	142,921	(122,028)	(300,693)
Accumulated Losses	(74,752)	(163,154)	(215,396)	(267,658)	(320,170)	(246,265)	(315,034)	(411,015)	(303,145)	(321,587)	(178,665)	(300,693)	(300,693)
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses + Taxes	74,752	35,152	42,492	42,262	39,262	44,812	42,199	40,891	41,113	42,796	42,616	74,906	529,804
NET INCOME (LOSS)	(74,752)	(88,402)	(52,242)	(52,262)	(52,512)	73,905	(68,769)	(95,981)	107,870	(18,442)	142,921	(122,028)	(300,693)

CAPITAL EXPENDITURES

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
G&A Capital Expenses													
(55) G&A Employee Setup	24,000	0	4,000	0	0	0	0	0	0	0	0	0	8,000
(56) Total Furnishings & Equipment	0	0	5,125	125	125	125	125	125	125	125	125	125	6,250
(57) Total G&A Capital Expenses	24,000	0	9,125	125	125	125	125	125	125	125	125	125	14,250
M&S Capital Expenses													
(58) M&S Employee Setup	0	2,500	0	0	0	0	0	0	0	0	0	0	2,500
(59) Total M&S Capital Expenses	0	2,500	0	0	0	0	0	0	0	0	0	0	2,500
Total Capital Expenditures	24,000	2,500	9,125	125	125	125	125	125	125	125	125	125	16,750
Cumulative Capital Expenditures	24,000	26,500	35,625	35,750	35,875	36,000	36,125	36,250	36,375	36,500	36,625	36,750	36,750

SOURCES & USES OF CASH

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
SOURCES OF CASH													
Net Income (Loss)	(74,752)	(88,402)	(52,242)	(52,262)	(52,512)	73,905	(68,769)	(95,981)	107,870	(18,442)	142,921	(122,028)	(300,693)
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sources of Funds	(74,752)	(88,402)	(52,242)	(52,262)	(52,512)	73,905	(68,769)	(95,981)	107,870	(18,442)	142,921	(122,028)	(300,693)
USES OF CASH													
Total Capital Expenditures	24,000	2,500	9,125	125	125	125	125	125	125	125	125	125	16,750
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
CASH USED In Operations	24,000	2,500	9,125	125	125	125	125	125	125	125	125	125	16,750
Cash (Required) Available	(98,752)	(90,902)	(61,367)	(52,387)	(52,637)	73,780	(68,894)	(96,106)	107,745	(18,567)	142,796	(122,153)	(317,443)
Cumulative Cash (Required) Available	(98,752)	(189,654)	(251,021)	(303,408)	(356,045)	(282,265)	(351,159)	(447,265)	(339,520)	(358,087)	(215,290)	(337,443)	(337,443)
Value (Cum Cash + Cum Capital Exp)	(74,752)	(163,154)	(215,396)	(267,658)	(320,170)	(246,265)	(315,034)	(411,015)	(303,145)	(321,587)	(178,665)	(300,693)	(300,693)
Total Investmt Required													(470,413)

Advertising - Covers

		Standard Cover Price		Ave cost of a Cover Page		Yr 2	Yr 3	Yr 4	Yr 5				
		1st Issue Discount	2nd Issue Discount	1st Issue Discount	2nd Issue Discount	\$9,650	\$9,650	\$9,650	\$9,650				
		20.0%	10.0%	20.0%	10.0%	20.0%	10.0%	20.0%	10.0%				
Release Dates		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Cover Revenues													
First Issue Cover		0	0	0	0	0	0	0	7,720	0	0	0	0
Second Issue Cover		0	0	0	0	0	0	0	0	0	0	0	0
Standard Cover		0	0	0	0	0	0	0	0	0	0	0	0
Gross Cover Revenue		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,720	\$0	\$0	\$0	\$0
		Deposit Percentage		Percent Deposit		50.0%			50.0%	50.0%	50.0%	50.0%	50.0%
Cover Revenues - Time Adjusted													
First Issue Covers					0	0	3,860	0	0	3,860	0	0	0
Second Issue Covers					0	0	0	0	0	0	0	4,343	0
Standard Covers					0	0	0	0	0	0	0	0	0
(13) Gross Cover Revenue - Time Adjusted		\$0	\$0	\$0	\$0	\$0	\$3,860	\$0	\$0	\$3,860	\$0	\$4,343	\$0

Newsstand

		1st Issue Print Run		2nd Issue Print Run		Standard Issue Print Run		Yr 2	Yr 3	Yr 4	Yr 5		
		35,000	35,000	50,000	50,000	70,000	70,000	35,000	50,000	70,000	70,000		
Release Dates		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Print Run													
1st Issue		0	0	0	0	0	0	0	35,000	0	0	0	0
2nd Issue		0	0	0	0	0	0	0	0	0	0	0	0
Standard Issue		0	0	0	0	0	0	0	0	0	0	0	0
(4) Total Print Run		0	0	0	0	0	0	0	35,000	0	0	0	0
		Newsstand Price		Newsstand Retail Price		\$5.95		show Cost of Goods that brings this down to 37% of cover price = \$2.20		\$5.95	\$5.95	\$5.95	\$5.95
		Percent to Newsstand		% Print Run to Newsstand		86.0%				86.0%	86.0%	86.0%	86.0%
		Percent Sell Through		Percent Sell Through		56.0%				56.0%	56.0%	56.0%	56.0%
Units to Newsstands		0	0	0	0	0	0	0	30,100	0	0	0	0
Newsstand Revenues		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Gross Newsstand Revenue		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100,293	\$0	\$0	\$0	\$0
Release Dates													
Newsstand Balance Due (6 mo. After subsequent Mag)													
(14) Gross Newsstand Revenue - Time Adjusted													

Magazine Subscriptions

		Starting Subscriptions		Subscriptions starting with 2nd issue		Yr 2	Yr 3	Yr 4	Yr 5				
		Growth per period	% growth per month	150	5.0%	150.00	151.00	151.00	151.00				
Release Dates		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Growth of Magazine Subscriptions													
New Subscriptions Start Period (2nd issue)		0	0	0	0	0	0	0	0	0	0	0	0
New Subscriptions - Start		0	0	0	0	0	0	0	0	0	0	0	0
New Subscriptions - Growth		0	0	0	0	0	0	0	0	0	0	1	1
(6) Total New Subscriptions from Magazines		0	0	0	0	0	0	0	0	0	0	1	1
Subscriptions from Mail Campaign		Sent Months for Return		Direct Mail Pieces Sent		5,000		5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	
		Total Percentage Return		Months over which returns are split		3		3.00	3.00	3.00	3.00	3.00	
		Total Subscriptions from Campaign		Total % of Subscriptions from Campaign		1.0%		1.0%	1.0%	1.0%	1.0%	1.0%	
		Per Month Return		Total New Subscriptions		50		50.00	50.00	50.00	50.00	50.00	
				New Subscriptions per Month of Return		17		16.67	16.67	16.67	16.67	16.67	
Growth of Subscriptions from Mail Campaign		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
New Title Release		0	0	0	0	0	0	0	1	0	0	0	0
2nd Issue		0	0	0	0	0	0	0	0	0	0	0	0
Annual Campaign / Title													
Mail Campaign Sent for Subscriptions												1	1
New Subscriptions from Campaign		0	0	0	0	0	0	0	0	0	0	17	17
Total New Subscriptions from Campaign		0	0	0	0	0	0	0	0	0	0	17	17
(7) Cumulative New Subscriptions From Campaign		0	0	0	0	0	0	0	0	0	0	17	33
Total New Subscriptions		0	0	0	0	0	0	0	0	0	0	17	18
Non-Renewals (minus)													0
Cumulative Magazine Subscriptions		0	0	0	0	0	0	0	0	0	0	17	34
		Renewal Rate		% of subscriptions that renew		75.0%		75.0%	75.0%	75.0%	75.0%	75.0%	
(8) Magazine Subscription Renewals													0
Total New & Renew		0	0	0	0	0	0	0	0	0	0	17	18
													35

	Subscription Price					Subscription Price \$16.95					Subscription Price \$16.95					Subscription Price \$16.95				
	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005								
Subscription Revenues																				
(15) Gross Subscription Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$283	\$311	\$593							

GROSS MAGAZINE REVENUES

Gross Page Revenue - Time Adjusted								144,000					144,000					192,000		480,000
Gross Cover Revenue - Time Adjusted								3,860					3,860					4,343		12,063
Gross Newsstand Revenue - Time Adjusted																				0
Gross Subscription Revenue																		283		593
(16) Gross Magazine Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$147,860	\$0	\$0	\$147,860	\$0	\$196,625	\$311	\$492,656						

Website

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
Website Opened (1st Issue)	0	0	0	0	0	0	0	1	0	0	0	0
Cum Total Websites Open	0	0	0	0	0	0	0	1	1	1	1	1

BROKER Memberships

Starting Memberships									Yr 2	Yr 3	Yr 4	Yr 5
Memberships starting with 1st Issue									50.00	51.00	51.00	51.00
Memberships starting with 2nd Issue									30.00	31.00	31.00	31.00
Growth per period									9.0%	0.9%	0.9%	0.9%
% growth per month												

Growth of Broker Memberships from Publications

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
1st Issues	0	0	0	0	0	0	0	1	0	0	0	0
2nd Issues	0	0	0	0	0	0	0	0	0	0	0	0
New Memberships - 1st Issue	0	0	0	0	0	0	0	50	0	0	0	0
New Memberships - 2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0
New Memberships - from Growth %	0	0	0	0	0	0	0	8	9	10	11	11
Total New Memberships from Publications	0	0	0	0	0	0	0	50	8	9	10	11
Cumulative New Memberships from Publications	0	0	0	0	0	0	0	50	58	66	76	87

Broker Memberships from Mail Campaign

Sent Months for Return									10,000	10,000	10,000	10,000
Direct Mail Pieces Sent									3	3	3	3
Months over which returns are split									2.0%	2.0%	2.0%	2.0%
Total Percentage Return									200	200	200	200
Total Memberships from Campaign									66.67	66.67	66.67	66.67
Total New Broker Memberships												
Per Month Return												
New Broker Memberships per Month of Return												

Growth of Broker Subs from Mail Campaign

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
New Title Release	0	0	0	0	0	0	0	1	0	0	0	0
2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0
Annual Campaign / Title	0	0	0	0	0	0	0	0	0	0	0	0
Mail Campaign Sent for Website Memberships								1				
New Memberships from Campaign									67	67	67	0
Total New Memberships from Campaign	0	0	0	0	0	0	0	0	67	67	67	0
Cumulative New Memberships From Campaign	0	0	0	0	0	0	0	0	67	133	200	200

(10) Total New Memberships

Non-Renewals (minus)												
(11) Total Cumulative Memberships	0	0	0	0	0	0	0	50	124	199	276	287

Renewal Rate									75.0%	75.0%	75.0%	75.0%
% of Memberships that renew												
Membership Renewals (Previous Year)												
Total New & Renew	0	0	0	0	0	0	0	50	74	75	77	11

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Broker Memberships Annual Fee												
Annual Broker Website Membership									\$400.00	\$400.00	\$400.00	\$400.00
(17) Gross Website Broker Membership Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$20,000	\$29,667	\$30,117	\$30,634
												\$4,563
												\$114,980

WEB ADVERTISEMENTS

Home Page Advertising Slots									4	4	4	4
No. of Advertisements on Home Page									\$500.00	\$500.00	\$500.00	\$500.00
Price per Ad Slot - Home Page									4	4	4	4
No. Regional Pages									4	4	4	4
Regional Page Advertising Slots									4	4	4	4
No. of Advertisements on Regional Page									\$250.00	\$250.00	\$250.00	\$250.00
Price per Ad Slot - Regional Page												

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
Home Page Ad Revenue	0	0	0	0	0	0	0	2,000	2,000	2,000	2,000	10,000
Regional Page Ad Revenue	0	0	0	0	0	0	0	4,000	4,000	4,000	4,000	20,000
(18) Gross Website Ad Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,000	\$6,000	\$6,000	\$6,000	\$30,000

TOTAL WEBSITE REVENUES

Gross Website Broker Membership Revenue		0	0	0	0	0	0	0	0	20,000	29,667	30,117	30,634	4,563	114,980
Gross Website Ad Revenue		0	0	0	0	0	0	0	0	6,000	6,000	6,000	6,000	6,000	30,000
(19) Gross Website Revenue		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$26,000	\$35,667	\$36,117	\$36,634	\$10,563	\$144,980

Gross Revenues

Gross Magazine Revenue		0	0	0	0	0	147,860	0	0	0	147,860	0	196,625	311	492,656
Gross Website Revenue		0	0	0	0	0	0	0	0	26,000	35,667	36,117	36,634	10,563	144,980
(20) Gross Revenue		\$0	\$0	\$0	\$0	\$0	\$147,860	\$0	\$0	\$26,000	\$183,527	\$36,117	\$233,259	\$10,873	\$637,636

COST OF GOODS

Magazine Production

Design	Design Cost / Per Page	\$65.00	<i>allocated across prior 2 months</i>				\$65.00	\$65.00	\$65.00	\$65.00
Editing	Editing / Per Page	\$20.00	<i>allocated across prior 2 months</i>				\$20.00	\$20.00	\$20.00	\$20.00
Scanning	Scanning / Per Page	\$80.00	<i>month before</i>				\$80.00	\$80.00	\$80.00	\$80.00
Color Correction	Color Correction / Per Page	\$20.00	<i>month before</i>				\$20.00	\$20.00	\$20.00	\$20.00
Total Per Page Cost	Total Per Page Cost	\$185.00					\$185.00	\$185.00	\$185.00	\$185.00
Editorial Content	Editorial Content / Per Issue	\$1,500.00	<i>paid month after</i>				\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Deadline Reminder Cards	Deadline Reminder Cards	\$0.35	<i>4 months before release</i>				\$0.35	\$0.35	\$0.35	\$0.35
Number of Cards Sent	Number of Deadline Reminder Cards	5,000	<i>4 months before release</i>				\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00

Magazine Development

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
First Issues of New Titles	0			0				1				1
Cumulative Titles	0			0				1				1
Total Pages	0			0				144				144
Advertising Deadline (2 mo. Prior)												0
Release Dates												
Design			0			4,680	4,680				5,200	5,200
Editing			0			1,440	1,440				1,600	1,600
Scanning			0				5,760				6,400	6,400
Color Corrections			0				1,440				1,600	1,600
Editorial Content			0			0			1,500			1,500
Deadline Reminder Cards	0			1,750				1,750				3,500
(21) Total Magazine Development Cost	0	0	0	1,750	0	6,120	13,320	1,750	1,500	0	6,800	14,800

Paper & Printing	Paper & Printing	\$45,000.00						\$49,500.00	\$51,975.00	\$54,573.75	\$57,302.44
Base Pages	Pages in Base	144						144	144	144	144
Base Units	Units in Base Run	35,000						35,000	35,000	35,000	35,000
Page Overage	Per Additional Page	\$312.50	<i>Based on \$45,000 / 35,000 / 144</i>					\$328.13	\$344.53	\$361.76	\$379.85
Units Overage	Additional / 1,000 Magazines	\$910.00						\$955.50	\$1,003.28	\$1,053.44	\$1,106.11

Paper & Printing

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
Total Titles	0	0	0	0	0	0	0	1	1	1	1	1
Total Page Count	0	0	0	0	0	0	0	144	0	0	0	144
Total Print Run	0	0	0	0	0	0	0	35,000	0	0	0	35,000
Pages Over Base	0	0	0	0	0	0	0	0	0	0	0	0
Units Over Base	0	0	0	0	0	0	0	0	0	0	0	0
Base Printing Cost	0	0	0	0	0	0	0	45,000	0	0	0	45,000
Page Overage Cost	0	0	0	0	0	0	0	0	0	0	0	0
Unit Overage Cost	0	0	0	0	0	0	0	0	0	0	0	0
(22) Total Paper & Printing Cost	0	0	0	0	0	0	0	45,000	0	0	0	45,000

(5) Price Per Unit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1.29	\$0.00	\$0.00	\$0.00	\$1.29
Max Page Rate for Printing	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$312.50	\$0.00	\$0.00	\$0.00	\$0.00	\$312.50

Postage & Shipping to Newsstand	% of Run to Newsstand	80.0%						80.0%	80.0%	80.0%	80.0%
Advertiser Copies	Postage & Shipping / 1000 Units	\$200.00						\$200.00	\$200.00	\$200.00	\$200.00
	Per page	\$40.00	<i>each advertiser gets 25 copies for each ad page</i>					\$40.00	\$40.00	\$40.00	\$40.00

Magazine Distribution

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
Units Shipped to Newsstand	0	0	0	0	0	0	0	30,100	0	0	0	30,100
Total Page Count	0	0	0	0	0	0	0	144	0	0	0	144
Shipping Cost	0	0	0	0	0	0	0	6,020	0	0	0	6,020
Advertiser Copies	0	0	0	0	0	0	0	5,760	0	0	0	5,760
(23) Total Magazine Shipping Cost	0	0	0	0	0	0	0	11,780	0	0	0	11,780

Magazine Production Costs

	Yr 2	Yr 3	Yr 4	Yr 5
Total Magazine Development Cost	0	0	0	0
Total Paper & Printing Cost	1,750	0	6,120	13,320
Total Magazine Shipping Cost	0	0	1,750	45,000
(24) Total Magazine Production Costs	\$0	\$0	\$6,120	\$13,320

Marketing & Sales

	Yr 2	Yr 3	Yr 4	Yr 5
Media Kits	\$5,500.00	\$5,500.00	\$5,500.00	\$5,500.00
Travel Costs	\$1,750.00	\$1,750.00	\$1,750.00	\$1,750.00
Traveling Sales Staff	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Introductory Direct Mail Program	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Placement Consultant	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Placement Program Fees	\$500.00	\$500.00	\$500.00	\$500.00
Promotional Items	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00
Commissions on Magazines	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Commissions on Website	12.0%	12.0%	12.0%	12.0%
Website Commissions	10.0%	10.0%	10.0%	10.0%

Marketing & Sales

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
First Issues of New Titles	0	0	0	0	0	0	0	1	0	0	0	0
Cum Total Titles	0	0	0	0	0	0	0	1	1	1	1	1
Media Kits	0	0	0	0	0	0	0	5,500	0	0	0	0
Travel	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	0	3,000	3,000	3,000
Direct Mail Subscription Campaigns	0	0	0	0	0	0	0	0	0	0	25,000	0
Placement Consultant	0	0	0	0	0	0	0	0	0	0	0	0
Newsstand Marketing Programs	45,000											
Promotional Items	0	1,500	0	0	0	0	0	0	0	0	0	0
(25) Total Marketing & Sales Cost	0	50,000	6,500	5,000	5,000	5,000	5,000	10,500	0	3,000	28,000	3,000

Salespeople Draw & Commissions

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Traveling Sales Staff												
Monthly Draw	0	0	0	2	2,500.00	0	0	0	2,500.00	2,500.00	2,500.00	2,500.00
Benefits & Taxes for Commissions	0	0	0	30.0%	30.0%	0	0	0	30.0%	30.0%	30.0%	30.0%
Total Monthly Draw	0	0	0	2	\$3,250.00	0	0	0	\$3,250.00	\$3,250.00	\$3,250.00	\$3,250.00
Release Dates												
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0
New Salespeople	0	1	0	0	0	0	0	0	0	0	0	0
Total Number of Salespeople	0	1	1	1	1	1	1	1	1	1	1	1
Commissions / Time Adjusted	0	0	0	0	0	17,743	0	2,600	21,310	3,612	27,225	1,056
Benefits & Taxes	0	0	0	0	0	5,323	0	780	6,393	1,084	8,167	317
Total Commissions Due	0	0	0	0	0	23,066	0	3,380	27,703	4,695	35,392	1,373
Cumulative Commissions	0	0	0	0	0	23,066	23,066	26,446	54,149	58,844	94,236	95,609

Salespeople Draw

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Draw	0	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250
Cumulative Draw	0	3,250	6,500	9,750	13,000	16,250	19,500	22,750	26,000	29,250	32,500	35,750

Salesperson Distribution

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Salesperson Distribution Schedule												
Salesperson Distribution Calcs	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1
Commissions Account	0	(3,250)	(6,500)	(9,750)	(13,000)	6,816	(3,250)	(3,120)	21,333	1,445	33,587	31,710
Commission Paid Out	0	0	0	0	0	6,816	0	0	21,333	0	0	31,710
(26) Total Commissions - Paid Out	0	3,250	3,250	3,250	3,250	10,066	3,250	3,250	24,583	3,250	3,250	34,960

Newsstand Distribution Fees

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
Release Dates												
Total Print Run	0	0	0	0	0	0	0	35,000	0	0	0	0
Shipped to Newsstands	0	0	0	0	0	0	0	30,100	0	0	0	0
Magazines Sold at Newsstands	0	0	0	0	0	0	0	16,856	0	0	0	0
Distribution Fees on Newsstand Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$63,185	\$0	\$0	\$0	\$63,185
Newsstand Balance Due (6 mo. After subsequent Mag)												0
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	0

Fulfillment		Fee for New Subscription Setup		New Subscription		Renewal Fee		Renewal		\$13.00 per Subscription / per Year		\$13.00 per Subscription / per Year		\$13.00 per Subscription / per Year		\$13.00 per Subscription / per Year		
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005					
(28)	Fulfillment Costs	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$217	\$228	\$444				

Marketing & Sales Costs

		Yr 2		Yr 3		Yr 4		Yr 5								
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005			
(29)	Total Marketing & Sales Costs	\$0	\$53,250	\$9,750	\$8,250	\$8,250	\$15,066	\$8,250	\$13,750	\$24,583	\$6,250	\$31,467	\$38,188	\$217,053		

Website Costs

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
	Release Dates												
	Website Opened (1st Issue)	0	0	0	0	0	0	0	0	1	0	0	0
	Cum Total Websites Open	0	0	0	0	0	0	0	0	1	1	1	1

		Yr 2		Yr 3		Yr 4		Yr 5					
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
	Web Development												
	Website Maintenance												
	Web Master & Growth												
	Website Hosting												
	Membership Mail Campaign												
	Search Positioning Program												
	Purchase Search Placements / Month												
	Website Development												
	Website Maintenance												
	Web Master												
	Hosting Fees												
	Per Piece												
	Search Positioning Program												

Website Costs		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
	Web Development	0	0	0	0	5,000	5,000	5,000	0	0	0	0	0
	Website Maintenance	0	0	0	0	0	0	0	250	250	250	250	1,250
	Webmaster	0	0	0	0	0	0	0	4,000	4,000	4,000	4,000	20,000
	Website Hosting	0	0	0	0	0	0	0	40	40	40	40	200
	Membership Mail Campaign	0	0	0	0	0	0	0	3,500	0	0	0	3,500
	Search Positioning Program	0	0	0	0	0	0	0	500	500	500	500	2,500
(30)	Total Website Costs	0	0	0	0	5,000	5,000	5,000	8,290	4,790	4,790	4,790	42,450

Bad Debt

		Yr 2		Yr 3		Yr 4		Yr 5					
		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005
	Percent Bad Debt												
	Bad Debt												
	2.0% of Gross Revenue												
	Bad Debt Allocation	\$0	\$0	\$0	\$0	\$0	\$2,957	\$0	\$520	\$3,671	\$722	\$4,665	\$217
													\$12,753

ASSET ADJUSTMENTS

Investments Received

	Show Investment in Summary?		"Y" to Show Investment in Summary	0	This field reads the setting cell in the Summary section to determine whether to show Investments
	Equity Placement Commission		10% Fee paid for raising funds		

Investment Amount Received

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
	Investment	500,000												500,000
	Cum Investment	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
(33)	Equity Placement Fees		0	0	0	0	0	0	0	0	0	0	0	0

EMPLOYEE ASSUMPTIONS & COUNT

Employee Overhead Calculations

Assumptions:

Work Days / Month	22	
Monthly Time (min) / Employee	7,583	(Work Days/Month * 7 hrs * 50 min)
FICA & Benefits	30%	
Pager/Month	\$25	
Cell Phone/Month	\$100	
E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office
E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office
E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software
E4 Employee Setup	\$4,000	Setup for Level 4 Computer, Office, & Software
Health Insurance	\$500	Family Rate / Month
Recruiting Expense	5.0%	% of Annual Salary

High Speed Home Internet	\$50.00	Price / Month - High Speed Internet Access & Phone Lines
Gas Price	\$1.50	Price / Gallon of Gas
Ave Miles / Gallon	18	Average Gas Mileage for Company Car
Car Allowance	500	Car Allowance
Miles/Day	75	
Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed
Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate
Per Diem	\$150	
Ave Entertainment/Day	\$50	
Conference Expense	\$1,500	Additional Per Person to Cover Conference Overhead
Flight Average	\$500	Average Cost of Plane Fare / Flight
Club Reimbursement	\$500	Monthly Reimbursement for Club Membership

	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Employee Count Totals	calculated in divisions below																	
	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total					
NEW G&A Staff	3.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0		
Total G&A Staff	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0		
New Salespeople	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0		
Total Salespeople	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0		
(32) Total Employees	3.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0		

FUNCTIONAL DIVISIONS - DETAILS

	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
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GENERAL & ADMINISTRATIVE

General & Administrative

G&A Staff Exp Calc

Functional Title	Annual Salary	Other Expense		Capital	Monthly Expenses					Travel Expenses				Billable
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car Allowance	% Car Travel	% Out of Town	Flights Month	Confern per Year	% Billable
GA1 Founders	\$ 65,000	15.0%		\$ 4,000	H		Y		Y	30.0%	40.0%	2	6	
GA2 Managers	\$ 56,000	10.0%			H		Y			30.0%	30.0%	1	6	
GA3 Assistant	\$ 48,000	10.0%			H		Y			20.0%	20.0%	1	1	
GA4 Clerical	\$ 30,000	10.0%											1	

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$5,417	\$1,625	\$7,042	\$150		\$50	\$7,242	\$ 3,250	\$ 9,750	\$ 10,000
GA2 Managers	\$4,667	\$1,400	\$6,067	\$150		\$50	\$6,267	\$ 2,800	\$ 5,600	\$ 5,000
GA3 Assistant	\$4,000	\$1,200	\$5,200	\$150		\$50	\$5,400	\$ 2,400	\$ 4,800	\$ 4,000
GA4 Clerical	\$2,500	\$750	\$3,250				\$3,250	\$ 1,500	\$ 3,000	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer. Expense	Club Expense	Mnth Travel Conf. & Ent	Salary Yr 2	Salary Yr 3	Salary Yr 4	Salary Yr 5
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750		\$4,024	90,000	94,500	99,225	104,186
GA2 Managers			\$156	\$975	\$325	\$500	\$750		\$2,706	58,800	61,740	64,827	68,068
GA3 Assistant			\$104	\$650	\$217	\$500	\$125		\$1,596	50,400	52,920	55,566	58,344
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125	31,500	33,075	34,729	36,465

Release Dates	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
Cum Total Titles	0	0	0	0	0	0	0	1	1	1	1	1	1

G&A Staff Assumptions

	Managers	Assistant Clerical	Yr 2	Yr 3	Yr 4	Yr 5
Title Managers	1.0		1	1	1	1
Title Assistants	1.0		1	1	1	1
Clients / Clerical	1.0		1	1	1	1

New G&A Staff

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 New Founders	2												2.0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	1												1.0
GA4 New Clerical			1										1.0
NEW G&A Staff	3.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0

Total G&A Staff

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	0.0	0.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	3.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

G&A Payroll & Benefits

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	14,483	173,900
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	5,400	64,800
GA4 Clerical	0	0	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	3,250	32,500
(35) G&A Payroll & Benefits	19,883	19,883	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	23,133	271,096

G&A Travel, Conf, Entertainment

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	0	0	125	125	125	125	125	125	125	125	125	125	1,250
(36) G&A Travel, Conf. & Enter	9,644	9,644	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	116,978

Bonus Payments

Bonus Payments Schedule

New Bonus Payments per year 1 *How often are bonuses paid per year*

Growth of Bonus Payments

Bonus Payments Calcs	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	
Schedule of Bonus Payments	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	1

G&A Recruiting & Bonus

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	19,500	19,500
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	4,800	4,800
GA4 Clerical	0	0	1,500	0	0	0	0	0	0	0	0	3,000	4,500
(37) G&A Recruit & Bonus	0	0	1,500	0	0	0	0	0	0	0	0	27,300	28,800

G&A Billable Adjustment

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment	0	0	0	0	0	0	0	0	0	0	0	0	0

Total G&A Staff Expenses	29,527	29,527	34,402	32,902	32,902	32,902	32,902	32,902	32,902	32,902	32,902	60,202	416,874
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Synogy Profit Percent

Percent of Gross Margin

Percent of Gross Margin for Business Plan 2.5%

Synogy BP Interest in Gross Margin

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Gross Margin	0	(53,250)	(9,750)	(10,000)	(13,250)	118,717	(26,570)	(55,090)	148,983	24,354	185,537	(47,122)	262,560
Quarterly Total - Prior 3 Months				(63,000)			95,467			67,323			99,790
Business Plan Development	9,250			0		2,387			1,683				13,320
(38) Synogy BP Interest in Gross Margin	9,250	0	0	0	0	0	0	0	0	1,683	0	0	13,320

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G&A Misc. Expenses

Personnel Support

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Total G&A Staff	3	3	4	4	4	4	4	4	4	4	4	4	4
Accrued Reimbursement	20,000												20,000
Training & Education	\$50					200	200	200	200	200	200	200	1,400
Employee Orientation	\$1,000					0	0	0	0	0	0	0	0
Dues Subscriptions	\$5				20	20	20	20	20	20	20	20	180
(39) Personnel Support	20,000	0	0	20	20	220	220	220	220	220	220	220	21,580

Office Resources

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Office Supplies	\$35		140	140	140	140	140	140	140	140	140	140	1,400
Equipment Leases	\$250			250	250	250	250	250	250	250	250	250	2,250
Copy & Printing	\$50	0	0	0	0	0	0	50	50	50	50	50	250
(40) Office Resources	0	0	140	390	390	390	390	440	440	440	440	440	3,900

Professional Services

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Legal Fees	\$100	750	100	100	100	100	100	100	100	100	100	100	1,850
Accounting Fees	\$150	250	250	250	250	250	250	250	250	250	250	250	3,000
Business Consultants	\$2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services	3,000	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	2,350	28,850

Misc. Overhead

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
Postage & Freight	\$100	300	400	500	500	500	500	500	500	500	500	500	5,700
Corp Insurance (Liab, E&O, D&O)	\$1,000				1,000								1,000
Bank Fees	\$0.15	0	0	0	0	0	0	29	11	11	14	4	70
(42) Misc. Overhead	300	400	500	1,500	500	500	500	529	511	511	514	504	6,770

Charitable Contributions

(43) Contributions	0.0%	0	0	0	0	0	0	0	0	0	0	5,000	5,000
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Total G&A Misc. Expenses	23,300	2,750	2,990	4,260	3,260	3,460	3,460	3,539	3,521	3,521	3,524	8,514	66,100
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Technical Expenses

Technical Expenses

	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
(44) Computer Software & Upgrades	\$60								240	240	240	240	960
(45) Internet Connection Fee	\$75	75	75	75	75	75	75	75	75	75	75	75	900
(46) Total Technical Expenses	75	75	75	75	75	75	75	75	315	315	315	315	1,860

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Marketing & Sales Expenses

		Monthly Budget for Image & Materials Design										Yr 2	Yr 3	Yr 4	Yr 5
		Advertising / Print Budget										\$250.00	\$275.00	\$302.50	\$332.75
		Direct Mail Budget										\$4,000.00	\$6,000.00	\$8,000.00	\$10,000.00
		Publicity Contract										\$500.00	\$650.00	\$800.00	\$950.00
		Amount budgeted / month for Design										\$1,500.00	\$2,500.00	\$3,500.00	\$4,500.00
		Monthly Budget for Print													
		Monthly Budget for Direct Mail													
		Monthly Budget for Publicity Contract													
Image, Marketing Materials & Manuals		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total	
	Image & Materials Design		2,000	2,000	2,000					0	0	0	0	6,000	
(47)	Total Image & Materials	0	2,000	2,000	2,000	0	0	0	0	0	0	0	0	6,000	
Advertising & Publicity															
	Marketing Materials	12,000					5,000					2,000	2,000	21,000	
	Direct Mail						350	350	350	350	350	350	350	2,450	
	Publicity Contract								1,000	1,000	1,000	500	500	4,000	
(48)	Total Advertising & Publicity	12,000	0	0	0	0	5,350	350	1,350	1,350	1,350	2,850	2,850	27,450	

Sales & Advisory Board Special Events

		Event Expenses					Event Expenses					Yr 2	Yr 3	Yr 4	Yr 5
							\$30,000.00					\$30,000.00	\$40,000.00	\$50,000.00	\$60,000.00
Special Events & Sponsorships		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005		
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	
(50)	Total Marketing & Sales Expenses	12,000	2,000	2,000	2,000	0	5,350	350	1,350	1,350	1,350	2,850	2,850	33,450	

G&A Office Rental Expenses

		Office Space Assumptions										Yr 2	Yr 3	Yr 4	Yr 5
		Employees at end of year										6.0	9.0	11.0	13.0
		Employess planning space for										6.0	9.0	11.0	13.0
		Common Area										1,500	1,500	1,500	1,500
		Sq Ft per Employee										150	150	150	150
		Office Size Sq Ft										2,400	2,850	3,150	3,450
		Rent / Sq Ft / Year										\$9.00	\$9.00	\$9.00	\$9.00
		Monthly Rent										\$1,800.00	\$2,137.50	\$2,362.50	\$2,587.50
		Employees per phone line										2	2	2	2
		Sq Ft per Cleaning Rate										3,000	3,000	3,000	3,000
		Sq Ft per Repair Rate										1,000	1,000	1,000	1,000
Office Space Expenses		monthly	Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
	Office Rent	\$2,025			2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	20,250
(51)	Office Rental / Payments		0	0	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	2,025	20,250
Utilities & Maint		monthly													
	Elect, Water	\$0	0	0	0	0	0	0	0	0	0	0	0	0	
	Telephone Service Fees	\$200	300	400	500	500	500	500	500	500	500	500	500	5,700	
	Telephone & Long Distance	\$100	300	400	500	500	500	500	500	500	500	500	500	5,700	
	Cleaning	\$0	0	0	0	0	0	0	0	0	0	0	0	0	
	Repairs & Maintenance	\$0	0	0	0	0	0	0	0	0	0	0	0	0	
(52)	Utilities & Maint		600	800	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,400	
(53)	Total Facilities Expense		600	800	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	3,025	31,650	
(54)	Total G&A Expenses		74,752	35,152	42,492	42,262	39,262	44,812	42,199	40,891	41,113	42,796	42,616	74,906	

G&A Capitial Expenses

		Mar-2004	Apr-2004	May-2004	Jun-2004	Jul-2004	Aug-2004	Sep-2004	Oct-2004	Nov-2004	Dec-2004	Jan-2005	Feb-2005	Year 1 Total
G&A Employee Setup														
	GA1 Founders	20,000		0	0	0	0	0	0	0	0	0	0	0
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA3 Assistant	4,000	0	0	0	0	0	0	0	0	0	0	0	4,000
	GA4 Clerical	0	0	4,000	0	0	0	0	0	0	0	0	0	4,000
(55)	Total G&A Employee Setup	24,000	0	4,000	0	0	0	0	0	0	0	0	0	8,000

YEAR 2
FINANCIAL PROJECTIONS

PREMIER PUBLISHING
Financial Projections

Year 2

5 Year Projections



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GROWTH PROJECTIONS

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Magazines													
(1) New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
(2) Cum Total Titles	1	1	1	1	1	1	1	1	1	1	1	1	1
Magazine Growth Statistics													
(3) Total Page Count	160	0	0	180	0	0	0	180	0	0	0	0	520
(4) Total Print Run	50,000	0	0	70,000	0	0	0	70,000	0	0	0	0	190,000
(5) Printing Price / Unit (Max)	\$1.38	\$0.00	\$0.00	\$1.35	\$0.00	\$0.00	\$0.00	\$1.35	\$0.00	\$0.00	\$0.00	\$0.00	\$1.38
(6) Total New Subscriptions from Magazines	152	10	11	11	12	12	13	14	14	15	16	17	296
(7) Cumulative New Subscriptions From Campaign	50	50	50	50	50	50	50	50	50	50	67	83	83
(8) Magazine Subscription Renewals	0	0	0	0	0	0	0	0	0	0	13	14	26
(9) Cumulative Magazine Subscriptions	203	213	223	234	246	259	271	285	299	314	342	372	372
Website Growth Statistics													
(10) Total New Memberships	38	11	79	147	81	83	17	19	21	22	24	27	569
(11) Total Cumulative Memberships	325	337	416	562	644	726	744	750	752	756	761	785	785

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REVENUES

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Magazine Revenues													
(12) Gross Page Revenue - Time Adjusted	0	435,000	0	0	243,000	243,000	0	0	243,000	0	252,000	0	1,416,000
(13) Gross Cover Revenue - Time Adjusted	0	9,168	0	0	4,825	4,825	0	0	4,825	0	4,825	0	28,468
(14) Gross Newsstand Revenue - Time Adjusted	0	0	0	0	0	100,293	0	0	0	0	143,276	0	243,569
(15) Gross Subscription Revenue	5,425	343	360	378	397	417	438	460	483	507	1,027	1,096	11,334
(16) Gross Magazine Revenue	5,425	444,511	360	378	248,222	348,535	438	460	248,308	507	401,128	1,096	1,699,371
Website Revenues													
(17) Gross Website Broker Membership Revenue	15,148	4,512	31,584	58,694	32,509	33,035	6,942	22,566	30,497	31,577	32,774	14,102	313,941
(18) Gross Website Ad Revenue	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	144,000
(19) Gross Website Revenue	27,148	16,512	43,584	70,694	44,509	45,035	18,942	34,566	42,497	43,577	44,774	26,102	457,941
(20) Gross Revenue	\$32,574	\$461,022	\$43,945	\$71,072	\$292,732	\$393,571	\$19,380	\$35,026	\$290,805	\$44,084	\$445,902	\$27,198	\$2,157,311

COST OF GOODS

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Magazine Production													
(21) Total Magazine Development Cost	1,750	9,150	16,650	1,750	1,500	7,650	16,650	1,750	1,500	0	7,650	16,650	82,650
(22) Total Paper & Printing Cost	69,083	0	0	94,755	0	0	0	94,755	0	0	0	0	258,593
(23) Total Magazine Shipping Cost	15,000	0	0	19,240	0	0	0	19,240	0	0	0	0	53,480
(24) Total Magazine Production Costs	85,833	9,150	16,650	115,745	1,500	7,650	16,650	115,745	1,500	0	7,650	16,650	394,723
Marketing & Sales													
(25) Total Marketing & Sales Cost	2,250	48,500	6,500	3,500	2,250	3,500	3,500	3,500	2,250	3,500	3,500	3,500	83,250
(26) Total Commissions - Paid Out	6,500	6,500	67,632	6,500	6,500	85,152	6,500	6,500	38,141	6,500	6,500	41,944	284,869
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	90,264	0	90,264
(28) Fulfillment Costs	2,189	132	138	145	152	160	168	176	185	195	449	470	4,560
(29) Total Marketing & Sales Costs	10,939	55,132	74,270	10,145	8,902	88,812	10,168	10,176	40,577	10,195	100,713	45,914	465,943
Website Costs													
(30) Total Website Costs	11,040	7,540	11,040	7,540	7,540	7,540	7,540	7,540	7,540	7,540	7,540	7,540	97,480
Cost of Sales	\$107,811	\$71,822	\$101,960	\$133,430	\$17,942	\$104,002	\$34,358	\$133,461	\$49,617	\$17,735	\$115,903	\$70,104	\$958,145
Bad Debt Allocation	\$651	\$9,220	\$879	\$1,421	\$5,855	\$7,871	\$388	\$701	\$5,816	\$882	\$8,918	\$544	\$43,146

GROSS MARGIN

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Gross Margin	(\$75,889)	\$379,980	(\$58,894)	(\$63,780)	\$268,935	\$281,697	(\$15,366)	(\$99,136)	\$235,373	\$25,468	\$321,081	(\$43,449)	\$1,156,020

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EXPENSES

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(31) Total Salespeople	2	2	2	2	2	2	2	2	2	2	2	2	2
(32) Total Employees	6	6	6	6	6	6	6	6	6	6	6	6	6
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
General & Administrative													
(34) Total G&A Staff	4	4	4	4	4	4	4	4	4	4	4	4	4
(35) G&A Payroll & Benefits	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	347,676
(36) G&A Travel, Conf. & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	117,228
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	0	35,190
Total G&A Staff Expenses	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	500,094
(38) Syngny BP Interest in Gross Margin	4,069	0	0	6,130	0	0	12,171	0	0	3,022	0	0	25,392
(39) Personnel Support	220	220	220	220	220	220	220	220	220	220	220	220	2,640
(40) Office Resources	440	440	440	440	440	440	440	440	440	440	440	440	5,280
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	1,985	905	917	958	917	918	907	943	917	918	924	916	12,126
(43) Contributions	833	833	833	833	833	833	833	833	833	833	833	833	10,000
Total G&A Misc. Expenses	5,729	4,649	4,660	4,701	4,661	4,661	4,650	4,687	4,661	4,661	4,661	4,660	57,046
(44) Computer Software & Upgrades	252	252	252	252	252	252	252	252	252	252	252	252	3,024
(45) Internet Connection Fee	79	79	79	79	79	79	79	79	79	79	79	79	945
(46) Total Technical Expenses	331	331	331	331	331	331	331	331	331	331	331	331	3,969
(47) Total Image & Materials	250	250	250	250	250	250	250	250	250	250	250	250	3,000
(48) Total Advertising & Publicity	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) Total Marketing & Sales Expenses	6,250	6,250	6,250	6,250	6,250	6,250	36,250	6,250	6,250	6,250	6,250	6,250	105,000
(51) Office Rental / Payments	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
(52) Utilities & Maint	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	15,120
(53) Total Facilities Expense	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	36,720
(54) Total G&A Expenses	51,931	46,781	46,793	52,964	46,793	46,794	88,955	46,820	46,793	49,816	46,800	81,983	653,221
TOTAL EXPENSES	51,931	46,781	46,793	52,964	46,793	46,794	88,955	46,820	46,793	49,816	46,800	81,983	653,221
Earnings Before Interest & Taxes	(127,820)	333,199	(105,687)	(116,744)	222,142	234,903	(104,321)	(145,956)	188,580	(24,348)	274,281	(125,432)	502,797
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
Earnings (Loss) Before Taxes	(127,820)	333,199	(105,687)	(116,744)	222,142	234,903	(104,321)	(145,956)	188,580	(24,348)	274,281	(125,432)	502,797
Accumulated Losses	(428,513)	(95,314)	(201,001)	(317,745)	(95,603)	0	(104,321)	(250,276)	(61,697)	(86,045)	0	(125,432)	0
Taxes	35.0%	0	0	0	0	82,216	0	0	0	0	95,998	0	178,214
Total Expenses + Taxes	51,931	46,781	46,793	52,964	46,793	129,010	88,955	46,820	46,793	49,816	142,798	81,983	831,435
NET INCOME (LOSS)	(127,820)	333,199	(105,687)	(116,744)	222,142	152,687	(104,321)	(145,956)	188,580	(24,348)	178,283	(125,432)	324,582

CAPITAL EXPENDITURES

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
G&A Capital Expenses													
(55) G&A Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0
(56) Total Furnishings & Equipment	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300
(57) Total G&A Capital Expenses	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300
M&S Capital Expenses													
(58) M&S Employee Setup	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(59) Total M&S Capital Expenses	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
Total Capital Expenditures	5,150	150	150	150	150	150	150	150	150	150	150	150	6,800
Cumulative Capital Expenditures	41,900	42,050	42,200	42,350	42,500	42,650	42,800	42,950	43,100	43,250	43,400	43,550	43,550

SOURCES & USES OF CASH

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
SOURCES OF CASH													
Net Income (Loss)	(127,820)	333,199	(105,687)	(116,744)	222,142	152,687	(104,321)	(145,956)	188,580	(24,348)	178,283	(125,432)	324,582
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sources of Funds	(127,820)	333,199	(105,687)	(116,744)	222,142	152,687	(104,321)	(145,956)	188,580	(24,348)	178,283	(125,432)	324,582
USES OF CASH													
Total Capital Expenditures	5,150	150	150	150	150	150	150	150	150	150	150	150	6,800
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
CASH USED In Operations	5,150	150	150	150	150	150	150	150	150	150	150	150	6,800
Cash (Required) Available	(132,970)	333,049	(105,837)	(116,894)	221,992	152,537	(104,471)	(146,106)	188,430	(24,498)	178,133	(125,582)	317,782
Cumulative Cash (Required) Available	(470,413)	(137,364)	(243,201)	(360,095)	(138,103)	14,434	(90,037)	(236,143)	(47,713)	(72,211)	105,922	(19,661)	(19,661)
Value (Cum Cash + Cum Capital Exp)	(428,513)	(95,314)	(201,001)	(317,745)	(95,603)	57,084	(47,237)	(193,193)	(4,613)	(28,961)	149,322	23,889	23,889

Financial Projections
Year 2
5 Year Projections

Year 2
DETAILS REPORT

prepared by
SYNOGY

3/1/2004
10:11 AM

GROWTH PROJECTIONS DETAILS

Magazines

Titles

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Growth of Titles													
(1) New Titles Released	1	1	1	1	1	1	1	1	1	1	1	1	1
(2) Cum Total Titles	1	2	3	4	5	6	7	8	9	10	11	12	12
Release Dates													
Related Dates													
Advertising Deadline (2 mo. Prior)													
Advertising Balance Due (1 mo. After)													
Newsstand Balance Due (6 mo. After subsequent Mag)													

Revenues

Advertising - Pages

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Growth of Issues													
Release Dates													
First Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issues	1	1	1	1	1	1	1	1	1	1	1	1	1
No. Standard Issues	0	0	0	1	0	0	0	1	0	0	0	0	0
Pages													
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	160	0	0	0	0	0	0	0	0	0	0	0	160
Standard Pages	0	0	0	180	0	0	0	180	0	0	0	0	360
(3) Total Page Count	160	0	0	180	0	0	0	180	0	0	0	0	520

Page Revenues

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Page Revenue													
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	384,000	0	0	0	0	0	0	0	0	0	0	0	384,000
Standard Pages	0	0	0	486,000	0	0	0	486,000	0	0	0	0	972,000
Gross Page Revenue	\$384,000	\$0	\$0	\$486,000	\$0	\$0	\$0	\$486,000	\$0	\$0	\$0	\$0	\$1,356,000

Page Revenue - Time Adjusted

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Gross Page Revenue - Time Adjusted													
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	192,000	0	0	0	0	0	0	0	0	0	0	0	192,000
Standard Pages	0	243,000	0	0	243,000	243,000	0	0	243,000	0	252,000	0	1,224,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$435,000	\$0	\$0	\$243,000	\$243,000	\$0	\$0	\$243,000	\$0	\$252,000	\$0	\$1,416,000

Advertising - Covers

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Cover Revenues													
First Issue Cover	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Cover	8,685	0	0	0	0	0	0	0	0	0	0	0	8,685
Standard Cover	0	0	0	9,650	0	0	0	9,650	0	0	0	0	19,300
Gross Cover Revenue	\$8,685	\$0	\$0	\$9,650	\$0	\$0	\$0	\$9,650	\$0	\$0	\$0	\$0	\$27,985

		Deposit Percentage		Percent Deposit		50.0%											
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total			
Cover Revenues - Time Adjusted																	
	First Issue Covers	0	0	0	0	0	0	0	0	0	0	0	0	0			
	Second Issue Covers	0	4,343	0	0	0	0	0	0	0	0	0	0	4,343			
	Standard Covers	0	4,825	0	0	4,825	4,825	0	0	4,825	0	4,825	0	24,125			
(13)	Gross Cover Revenue - Time Adjusted	\$0	\$9,168	\$0	\$0	\$4,825	\$4,825	\$0	\$0	\$4,825	\$0	\$4,825	\$0	\$28,468			
Newsstand																	
		1st Issue Print Run		2nd Issue Print Run		Standard Issue Print Run		1st Issue Print Run		2nd Issue Print Run		Standard Issue Print Run					
		35,000		50,000		70,000		35,000		50,000		70,000					
Print Run																	
	1st Issue	0	0	0	0	0	0	0	0	0	0	0	0	0			
	2nd Issue	50,000	0	0	0	0	0	0	0	0	0	0	0	50,000			
	Standard Issue	0	0	0	70,000	0	0	0	70,000	0	0	0	0	140,000			
(4)	Total Print Run	50,000	0	0	70,000	0	0	0	70,000	0	0	0	0	190,000			
		Newsstand Price		Percent to Newsstand		Percent Sell Through		Newsstand Retail Price		% Print Run to Newsstand		Percent Sell Through					
		\$5.95		86.0%		56.0%		\$5.95		show Cost of Goods that brings this down to 37% of cover price = \$2.20		86.0%					
Units to Newsstands		43,000	0	0	60,200	0	0	0	60,200	0	0	0	0	60,200			
Newsstand Revenues																	
	Gross Newsstand Revenue	\$143,276	\$0	\$0	\$200,586	\$0	\$0	\$0	\$200,586	\$0	\$0	\$0	\$0	\$544,449			
		Release Dates		Newsstand Balance Due (6 mo. After subsequent Mag)		Gross Newsstand Revenue - Time Adjusted											
(14)	Gross Newsstand Revenue - Time Adjusted	0	0	0	100,293	0	0	0	143,276	0	0	0	0	243,569			
Magazine Subscriptions																	
		Starting Subscriptions		Growth per period		Subscriptions starting with 2nd issue		% growth per month		150.0		5.0%					
		Mar-2005		Apr-2005		May-2005		Jun-2005		Jul-2005		Aug-2005					
Growth of Magazine Subscriptions																	
	Release Dates																
	New Subscriptions Start Period (2nd Issue)	1	0	0	0	0	0	0	0	0	0	0	0	1			
	New Subscriptions - Start	150	0	0	0	0	0	0	0	0	0	0	0	150			
	New Subscriptions - Growth	2	10	11	11	12	12	13	14	14	15	16	17	146			
(6)	Total New Subscriptions from Magazines	152	10	11	11	12	12	13	14	14	15	16	17	296			
Subscriptions from Mail Campaign																	
		Sent		Months for Return		Total Percentage Return		Direct Mail Pieces Sent		Months over which returns are split		Total % of Subscriptions from Campaign					
		5,000.0		3.0		1.0%		5,000.0		3.0		50.0%					
		Total New Subscriptions from Campaign		Per Month Return		New Subscriptions per Month of Return		16.7									
Growth of Subscriptions from Mail Campaign																	
	Release Dates																
	New Title Release	0	0	0	0	0	0	0	0	0	0	0	0	0			
	2nd Issue	1	0	0	0	0	0	0	0	0	0	0	0	1			
	Annual Campaign / Title																
	Mail Campaign Sent for Subscriptions																
	New Subscriptions from Campaign	17	0	0	0	0	0	0	0	0	0	17	17	50			
	Total New Subscriptions from Campaign	17	0	0	0	0	0	0	0	0	0	17	17	50			
(7)	Cumulative New Subscriptions From Campaign	50	50	50	50	50	50	50	50	50	50	67	83	83			
	Total New Subscriptions	168	10	11	11	12	12	13	14	14	15	32	34	346			
	Non-Renewals (minus)	0	0	0	0	0	0	0	0	0	0	4	5	9			
	Cumulative Magazine Subscriptions	203	213	223	234	246	259	271	285	299	314	342	372	372			
		Renewal Rate		% of subscriptions that renew		75.0%											
(8)	Magazine Subscription Renewals	0	0	0	0	0	0	0	0	0	0	13	14	26			
	Total New & Renew	320	20	21	22	23	25	26	27	28	30	61	65	669			
Subscription Revenues																	
(15)	Gross Subscription Revenue	\$5,425	\$343	\$360	\$378	\$397	\$417	\$438	\$460	\$483	\$507	\$1,027	\$1,096	\$11,334			
GROSS MAGAZINE REVENUES																	
	Gross Page Revenue - Time Adjusted	0	435,000	0	0	243,000	243,000	0	0	243,000	0	252,000	0	1,416,000			
	Gross Cover Revenue - Time Adjusted	0	9,168	0	0	4,825	4,825	0	0	4,825	0	4,825	0	28,468			
	Gross Newsstand Revenue - Time Adjusted	0	0	0	0	0	0	0	0	0	0	143,276	0	243,569			
	Gross Subscription Revenue	5,425	343	360	378	397	417	438	460	483	507	1,027	1,096	11,334			
(16)	Gross Magazine Revenue	\$5,425	\$444,511	\$360	\$378	\$248,222	\$348,535	\$438	\$460	\$248,308	\$507	\$401,128	\$1,096	\$1,699,371			

Website		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
Website Opened (1st Issue)		0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Websites Open		1	1	1	1	1	1	1	1	1	1	1	1	1

BROKER Memberships		Starting Memberships		Memberships starting with 1st issue		Memberships starting with 2nd issue		Growth per period						
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
1st Issues		0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issues		1	0	0	0	0	0	0	0	0	0	0	0	1
New Memberships - 1st Issue		0	0	0	0	0	0	0	0	0	0	0	0	0
New Memberships - 2nd Issue		30	0	0	0	0	0	0	0	0	0	0	0	30
New Memberships - from Growth %		8	11	12	13	15	16	17	19	21	22	24	27	206
Total New Memberships from Publications		38	11	12	13	15	16	17	19	21	22	24	27	236
Cumulative New Memberships from Publications		125	137	149	162	177	193	210	229	250	272	297	323	323

Broker Memberships from Mail Campaign		Sent		Direct Mail Pieces Sent		Months for Return		Total Percentage Return		Total Memberships from Campaign		Per Month Return		
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
New Title Release		0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issue		1	0	0	0	0	0	0	0	0	0	0	0	1
Annual Campaign / Title		0	0	1	0	0	0	0	0	0	0	0	0	1
Mail Campaign Sent for Website Memberships		1	0	1	0	0	0	0	0	0	0	0	0	2
New Memberships from Campaign		0	0	67	133	67	67	0	0	0	0	0	0	333
Total New Memberships from Campaign		0	0	67	133	67	67	0	0	0	0	0	0	333
Cumulative New Memberships From Campaign		200	200	267	400	467	533	533	533	533	533	533	533	533

Growth of Broker Subs from Mail Campaign		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Release Dates														
New Title Release		0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issue		1	0	0	0	0	0	0	0	0	0	0	0	1
Annual Campaign / Title		0	0	1	0	0	0	0	0	0	0	0	0	1
Mail Campaign Sent for Website Memberships		1	0	1	0	0	0	0	0	0	0	0	0	2
New Memberships from Campaign		0	0	67	133	67	67	0	0	0	0	0	0	333
Total New Memberships from Campaign		0	0	67	133	67	67	0	0	0	0	0	0	333
Cumulative New Memberships From Campaign		200	200	267	400	467	533	533	533	533	533	533	533	533

(10) Total New Memberships		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
		38	11	79	147	81	83	17	19	21	22	24	27	569

(11) Total Cumulative Memberships		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
		325	337	416	562	644	726	744	750	752	756	761	785	785

Renewal Rate		Membership Renewals (Previous Year)		% of Memberships that renew										
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
		0	0	0	0	0	0	0	38	56	56	57	9	216
Total New & Renew		38	11	79	147	81	83	17	56	76	79	82	35	785

Website Broker Membership Revenues		Annual Broker Website Membership												
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(17) Gross Website Broker Membership Revenue		\$15,148	\$4,512	\$31,584	\$58,694	\$32,509	\$33,035	\$6,942	\$22,566	\$30,497	\$31,577	\$32,774	\$14,102	\$313,941

WEB ADVERTISEMENTS		Home Page Advertising Slots		No. of Advertisements on Home Page		Price per Ad Slot - Home Page		No. of Regional Pages		Regional Page Advertising Slots		No. of Advertisements on Regional Page		Price per Ad Slot - Regional Page	
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total	
Release Dates															
Home Page Ad Revenue		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000	
Regional Page Ad Revenue		8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000	
Gross Website Ad Revenue		\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$144,000	

TOTAL WEBSITE REVENUES		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Gross Website Broker Membership Revenue		15,148	4,512	31,584	58,694	32,509	33,035	6,942	22,566	30,497	31,577	32,774	14,102	313,941
Gross Website Ad Revenue		12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	144,000
Gross Website Revenue		\$27,148	\$16,512	\$43,584	\$70,694	\$44,509	\$45,035	\$18,942	\$34,566	\$42,497	\$43,577	\$44,774	\$26,102	\$457,941

Gross Revenues		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Gross Magazine Revenue		5,425	444,511	360	378	248,222	348,535	438	460	248,308	507	401,128	1,096	1,699,371
Gross Website Revenue		27,148	16,512	43,584	70,694	44,509	45,035	18,942	34,566	42,497	43,577	44,774	26,102	457,941
Gross Revenue		\$32,574	\$461,022	\$43,945	\$71,072	\$292,732	\$393,571	\$19,380	\$35,026	\$290,805	\$44,084	\$445,902	\$27,198	\$2,157,311

Marketing & Sales													
	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Media Kits													
Initial Cost with 1st Issue													
Media Kits allocation / Issue													
Travel Costs													
Per Sales Person / Per 1st Issue													
Per Sales Person / Per Standard Issues													
Traveling Sales Staff													
Traveling Sales Persons / Issue													
Introductory Direct Mail Program													
Per Piece Cost of Direct Mail Program													
Placement Consultant													
Placement Consultant													
Placement Program Fees													
Fees for Placement Programs													
Promotional Items													
Promotional Items													
Commissions on Magazines													
Magazine Commissions													
Commissions on Website													
Website Commissions													
Marketing & Sales													
Release Dates													
First Issues of New Titles													
Cum Total Titles													
Media Kits													
Travel													
Direct Mail Subscription Campaigns													
Placement Consultant													
Newsstand Marketing Programs													
Promotional Items													
Total Marketing & Sales Cost													
Salespeople Draw & Commissions													
Release Dates													
New Titles Released													
New Salespeople													
Total Number of Salespeople													
Commissions / Time Adjusted													
Benefits & Taxes													
Total Commissions Due													
Cumulative Commissions													
Salespeople Draw													
Draw													
Cumulative Draw													
Salesperson Distribution													
Salesperson Distribution Adjustments													
Salesperson Distribution Calcs													
Schedule of Salesperson Distribution													
Commissions Account													
Commission Paid Out													
Total Commissions - Paid Out													
Distributor Fees % of Retail Price													
Distributor Fees													
Percent Sell Through at Newsstand													
Newsstand Distribution Fees													
Release Dates													
Total Print Run													
Shipped to Newsstands													
Magazines Sold at Newsstands													
Distribution Fees on Newsstand Sales													
Newsstand Balance Due (6 mo. After subsequent Mag)													
Distribution Fees - Time Adjusted													
Fulfillment													
Fulfillment Costs													
Fulfillment Costs													

Marketing & Sales Costs

Total Marketing & Sales Cost	2,250	48,500	6,500	3,500	2,250	3,500	3,500	3,500	3,500	2,250	3,500	3,500	3,500	3,500	86,250
Total Commissions - Paid Out	6,500	6,500	67,632	6,500	6,500	85,152	6,500	6,500	6,500	38,141	6,500	6,500	41,944	284,869	
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	0	90,264	0	90,264	
Fulfillment Costs	2,189	132	138	145	152	160	168	176	185	195	449	470	470	4,560	
(29) Total Marketing & Sales Costs	\$10,939	\$55,132	\$74,270	\$10,145	\$8,902	\$88,812	\$10,168	\$10,176	\$40,577	\$10,195	\$100,713	\$45,914	\$465,943		

Website Costs

Release Dates	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Website Opened (1st Issue)	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Websites Open	1	1	1	1	1	1	1	1	1	1	1	1	1

Web Development Cost	Website Development	\$15,000.00	paid 3 months prior to website
Website Maintenance	Website Maintenance	\$250.00	monthly
Web Master & Growth	Web Master	\$6,500.00	monthly
Website Hosting	Hosting Fees	\$40.00	monthly
Membership Mail Campaign	Per Piece	\$0.35	monthly
Search Positioning Program	Purchase Search Placements / Month	\$750.00	monthly

Website Costs	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Web Development	0	0	0	0	0	0	0	0	0	0	0	0	0
Website Maintenance	250	250	250	250	250	250	250	250	250	250	250	250	2,500
Webmaster	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	78,000
Website Hosting	40	40	40	40	40	40	40	40	40	40	40	40	480
Membership Mail Campaign	3,500	0	3,500	0	0	0	0	0	0	0	0	0	7,000
Search Positioning Program	750	750	750	750	750	750	750	750	750	750	750	750	9,000
(30) Total Website Costs	11,040	7,540	11,040	7,540	7,540	7,540	7,540	7,540	7,540	7,540	7,540	7,540	97,480

Bad Debt

Bad Debt	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Bad Debt Allocation	\$651	\$9,220	\$879	\$1,421	\$5,855	\$7,871	\$388	\$701	\$5,816	\$882	\$8,918	\$544	\$43,146

ASSET ADJUSTMENTS

Investments Received	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Investment	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	5,000,000
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0

EMPLOYEE ASSUMPTIONS & COUNT

Employee Overhead Calculations

Assumptions:	Monthly Time (min) / Employee	7,583	(Work Days/Month * 7 hrs * 50 min)
	FICA & Benefits	30%	
	Pager/Month	\$25	
	Cell Phone/Month	\$100	
	E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office
	E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office
	E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software
	E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software
	Health Insurance	500	Family Rate / Month
	Recruiting Expense	0	% of Annual Salary

High Speed Home Internet	50	Price / Month - High Speed Internet Access & Phone Lines
Gas Price	2	Price / Gallon of Gas
Ave Miles / Gallon	18	Average Gas Mileage for Company Car
Car Allowance	500	Car Allowance
Miles/Day	75	
Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed
Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate
Per Diem	\$150.00	With Annual escalation
Ave Entertainment/Day	\$50.00	With Annual escalation
Conference Expense	\$1,500.00	Additional Per Person to Cover Conference Overhead
Flight Average	500	Average Cost of Plane Fare / Flight

Employee Count Totals	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total G&A Staff	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
New Salespeople	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Total Salespeople	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
(32) Total Employees	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0

FUNCTIONAL DIVISIONS - DETAILS

GENERAL & ADMINISTRATIVE

General & Administrative

G&A Staff Exp Calc

Functional Title	Annual Salary	Other Expense		Capital	Monthly Expenses				Travel Expenses				Billable	
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confer per Year	% Billable
GA1 Founders	\$ 90,000	15.0%		\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 58,800	10.0%			H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 50,400	10.0%			H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 31,500	10.0%			0	0	0	0	0	0.0%	0.0%	0	1	0.0%

GA1 Founders
GA2 Managers
GA3 Assistant
GA4 Clerical

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month
GA1 Founders	\$7,500	\$2,250	\$9,750	\$150		\$50	\$9,950
GA2 Managers	\$4,900	\$1,470	\$6,370	\$150		\$50	\$6,570
GA3 Assistant	\$4,200	\$1,260	\$5,460	\$150		\$50	\$5,660
GA4 Clerical	\$2,625	\$788	\$3,413				\$3,413

	Recruiting Expense	Annual Bonus
GA1 Founders	\$ 4,500	\$ 13,500
GA2 Managers	\$ 2,940	\$ 5,880
GA3 Assistant	\$ 2,520	\$ 5,040
GA4 Clerical	\$ 1,575	\$ 3,150

	Capital Setup
GA1 Founders	\$ 10,000
GA2 Managers	\$ 5,000
GA3 Assistant	\$ 4,000
GA4 Clerical	\$ 4,000

GA1 Founders
GA2 Managers
GA3 Assistant
GA4 Clerical

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer. Expense	Club Expense	Mnth Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750		\$4,024
GA2 Managers			\$104	\$975	\$325	\$500	\$750		\$2,706
GA3 Assistant			\$0	\$650	\$217	\$500	\$125		\$1,596
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125

Growth of Titles

Release Dates	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Titles	1	1	1	1	1	1	1	1	1	1	1	1	1

G&A Staff Assumptions

0.000	Managers	Title Managers	1.0 per magazine - after first
0.000	Assistant	Title Assistants	1.0 per magazine - after first
0.000	Clerical	Clients / Clerical	1.0 per magazine - after first

New G&A Staff

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 New Founders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA4 New Clerical	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Total G&A Staff

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0

G&A Payroll & Benefits

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	19,900	238,800
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	5,660	67,920
GA4 Clerical	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	3,413	40,950
(35) G&A Payroll & Benefits	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	28,973	347,676

G&A Travel, Conf, Entertainment

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	125	125	125	125	125	125	125	125	125	125	125	125	1,500
(36) G&A Travel, Conf. & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	9,769	117,228

Bonus Payments

Bonus Payments Schedule New Bonus Payments per year 1.0 How often are bonuses paid per year

Growth of Bonus Payments

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Bonus Payments Calc's	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	1	1

G&A Recruiting & Bonus

	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	27,000	27,000
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	5,040	5,040
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	3,150	3,150
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	35,190	35,190

G&A Billable Adjustment		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
Total G&A Staff Expenses		38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	38,742	73,932	500,994

Synogy Profit Percent		Percent of Gross Margin												2.5%	28,900
Synogy BP Interest in Gross Margin		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total	
Gross Margin	0	(75,889)	379,980	(58,894)	(63,780)	268,935	281,697	(15,366)	(99,136)	235,373	25,468	321,081	(43,449)	1,156,020	
Quarterly Total - Prior 3 Months	0	162,770		245,197		486,852		120,871		3,022		1,015,690		25,392	
Business Plan Development	0	4,069		6,130		12,171		0		0		0		25,392	
(38) Synogy BP Interest in Gross Margin	4,069	0	0	6,130	0	0	0	12,171	0	0	3,022	0	0	25,392	

G&A Misc. Expenses		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Personnel Support		per emply	4	4	4	4	4	4	4	4	4	4	4	4
Accrued Reimbursement														
Training & Education	\$50.00	200	200	200	200	200	200	200	200	200	200	200	200	2,400
Employee Orientation	\$1,000.00	0	0	0	0	0	0	0	0	0	0	0	0	0
Dues-Subscriptions	\$5.00	20	20	20	20	20	20	20	20	20	20	20	20	240
(39) Personnel Support		220	220	220	220	220	220	220	220	220	220	220	220	2,640
Office Resources		monthly												
Office Supplies	\$35.00	140	140	140	140	140	140	140	140	140	140	140	140	1,680
Equipment Leases	\$250.00	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Copy & Printing	\$50.00	50	50	50	50	50	50	50	50	50	50	50	50	600
(40) Office Resources		440	440	440	440	440	440	440	440	440	440	440	440	5,280
Professional Services		monthly												
Legal Fees	\$100.00	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees	\$150.00	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants	\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services		2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
Misc. Overhead		monthly												
Postage & Freight	\$150.00	900	900	900	900	900	900	900	900	900	900	900	900	10,800
Corp Insurance (Liab, E&O, D&O)	\$1,000.00	1,000												1,000
Bank Fees	\$0.17	85	5	17	58	17	18	7	43	17	18	24	16	326
(42) Misc. Overhead		1,985	905	917	958	917	918	907	943	917	918	924	916	12,126
Charitable Contributions		monthly												
(43) Contributions	\$10,000	833	833	833	833	833	833	833	833	833	833	833	833	10,000
Total G&A Misc. Expenses			5,729	4,649	4,660	4,701	4,661	4,661	4,650	4,687	4,661	4,661	4,667	57,046

Technical Expenses		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
(44) Computer Software & Upgrades	\$63.00	252	252	252	252	252	252	252	252	252	252	252	252	3,024
(45) Internet Connection Fee	\$78.75	79	79	79	79	79	79	79	79	79	79	79	79	945
(46) Total Technical Expenses		331	331	331	331	331	331	331	331	331	331	331	331	3,969

Marketing & Sales Expenses		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Image, Marketing Materials & Manuals		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Image & Materials Design	250	250	250	250	250	250	250	250	250	250	250	250	250	3,000
(47) Total Image & Materials	250	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Advertising & Publicity		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Marketing Materials	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Direct Mail	500	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Publicity Contract	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	18,000
(48) Total Advertising & Publicity	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000

Sales & Advisory Board Special Events

		Event Expenses												Event Expenses	
														\$30,000.00	
		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total	
Special Events & Sponsorships															
Month of Event															
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	30,000	0	0	0	0	30,000	
(50)	Total Marketing & Sales Expenses	6,250	6,250	6,250	6,250	6,250	6,250	36,250	6,250	6,250	6,250	6,250	6,250	105,000	

G&A Office Rental Expenses

Office Space Assumptions

Employees at end of year	6.0
Employs planning space for	6.0
Common Area	1,500.00
Sq Ft per Employee	150.00
Office Size Sq Ft	2,400
Rent / Sq Ft / Year	\$9.00
Monthly Rent	\$1,800.00
Employees per phone line	2.00
Sq Ft per Cleaning Rate	3,000.00
Sq Ft per Repair Rate	1,000.00

Office Space Expenses

		monthly	Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Office Rent		\$1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
(51)	Office Rental / Payments		1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	21,600
Utilities & Maint		monthly													
Elect, Water		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
Telephone Service Fees		\$210.00	630	630	630	630	630	630	630	630	630	630	630	630	7,560
Telephone & Long Distance		\$105.00	630	630	630	630	630	630	630	630	630	630	630	630	7,560
Cleaning		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	
Repairs & Maintenance		\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	
(52)	Utilities & Maint		1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	1,260	15,120	
(53)	Total Facilities Expense		3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	36,720	
(54)	Total G&A Expenses		51,931	46,781	46,793	52,964	46,793	46,794	88,955	46,820	46,793	49,816	46,800	81,983	653,221

G&A Capitial Expenses

G&A Employee Setup

		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
GA1 Founders		0	0	0	0	0	0	0	0	0	0	0	0	0
GA2 Managers		0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 Assistant		0	0	0	0	0	0	0	0	0	0	0	0	0
GA4 Clerical		0	0	0	0	0	0	0	0	0	0	0	0	0
(55)	Total G&A Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0

G&A Equipment Expenses

Computer Replacement

Allocation for Replacement of Computers / Employee

\$25.00

Furnishings & Equipment

		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
Computer Equipment-Rplc Alloc		150	150	150	150	150	150	150	150	150	150	150	150	1,800
Furnishings Rental		2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(56)	Total Furnishings & Equipment	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300
(57)	Total G&A Capital Expenses	2,650	150	150	150	150	150	150	150	150	150	150	150	4,300

MARKETING & SALES

Marketing & Sales

M&S Capitial Expenses

Salesperson Setup Expenses

Setup Expenses

\$2,500.00

M&S Employee Setup

		Mar-2005	Apr-2005	May-2005	Jun-2005	Jul-2005	Aug-2005	Sep-2005	Oct-2005	Nov-2005	Dec-2005	Jan-2006	Feb-2006	Year 2 Total
New Salespeople		1	0	0	0	0	0	0	0	0	0	0	0	1
person S		2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(58)	Total M&S Employee Setup	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500
(59)	Total M&S Capital Expenses	2,500	0	0	0	0	0	0	0	0	0	0	0	2,500

YEAR 3
FINANCIAL PROJECTIONS

PREMIER PUBLISHING

Financial Projections

5 Year Projections

GROWTH PROJECTIONS

Year 3



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	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Magazines													
(1) New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
(2) Cum Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	2
Magazine Growth Statistics													
(3) Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684
(4) Total Print Run	70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
(5) Printing Price / Unit (Max)	\$1.42	\$0.00	\$0.00	\$1.42	\$0.00	\$0.00	\$0.00	\$1.44	\$0.00	\$0.00	\$0.00	\$0.00	\$1.44
(6) Total New Subscriptions from Magazines	19	16	17	17	18	19	19	20	21	21	22	23	232
(7) Cumulative New Subscriptions From Campaign	100	100	100	100	100	100	100	100	100	100	117	133	133
(8) Magazine Subscription Renewals	240	15	16	17	18	18	19	20	21	22	45	48	501
(9) Cumulative Magazine Subscriptions	327	338	350	362	374	386	399	412	426	440	463	487	487
Website Growth Statistics													
(10) Total New Memberships	3	3	3	70	70	70	3	54	70	70	70	4	490
(11) Total Cumulative Memberships	778	778	762	795	844	893	892	932	983	1,034	1,083	1,078	1,078

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
REVENUES													
Magazine Revenues													
(12) Gross Page Revenue - Time Adjusted	0	504,000	0	0	252,000	396,000	0	0	396,000	0	444,000	0	1,992,000
(13) Gross Cover Revenue - Time Adjusted	0	9,650	0	0	4,825	8,685	0	0	8,685	0	9,168	0	41,013
(14) Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	200,586	0	0	0	0	200,586	0	601,759
(15) Gross Subscription Revenue	4,981	811	843	877	911	947	984	1,022	1,061	1,102	1,798	1,890	17,227
(16) Gross Magazine Revenue	4,981	715,048	843	877	257,736	606,218	984	1,022	405,746	1,102	655,552	1,890	2,651,999
Website Revenues													
(17) Gross Website Broker Membership Revenue	12,525	4,558	24,873	71,883	52,255	52,660	6,435	38,564	50,974	51,797	52,708	12,050	431,283
(18) Gross Website Ad Revenue	14,400	14,400	14,400	14,400	14,400	14,400	14,400	28,800	28,800	28,800	28,800	28,800	244,800
(19) Gross Website Revenue	26,925	18,958	39,273	86,283	66,655	67,060	20,835	67,364	79,774	80,597	81,508	40,850	676,083
(20) Gross Revenue	\$31,907	\$734,006	\$40,117	\$87,159	\$324,391	\$673,279	\$21,818	\$68,386	\$485,520	\$81,699	\$737,060	\$42,740	\$3,328,082

COST OF GOODS

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Magazine Production													
(21) Total Magazine Development Cost	1,750	9,150	16,650	3,500	1,500	13,770	29,970	3,500	3,000	0	14,450	31,450	128,690
(22) Total Paper & Printing Cost	99,493	0	0	99,493	0	0	0	151,468	0	0	0	0	350,453
(23) Total Magazine Shipping Cost	19,240	0	0	19,240	0	0	0	31,020	0	0	0	0	69,500
(24) Total Magazine Production Costs	120,483	9,150	16,650	122,233	1,500	13,770	29,970	185,988	3,000	0	14,450	31,450	548,643
Marketing & Sales													
(25) Total Marketing & Sales Cost	2,250	50,500	9,000	6,000	2,750	11,000	11,000	11,000	4,500	11,000	11,000	11,000	138,000
(26) Total Commissions - Paid Out	6,500	6,500	78,200	6,500	13,000	112,295	13,000	13,000	58,967	13,000	13,000	71,078	405,041
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	126,369	0	126,369
(28) Fulfillment Costs	998	247	256	265	275	285	295	305	316	327	605	627	4,800
(29) Total Marketing & Sales Costs	9,748	57,247	87,455	12,765	16,025	123,580	24,295	24,305	63,783	24,327	150,974	82,705	677,210
Website Costs													
(30) Total Website Costs	7,690	7,690	11,190	7,690	12,690	12,690	12,690	18,880	15,380	15,380	15,380	15,380	152,730
Cost of Sales	\$137,921	\$74,087	\$115,295	\$142,688	\$30,215	\$150,040	\$66,955	\$229,173	\$82,163	\$39,707	\$180,804	\$129,535	\$1,378,583
Bad Debt Allocation	\$638	\$14,680	\$802	\$1,743	\$6,488	\$13,466	\$436	\$1,368	\$9,710	\$1,634	\$14,741	\$855	\$66,562

GROSS MARGIN

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Gross Margin	(\$106,652)	\$645,239	(\$75,981)	(\$57,272)	\$287,689	\$509,773	(\$45,573)	(\$162,155)	\$393,646	\$40,358	\$541,514	(\$87,650)	\$1,882,937

EXPENSES

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(31) Total Salespeople	2	2	2	2	4	4	4	4	4	4	4	4	4
(32) Total Employees	6	6	6	6	8	8	8	9	9	9	9	9	9
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
General & Administrative													
(34) Total G&A Staff	4	4	4	4	4	4	4	5	5	5	5	5	5
(35) G&A Payroll & Benefits	30,391	30,391	30,391	30,391	30,391	30,391	30,391	37,280	37,280	37,280	37,280	37,280	399,137
(36) G&A Travel, Conf. & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	12,475	12,475	12,475	12,475	12,475	130,758
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	3,087	0	0	0	0	46,211
Total G&A Staff Expenses	40,160	40,160	40,160	40,160	40,160	40,160	40,160	52,842	49,755	49,755	49,755	49,755	576,106
(38) Synogy BP Interest in Gross Margin	7,577	0	0	11,565	0	0	18,505	0	0	4,648	0	0	42,295
(39) Personnel Support	220	220	220	220	220	220	220	1,275	275	275	275	275	3,915
(40) Office Resources	500	500	500	500	500	500	500	595	595	595	595	595	6,475
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	2,082	1,001	1,010	1,065	1,353	1,354	1,333	1,572	1,519	1,520	1,528	1,511	16,849
(43) Contributions	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses	6,302	5,221	5,230	5,285	5,573	5,574	5,553	6,942	5,889	5,890	5,898	5,881	69,239
(44) Computer Software & Upgrades	265	265	265	265	265	265	265	331	331	331	331	331	3,506
(45) Internet Connection Fee	83	83	83	83	83	83	83	83	83	83	83	83	992
(46) Total Technical Expenses	347	347	347	347	347	347	347	413	413	413	413	413	4,498
(47) Total Image & Materials	275	275	275	275	275	275	275	275	275	275	275	275	3,300
(48) Total Advertising & Publicity	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	109,800
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) Total Marketing & Sales Expenses	9,425	9,425	9,425	9,425	9,425	9,425	39,425	9,425	9,425	9,425	9,425	9,425	143,100
(51) Office Rental / Payments	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	25,650
(52) Utilities & Maint	1,323	1,323	1,323	1,323	1,323	1,764	1,764	1,985	1,985	1,985	1,985	1,985	20,506
(53) Total Facilities Expense	3,461	3,461	3,461	3,461	3,902	3,902	3,902	4,123	4,123	4,123	4,123	4,123	46,156
(54) Total G&A Expenses	57,847	49,189	49,199	60,818	49,983	49,983	98,467	64,321	60,181	64,830	60,190	103,296	768,294
TOTAL EXPENSES	57,847	49,189	49,199	60,818	49,983	49,983	98,467	64,321	60,181	64,830	60,190	103,296	768,294
Earnings Before Interest & Taxes	(164,499)	596,050	(125,180)	(118,090)	237,706	459,790	(144,040)	(226,476)	333,465	(24,472)	481,324	(190,946)	1,114,633
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
Earnings (Loss) Before Taxes	(164,499)	596,050	(125,180)	(118,090)	237,706	459,790	(144,040)	(226,476)	333,465	(24,472)	481,324	(190,946)	1,114,633
Accumulated Losses	(289,932)	0	(125,180)	(243,270)	(5,564)	0	(144,040)	(370,516)	(37,050)	(61,523)	0	(190,946)	0
Taxes	35.0%	0	208,618	0	0	160,927	0	0	0	0	168,463	0	538,008
Total Expenses + Taxes	57,847	257,807	49,199	60,818	49,983	210,910	98,467	64,321	60,181	64,830	228,653	103,296	1,306,302
NET INCOME (LOSS)	(164,499)	387,433	(125,180)	(118,090)	237,706	298,864	(144,040)	(226,476)	333,465	(24,472)	312,861	(190,946)	576,625

CAPITAL EXPENDITURES

G&A Capital Expenses

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(55) G&A Employee Setup	0	0	0	0	0	0	0	5,000	0	0	0	0	5,000
(56) Total Furnishings & Equipment	150	150	150	150	200	200	200	225	225	225	225	225	2,325
(57) Total G&A Capital Expenses	150	150	150	150	200	200	200	5,225	225	225	225	225	7,325

M&S Capital Expenses

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(58) M&S Employee Setup	0	0	0	0	5,000	0	0	0	0	0	0	0	5,000
(59) Total M&S Capital Expenses	0	0	0	0	5,000	0	0	0	0	0	0	0	5,000

Total Capital Expenditures

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	150	150	150	150	5,200	200	200	5,225	225	225	225	225	12,325

Cumulative Capital Expenditures

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	43,700	43,850	44,000	44,150	49,350	49,550	49,750	54,975	55,200	55,425	55,650	55,875	55,875

SOURCES & USES OF CASH

SOURCES OF CASH

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Net Income (Loss)	(164,499)	387,433	(125,180)	(118,090)	237,706	298,864	(144,040)	(226,476)	333,465	(24,472)	312,861	(190,946)	576,625
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sources of Funds	(164,499)	387,433	(125,180)	(118,090)	237,706	298,864	(144,040)	(226,476)	333,465	(24,472)	312,861	(190,946)	576,625

USES OF CASH

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Total Capital Expenditures	150	150	150	150	5,200	200	200	5,225	225	225	225	225	12,325
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
CASH USED In Operations	150	150	150	150	5,200	200	200	5,225	225	225	225	225	12,325
Cash (Required) Available	(164,649)	387,283	(125,330)	(118,240)	232,506	298,664	(144,240)	(231,701)	333,240	(24,697)	312,636	(191,171)	564,300
Cummulative Cash (Required) Available	(184,310)	202,972	77,643	(40,597)	191,909	490,572	346,332	114,632	447,872	423,175	735,810	544,639	544,639
Value (Cum Cash + Cum Capital Exp)	(140,610)	246,822	121,643	3,553	241,259	540,122	396,082	169,607	503,072	478,600	791,460	600,514	600,514

Financial Projections
Year 3
5 Year Projections

Year 3
DETAILS REPORT

prepared by
SYNOGY

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GROWTH PROJECTIONS DETAILS

Magazines

Titles

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Growth of Titles													
(1) New Titles Released	1	1	1	1	1	1	1	2	2	2	2	2	1
(2) Cum Total Titles	1	2	3	4	5	6	7	9	11	13	15	17	22
Release Dates													
Related Dates													
Advertising Deadline (2 mo. Prior)													0
Advertising Balance Due (1 mo. After)													0
Newsstand Balance Due (6 mo. After subsequent Mag)													0

Revenues

Advertising - Pages

1st Issue Page Count	144.0	144
2nd Issue Page Count	160.0	160
Average Pages / Magazine	180.0	180

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Growth of Issues													
Release Dates													
First Issues	0	0	0	0	0	0	0	1	0	0	0	0	1
Second Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
No. Standard Issues	1	1	1	1	1	1	1	1	1	1	1	1	3
Pages													
First Issue Pages	0	0	0	0	0	0	0	144	0	0	0	0	144
Second Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Standard Pages	180	0	0	180	0	0	0	180	0	0	0	0	540
(3) Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684

Page Revenues

First Issue Page Rate	\$2,000	2,000
Second Issue Page Rate	\$2,400	2,200
Standard Page Rate	\$2,800	2,400

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Page Revenue													
First Issue Pages	0	0	0	0	0	0	0	288,000	0	0	0	0	288,000
Second Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Standard Pages	504,000	0	0	504,000	0	0	0	504,000	0	0	0	0	1,512,000
Gross Page Revenue	\$504,000	\$0	\$0	\$504,000	\$0	\$0	\$0	\$792,000	\$0	\$0	\$0	\$0	\$1,800,000

Page Revenue - Time Adjusted

Deposit Percentage	Percent Deposit	50.0%
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	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Page Revenue - Time Adjusted													
First Issue Pages	0	0	0	0	0	144,000	0	0	144,000	0	0	0	288,000
Second Issue Pages	0	0	0	0	0	0	0	0	0	0	192,000	0	192,000
Standard Pages	0	504,000	0	0	252,000	252,000	0	0	252,000	0	252,000	0	1,512,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$504,000	\$0	\$0	\$252,000	\$396,000	\$0	\$0	\$396,000	\$0	\$444,000	\$0	\$1,992,000

Advertising - Covers															
			Standard Cover Price			Ave cost of a Cover Page			\$9,650						
			1st Issue Discount			1st Issue Discount			20.0%						
			2nd Issue Discount			2nd Issue Discount			10.0%						
	Release Dates		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Cover Revenues														
	First Issue Cover		0	0	0	0	0	0	0	7,720	0	0	0	0	7,720
	Second Issue Cover		0	0	0	0	0	0	0	0	0	0	0	0	0
	Standard Cover		9,650	0	0	9,650	0	0	0	9,650	0	0	0	0	28,950
	Gross Cover Revenue		\$9,650	\$0	\$0	\$9,650	\$0	\$0	\$0	\$17,370	\$0	\$0	\$0	\$0	\$36,670
			Deposit Percentage			Percent Deposit			50.0%						
	Cover Revenues - Time Adjusted		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	First Issue Covers		0	0	0	0	0	3,860	0	0	3,860	0	0	0	7,720
	Second Issue Covers		0	0	0	0	0	0	0	0	0	0	4,343	0	4,343
	Standard Covers		0	9,650	0	0	4,825	4,825	0	0	4,825	0	4,825	0	28,950
	(13) Gross Cover Revenue - Time Adjusted		\$0	\$9,650	\$0	\$0	\$4,825	\$8,685	\$0	\$0	\$8,685	\$0	\$9,168	\$0	\$41,013
3 3 3 3 3 3 3 3 3 3 3 3 3 3 3															
Newsstand															
			1st Issue Print Run			1st Issue Print Run			35,000						
			2nd Issue Print Run			2nd Issue Print Run			50,000						
			Standard Issue Print Run			Standard Issue Print Run			70,000						
	35,000		35,000			35,000			35,000						
	50,000		50,000			50,000			50,000						
	70,000		70,000			70,000			70,000						
	Print Run		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	1st Issue		0	0	0	0	0	0	0	35,000	0	0	0	0	35,000
	2nd Issue		0	0	0	0	0	0	0	0	0	0	0	0	0
	Standard Issue		70,000	0	0	70,000	0	0	0	70,000	0	0	0	0	210,000
	(4) Total Print Run		70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
			Newsstand Price			Newsstand Retail Price			\$5.95			show Cost of Goods that brings this down to 37% of cover price = \$2.20			
			Percent to Newsstand			% Print Run to Newsstand			86.0%						
			Percent Sell Through			Percent Sell Through			56.0%						
	Units to Newsstands		60,200	0	0	60,200	0	0	0	90,300	0	0	0	0	90,300
	Newsstand Revenues		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Gross Newsstand Revenue		\$200,586	\$0	\$0	\$200,586	\$0	\$0	\$0	\$300,880	\$0	\$0	\$0	\$0	\$702,052
	Release Dates														
	Newsstand Balance Due (6 mo. After subsequent Mag)														0
	(14) Gross Newsstand Revenue - Time Adjusted		200,586	0	0	200,586	0	0	0	200,586	0	0	200,586	0	601,759
3 3 3 3 3 3 3 3 3 3 3 3 3 3 3															
Magazine Subscriptions															
			Starting Subscriptions			Subscriptions starting with 2nd issue			151.0						
			Growth per period			% growth per month			5.0%						
	Growth of Magazine Subscriptions		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates														
	New Subscriptions Start Period (2nd issue)		0	0	0	0	0	0	0	0	0	0	0	0	0
	New Subscriptions - Start		0	0	0	0	0	0	0	0	0	0	0	0	0
	New Subscriptions - Growth		19	16	17	17	18	19	19	20	21	21	22	23	232
	(6) Total New Subscriptions from Magazines		19	16	17	17	18	19	19	20	21	21	22	23	232
	Subscriptions from Mail Campaign		Sent			Direct Mail Pieces Sent			5,000.0						
			Months for Return			Months over which returns are split			3.0						
			Total Percentage Return			Total % of Subscriptions from Campaign			1.0%						
			Total Subscriptions from Campaign			Total New Subscriptions			50.0						
			Per Month Return			New Subscriptions per Month of Return			16.7						
	Growth of Subscriptions from Mail Campaign		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates														
	New Title Release		0	0	0	0	0	0	0	1	0	0	0	0	1
	2nd Issue		0	0	0	0	0	0	0	0	0	0	0	0	0
	Annual Campaign / Title				1										1
	Mail Campaign Sent for Subscriptions												1		1
	New Subscriptions from Campaign		17	0	0	0	0	0	0	0	0	0	17	17	50
	Total New Subscriptions from Campaign		17	0	0	0	0	0	0	0	0	0	17	17	50
	(7) Cumulative New Subscriptions From Campaign		100	100	100	100	100	100	100	100	100	100	117	133	133
	Total New Subscriptions		35	16	17	17	18	19	19	20	21	21	39	40	282
	Non-Renewals (minus)		80	5	5	6	6	6	6	7	7	7	15	16	167
	Cumulative Magazine Subscriptions		327	338	350	362	374	386	399	412	426	440	463	487	487
			Renewal Rate			% of subscriptions that renew			75.0%						
	(8) Magazine Subscription Renewals		240	15	16	17	18	18	19	20	21	22	45	48	501
	Total New & Renew		294	48	50	52	54	56	58	60	63	65	106	111	1,016
			Subscription Price			Subscription Price			\$16.95						
	Subscription Revenues		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	(15) Gross Subscription Revenue		\$4,981	\$811	\$843	\$877	\$911	\$947	\$984	\$1,022	\$1,061	\$1,102	\$1,798	\$1,890	\$17,227

GROSS MAGAZINE REVENUES

	Gross Page Revenue - Time Adjusted	0	504,000	0	0	252,000	396,000	0	0	396,000	0	444,000	0	1,992,000
	Gross Cover Revenue - Time Adjusted	0	9,650	0	0	4,825	8,685	0	0	8,685	0	9,168	0	41,013
	Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	200,586	0	0	0	0	200,586	0	601,759
	Gross Subscription Revenue	4,981	811	843	877	911	947	984	1,022	1,061	1,102	1,798	1,890	17,227
(16)	Gross Magazine Revenue	\$4,981	\$715,048	\$843	\$877	\$257,736	\$606,218	\$984	\$1,022	\$405,746	\$1,102	\$655,552	\$1,890	\$2,651,999

Website

	Release Dates	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Website Opened (1st Issue)	0	0	0	0	0	0	0	1	0	0	0	0	1
	Cum Total Websites Open	1	1	1	1	1	1	1	2	2	2	2	2	2

BROKER Memberships

Starting Memberships	51.0
2nd Issue Memberships	31.0
Growth per period	0.9%
Memberships starting with 1st issue	
Memberships starting with 2nd issue	
% growth per month	

Growth of Broker Memberships from Publications

	Release Dates	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	1st Issues	0	0	0	0	0	0	0	1	0	0	0	0	1
	2nd Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
	New Memberships - 1st Issue	0	0	0	0	0	0	0	51	0	0	0	0	51
	New Memberships - 2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0	0
	New Memberships - from Growth %	3	3	3	3	3	3	3	3	4	4	4	4	39
	Total New Memberships from Publications	3	3	3	3	3	3	3	54	4	4	4	4	90
	Cumulative New Memberships from Publications	326	329	332	335	338	341	344	398	402	406	409	413	413

Broker Memberships from Mail Campaign

Sent Months for Return	3.0
Total Percentage Return	2.0%
Total Memberships from Campaign	200.0
Per Month Return	66.7
Direct Mail Pieces Sent	10,000.0
Months over which returns are split	
Total % of Memberships from Campaign	
Total New Broker Memberships	
New Broker Memberships per Month of Return	

Growth of Broker Subs from Mail Campaign

	Release Dates	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	New Title Release	0	0	0	0	0	0	0	1	0	0	0	0	1
	2nd Issue	0	0	0	0	0	0	0	0	0	0	0	0	0
	Annual Campaign / Title	0	0	1	0	0	0	0	0	0	0	0	0	1
	Mail Campaign Sent for Website Memberships	0	0	1	0	0	0	0	1	0	0	0	0	2
	New Memberships from Campaign	0	0	0	67	67	67	0	0	67	67	67	0	400
	Total New Memberships from Campaign	0	0	0	67	67	67	0	0	67	67	67	0	400
	Cumulative New Memberships From Campaign	533	533	533	600	667	733	733	733	800	867	933	933	933

(10) Total New Memberships

		3	3	3	70	70	70	3	54	70	70	70	4	490
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(11) Total Cumulative Memberships

		9	3	20	37	20	21	4	14	19	20	20	9	196
		778	778	762	795	844	893	892	932	983	1,034	1,083	1,078	1,078

Renewal Rate

% of Memberships that renew 75.0%

	Membership Renewals (Previous Year)	28	8	59	110	61	62	13	42	57	59	61	26	589
	Total New & Renew	31	11	62	180	131	132	16	96	127	129	132	30	1,078

Broker Memberships Annual Fee

Annual Broker Website Membership \$400.00

Website Broker Membership Revenues

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total	
(17)	Gross Website Broker Membership Revenue	\$12,525	\$4,558	\$24,873	\$71,883	\$52,255	\$52,660	\$6,435	\$38,564	\$50,974	\$51,797	\$52,708	\$12,050	\$431,283

WEB ADVERTISEMENTS

Page Revenue

Home Page Advertising Slots	No. of Advertisements on Home Page	4.0
Price per Ad Slot - Home Page	Monthly Price per Ad Slot on Home Page	\$1,200.00 monthly
No. Regional Pages	No. of Regional Pages	4.0
Regional Page Advertising Slots	No. of Advertisements on Regional Page	4.0
Price per Ad Slot - Regional Page	Monthly Price per Ad Slot on Regional Page	\$600.00 monthly

Page Revenue

	Release Dates	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Home Page Ad Revenue	4,800	4,800	4,800	4,800	4,800	4,800	4,800	9,600	9,600	9,600	9,600	9,600	81,600
	Regional Page Ad Revenue	9,600	9,600	9,600	9,600	9,600	9,600	9,600	19,200	19,200	19,200	19,200	19,200	163,200
(18)	Gross Website Ad Revenue	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$14,400	\$28,800	\$28,800	\$28,800	\$28,800	\$28,800	\$244,800

TOTAL WEBSITE REVENUES

	Gross Website Broker Membership Revenue	12,525	4,558	24,873	71,883	52,255	52,660	6,435	38,564	50,974	51,797	52,708	12,050	431,283
	Gross Website Ad Revenue	14,400	14,400	14,400	14,400	14,400	14,400	14,400	28,800	28,800	28,800	28,800	28,800	244,800
(19)	Gross Website Revenue	\$26,925	\$18,958	\$39,273	\$86,283	\$66,655	\$67,060	\$20,835	\$67,364	\$79,774	\$80,597	\$81,508	\$40,850	\$676,083

Gross Revenues															
	Gross Magazine Revenue		4,981	715,048	843	877	257,736	606,218	984	1,022	405,746	1,102	655,552	1,890	2,651,999
	Gross Website Revenue		26,925	18,958	39,273	86,283	66,655	67,060	20,835	67,364	79,774	80,597	81,508	40,850	676,083
(20)	Gross Revenue		\$31,907	\$734,006	\$40,117	\$87,159	\$324,391	\$673,279	\$21,818	\$68,386	\$485,520	\$81,699	\$737,060	\$42,740	\$3,328,082

add \$\$ add %

COST OF GOODS

Magazine Production														
	Design	Design Cost / Per Page	\$65.00	allocated across prior 2 months										
	Editing	Editing / Per Page	\$20.00	allocated across prior 2 months										
	Scanning	Scanning / Per Page	\$80.00	month before										
	Color Correction	Color Correction / Per Page	\$20.00	month before										
	Total Per Page Cost	Total Per Page Cost	\$185.00	0										
	Editorial Content	Editorial Content / Per Issue	\$1,500.00	paid month after										
	Deadline Reminder Cards	Deadline Reminder Cards	\$0.35	4 months before release										
	Number of Cards Sent	Number of Deadline Reminder Cards	\$5,000.00	4 months before release										

Magazine Development														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	First Issues of New Titles	0			0				1					1
	Cumulative Titles	1			1				2					4
	Total Pages	180			180				324					684
	Advertising Deadline (2 mo. Prior)													0
	Release Dates													
	Design			5,850	5,850		10,530	10,530				11,050	11,050	54,860
	Editing			1,800	1,800		3,240	3,240				3,400	3,400	16,880
	Scanning				7,200								13,600	33,760
	Color Corrections				1,800								3,400	8,440
	Editorial Content		1,500			1,500				3,000				6,000
	Deadline Reminder Cards	1,750			3,500				3,500					8,750
(21)	Total Magazine Development Cost	1,750	9,150	16,650	3,500	1,500	13,770	29,970	3,500	3,000	0	14,450	31,450	128,690

Paper & Printing														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	17
	Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684
	Total Print Run	70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
	Pages Over Base	36			36				36					108
	Units Over Base	35,000			35,000				35,000					105,000
	Base Printing Cost	51,975			51,975				103,950					207,900
	Page Overage Cost	12,403			12,403				12,403					37,209
	Unit Overage Cost	35,115			35,115				35,115					105,344
(22)	Total Paper & Printing Cost	99,493	0	0	99,493	0	0	0	151,468	0	0	0	0	350,453

Paper & Printing														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Price Per Unit	\$1.42	\$0.00	\$0.00	\$1.42	\$0.00	\$0.00	\$0.00	\$1.44	\$0.00	\$0.00	\$0.00	\$0.00	\$1.44
(5)	Max Page Rate for Printing	\$552.74	\$0.00	\$0.00	\$552.74	\$0.00	\$0.00	\$0.00	\$467.49	\$0.00	\$0.00	\$0.00	\$0.00	\$552.74

Magazine Distribution														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	Units Shipped to Newsstand	60,200	0	0	60,200	0	0	0	90,300	0	0	0	0	210,700
	Total Page Count	180	0	0	180	0	0	0	324	0	0	0	0	684
	Shipping Cost	12,040	0	0	12,040	0	0	0	18,060	0	0	0	0	42,140
	Advertiser Copies	7,200	0	0	7,200	0	0	0	12,960	0	0	0	0	27,360
(23)	Total Magazine Shipping Cost	19,240	0	0	19,240	0	0	0	31,020	0	0	0	0	69,500

Magazine Production Costs														
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Total Magazine Development Cost	1,750	9,150	16,650	3,500	1,500	13,770	29,970	3,500	3,000	0	14,450	31,450	128,690
	Total Paper & Printing Cost	99,493	0	0	99,493	0	0	0	151,468	0	0	0	0	350,453
	Total Magazine Shipping Cost	19,240	0	0	19,240	0	0	0	31,020	0	0	0	0	69,500
(24)	Total Magazine Production Costs	\$120,483	\$9,150	\$16,650	\$122,233	\$1,500	\$13,770	\$29,970	\$185,988	\$3,000	\$0	\$14,450	\$31,450	\$548,643

Marketing & Sales														
	Media Kits				Initial Cost with 1st Issue	\$5,500.00								
	Travel Costs				Media Kits allocation / Issue	\$1,750.00								
					Per Sales Person / Per 1st Issue	\$10,000.00	<i>allocated across 3 months prior</i>							
					Per Sales Person / Per Standard Issues	\$3,000.00	<i>allocated across 3 months prior</i>							
	Traveling Sales Staff				Traveling Sales Persons / Issue	4.0	<i>Includes one Officer traveling for sales</i>							
	Introductory Direct Mail Program				Per Piece Cost of Direct Mail Program	\$25,000.00								
	Placement Consultant				Placement Consultant	\$500.00	<i>per Month per Title</i>							
	Placement Program Fees				Fees for Placement Programs	\$45,000.00	<i>paid Jan on # Titles end of year</i>							
	Promotional Items				Promotional Items	\$3,000.00	<i>per year / per Title</i>							
	Commissions on Magazines				Magazine Commissions	12.0%								
	Commissions on Website				Website Commissions	10.0%								
Marketing & Sales														
	Release Dates	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
0	First Issues of New Titles	0	0	0	0	0	0	0	1	0	0	0	0	1
	Cum Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	2
	Media Kits	1,750				1,750				3,500				7,000
	Travel		5,000	5,000	5,000		10,000	10,000	10,000		10,000	10,000	10,000	75,000
	Direct Mail Subscription Campaigns													0
	Placement Consultant	500		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000
	Newstand Marketing Programs		45,000											45,000
	Promotional Items			3,000										3,000
(25)	Total Marketing & Sales Cost	2,250	50,500	9,000	6,000	2,750	11,000	11,000	11,000	4,500	11,000	11,000	11,000	138,000
Salespeople Draw & Commissions														
	Traveling Sales Staff				Traveling Sales Persons / Issue	2.0								
	Monthly Draw				Monthly Draw	\$2,500.00								
	Benefits & Taxes for Commissions				Benefits & Taxes	30.0%	0							
	Total Monthly Draw				Total Monthly Draw	\$3,250.00								
	Release Dates	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
	New Salespeople	0	0	0	0	2	0	0	0	0	0	0	0	2
	Total Number of Salespeople	2	2	2	2	4	4	4	4	4	4	4	4	4
	Commissions / Time Adjusted	2,693	63,534	3,927	8,628	37,485	55,268	2,083	6,736	56,540	8,060	62,531	4,085	311,570
	Benefits & Taxes	808	19,060	1,178	2,588	11,245	16,580	625	2,021	16,962	2,418	18,759	1,226	93,471
	Total Commissions Due	3,393	3,500	82,594	5,106	11,217	48,730	71,849	2,709	8,757	73,501	10,478	81,290	405,041
	Cumulative Commissions	380,478	383,979	466,573	471,678	482,895	531,625	603,474	606,182	614,939	688,441	698,918	780,209	785,519
	Draw		6,500	6,500	6,500	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	130,000
	Cumulative Draw	113,750	120,250	126,750	133,250	139,750	152,750	165,750	178,750	191,750	204,750	217,750	230,750	243,750
	Salesperson Distribution													
	Salesperson Distribution Schedule													
	New Salesperson Distribution per year													
	4.0													
	<i>How often are commissions paid per year</i>													
	Salesperson Distribution Adjustments													
	Salesperson Distribution Calcs	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Schedule of Salesperson Distribution	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	4
	Commissions Account	(3,000)	73,094	71,700	4,717	40,447	99,295	(10,291)	(14,534)	45,967	(2,522)	65,768	58,078	58,078
	Commission Paid Out	35,444	0	71,700	0	0	99,295	0	0	45,967	0	0	58,078	275,041
(26)	Total Commissions - Paid Out	6,500	6,500	78,200	6,500	13,000	112,295	13,000	13,000	58,967	13,000	13,000	71,078	405,041
	Newsstand Distribution Fees													
	Distributor Fees % of Retail Price													
	Distributor Fees													
	% of Retail as Distributor Fees													
	Price Per Issue													
	Percent Sell Through at Newsstand													
	56.0%													
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
	Release Dates													
	Total Print Run	70,000	0	0	70,000	0	0	0	105,000	0	0	0	0	245,000
	Shipped to Newsstands	60,200	0	0	60,200	0	0	0	90,300	0	0	0	0	210,700
	Magazines Sold at Newsstands	33,712	0	0	33,712	0	0	0	50,568	0	0	0	0	117,992
	Distribution Fees on Newsstand Sales	\$126,369	\$0	\$0	\$126,369	\$0	\$0	\$0	\$189,554	\$0	\$0	\$0	\$0	\$442,293
	Newsstand Balance Due (6 mo. After subsequent Mag)													0
(27)	Distribution Fees - Time Adjusted												126,369	126,369
	Fulfillment													
	Fee for New Subscription Setup													
	Renewal Fee													
	New Subscription													
	\$13.00													
	<i>per Subscription / per Year</i>													
	Renewal													
	\$2.25													
	<i>per Month</i>													
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(28)	Fulfillment Costs	\$998	\$247	\$256	\$265	\$275	\$285	\$295	\$305	\$316	\$327	\$605	\$627	\$4,800
	Marketing & Sales Costs													
	Total Marketing & Sales Cost	2,250	50,500	9,000	6,000	2,750	11,000	11,000	11,000	4,500	11,000	11,000	11,000	141,000
	Total Commissions - Paid Out	6,500	6,500	78,200	6,500	13,000	112,295	13,000	13,000	58,967	13,000	13,000	71,078	405,041
	Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	126,369	0	126,369
	Fulfillment Costs	998	247	256	265	275	285	295	305	316	327	605	627	4,800
(29)	Total Marketing & Sales Costs	\$9,748	\$57,247	\$87,455	\$12,765	\$16,025	\$123,580	\$24,295	\$24,305	\$63,783	\$24,327	\$150,974	\$82,705	\$677,210

Website Costs		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Release Dates														
Website Opened (1st Issue)		0	0	0	0	0	0	0	0	0	0	0	0	1
Cum Total Websites Open		1	1	1	1	1	1	1	2	2	2	2	2	2

Web Development Cost	Website Development	\$15,000.00	paid 3 months prior to website
Website Maintenance	Website Maintenance	\$250.00	monthly
Web Master & Growth	Web Master	\$6,500.00	monthly
Website Hosting	Hosting Fees	\$40.00	monthly
Membership Mail Campaign	Per Piece	\$0.35	monthly
Search Positioning Program	Purchase Search Placements / Month	\$900.00	monthly

Website Costs	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Web Development	0	0	0	0	5,000	5,000	5,000	0	0	0	0	0	15,000
Website Maintenance	250	250	250	250	250	250	250	500	500	500	500	500	4,250
Webmaster	6,500	6,500	6,500	6,500	6,500	6,500	6,500	13,000	13,000	13,000	13,000	13,000	110,500
Website Hosting	40	40	40	40	40	40	40	80	80	80	80	80	680
Membership Mail Campaign	0	0	3,500	0	0	0	0	3,500	0	0	0	0	7,000
Search Positioning Program	900	900	900	900	900	900	900	1,800	1,800	1,800	1,800	1,800	15,300
(30) Total Website Costs	7,690	7,690	11,190	7,690	12,690	12,690	12,690	18,880	15,380	15,380	15,380	15,380	152,730

Bad Debt		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Percent Bad Debt		Bad Debt 2.0% of Gross Revenue												
Bad Debt Allocation		\$638	\$14,680	\$802	\$1,743	\$6,488	\$13,466	\$436	\$1,368	\$9,710	\$1,634	\$14,741	\$855	\$66,562

ASSET ADJUSTMENTS

Investments Received		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Show Investment in Summary?		**" to Show Investment in Summary Equity Placement Commission 10.0% Fee paid for raising funds												
Investment Amount Received														
Investment		500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
(33) Equity Placement Fees		0	0	0	0	0	0	0	0	0	0	0	0	0

EMPLOYEE ASSUMPTIONS & COUNT

Employee Overhead Calculations		Assumptions:	
Assumptions:	Work Days / Month	22	(Work Days/Month * 7 hrs * 50 min)
	Monthly Time (min) / Employee	7,583	
	FICA & Benefits	30%	
	Pager/Month	\$25	
	Cell Phone/Month	\$100	
	E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office
	E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office
	E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software
	E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software
	Health Insurance	500	Family Rate / Month
	Recruiting Expense	0	% of Annual Salary

High Speed Home Internet	50	Price / Month - High Speed Internet Access & Phone Lines
Gas Price	2	Price / Gallon of Gas
Ave Miles / Gallon	18	Average Gas Mileage for Company Car
Car Allowance	500	Car Allowance
Miles/Day	75	
Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed
Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate
Per Diem	\$150.00	
Ave Entertainment/Day	\$50.00	
Conference Expense	\$1,500.00	Additional Per Person to Cover Conference Overhead
Flight Average	500	Average Cost of Plane Fare / Flight

Employee Count Totals		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
NEW G&A Staff		0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	1.0
Total G&A Staff		4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0
New Salespeople		0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Total Salespeople		2.0	2.0	2.0	2.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0
(32) Total Employees		6.0	6.0	6.0	6.0	8.0	8.0	8.0	9.0	9.0	9.0	9.0	9.0	9.0

FUNCTIONAL DIVISIONS - DETAILS

GENERAL & ADMINISTRATIVE

General & Administrative

G&A Staff Exp Calc

Functional Title	Annual Salary	Other Expense		Capital	Monthly Expenses				Travel Expenses				Billable	
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confer per Year	% Billable
GA1 Founders	\$ 94,500	15.0%	\$ -	\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 61,740	10.0%	\$ -	\$ -	H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 52,920	10.0%	\$ -	\$ -	H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 33,075	10.0%	\$ -	\$ -	0	0	0	0	0	0.0%	0.0%	0	1	0.0%

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$7,875	\$2,363	\$10,238	\$150	\$150	\$50	\$10,438	\$ 4,725	\$ 14,175	\$ 10,000
GA2 Managers	\$5,145	\$1,544	\$6,689	\$150	\$150	\$50	\$6,889	\$ 3,087	\$ 6,174	\$ 5,000
GA3 Assistant	\$4,410	\$1,323	\$5,733	\$150	\$150	\$50	\$5,933	\$ 2,646	\$ 5,292	\$ 4,000
GA4 Clerical	\$2,756	\$827	\$3,583	\$ -	\$ -	\$ -	\$3,583	\$ 1,654	\$ 3,308	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer Expense	Club Expense	Mnth Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$ -	\$1,300	\$433	\$1,000	\$750	\$ -	\$4,024
GA2 Managers	\$ -	\$ -	\$156	\$975	\$325	\$500	\$750	\$ -	\$2,706
GA3 Assistant	\$ -	\$ -	\$104	\$650	\$217	\$500	\$125	\$ -	\$1,596
GA4 Clerical	\$ -	\$ -	\$0	\$0	\$0	\$0	\$125	\$ -	\$125

Release Dates

Growth of Titles	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
New Titles Released	0	0	0	0	0	0	0	1	0	0	0	0	1
Cum Total Titles	1	1	1	1	1	1	1	2	2	2	2	2	2

G&A Staff Assumptions

Managers	Title Managers	1.0 per magazine - after first
Assistant	Title Assistants	1.0 per magazine - after first
Clerical	Clients / Clerical	1.0 per magazine - after first

New G&A Staff

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 New Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2 New Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3 New Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4 New Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
NEW G&A Staff	0	0	0	0	0	0	0	1	0	0	0	0	1

Total G&A Staff

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	4.0	4.0	4.0	4.0	4.0	4.0	4.0	5.0	5.0	5.0	5.0	5.0	5.0

G&A Payroll & Benefits

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	20,875	250,500
GA2 Managers	0	0	0	0	0	0	0	6,889	6,889	6,889	6,889	6,889	34,443
GA3 Assistant	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	5,933	71,196
GA4 Clerical	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	3,583	42,998
(35) G&A Payroll & Benefits	30,391	30,391	30,391	30,391	30,391	30,391	30,391	37,280	37,280	37,280	37,280	37,280	399,137

G&A Travel, Conf, Entertainment

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	0	0	0	0	0	0	0	2,706	2,706	2,706	2,706	2,706	13,530
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	125	125	125	125	125	125	125	125	125	125	125	125	1,500
(36) G&A Travel, Conf, & Enter	9,769	9,769	9,769	9,769	9,769	9,769	9,769	12,475	12,475	12,475	12,475	12,475	130,758

Bonus Payments

Bonus Payments Schedule New Bonus Payments per year 1.0 How often are bonuses paid per year

Growth of Bonus Payments

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Bonus Payments Calcs	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	1
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	0	1

G&A Recruiting & Bonus

	Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	28,350	28,350
GA2 Managers	0	0	0	0	0	0	0	3,087	0	0	0	6,174	9,261
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	5,292	5,292
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	3,308	3,308
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	3,087	0	0	0	43,124	46,211

G&A Billable Adjustment		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
Total G&A Staff Expenses		40,160	40,160	40,160	40,160	40,160	40,160	40,160	52,842	49,755	49,755	49,755	92,879	576,106

Synogy Profit Percent		Percent of Gross Margin												Year 3 Total	
Synogy BP Interest in Gross Margin		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total	
Percent of Gross Margin		Percent of Gross Margin for Business Plan												2.5%	
Gross Margin		0	(106,652)	645,239	(75,981)	(57,272)	287,689	509,773	(45,573)	(162,155)	393,646	40,358	541,514	(87,650)	1,882,937
Quarterly Total - Prior 3 Months		0	303,100		462,606				740,190		185,919			1,691,815	
Business Plan Development		0	7,577		11,565				18,505		4,648			42,295	
(38)	Synogy BP Interest in Gross Margin		7,577	0	0	11,565	0	0	18,505	0	0	4,648	0	42,295	

G&A Misc. Expenses		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Personnel Support														
Total G&A Staff		4	4	4	4	4	4	4	5	5	5	5	5	5
Accrued Reimbursement														0
Training & Education		\$50.00	200	200	200	200	200	200	250	250	250	250	250	2,650
Employee Orientation		\$1,000.00	0	0	0	0	0	0	1,000	0	0	0	0	1,000
Dues-Subscriptions		\$5.00	20	20	20	20	20	20	25	25	25	25	25	265
(39)	Personnel Support	220	220	220	220	220	220	220	1,275	275	275	275	275	3,915
Office Resources														
Office Supplies		\$35.00	140	140	140	140	140	140	175	175	175	175	175	1,855
Equipment Leases		\$300.00	300	300	300	300	300	300	300	300	300	300	300	3,600
Copy & Printing		\$60.00	60	60	60	60	60	60	120	120	120	120	120	1,020
(40)	Office Resources	500	500	500	500	500	500	500	595	595	595	595	595	6,475
Professional Services														
Legal Fees		\$100.00	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees		\$150.00	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants		\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41)	Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
Misc. Overhead														
Postage & Freight		\$165.00	990	990	990	990	1,320	1,320	1,320	1,485	1,485	1,485	1,485	15,345
Corp Insurance (Liab, E&O, D&O)		\$1,000.00	1,000											1,000
Bank Fees		\$0.18	92	11	20	75	33	34	13	87	34	35	43	504
(42)	Misc. Overhead	2,082	1,001	1,010	1,065	1,353	1,354	1,333	1,572	1,519	1,520	1,528	1,511	16,849
Charitable Contributions														
(43)	Contributions	\$15,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses		6,302	5,221	5,230	5,285	5,573	5,574	5,553	6,942	5,889	5,890	5,898	5,881	69,239

Technical Expenses		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
(44)	Computer Software & Upgrades	\$66.15	265	265	265	265	265	265	331	331	331	331	331	3,506
(45)	Internet Connection Fee	\$82.69	83	83	83	83	83	83	83	83	83	83	83	992
(46)	Total Technical Expenses	347	347	347	347	347	347	347	413	413	413	413	413	4,498

Marketing & Sales Expenses		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total
Monthly Budget for Image & Materials Design		Amount budgeted / month for Design												\$275.00
Advertising / Print Budget		Monthly Budget for Print												\$6,000.00
Direct Mail Budget		Monthly Budget for Direct Mail												\$650.00
Publicity Contract		Monthly Budget for Publicity Contract												\$2,500.00
Image, Marketing Materials & Manuals														
Image & Materials Design		275	275	275	275	275	275	275	275	275	275	275	275	3,300
(47)	Total Image & Materials	275	275	275	275	275	275	275	275	275	275	275	275	3,300
Advertising & Publicity														
Marketing Materials		6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000
Direct Mail		650	650	650	650	650	650	650	650	650	650	650	650	7,800
Publicity Contract		2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
(48)	Total Advertising & Publicity	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	9,150	109,800

		Event Expenses												Event Expenses		\$40,000.00	
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total			
Special Events & Sponsorships																	
Month of Event																	
(49) Total Special Event & Sponsorship Expenses		0	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000		
(50) Total Marketing & Sales Expenses		9,425	9,425	9,425	9,425	9,425	9,425	39,425	9,425	9,425	9,425	9,425	9,425	143,100			

		Office Space Assumptions												
0.000		Employees at end of year												9.0
0.000		Emplyess planning space for												9.0
0.000		Common Area												1,500.00
0.000		Sq Ft per Employee												150.00
0.000		Office Size Sq Ft												2,850
0.000		Rent / Sq Ft / Year												\$9.00
0.000		Monthly Rent												\$2,137.50
0.000		Employees per phone line												2.00
0.000		Sq Ft per Cleaning Rate												3,000.00
0.000		Sq Ft per Repair Rate												1,000.00

		Office Space Expenses												Year 3 Total		
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total		
Office Space Expenses																
Office Rent		2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	25,650		
(51) Office Rental / Payments		2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	2,138	25,650		
Utilities & Maint																
Elect, Water		0	0	0	0	0	0	0	0	0	0	0	0	0		
Telephone Service Fees		662	662	662	662	882	882	882	992	992	992	992	992	10,253		
Telephone & Long Distance		662	662	662	662	882	882	882	992	992	992	992	992	10,253		
Cleaning		0	0	0	0	0	0	0	0	0	0	0	0	0		
Repairs & Maintenance		0	0	0	0	0	0	0	0	0	0	0	0	0		
(52) Utilities & Maint		1,323	1,323	1,323	1,323	1,764	1,764	1,764	1,985	1,985	1,985	1,985	1,985	20,506		
(53) Total Facilities Expense		3,461	3,461	3,461	3,461	3,902	3,902	3,902	4,123	4,123	4,123	4,123	4,123	46,156		
(54) Total G&A Expenses		57,847	49,189	49,199	60,818	49,983	49,983	98,467	64,321	60,181	64,830	60,190	103,296	768,294		

		G&A Employee Setup												Year 3 Total		
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total		
G&A Employee Setup																
GA1 Founders		0	0	0	0	0	0	0	0	0	0	0	0	0		
GA2 Managers		0	0	0	0	0	0	0	5,000	0	0	0	0	5,000		
GA3 Assistant		0	0	0	0	0	0	0	0	0	0	0	0	0		
GA4 Clerical		0	0	0	0	0	0	0	0	0	0	0	0	0		
(55) Total G&A Employee Setup		0	0	0	0	0	0	0	5,000	0	0	0	0	5,000		

		Computer Replacement												Year 3 Total		
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total		
G&A Equipment Expenses																
Computer Replacement		Allocation for Replacement of Computers / Employee												\$25.00		
Furnishings & Equipment																
Computer Equipment-Rplc Alloc		150	150	150	150	200	200	200	225	225	225	225	225	2,325		
Furnishings Rental		0	0	0	0	0	0	0	0	0	0	0	0	0		
(56) Total Furnishings & Equipment		150	150	150	150	200	200	200	225	225	225	225	225	2,325		
(57) Total G&A Capital Expenses		150	150	150	150	200	200	200	5,225	225	225	225	225	7,325		

		Salesperson Setup Expenses												Year 3 Total		
		Mar-2006	Apr-2006	May-2006	Jun-2006	Jul-2006	Aug-2006	Sep-2006	Oct-2006	Nov-2006	Dec-2006	Jan-2007	Feb-2007	Year 3 Total		
Marketing & Sales																
M&S Capital Expenses																
New Salespeople		0	0	0	0	2	0	0	0	0	0	0	0	2		
Person S		0	0	0	0	5,000	0	0	0	0	0	0	0	5,000		
(58) Total M&S Employee Setup		0	0	0	0	5,000	0	0	0	0	0	0	0	5,000		
(59) Total M&S Capital Expenses		0	0	0	0	5,000	0	0	0	0	0	0	0	5,000		

YEAR 4
FINANCIAL PROJECTIONS

PREMIER PUBLISHING
Financial Projections

Year 4

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SYNOGY

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5 Year Projections

GROWTH PROJECTIONS

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Magazines													
(1) New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
(2) Cum Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	2
Magazine Growth Statistics													
(3) Total Page Count	340	0	0	360	0	0	0	360	0	0	0	0	1,060
(4) Total Print Run	120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	400,000
(5) Printing Price / Unit (Max)	\$1.51	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$0.00	\$1.51
(6) Total New Subscriptions from Magazines	175	30	31	32	33	34	35	36	37	38	39	41	563
(7) Cumulative New Subscriptions From Campaign	150	150	150	150	150	150	150	150	150	150	167	183	183
(8) Magazine Subscription Renewals	220	36	37	39	40	42	44	45	47	49	80	84	762
(9) Cumulative Magazine Subscriptions	605	624	642	662	681	701	722	743	765	786	816	846	846
Website Growth Statistics													
(10) Total New Memberships	35	4	71	204	137	138	4	4	4	4	4	4	614
(11) Total Cumulative Memberships	1,105	1,106	1,161	1,321	1,425	1,530	1,530	1,510	1,483	1,455	1,426	1,423	1,423

REVENUES

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Magazine Revenues													
(12) Gross Page Revenue - Time Adjusted	0	948,000	0	0	504,000	504,000	0	0	504,000	0	648,000	0	3,108,000
(13) Gross Cover Revenue - Time Adjusted	0	18,818	0	0	9,650	9,650	0	0	9,650	0	13,510	0	61,278
(14) Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	300,880	0	0	0	0	343,862	0	845,328
(15) Gross Subscription Revenue	9,963	1,635	1,690	1,746	1,805	1,865	1,927	1,990	2,055	2,123	2,964	3,083	32,845
(16) Gross Magazine Revenue	9,963	1,169,039	1,690	1,746	515,455	816,394	1,927	1,990	515,705	2,123	1,008,337	3,083	4,047,451
Website Revenues													
(17) Gross Website Broker Membership Revenue	23,281	5,030	46,948	135,553	94,180	94,499	6,511	30,624	39,946	40,579	41,278	10,800	569,229
(18) Gross Website Ad Revenue	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	414,720
(19) Gross Website Revenue	57,841	39,590	81,508	170,113	128,740	129,059	41,071	65,184	74,506	75,139	75,838	45,360	983,949
(20) Gross Revenue	\$67,803	\$1,208,629	\$83,198	\$171,859	\$644,195	\$945,454	\$42,998	\$67,174	\$590,212	\$77,261	\$1,084,174	\$48,443	\$5,031,400

COST OF GOODS

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Magazine Production													
(21) Total Magazine Development Cost	3,500	18,300	33,300	3,500	3,000	15,300	33,300	5,250	3,000	0	21,420	46,620	186,490
(22) Total Paper & Printing Cost	180,631	0	0	208,935	0	0	0	208,935	0	0	0	0	598,500
(23) Total Magazine Shipping Cost	34,240	0	0	38,480	0	0	0	38,480	0	0	0	0	111,200
(24) Total Magazine Production Costs	218,371	18,300	33,300	250,915	3,000	15,300	33,300	252,665	3,000	0	21,420	46,620	896,190
Marketing & Sales													
(25) Total Marketing & Sales Cost	4,500	56,000	17,000	11,000	4,500	11,000	11,000	11,000	5,000	38,833	38,833	38,833	241,500
(26) Total Commissions - Paid Out	13,000	13,000	148,086	13,000	13,000	189,887	13,000	13,000	77,628	19,500	19,500	89,719	622,321
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	216,633	0	216,633
(28) Fulfillment Costs	2,992	474	489	505	521	537	554	571	589	607	907	935	9,681
(29) Total Marketing & Sales Costs	20,492	69,474	165,575	24,505	18,021	201,424	24,554	24,571	83,217	58,940	275,874	129,488	1,096,135
Website Costs													
(30) Total Website Costs	19,240	15,740	22,740	15,740	15,740	15,740	15,740	15,740	15,740	20,740	20,740	20,740	214,380
Cost of Sales	\$258,103	\$103,514	\$221,615	\$291,160	\$36,761	\$232,464	\$73,594	\$292,976	\$101,957	\$79,680	\$318,034	\$196,848	\$2,206,705
Bad Debt Allocation	\$1,356	\$24,173	\$1,664	\$3,437	\$12,884	\$18,909	\$860	\$1,343	\$11,804	\$1,545	\$21,683	\$969	\$100,628

GROSS MARGIN

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Gross Margin	(\$191,656)	\$1,080,942	(\$140,081)	(\$122,738)	\$594,550	\$694,080	(\$31,456)	(\$227,145)	\$476,450	(\$3,964)	\$744,457	(\$149,374)	\$2,724,067

EXPENSES

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(31) Total Salespeople	4	4	4	4	4	4	4	4	4	6	6	6	6
(32) Total Employees	9	9	9	9	9	9	9	9	9	11	11	11	11
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
General & Administrative													
(34) Total G&A Staff	5	5	5	5	5	5	5	5	5	5	5	5	5
(35) G&A Payroll & Benefits	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	469,248
(36) G&A Travel, Conf. & Enter	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	149,700
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	45,280	45,280
Total G&A Staff Expenses	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	96,859	664,228
(38) Syngoy BP Interest in Gross Margin	12,356	0	0	18,730	0	0	29,147	0	0	5,446	0	0	65,679
(39) Personnel Support	275	275	275	275	275	275	275	275	275	275	275	275	3,300
(40) Office Resources	679	679	679	679	679	679	679	679	679	679	679	679	8,148
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	2,830	1,655	1,677	1,794	1,702	1,703	1,659	1,744	1,678	2,042	2,052	2,038	22,574
(43) Contributions	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses	7,284	6,109	6,131	6,248	6,156	6,157	6,113	6,198	6,132	6,496	6,506	6,492	76,022
(44) Computer Software & Upgrades	347	347	347	347	347	347	347	347	347	347	347	347	4,167
(45) Internet Connection Fee	87	87	87	87	87	87	87	87	87	87	87	87	1,042
(46) Total Technical Expenses	434	434	434	434	434	434	434	434	434	434	434	434	5,209
(47) Total Image & Materials	303	303	303	303	303	303	303	303	303	303	303	303	3,630
(48) Total Advertising & Publicity	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	147,600
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) Total Marketing & Sales Expenses	12,603	12,603	12,603	12,603	12,603	12,603	42,603	12,603	12,603	12,603	12,603	12,603	181,230
(51) Office Rental / Payments	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	28,350
(52) Utilities & Maint	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,547	2,547	2,547	26,394
(53) Total Facilities Expense	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,910	4,910	4,910	54,744
(54) Total G&A Expenses	76,100	62,569	62,591	81,438	62,616	62,617	121,721	62,658	62,592	68,865	63,429	108,695	895,882
TOTAL EXPENSES	76,100	62,569	62,591	81,438	62,616	62,617	121,721	62,658	62,592	68,865	63,429	108,695	895,882
Earnings Before Interest & Taxes	(267,756)	1,018,373	(202,672)	(204,176)	531,934	631,463	(153,177)	(289,803)	413,858	(72,829)	681,028	(258,069)	1,828,176
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
Earnings (Loss) Before Taxes	(267,756)	1,018,373	(202,672)	(204,176)	531,934	631,463	(153,177)	(289,803)	413,858	(72,829)	681,028	(258,069)	1,828,176
Accumulated Losses	(458,702)	0	(202,672)	(406,848)	0	0	(153,177)	(442,980)	(29,122)	(101,951)	0	(258,069)	0
Taxes	35.0%	0	0	0	186,177	221,012	0	0	0	0	238,360	0	1,001,980
Total Expenses + Taxes	76,100	419,000	62,591	81,438	248,793	283,629	121,721	62,658	62,592	68,865	301,789	108,695	1,897,862
NET INCOME (LOSS)	(267,756)	661,943	(202,672)	(204,176)	345,757	410,451	(153,177)	(289,803)	413,858	(72,829)	442,668	(258,069)	826,196

CAPITAL EXPENDITURES

G&A Capital Expenses

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(55) G&A Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0
(56) Total Furnishings & Equipment	225	225	225	225	225	225	225	225	225	275	275	275	2,850
(57) Total G&A Capital Expenses	225	225	225	225	225	225	225	225	225	275	275	275	2,850

M&S Capital Expenses

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(58) M&S Employee Setup	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000
(59) Total M&S Capital Expenses	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000

Total Capital Expenditures

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total Capital Expenditures	225	225	225	225	225	225	225	225	225	5,275	275	275	7,850

Cumulative Capital Expenditures

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Cumulative Capital Expenditures	56,100	56,325	56,550	56,775	57,000	57,225	57,450	57,675	57,900	63,175	63,450	63,725	63,725

SOURCES & USES OF CASH

SOURCES OF CASH

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Net Income (Loss)	(267,756)	661,943	(202,672)	(204,176)	345,757	410,451	(153,177)	(289,803)	413,858	(72,829)	442,668	(258,069)	826,196
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sources of Funds	(267,756)	661,943	(202,672)	(204,176)	345,757	410,451	(153,177)	(289,803)	413,858	(72,829)	442,668	(258,069)	826,196

USES OF CASH

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total Capital Expenditures	225	225	225	225	225	225	225	225	225	5,275	275	275	7,850
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
CASH USED In Operations	225	225	225	225	225	225	225	225	225	5,275	275	275	7,850
Cash (Required) Available	(267,981)	661,718	(202,897)	(204,401)	345,532	410,226	(153,402)	(290,028)	413,633	(78,104)	442,393	(258,344)	818,346
Cummulative Cash (Required) Available	276,659	938,376	735,479	531,078	876,611	1,286,837	1,133,435	843,406	1,257,040	1,178,936	1,621,329	1,362,986	1,362,986
Value (Cum Cash + Cum Capital Exp)	332,759	994,701	792,029	587,853	933,611	1,344,062	1,190,885	901,081	1,314,940	1,242,111	1,684,779	1,426,711	1,426,711

Financial Projections
Year 4
5 Year Projections

Year 4
DETAILS REPORT

prepared by
SYNOGY

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GROWTH PROJECTIONS DETAILS

Magazines

Titles

Growth of Titles	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(1) New Titles Released	2	2	2	2	2	2	2	2	2	2	2	2	2
(2) Cum Total Titles	2	4	6	8	10	12	14	16	18	20	22	24	24
Release Dates													
Related Dates	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Advertising Deadline (2 mo. Prior)													0
Advertising Balance Due (1 mo. After)													0
Newsstand Balance Due (6 mo. After subsequent Mag)													0

Revenues

Advertising - Pages

Growth of Issues	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
First Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issues	1	1	1	1	1	1	1	1	1	1	1	1	1
No. Standard Issues	1	1	1	1	1	1	1	1	1	1	1	1	5
Pages	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	160	160	160	160	160	160	160	160	160	160	160	160	160
Standard Pages	180	180	180	180	180	180	180	180	180	180	180	180	900
(3) Total Page Count	340	340	340	340	340	340	340	340	340	340	340	340	1,060

Page Revenues

Page Revenue	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
First Issue Pages	0	0	0	0	0	0	0	0	0	0	0	0	0
Second Issue Pages	384,000	384,000	384,000	384,000	384,000	384,000	384,000	384,000	384,000	384,000	384,000	384,000	384,000
Standard Pages	504,000	504,000	504,000	504,000	504,000	504,000	504,000	504,000	504,000	504,000	504,000	504,000	2,520,000
Gross Page Revenue	\$888,000	\$0	\$0	\$1,008,000	\$0	\$0	\$0	\$1,008,000	\$0	\$0	\$0	\$0	\$2,904,000

Page Revenue - Time Adjusted

Page Revenue - Time Adjusted	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
First Issue Pages	0	0	0	0	0	0	0	0	0	0	144,000	0	144,000
Second Issue Pages	0	192,000	192,000	192,000	192,000	192,000	192,000	192,000	192,000	192,000	192,000	192,000	192,000
Standard Pages	0	756,000	756,000	756,000	756,000	756,000	756,000	756,000	756,000	756,000	756,000	756,000	2,772,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$948,000	\$948,000	\$948,000	\$948,000	\$948,000	\$948,000	\$948,000	\$948,000	\$948,000	\$648,000	\$0	\$3,108,000

Advertising - Covers																	
		Standard Cover Price		Ave cost of a Cover Page		\$9,650											
		1st Issue Discount		1st Issue Discount		20.0%											
		2nd Issue Discount		2nd Issue Discount		10.0%											
		Release Dates															
		Cover Revenues															
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		8,685	0	0	0	0	0	0	0	0	0	0	0	0	0	8,685	
		9,650	0	0	19,300	0	0	0	0	0	0	0	0	0	0	48,250	
		\$18,335	\$0	\$0	\$19,300	\$0	\$0	\$0	\$19,300	\$0	\$0	\$0	\$0	\$0	\$0	\$56,935	
		Deposit Percentage		Percent Deposit		50.0%											
		Cover Revenues - Time Adjusted															
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		0	0	0	0	0	0	0	0	0	0	3,860	0	0	3,860		
		0	4,343	0	0	0	0	0	0	0	0	0	0	0	4,343		
		0	14,475	0	0	9,650	9,650	0	0	9,650	0	9,650	0	0	53,075		
		\$0	\$18,818	\$0	\$0	\$9,650	\$9,650	\$0	\$0	\$9,650	\$0	\$13,510	\$0	\$0	\$61,278		
		Newsstand															
		1st Issue Print Run		1st Issue Print Run		35,000		35,000									
		2nd Issue Print Run		2nd Issue Print Run		50,000		50,000									
		Standard Issue Print Run		Standard Issue Print Run		70,000		70,000									
		Print Run															
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		0	0	0	0	0	0	0	0	0	0	0	0	0	0		
		50,000	0	0	0	0	0	0	0	0	0	0	0	0	50,000		
		70,000	0	0	140,000	0	0	0	140,000	0	0	0	0	0	350,000		
		120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	0	400,000		
		Newsstand Price		Newsstand Retail Price		\$5.95		show Cost of Goods that brings this down to 37% of cover price = \$2.20									
		Percent to Newsstand		% Print Run to Newsstand		86.0%											
		Percent Sell Through		Percent Sell Through		56.0%											
		Units to Newsstands															
		103,200	0	0	120,400	0	0	0	120,400	0	0	0	0	0	120,400		
		Newsstand Revenues															
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		\$343,862	\$0	\$0	\$401,173	\$0	\$0	\$0	\$401,173	\$0	\$0	\$0	\$0	\$0	\$1,146,208		
		Release Dates															
		Newsstand Balance Due (6 mo. After subsequent Mag)															
		Gross Newsstand Revenue - Time Adjusted															
		200,586															
		300,880															
		343,862															
		845,328															
		Magazine Subscriptions															
		Starting Subscriptions		Subscriptions starting with 2nd issue		151.0		5.0%									
		Growth per period		% growth per month													
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		1	0	0	0	0	0	0	0	0	0	0	0	0	1		
		151	0	0	0	0	0	0	0	0	0	0	0	0	151		
		24	30	31	32	33	34	35	36	37	38	39	41	41	412		
		175	30	31	32	33	34	35	36	37	38	39	41	41	563		
		Subscriptions from Mail Campaign		Sent		Direct Mail Pieces Sent		5,000.0									
		Months for Return		Months over which returns are split		3.0											
		Total Percentage Return		Total % of Subscriptions from Campaign		1.0%											
		Total Subscriptions from Campaign		Total New Subscriptions		50.0											
		Per Month Return		New Subscriptions per Month of Return		16.7											
		Growth of Subscriptions from Mail Campaign															
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		0	0	0	0	0	0	0	0	0	0	0	0	0	0		
		1	0	0	0	0	0	0	0	0	0	0	0	0	1		
		2		2										2			
														1			
		17	0	0	0	0	0	0	0	0	0	17	17	50			
		17	0	0	0	0	0	0	0	0	0	17	17	50			
		150	150	150	150	150	150	150	150	150	150	167	183	183			
		192	30	31	32	33	34	35	36	37	38	56	57	613			
		73	12	12	13	13	14	15	15	16	16	27	28	254			
		605	624	642	662	681	701	722	743	765	786	816	846	846			
		Renewal Rate		% of subscriptions that renew		75.0%											
		Magazine Subscription Renewals															
		220	36	37	39	40	42	44	45	47	49	80	84	762			
		588	96	100	103	106	110	114	117	121	125	175	182	1,938			
		Subscription Price		Subscription Price		\$16.95											
		Subscription Revenues															
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total			
		\$9,963	\$1,635	\$1,690	\$1,746	\$1,805	\$1,865	\$1,927	\$1,990	\$2,055	\$2,123	\$2,964	\$3,083	\$32,845			

GROSS MAGAZINE REVENUES

Gross Page Revenue - Time Adjusted	0	948,000	0	0	504,000	504,000	0	0	504,000	0	648,000	0	3,108,000
Gross Cover Revenue - Time Adjusted	0	18,818	0	0	9,650	9,650	0	0	9,650	0	13,510	0	61,278
Gross Newsstand Revenue - Time Adjusted	0	200,586	0	0	0	300,880	0	0	0	0	343,862	0	845,328
Gross Subscription Revenue	9,963	1,635	1,690	1,746	1,805	1,865	1,927	1,990	2,055	2,123	2,964	3,083	32,845
(16) Gross Magazine Revenue	\$9,963	\$1,169,039	\$1,690	\$1,746	\$515,455	\$816,394	\$1,927	\$1,990	\$515,705	\$2,123	\$1,008,337	\$3,083	\$4,047,451

Website

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
Website Opened (1st Issue)	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Websites Open	2	2	2	2	2	2	2	2	2	2	2	2	2

BROKER Memberships

Starting Memberships	51.0												
2nd Issue Memberships	31.0												
Growth per period	0.9%												
Memberships starting with 1st issue	51.0												
Memberships starting with 2nd issue	31.0												
% growth per month	0.9%												

Growth of Broker Memberships from Publications	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
1st Issues	0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
New Memberships - 1st Issue	0	0	0	0	0	0	0	0	0	0	0	0	0
New Memberships - 2nd Issue	31	0	0	0	0	0	0	0	0	0	0	0	31
New Memberships - from Growth %	4	4	4	4	4	4	4	4	4	4	4	4	50
Total New Memberships from Publications	35	4	4	4	4	4	4	4	4	4	4	4	81
Cumulative New Memberships from Publications	448	452	456	460	464	468	472	477	481	485	490	494	494

Broker Memberships from Mail Campaign

Sent	10,000.0												
Months for Return	3.0												
Total Percentage Return	2.0%												
Total New Broker Memberships	200.0												
Per Month Return	66.7												
Direct Mail Pieces Sent	10,000.0												
Months over which returns are split	3.0												
Total % of Memberships from Campaign	2.0%												
New Broker Memberships per Month of Return	66.7												

Growth of Broker Subs from Mail Campaign

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
New Title Release	0	0	0	0	0	0	0	0	0	0	0	0	0
2nd Issue	1	0	0	0	0	0	0	0	0	0	0	0	1
Annual Campaign / Title	0	0	2	0	0	0	0	0	0	0	0	0	2
Mail Campaign Sent for Website Memberships	1	0	2	0	0	0	0	0	0	0	0	0	3
New Memberships from Campaign	0	0	67	200	133	133	0	0	0	0	0	0	533
Total New Memberships from Campaign	0	0	67	200	133	133	0	0	0	0	0	0	533
Cumulative New Memberships From Campaign	933	933	1,000	1,200	1,333	1,467	1,467	1,467	1,467	1,467	1,467	1,467	1,467

(10) Total New Memberships

	35	4	71	204	137	138	4	4	4	4	4	4	614
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(11) Total Cumulative Memberships

Non-Renewals (minus)	8	3	16	45	33	33	4	24	32	32	33	8	270
Total Cumulative Memberships	1,105	1,106	1,161	1,321	1,425	1,530	1,530	1,510	1,483	1,455	1,426	1,423	1,423

Renew Rate

% of Memberships that renew	75.0%												
-----------------------------	-------	--	--	--	--	--	--	--	--	--	--	--	--

Membership Renewals (Previous Year)	23	9	47	135	98	99	12	72	96	97	99	23	809
Total New & Renew	58	13	117	339	235	236	16	77	100	101	103	27	1,423

Broker Memberships Annual Fee

Annual Broker Website Membership	\$400.00												
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Website Broker Membership Revenues

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(17) Gross Website Broker Membership Revenue	\$23,281	\$5,030	\$46,948	\$135,553	\$94,180	\$94,499	\$6,511	\$30,624	\$39,946	\$40,579	\$41,278	\$10,800	\$569,229

WEB ADVERTISEMENTS

Page Revenue

Home Page Advertising Slots	No. of Advertisements on Home Page												
Price per Ad Slot - Home Page	\$1,440.00 monthly												
No. Regional Pages	4.0												
Regional Page Advertising Slots	No. of Regional Pages												
Price per Ad Slot - Regional Page	\$720.00 monthly												

Page Revenue

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
Home Page Ad Revenue	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	11,520	138,240
Regional Page Ad Revenue	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	23,040	276,480
(18) Gross Website Ad Revenue	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$34,560	\$414,720

TOTAL WEBSITE REVENUES

Gross Website Broker Membership Revenue	23,281	5,030	46,948	135,553	94,180	94,499	6,511	30,624	39,946	40,579	41,278	10,800	569,229
Gross Website Ad Revenue	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	34,560	414,720
(19) Gross Website Revenue	\$57,841	\$39,590	\$81,508	\$170,113	\$128,740	\$129,059	\$41,071	\$65,184	\$74,506	\$75,139	\$75,838	\$45,360	\$983,949

Gross Revenues															
	Gross Magazine Revenue	1,187,174	9,963	1,169,039	1,690	1,746	515,455	816,394	1,927	1,990	515,705	2,123	1,008,337	3,083	4,047,451
	Gross Website Revenue		57,841	39,590	81,508	170,113	128,740	129,059	41,071	65,184	74,506	75,139	75,838	45,360	983,949
(20)	Gross Revenue		\$67,803	\$1,208,629	\$83,198	\$171,859	\$644,195	\$945,454	\$42,998	\$67,174	\$590,212	\$77,261	\$1,084,174	\$48,443	\$5,031,400

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COST OF GOODS

add \$\$ add %

Magazine Production														
	Design						Design Cost / Per Page	\$65.00	allocated across prior 2 months					
	Editing						Editing / Per Page	\$20.00	allocated across prior 2 months					
	Scanning						Scanning / Per Page	\$80.00	month before					
	Color Correction						Color Correction / Per Page	\$20.00	month before					
	Total Per Page Cost						Total Per Page Cost	\$185.00	0					
	Editorial Content						Editorial Content / Per Issue	\$1,500.00	paid month after					
	Deadline Reminder Cards						Deadline Reminder Cards	\$0.35	4 months before release					
	Number of Deadline Reminder Cards						Number of Deadline Reminder Cards	\$5,000.00	4 months before release					

Magazine Development														
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Release Dates													
	First Issues of New Titles	0	0	0	0	0	0	0	0	0	0	0	0	0
	Cumulative Titles	2	2	2	2	2	2	2	2	2	2	2	2	6
	Total Pages	340	340	340	360	360	360	360	360	360	360	360	360	1,060
	Advertising Deadline (2 mo. Prior)													0
	Release Dates													
	Design	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	11,700	79,560
	Editing	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	24,480
	Scanning	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	48,960
	Color Corrections	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	3,600	12,240
	Editorial Content	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	9,000
	Deadline Reminder Cards	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	12,250
(21)	Total Magazine Development Cost	3,500	18,300	33,300	3,500	3,000	15,300	33,300	5,250	3,000	0	21,420	46,620	186,490

Paper & Printing														
	Price / Base Run						Price / Base Run	\$54,573.75						
	Pages in Base						Pages in Base	144.0						
	Base Units						Units in Base Run	35,000.0						
	Page Overage						Per Additional Page	\$361.76	Based on \$45,000 / 35,000 / 144					
	Units Overage						Additional / 1,000 Magazines	\$1,053.44						

Paper & Printing														
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Release Dates													
	Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	24
	Total Page Count	340	340	340	360	360	360	360	360	360	360	360	360	1,060
	Total Print Run	120,000	120,000	120,000	140,000	140,000	140,000	140,000	140,000	140,000	140,000	140,000	140,000	400,000
	Pages Over Base	52	52	52	72	72	72	72	72	72	72	72	72	196
	Units Over Base	50,000	50,000	50,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	70,000	190,000
	Base Printing Cost	109,148	109,148	109,148	109,148	109,148	109,148	109,148	109,148	109,148	109,148	109,148	109,148	327,443
	Page Overage Cost	18,811	18,811	18,811	26,047	26,047	26,047	26,047	26,047	26,047	26,047	26,047	26,047	70,905
	Unit Overage Cost	52,672	52,672	52,672	73,741	73,741	73,741	73,741	73,741	73,741	73,741	73,741	73,741	200,153
(22)	Total Paper & Printing Cost	180,631	0	0	208,935	0	0	0	208,935	0	0	0	0	598,500

(5)	Price Per Unit	\$1.51	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$1.49	\$0.00	\$0.00	\$0.00	\$0.00	\$1.51
	Max Page Rate for Printing	\$531.27	\$0.00	\$0.00	\$580.37	\$0.00	\$0.00	\$0.00	\$580.37	\$0.00	\$0.00	\$0.00	\$0.00	\$580.37

Magazine Distribution														
	% of Run to Newsstand						% of Run to Newsstand	80.0%						
	Postage & Shipping to Newsstand						Postage & Shipping / 1000 Units	\$200.00						
	Advertiser Copies						Per page	\$40.00	each advertiser gets 25 copies for each ad page					

Magazine Distribution														
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Release Dates													
	Units Shipped to Newsstand	103,200	0	0	120,400	0	0	0	120,400	0	0	0	0	344,000
	Total Page Count	340	340	340	360	360	360	360	360	360	360	360	360	1,060
	Shipping Cost	20,640	0	0	24,080	0	0	0	24,080	0	0	0	0	68,800
	Advertiser Copies	13,600	0	0	14,400	0	0	0	14,400	0	0	0	0	42,400
(23)	Total Magazine Shipping Cost	34,240	0	0	38,480	0	0	0	38,480	0	0	0	0	111,200

Magazine Production Costs														
	Total Magazine Development Cost	3,500	18,300	33,300	3,500	3,000	15,300	33,300	5,250	3,000	0	21,420	46,620	186,490
	Total Paper & Printing Cost	180,631	0	0	208,935	0	0	0	208,935	0	0	0	0	598,500
	Total Magazine Shipping Cost	34,240	0	0	38,480	0	0	0	38,480	0	0	0	0	111,200
(24)	Total Magazine Production Costs	\$218,371	\$18,300	\$33,300	\$250,915	\$3,000	\$15,300	\$33,300	\$252,665	\$3,000	\$0	\$21,420	\$46,620	\$896,190

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Marketing & Sales

Media Kits	Initial Cost with 1st Issue	\$5,500.00
	Media Kits allocation / Issue	\$1,750.00
Travel Costs	Per Sales Person / Per 1st Issue	\$10,000.00 <i>allocated across 3 months prior</i>
	Per Sales Person / Per Standard Issues	\$3,000.00 <i>allocated across 3 months prior</i>
Traveling Sales Staff	Traveling Sales Persons / Issue	4.0 <i>Includes one Officer traveling for sales</i>
Introductory Direct Mail Program	Per Piece Cost of Direct Mail Program	\$25,000.00
Placement Consultant	Placement Consultant	\$500.00 <i>per Month per Title</i>
Placement Program Fees	Fees for Placement Programs	\$45,000.00 <i>paid Jan on # Titles end of year</i>
Promotional Items	Promotional Items	\$3,000.00 <i>per year / per Title</i>
Commissions on Magazines	Magazine Commissions	12.0%
Commissions on Website	Website Commissions	10.0%

Marketing & Sales	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
First Issues of New Titles	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	2
Media Kits	3,500				3,500				3,500				10,500
Travel		10,000	10,000	10,000		10,000	10,000	10,000		37,333	37,333	37,333	172,000
Direct Mail Subscription Campaigns													0
Placement Consultant	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,500	1,500	1,500	1,500	14,000
Newstand Marketing Programs		45,000											45,000
Promotional Items			6,000										6,000
(25) Total Marketing & Sales Cost	4,500	56,000	17,000	11,000	4,500	11,000	11,000	11,000	5,000	38,833	38,833	38,833	241,500

Salespeople Draw & Commissions	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Traveling Sales Staff Monthly Draw				Traveling Sales Persons / Issue	2.0								
Benefits & Taxes for Commissions				Monthly Draw	\$2,500.00								
Total Monthly Draw				Benefits & Taxes	30.0%	0							
				Total Monthly Draw	\$3,250.00								
Release Dates													
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
New Salespeople	0	0	0	0	0	0	0	0	0	2	0	0	2
Total Number of Salespeople	4	4	4	4	4	4	4	4	4	6	6	6	6
Commissions / Time Adjusted	5,784	119,977	8,151	17,011	74,512	74,544	4,107	6,518	69,089	7,514	86,965	4,536	478,708
Benefits & Taxes	1,735	35,993	2,445	5,103	22,354	22,363	1,232	1,956	20,727	2,254	26,089	1,361	143,612
Total Commissions Due	5,311	7,519	155,970	10,596	22,115	96,866	96,907	5,339	8,474	89,815	9,768	113,054	622,321
Cumulative Commissions	785,519	793,038	949,009	959,605	981,719	1,078,585	1,175,492	1,180,831	1,189,305	1,279,120	1,288,889	1,401,943	1,407,840

Salespeople Draw	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Draw	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	13,000	19,500	19,500	19,500	175,500
Cumulative Draw	243,750	256,750	269,750	282,750	295,750	308,750	321,750	334,750	347,750	360,750	373,750	386,750	419,250

Salesperson Distribution	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Salesperson Distribution Schedule	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	4
Commissions Account	(5,481)	137,490	135,086	9,115	92,980	176,887	(7,661)	(12,187)	64,628	(9,732)	83,822	70,219	70,219
Commission Paid Out	58,078	0	135,086	0	0	176,887	0	0	64,628	0	0	70,219	446,821
(26) Total Commissions - Paid Out	13,000	13,000	148,086	13,000	13,000	189,887	13,000	13,000	77,628	19,500	19,500	89,719	622,321

Newsstand Distribution Fees	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total Print Run	120,000	0	0	140,000	0	0	0	140,000	0	0	0	0	400,000
Shipped to Newsstands	103,200	0	0	120,400	0	0	0	120,400	0	0	0	0	344,000
Magazines Sold at Newsstands	57,792	0	0	67,424	0	0	0	67,424	0	0	0	0	192,640
Distribution Fees on Newsstand Sales	\$216,633	\$0	\$0	\$252,739	\$0	\$0	\$0	\$252,739	\$0	\$0	\$0	\$0	\$722,111
Newsstand Balance Due (6 mo. After subsequent Mag)													0
(27) Distribution Fees - Time Adjusted													216,633

Fulfillment Costs	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Fulfillment Costs	\$2,992	\$474	\$489	\$505	\$521	\$537	\$554	\$571	\$589	\$607	\$907	\$935	\$9,681

Marketing & Sales Costs	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Total Marketing & Sales Cost	4,500	56,000	17,000	11,000	4,500	11,000	11,000	11,000	5,000	38,833	38,833	38,833	247,500
Total Commissions - Paid Out	13,000	13,000	148,086	13,000	13,000	189,887	13,000	13,000	77,628	19,500	19,500	89,719	622,321
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	216,633	0	216,633
Fulfillment Costs	2,992	474	489	505	521	537	554	571	589	607	907	935	9,681
(29) Total Marketing & Sales Costs	\$20,492	\$69,474	\$165,575	\$24,505	\$18,021	\$201,424	\$24,554	\$24,571	\$83,217	\$58,940	\$275,874	\$129,488	\$1,096,135

Website Costs													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Release Dates													
Website Opened (1st Issue)	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Websites Open	2	2	2	2	2	2	2	2	2	2	2	2	2

Website Costs													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Web Development Cost													
Website Maintenance													
Web Master & Growth													
Website Hosting													
Membership Mail Campaign													
Search Positioning Program													
Website Development					\$15,000.00	paid 3 months prior to website							
Website Maintenance					\$250.00	monthly							
Web Master					\$6,500.00	monthly							
Hosting Fees					\$40.00	monthly							
Per Piece					\$0.35	monthly							
Purchase Search Placements / Month					\$1,080.00	monthly							
Total Website Costs	19,240	15,740	22,740	15,740	15,740	15,740	15,740	15,740	15,740	15,740	20,740	20,740	214,380

Bad Debt													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Percent Bad Debt													
Bad Debt													
2.0% of Gross Revenue													
Bad Debt Allocation	\$1,356	\$24,173	\$1,664	\$3,437	\$12,884	\$18,909	\$860	\$1,343	\$11,804	\$1,545	\$21,683	\$969	\$100,628

ASSET ADJUSTMENTS

Investments Received													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Show Investment in Summary?													
Y to Show Investment in Summary													
Equity Placement Commission													
10.0% Fee paid for raising funds													
Investment Amount Received	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0

EMPLOYEE ASSUMPTIONS & COUNT

Employee Overhead Calculations													
Assumptions:		Assumptions:											
Work Days / Month	22	(Work Days/Month * 7 hrs * 50 min)											
Monthly Time (min) / Employee	7,583												
FICA & Benefits	30%												
Pager/Month	\$25												
Cell Phone/Month	\$100												
E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office											
E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office											
E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software											
E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software											
Health Insurance	500	Family Rate / Month											
Recruiting Expense	0	% of Annual Salary											
High Speed Home Internet	50	Price / Month - High Speed Internet Access & Phone Lines											
Gas Price	2	Price / Gallon of Gas											
Ave Miles / Gallon	18	Average Gas Mileage for Company Car											
Car Allowance	500	Car Allowance											
Miles/Day	75												
Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed											
Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate											
Per Diem	\$150.00	With Annual escalation											
Ave Entertainment/Day	\$50.00	With Annual escalation											
Conference Expense	\$1,500.00	Additional Per Person to Cover Conference Overhead											
Flight Average	500	Average Cost of Plane Fare / Flight											

Employee Count Totals													
	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total G&A Staff	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0
New Salespeople	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2.0
Total Salespeople	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	6.0	6.0	6.0	6.0
Total Employees	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	9.0	11.0	11.0	11.0	11.0

FUNCTIONAL DIVISIONS - DETAILS

GENERAL & ADMINISTRATIVE

General & Administrative

G&A Staff Exp Calc

Functional Title	Annual Salary	Other Expense		Capital		Monthly Expenses				Travel Expenses			Billable	
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confer per Year	% Billable
GA1 Founders	\$ 99,225	15.0%	\$ -	\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 64,827	10.0%	\$ -	\$ -	H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 55,566	10.0%	\$ -	\$ -	H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 34,729	10.0%	\$ -	\$ -	0	0	0	0	0	0.0%	0.0%	0	1	0.0%

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$8,269	\$2,481	\$10,749	\$150	\$50	\$50	\$10,949	\$ 4,961	\$ 14,884	\$ 10,000
GA2 Managers	\$5,402	\$1,621	\$7,023	\$150	\$50	\$50	\$7,223	\$ 3,241	\$ 6,483	\$ 5,000
GA3 Assistant	\$4,631	\$1,389	\$6,020	\$150	\$50	\$50	\$6,220	\$ 2,778	\$ 5,557	\$ 4,000
GA4 Clerical	\$2,894	\$868	\$3,762	\$150	\$50	\$50	\$3,762	\$ 1,736	\$ 3,473	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer Expense	Club Expense	Mnth Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750		\$4,024
GA2 Managers			\$975	\$975	\$325	\$500	\$750		\$2,706
GA3 Assistant			\$104	\$650	\$217	\$500	\$125		\$1,596
GA4 Clerical			\$0	\$0	\$0	\$0	\$125		\$125

Release Dates

Growth of Titles	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
New Titles Released	0	0	0	0	0	0	0	0	0	0	0	0	0
Cum Total Titles	2	2	2	2	2	2	2	2	2	2	2	2	2

G&A Staff Assumptions

0.000	Managers	Title Managers	1.0 per magazine - after first
0.000	Assistant	Title Assistants	1.0 per magazine - after first
0.000	Clerical	Clients / Clerical	1.0 per magazine - after first

New G&A Staff

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 New Founders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA4 New Clerical	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NEW G&A Staff	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Total G&A Staff

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA3 Assistant	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA4 Clerical	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
(34) Total G&A Staff	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0

G&A Payroll & Benefits

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	21,899	262,785
GA2 Managers	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	7,223	86,675
GA3 Assistant	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	6,220	74,636
GA4 Clerical	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	3,762	45,147
(35) G&A Payroll & Benefits	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	39,104	469,248

G&A Travel, Conf, Entertainment

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	32,472
GA3 Assistant	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	1,596	19,148
GA4 Clerical	125	125	125	125	125	125	125	125	125	125	125	125	1,500
(36) G&A Travel, Conf, & Enter	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	12,475	149,700

Bonus Payments

Bonus Payments Schedule New Bonus Payments per year 1.0 How often are bonuses paid per year

Growth of Bonus Payments

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Bonus Payments Calc	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	1
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	0	1

G&A Recruiting & Bonus

	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	29,768	29,768
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	6,483	6,483
GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	5,557	5,557
GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	3,473	3,473
(37) G&A Recruit & Bonus	0	0	0	0	0	0	0	0	0	0	0	45,280	45,280

G&A Billable Adjustment		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
Total G&A Staff Expenses		51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	51,579	96,859	664,228

Synogy Profit Percent		Percent of Gross Margin												2.5%	68,102
Synogy BP Interest in Gross Margin		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
Gross Margin	0	(191,656)	1,080,942	(140,081)	(122,738)	594,550	694,080	(31,456)	(227,145)	476,450	(3,964)	744,457	(149,374)	2,724,067	
Quarterly Total - Prior 3 Months	0	494,222			749,205			1,165,893			217,849			2,627,169	
Business Plan Development	0	12,356			18,730			29,147			5,446			65,679	
(38) Synogy BP Interest in Gross Margin		12,356	0	0	18,730	0	0	29,147	0	0	5,446	0	0	65,679	

G&A Misc. Expenses		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Personnel Support														
Total G&A Staff	per emply	5	5	5	5	5	5	5	5	5	5	5	5	5
Accrued Reimbursement														0
Training & Education	\$50.00	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Employee Orientation	\$1,000.00	0	0	0	0	0	0	0	0	0	0	0	0	0
Dues-Subscriptions	\$5.00	25	25	25	25	25	25	25	25	25	25	25	25	300
(39) Personnel Support		275	275	275	275	275	275	275	275	275	275	275	275	3,300
Office Resources														
Office Supplies	monthly \$35.00	175	175	175	175	175	175	175	175	175	175	175	175	2,100
Equipment Leases	\$360.00	360	360	360	360	360	360	360	360	360	360	360	360	4,320
Copy & Printing	\$72.00	144	144	144	144	144	144	144	144	144	144	144	144	1,728
(40) Office Resources		679	679	679	679	679	679	679	679	679	679	679	679	8,148
Professional Services														
Legal Fees	monthly \$100.00	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees	\$150.00	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants	\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services		2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
Misc. Overhead														
Postage & Freight	monthly \$181.50	1,634	1,634	1,634	1,634	1,634	1,634	1,634	1,634	1,634	1,997	1,997	1,997	20,691
Corp Insurance (Liab, E&O, D&O)	\$1,000.00	1,000												1,000
Bank Fees	\$0.20	197	22	43	160	68	69	26	111	44	45	56	42	883
(42) Misc. Overhead		2,830	1,655	1,677	1,794	1,702	1,703	1,659	1,744	1,678	2,042	2,052	2,038	22,574
Charitable Contributions														
(43) Contributions	monthly \$15,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses		7,284	6,109	6,131	6,248	6,156	6,157	6,113	6,198	6,132	6,496	6,506	6,492	76,022

Technical Expenses		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
(44) Computer Software & Upgrades	\$69.46	347	347	347	347	347	347	347	347	347	347	347	347	4,167
(45) Internet Connection Fee	\$86.82	87	87	87	87	87	87	87	87	87	87	87	87	1,042
(46) Total Technical Expenses		434	434	434	434	434	434	434	434	434	434	434	434	5,209

Marketing & Sales Expenses		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
Image, Marketing Materials & Manuals														
Image & Materials Design		303	303	303	303	303	303	303	303	303	303	303	303	3,630
(47) Total Image & Materials		303	303	303	303	303	303	303	303	303	303	303	303	3,630
Advertising & Publicity														
Marketing Materials		8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	96,000
Direct Mail		900	900	900	900	900	900	900	900	900	900	900	900	9,600
Publicity Contract		3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	42,000
(48) Total Advertising & Publicity		12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	12,300	147,600

Sales & Advisory Board Special Events

		Event Expenses												Event Expenses	
														\$50,000.00	
		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total	
Special Events & Sponsorships															
Month of Event															
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	0	0	0	0	0	30,000	
(50)	Total Marketing & Sales Expenses	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	12,603	181,230	

G&A Office Rental Expenses

Office Space Assumptions															
0.000														Employees at end of year	11.0
0.000														Employs planning space for	11.0
0.000														Common Area	1,500.00
0.000														Sq Ft per Employee	150.00
0.000														Office Size Sq Ft	3,150
0.000														Rent / Sq Ft / Year	\$9.00
0.000														Monthly Rent	\$2,362.50
0.000														Employees per phone line	2.00
0.000														Sq Ft per Cleaning Rate	3,000.00
0.000														Sq Ft per Repair Rate	1,000.00

Office Space Expenses		monthly	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Office Rent	\$2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	28,350
(51)	Office Rental / Payments		2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	2,363	28,350

Utilities & Maint		monthly	Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Elect, Water	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
	Telephone Service Fees	\$231.53	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,273	1,273	1,273	13,197
	Telephone & Long Distance	\$115.76	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,042	1,273	1,273	1,273	13,197
	Cleaning	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
	Repairs & Maintenance	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0	0
(52)	Utilities & Maint		2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,084	2,547	2,547	2,547	26,394

(53)	Total Facilities Expense		4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,447	4,910	4,910	4,910	54,744
(54)	Total G&A Expenses		76,100	62,569	62,591	81,438	62,616	62,617	121,721	62,658	62,592	68,865	63,429	108,695	895,882

G&A Capitial Expenses

G&A Employee Setup		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA3 Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
	GA4 Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
(55)	Total G&A Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0

G&A Equipment Expenses

Furnishings & Equipment		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	Computer Equipment-Rplc Alloc	225	225	225	225	225	225	225	225	225	275	275	275	2,850
	Furnishings Rental	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0
(56)	Total Furnishings & Equipment	225	225	225	225	225	225	225	225	225	275	275	275	2,850
(57)	Total G&A Capital Expenses	225	225	225	225	225	225	225	225	225	275	275	275	2,850

MARKETING & SALES

M&S Capitial Expenses		Mar-2007	Apr-2007	May-2007	Jun-2007	Jul-2007	Aug-2007	Sep-2007	Oct-2007	Nov-2007	Dec-2007	Jan-2008	Feb-2008	Year 4 Total
	New Salespeople	0	0	0	0	0	0	0	0	0	2	0	0	2
	person S	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000
(58)	Total M&S Employee Setup	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000
(59)	Total M&S Capital Expenses	0	0	0	0	0	0	0	0	0	5,000	0	0	5,000

YEAR 5
FINANCIAL PROJECTIONS

PREMIER PUBLISHING
Financial Projections

Year 5

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5 Year Projections

GROWTH PROJECTIONS

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Magazines													
(1) New Titles Released	1	0	0	0	0	0	0	0	0	0	0	0	1
(2) Cum Total Titles	3	3	3	3	3	3	3	3	3	3	3	3	3
Magazine Growth Statistics													
(3) Total Page Count	504	0	0	520	0	0	0	540	0	0	0	0	1,564
(4) Total Print Run	175,000	0	0	190,000	0	0	0	210,000	0	0	0	0	575,000
(5) Printing Price / Unit (Max)	\$1.58	\$0.00	\$0.00	\$1.58	\$0.00	\$0.00	\$0.00	\$1.57	\$0.00	\$0.00	\$0.00	\$0.00	\$1.58
(6) Total New Subscriptions from Magazines	42	38	39	190	47	49	50	51	52	53	54	55	719
(7) Cumulative New Subscriptions From Campaign	200	200	200	200	200	200	200	200	200	200	217	233	233
(8) Magazine Subscription Renewals	441	72	75	77	80	83	85	88	91	94	131	136	1,453
(9) Cumulative Magazine Subscriptions	758	771	785	949	970	991	1,012	1,034	1,055	1,077	1,103	1,130	1,130
Website Growth Statistics													
(10) Total New Memberships	55	5	72	303	272	272	72	6	6	6	6	6	1,079
(11) Total Cumulative Memberships	1,464	1,466	1,508	1,726	1,939	2,152	2,220	2,207	2,187	2,167	2,147	2,146	2,146

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REVENUES

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Magazine Revenues													
(12) Gross Page Revenue - Time Adjusted	0	1,344,000	0	0	696,000	756,000	0	0	756,000	0	0	0	3,552,000
(13) Gross Cover Revenue - Time Adjusted	0	27,503	0	0	13,993	14,475	0	0	14,475	0	0	0	70,445
(14) Gross Newsstand Revenue - Time Adjusted	0	401,173	0	0	0	401,173	0	0	0	0	501,466	0	1,303,812
(15) Gross Subscription Revenue	9,188	2,510	2,575	7,759	2,963	3,043	3,125	3,209	3,294	3,380	4,330	4,465	49,841
(16) Gross Magazine Revenue	9,188	1,775,185	2,575	7,759	712,955	1,174,691	3,125	3,209	773,769	3,380	505,796	4,465	4,976,098
Website Revenues													
(17) Gross Website Broker Membership Revenue	39,639	5,751	63,873	222,745	179,445	179,704	33,733	25,170	32,182	32,676	33,220	10,383	858,521
(18) Gross Website Ad Revenue	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	746,496
(19) Gross Website Revenue	101,847	67,959	126,081	284,953	241,653	241,912	95,941	87,378	94,390	94,884	95,428	72,591	1,605,017
(20) Gross Revenue	\$111,035	\$1,843,144	\$128,656	\$292,712	\$954,609	\$1,416,603	\$99,066	\$90,587	\$868,158	\$98,264	\$601,225	\$77,055	\$6,581,114

COST OF GOODS

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Magazine Production													
(21) Total Magazine Development Cost	5,250	26,600	48,100	5,250	4,500	22,950	49,950	0	4,500	0	0	0	167,100
(22) Total Paper & Printing Cost	276,684	0	0	299,353	0	0	0	329,072	0	0	0	0	905,109
(23) Total Magazine Shipping Cost	50,260	0	0	53,480	0	0	0	57,720	0	0	0	0	161,460
(24) Total Magazine Production Costs	332,194	26,600	48,100	358,083	4,500	22,950	49,950	386,792	4,500	0	0	0	1,233,669
Marketing & Sales													
(25) Total Marketing & Sales Cost	10,500	67,500	31,500	22,500	6,750	22,500	22,500	22,500	5,250	0	0	0	202,500
(26) Total Commissions - Paid Out	19,500	19,500	213,420	19,500	19,500	291,860	19,500	19,500	117,296	19,500	19,500	19,500	798,076
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	315,924	0	315,924
(28) Fulfillment Costs	1,758	655	670	2,647	797	816	836	856	877	897	1,212	1,241	13,261
(29) Total Marketing & Sales Costs	31,758	87,655	245,589	44,647	27,047	315,177	42,836	42,856	123,423	20,397	336,635	20,741	1,338,761
Website Costs													
(30) Total Website Costs	27,758	24,258	34,758	27,758	24,258	24,258	24,258	24,258	24,258	24,258	24,258	24,258	308,596
Cost of Sales	\$391,710	\$138,513	\$328,447	\$430,488	\$55,805	\$362,385	\$117,044	\$453,906	\$152,181	\$44,655	\$360,893	\$44,999	\$2,881,027
Bad Debt Allocation	\$2,221	\$36,863	\$2,573	\$5,854	\$19,092	\$28,332	\$1,981	\$1,812	\$17,363	\$1,965	\$12,024	\$1,541	\$131,622

GROSS MARGIN

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Gross Margin	(\$282,896)	\$1,667,768	(\$202,364)	(\$143,630)	\$879,712	\$1,025,886	(\$19,960)	(\$365,132)	\$698,614	\$51,644	\$228,307	\$30,515	\$3,568,465

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EXPENSES

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
(31) Total Salespeople	6	6	6	6	6	6	6	6	6	6	6	6	6
(32) Total Employees	13	13	13	13	13	13	13	13	13	13	13	13	13
(33) Equity Placement Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
General & Administrative													
(34) Total G&A Staff	7	7	7	7	7	7	7	7	7	7	7	7	7
(35) G&A Payroll & Benefits	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	617,880
(36) G&A Travel, Conf. & Enter	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	170,340
(37) G&A Recruit & Bonus	4,740	0	0	0	0	0	0	0	0	0	0	0	61,765
Total G&A Staff Expenses	70,425	65,685	65,685	65,685	65,685	65,685	65,685	65,685	65,685	65,685	65,685	122,710	849,985
(38) Synogy BP Interest in Gross Margin	14,778	0	0	29,563	0	0	44,049	0	0	7,838	0	0	96,228
(39) Personnel Support	2,385	385	385	385	385	385	385	385	385	385	385	385	6,620
(40) Office Resources	936	936	936	936	936	936	936	936	936	936	936	936	11,234
(41) Professional Services	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
(42) Misc. Overhead	3,847	2,631	2,664	2,932	2,732	2,734	2,654	2,769	2,656	2,657	2,670	2,659	33,606
(43) Contributions	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses	10,668	7,452	7,485	7,753	7,553	7,555	7,475	7,590	7,477	7,478	7,491	7,480	93,460
(44) Computer Software & Upgrades	511	511	511	511	511	511	511	511	511	511	511	511	6,126
(45) Internet Connection Fee	91	91	91	91	91	91	91	91	91	91	91	91	1,094
(46) Total Technical Expenses	602	602	602	602	602	602	602	602	602	602	602	602	7,220
(47) Total Image & Materials	333	333	333	333	333	333	333	333	333	333	333	333	3,993
(48) Total Advertising & Publicity	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	185,400
(49) Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000
(50) Total Marketing & Sales Expenses	15,783	15,783	15,783	15,783	15,783	15,783	45,783	15,783	15,783	15,783	15,783	15,783	219,393
(51) Office Rental / Payments	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	31,050
(52) Utilities & Maint	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	37,924
(53) Total Facilities Expense	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	68,974
(54) Total G&A Expenses	102,221	79,487	79,520	109,351	79,588	79,589	153,559	79,625	79,511	87,351	79,525	136,540	1,145,867
TOTAL EXPENSES	102,221	79,487	79,520	109,351	79,588	79,589	153,559	79,625	79,511	87,351	79,525	136,540	1,145,867
Earnings Before Interest & Taxes	(385,117)	1,588,281	(281,884)	(252,981)	800,124	946,297	(173,519)	(444,757)	619,103	(35,707)	148,782	(106,025)	2,422,598
Interest	0	0	0	0	0	0	0	0	0	0	0	0	0
Earnings (Loss) Before Taxes	(385,117)	1,588,281	(281,884)	(252,981)	800,124	946,297	(173,519)	(444,757)	619,103	(35,707)	148,782	(106,025)	2,422,598
Accumulated Losses	(643,186)	0	(281,884)	(534,865)	0	0	(173,519)	(618,275)	0	(35,707)	0	(106,025)	0
Taxes 35.0%	0	555,898	0	0	280,043	331,204	0	0	216,686	0	52,074	0	1,435,906
Total Expenses + Taxes	102,221	635,385	79,520	109,351	359,631	410,793	153,559	79,625	296,197	87,351	131,599	136,540	2,581,773
NET INCOME (LOSS)	(385,117)	1,032,383	(281,884)	(252,981)	520,081	615,093	(173,519)	(444,757)	402,417	(35,707)	96,708	(106,025)	986,693

CAPITAL EXPENDITURES

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
G&A Capital Expenses													
(55) G&A Employee Setup	8,000	0	0	0	0	0	0	0	0	0	0	0	8,000
(56) Total Furnishings & Equipment	325	325	325	325	325	325	325	325	325	325	325	325	3,900
(57) Total G&A Capital Expenses	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900
M&S Capital Expenses													
(58) M&S Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0
(59) Total M&S Capital Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Capital Expenditures	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900
Cumulative Capital Expenditures	72,050	72,375	72,700	73,025	73,350	73,675	74,000	74,325	74,650	74,975	75,300	75,625	75,625

SOURCES & USES OF CASH

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
SOURCES OF CASH													
Net Income (Loss)	(385,117)	1,032,383	(281,884)	(252,981)	520,081	615,093	(173,519)	(444,757)	402,417	(35,707)	96,708	(106,025)	986,693
Investment	0	0	0	0	0	0	0	0	0	0	0	0	0
Increase (Decrease) in Liabilities	0	0	0	0	0	0	0	0	0	0	0	0	0
Add Non-Cash Items: Depreciation	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Sources of Funds	(385,117)	1,032,383	(281,884)	(252,981)	520,081	615,093	(173,519)	(444,757)	402,417	(35,707)	96,708	(106,025)	986,693
USES OF CASH													
Total Capital Expenditures	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900
Investment in Inventory	0	0	0	0	0	0	0	0	0	0	0	0	0
CASH USED In Operations	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900
Cash (Required) Available	(393,442)	1,032,058	(282,209)	(253,306)	519,756	614,768	(173,844)	(445,082)	402,092	(36,032)	96,383	(106,350)	974,793
Cummulative Cash (Required) Available	969,544	2,001,602	1,719,392	1,466,086	1,985,842	2,600,610	2,426,766	1,981,685	2,383,777	2,347,745	2,444,128	2,337,778	2,337,778
Value (Cum Cash + Cum Capital Exp)	1,041,594	2,073,977	1,792,092	1,539,111	2,059,192	2,674,285	2,500,766	2,056,010	2,458,427	2,422,720	2,519,428	2,413,403	2,413,403

Financial Projections
Year 5
5 Year Projections

Year 5
DETAILS REPORT

prepared by
SYNOGY

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GROWTH PROJECTIONS DETAILS

Magazines

Titles

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Growth of Titles													
(1) New Titles Released	1												1
(2) Cum Total Titles	3	3	3	3	3	3	3	3	3	3	3	3	3
Release Dates													
Related Dates													
Advertising Deadline (2 mo. Prior)													0
Advertising Balance Due (1 mo. After)													0
Newsstand Balance Due (6 mo. After subsequent Mag)													0

Revenues

Advertising - Pages

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Growth of Issues													
Release Dates													
First Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
Second Issues	0				1								1
No. Standard Issues	2				2			3					7
Pages													
First Issue Pages	144	0	0	0	0	0	0	0	0	0	0	0	144
Second Issue Pages	0	0	0	160	0	0	0	0	0	0	0	0	160
Standard Pages	360	0	0	360	0	0	0	540	0	0	0	0	1,260
(3) Total Page Count	504	0	0	520	0	0	0	540	0	0	0	0	1,564

Page Revenues

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Page Revenue													
First Issue Pages	288,000	0	0	0	0	0	0	0	0	0	0	0	288,000
Second Issue Pages	0	0	0	384,000	0	0	0	0	0	0	0	0	384,000
Standard Pages	1,008,000	0	0	1,008,000	0	0	0	1,512,000	0	0	0	0	3,528,000
Gross Page Revenue	\$1,296,000	\$0	\$0	\$1,392,000	\$0	\$0	\$0	\$1,512,000	\$0	\$0	\$0	\$0	\$4,200,000

Page Revenue - Time Adjusted

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Page Revenue - Time Adjusted													
First Issue Pages	0	144,000	0	0	0	0	0	0	0	0	0	0	144,000
Second Issue Pages	0	192,000	0	0	192,000	0	0	0	0	0	0	0	384,000
Standard Pages	0	1,008,000	0	0	504,000	756,000	0	0	756,000	0	0	0	3,024,000
(12) Gross Page Revenue - Time Adjusted	\$0	\$1,344,000	\$0	\$0	\$696,000	\$756,000	\$0	\$0	\$756,000	\$0	\$0	\$0	\$3,552,000

GROSS MAGAZINE REVENUES

Gross Page Revenue - Time Adjusted	0	1,344,000	0	0	696,000	756,000	0	0	756,000	0	0	0	0	3,552,000
Gross Cover Revenue - Time Adjusted	0	27,503	0	0	13,993	14,475	0	0	14,475	0	0	0	0	70,445
Gross Newsstand Revenue - Time Adjusted	0	401,173	0	0	0	401,173	0	0	0	0	501,466	0	0	1,303,812
Gross Subscription Revenue	9,188	2,510	2,575	7,759	2,963	3,043	3,125	3,209	3,294	3,380	4,330	4,465	0	49,841
(16) Gross Magazine Revenue	\$9,188	\$1,775,185	\$2,575	\$7,759	\$712,955	\$1,174,691	\$3,125	\$3,209	\$773,769	\$3,380	\$505,796	\$4,465	\$0	\$4,976,098

Website

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Website Opened (1st Issue)	1	0	0	0	0	0	0	0	0	0	0	0	1
Cum Total Websites Open	3	3	3	3	3	3	3	3	3	3	3	3	3

BROKER Memberships

Starting Memberships	51.0
2nd Issue Memberships	31.0
Growth per period	0.9%
Memberships starting with 1st issue	
Memberships starting with 2nd issue	
% growth per month	

Growth of Broker Memberships from Publications

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
1st Issues	1	0	0	0	0	0	0	0	0	0	0	0	1
2nd Issues	0	0	0	1	0	0	0	0	0	0	0	0	1
New Memberships - 1st Issue	51	0	0	0	0	0	0	0	0	0	0	0	51
New Memberships - 2nd Issue	0	0	0	31	0	0	0	0	0	0	0	0	31
New Memberships - from Growth %	4	5	5	5	5	5	5	6	6	6	6	6	64
Total New Memberships from Publications	55	5	5	36	5	5	5	6	6	6	6	6	146
Cumulative New Memberships from Publications	549	554	559	595	601	606	612	617	623	628	634	640	640

Broker Memberships from Mail Campaign

Sent Months for Return	10,000.0
Direct Mail Pieces Sent	3.0
Months over which returns are split	2.0%
Total Percentage Return	200.0
Total New Broker Memberships	66.7
Per Month Return	
New Broker Memberships per Month of Return	

Growth of Broker Subs from Mail Campaign

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
New Title Release	1	0	0	0	0	0	0	0	0	0	0	0	1
2nd Issue	0	0	0	1	0	0	0	0	0	0	0	0	1
Annual Campaign / Title	0	0	3	0	0	0	0	0	0	0	0	0	3
Mail Campaign Sent for Website Memberships	1	0	3	1	0	0	0	0	0	0	0	0	5
New Memberships from Campaign	0	0	67	267	267	267	67	0	0	0	0	0	933
Total New Memberships from Campaign	0	0	67	267	267	267	67	0	0	0	0	0	933
Cumulative New Memberships From Campaign	1,467	1,467	1,533	1,800	2,067	2,333	2,400	2,400	2,400	2,400	2,400	2,400	2,400

(10) Total New Memberships

Non-Renewals (minus)	15	3	29	85	59	59	4	19	25	25	26	7	356
(11) Total Cumulative Memberships	1,464	1,466	1,508	1,726	1,939	2,152	2,220	2,207	2,187	2,167	2,147	2,146	2,146

Renewal Rate

% of Memberships that renew	75.0%												
Membership Renewals (Previous Year)	44	9	88	254	177	177	12	57	75	76	77	20	1,067
Total New & Renew	99	14	160	557	449	449	84	63	80	82	83	26	2,146

Broker Memberships Annual Fee

Annual Broker Website Membership	\$400.00												
(17) Gross Website Broker Membership Revenue	\$39,639	\$5,751	\$63,873	\$222,745	\$179,445	\$179,704	\$33,733	\$25,170	\$32,182	\$32,676	\$33,220	\$10,383	\$858,521

WEB ADVERTISEMENTS

Page Revenue

Home Page Advertising Slots	No. of Advertisements on Home Page	4.0
Price per Ad Slot - Home Page	Monthly Price per Ad Slot on Home Page	\$1,728.00 monthly
No. Regional Pages	No. of Regional Pages	4.0
Regional Page Advertising Slots	No. of Advertisements on Regional Page	4.0
Price per Ad Slot - Regional Page	Monthly Price per Ad Slot on Regional Page	\$864.00 monthly

Page Revenue

Release Dates	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Home Page Ad Revenue	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	20,736	248,832
Regional Page Ad Revenue	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	41,472	497,664
(18) Gross Website Ad Revenue	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$62,208	\$746,496

TOTAL WEBSITE REVENUES

Gross Website Broker Membership Revenue	39,639	5,751	63,873	222,745	179,445	179,704	33,733	25,170	32,182	32,676	33,220	10,383	858,521
Gross Website Ad Revenue	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	62,208	746,496
(19) Gross Website Revenue	\$101,847	\$67,959	\$126,081	\$284,953	\$241,653	\$241,912	\$95,941	\$87,378	\$94,390	\$94,884	\$95,428	\$72,591	\$1,605,017

Gross Revenues														
	Gross Magazine Revenue	9,188	1,775,185	2,575	7,759	712,955	1,174,691	3,125	3,209	773,769	3,380	505,796	4,465	4,976,098
	Gross Website Revenue	101,847	67,959	126,081	284,953	241,653	241,912	95,941	87,378	94,390	94,884	95,428	72,591	1,605,017
(20)	Gross Revenue	\$111,035	\$1,843,144	\$128,656	\$292,712	\$954,609	\$1,416,603	\$99,066	\$90,587	\$868,158	\$98,264	\$601,225	\$77,055	\$6,581,114

COST OF GOODS

Magazine Production														
	Design	Design Cost / Per Page	\$65.00	allocated across prior 2 months										
	Editing	Editing / Per Page	\$20.00	allocated across prior 2 months										
	Scanning	Scanning / Per Page	\$80.00	month before										
	Color Correction	Color Correction / Per Page	\$20.00	month before										
	Total Per Page Cost	Total Per Page Cost	\$185.00	0										
	Editorial Content	Editorial Content / Per Issue	\$1,500.00	paid month after										
	Deadline Reminder Cards	Deadline Reminder Cards	\$0.35	4 months before release										
	Number of Cards Sent	Number of Deadline Reminder Cards	\$5,000.00	4 months before release										

Magazine Development														
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
	Release Dates													
	First Issues of New Titles	0.00	1			0				0				1
	Cumulative Titles	0.00	3							3				9
	Total Pages	0.00	504			520				540				1,564
	Advertising Deadline (2 mo. Prior)													0
	Release Dates													
	Design	16,940.00		16,900	16,900		17,550	17,550				0	0	68,900
	Editing	5,000.00		5,200	5,200		5,400	5,400				0	0	21,200
	Scanning				20,800			21,600						42,400
	Color Corrections				5,200			5,400						10,600
	Editorial Content			4,500			4,500			4,500				13,500
	Deadline Reminder Cards		5,250		5,250									10,500
(21)	Total Magazine Development Cost	22,880.00	26,600	48,100	5,250	4,500	22,950	49,950	0	4,500	0	0	0	167,100

Paper & Printing													
	Price / Base Run	\$57,302.44											
	Pages in Base	144.0											
	Units in Base Run	35,000.0											
	Per Additional Page	\$379.85	Based on \$45,000 / 35,000 / 144										
	Additional / 1,000 Magazines	\$1,106.11											

Paper & Printing														
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
	Release Dates													
	Total Titles	0.00	3	3	3	3	3	3	3	3	3	3	3	36
	Total Page Count	0.00	504	0	0	520	0	0	540	0	0	0	0	1,564
	Total Print Run	0.00	175,000	0	0	190,000	0	0	210,000	0	0	0	0	575,000
	Pages Over Base	0.00	72			88			108					268
	Units Over Base	0.00	70,000			85,000			105,000					260,000
	Base Printing Cost	0.00	171,907			171,907			171,907					515,722
	Page Overage Cost	0.00	27,349			33,426			41,023					101,799
	Unit Overage Cost	0.00	77,428			94,019			116,142					287,589
(22)	Total Paper & Printing Cost	0.00	276,684	0	0	299,353	0	0	329,072	0	0	0	0	905,109
(5)	Price Per Unit		\$1.58	\$0.00	\$0.00	\$1.58	\$0.00	\$0.00	\$0.00	\$1.57	\$0.00	\$0.00	\$0.00	\$1.58
	Max Page Rate for Printing		\$548.98	\$0.00	\$0.00	\$575.68	\$0.00	\$0.00	\$609.39	\$0.00	\$0.00	\$0.00	\$0.00	\$609.39

% of Run to Newsstand Postage & Shipping to Newsstand Advertiser Copies													
	% to Newsstand	80.0%											
	Postage & Shipping / 1000 Units	\$200.00											
	Per page	\$40.00	each advertiser gets 25 copies for each ad page										

Magazine Distribution														
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
	Release Dates													
	Units Shipped to Newsstand	0.00	150,500	0	0	163,400	0	0	180,600	0	0	0	0	494,500
	Total Page Count	0.00	504	0	0	520	0	0	540	0	0	0	0	1,564
	Shipping Cost	0.00	30,100	0	0	32,680	0	0	36,120	0	0	0	0	98,900
	Advertiser Copies	0.00	20,160	0	0	20,800	0	0	21,600	0	0	0	0	62,560
(23)	Total Magazine Shipping Cost	0.00	50,260	0	0	53,480	0	0	57,720	0	0	0	0	161,460

Magazine Production Costs														
	Total Magazine Development Cost	22,880.00	26,600	48,100	5,250	4,500	22,950	49,950	0	4,500	0	0	0	167,100
	Total Paper & Printing Cost	0.00	276,684	0	0	299,353	0	0	329,072	0	0	0	0	905,109
	Total Magazine Shipping Cost	0.00	50,260	0	0	53,480	0	0	57,720	0	0	0	0	161,460
(24)	Total Magazine Production Costs	\$332,194	\$26,600	\$48,100	\$358,083	\$4,500	\$22,950	\$49,950	\$386,792	\$4,500	\$0	\$0	\$0	\$1,233,669

Marketing & Sales

Media Kits	Initial Cost with 1st Issue	\$5,500.00	
	Media Kits allocation / Issue	\$1,750.00	
Travel Costs	Per Sales Person / Per 1st Issue	\$10,000.00	<i>allocated across 3 months prior</i>
	Per Sales Person / Per Standard Issues	\$3,000.00	<i>allocated across 3 months prior</i>
Traveling Sales Staff	Travelling Sales Persons / Issue	4.0	<i>Includes one Officer traveling for sales</i>
Introductory Direct Mail Program	Per Piece Cost of Direct Mail Program	\$25,000.00	
Placement Consultant	Placement Consultant	\$500.00	<i>per Month per Title</i>
Placement Program Fees	Fees for Placement Programs	\$45,000.00	<i>paid Jan on # Titles end of year</i>
Promotional Items	Promotional Items	\$3,000.00	<i>per year / per Title</i>
Commissions on Magazines	Magazine Commissions	12.0%	
Commissions on Website	Website Commissions	10.0%	

Marketing & Sales

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates													
First Issues of New Titles	1	0	0	0	0	0	0	0	0	0	0	0	1
Cum Total Titles	3	3	3	3	3	3	3	3	3	3	3	3	3
Media Kits	9,000				5,250					5,250			19,500
Travel		21,000	21,000	21,000		21,000	21,000	21,000		0	0	0	126,000
Direct Mail Subscription Campaigns													0
Placement Consultant	1,500		1,500	1,500	1,500	1,500	1,500	1,500	0	0	0	0	12,000
Newsstand Marketing Programs		45,000											45,000
Promotional Items				9,000									9,000
(25) Total Marketing & Sales Cost	10,500	67,500	31,500	22,500	6,750	22,500	22,500	22,500	5,250	0	0	0	202,500

Salespeople Draw & Commissions

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Traveling Sales Staff				Traveling Sales Persons / Issue	2.0								
Monthly Draw				Monthly Draw	\$2,500.00								
Benefits & Taxes for Commissions				Benefits & Taxes	30.0%	0							
Total Monthly Draw				Total Monthly Draw	\$3,250.00								
Release Dates													
New Titles Released	1	0	0	0	0	0	0	0	0	0	0	0	1
New Salespeople	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Number of Salespeople	6	6	6	6	6	6	6	6	6	6	6	6	6
Commissions / Time Adjusted	10,185	171,376	12,608	28,495	109,364	116,648	9,594	8,738	101,896	9,488	9,543	7,259	595,195
Benefits & Taxes	3,055	51,413	3,782	8,549	32,809	34,994	2,878	2,621	30,569	2,847	2,863	2,178	178,559
Total Commissions Due	5,897	13,240	222,789	16,391	37,044	142,174	151,643	12,472	11,359	132,465	12,335	12,406	773,754
Cumulative Commissions	1,407,840	1,421,080	1,643,869	1,660,260	1,697,303	1,839,477	1,991,120	2,003,592	2,014,951	2,147,416	2,159,751	2,172,157	2,181,593

Salespeople Draw

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Draw	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	234,000
Cumulative Draw	419,250	438,750	458,250	477,750	497,250	516,750	536,250	555,750	575,250	594,750	614,250	633,750	653,250

Salesperson Distribution

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Salesperson Distribution Schedule													
Salesperson Distribution Adjustments													
Salesperson Distribution Calc's	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	0.333433	0.666767	1.000100	
Schedule of Salesperson Distribution	0	0	1	0	0	1	0	0	1	0	0	1	4
Commissions Account	(6,260)	197,029	193,920	17,544	140,218	272,360	(7,028)	(15,169)	97,796	(7,165)	(14,259)	(24,323)	(24,323)
Commission Paid Out	70,219	0	0	193,920	0	0	272,360	0	0	97,796	0	0	564,076
(26) Total Commissions - Paid Out	19,500	19,500	213,420	19,500	19,500	291,860	19,500	19,500	117,296	19,500	19,500	19,500	798,076

Newsstand Distribution Fees

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Distributor Fees % of Retail Price					% of Retail as Distributor Fees	\$0.63							
Distributor Fees					Price Per Issue	\$3.75							
Percent Sell Through at Newsstand					Percent Sell Through	56.0%							
Release Dates													
Total Print Run	175,000	0	0	190,000	0	0	0	210,000	0	0	0	0	575,000
Shipped to Newsstands	150,500	0	0	163,400	0	0	0	180,600	0	0	0	0	494,500
Magazines Sold at Newsstands	84,280	0	0	91,504	0	0	0	101,136	0	0	0	0	276,920
Distribution Fees on Newsstand Sales	\$315,924	\$0	\$0	\$343,003	\$0	\$0	\$0	\$379,108	\$0	\$0	\$0	\$0	\$1,038,035
Newsstand Balance Due (6 mo. After subsequent Mag)													0
(27) Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	315,924	0	315,924

Fulfillment

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Fee for New Subscription Setup													
Renewal Fee													
New Subscription Renewal													
(28) Fulfillment Costs	\$1,758	\$655	\$670	\$2,647	\$797	\$816	\$836	\$856	\$877	\$897	\$1,212	\$1,241	\$13,261

Marketing & Sales Costs

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Total Marketing & Sales Cost	10,500	67,500	31,500	22,500	6,750	22,500	22,500	22,500	5,250	0	0	0	211,500
Total Commissions - Paid Out	19,500	19,500	213,420	19,500	19,500	291,860	19,500	19,500	117,296	19,500	19,500	19,500	798,076
Distribution Fees - Time Adjusted	0	0	0	0	0	0	0	0	0	0	315,924	0	315,924
Fulfillment Costs	1,758	655	670	2,647	797	816	836	856	877	897	1,212	1,241	13,261
(29) Total Marketing & Sales Costs	\$31,758	\$87,655	\$245,589	\$44,647	\$27,047	\$315,177	\$42,836	\$42,856	\$123,423	\$20,397	\$336,635	\$20,741	\$1,338,761

Website Costs		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Release Dates														
Website Opened (1st Issue)		1	0	0	0	0	0	0	0	0	0	0	0	1
Cum Total Websites Open		3	3	3	3	3	3	3	3	3	3	3	3	3

Website Costs		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Web Development Cost		0	0	0	0	0	0	0	0	0	0	0	0	0
Website Maintenance		750	750	750	750	750	750	750	750	750	750	750	750	9,000
Webmaster		19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	234,000
Website Hosting		120	120	120	120	120	120	120	120	120	120	120	120	1,440
Membership Mail Campaign		3,500	0	10,500	3,500	0	0	0	0	0	0	0	0	17,500
Search Positioning Program		3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	46,656
(30) Total Website Costs		27,758	24,258	34,758	27,758	24,258	24,258	24,258	24,258	24,258	24,258	24,258	24,258	308,596

Website Costs		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Web Development		0	0	0	0	0	0	0	0	0	0	0	0	0
Website Maintenance		750	750	750	750	750	750	750	750	750	750	750	750	9,000
Webmaster		19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	19,500	234,000
Website Hosting		120	120	120	120	120	120	120	120	120	120	120	120	1,440
Membership Mail Campaign		3,500	0	10,500	3,500	0	0	0	0	0	0	0	0	17,500
Search Positioning Program		3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	3,888	46,656
(30) Total Website Costs		27,758	24,258	34,758	27,758	24,258	24,258	24,258	24,258	24,258	24,258	24,258	24,258	308,596

Bad Debt		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Bad Debt Allocation		\$2,221	\$36,863	\$2,573	\$5,854	\$19,092	\$28,332	\$1,981	\$1,812	\$17,363	\$1,965	\$12,024	\$1,541	\$131,622

ASSET ADJUSTMENTS

Investments Received		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Investment		500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
(33) Equity Placement Fees		0	0	0	0	0	0	0	0	0	0	0	0	0

EMPLOYEE ASSUMPTIONS & COUNT

Employee Overhead Calculations		Assumptions:	
Assumptions:	Monthly Time (min) / Employee	7,583	(Work Days/Month * 7 hrs * 50 min)
	FICA & Benefits	30%	
	Pager/Month	\$25	
	Cell Phone/Month	\$100	
	E1 Employee Setup	\$6,000	Setup for Major Computer, Office, & Mobile Office
	E2 Employee Setup	\$5,000	Setup for Midlevel Computer, Office & Mobile Office
	E3 Employee Setup	\$4,000	Setup for Level 3 Computer, Office, & Software
	E4 Employee Setup	4,000	Setup for Level 4 Computer, Office, & Software
	Health Insurance	500	Family Rate / Month
	Recruiting Expense	0	% of Annual Salary
	High Speed Home Internet	50	Price / Month - High Speed Internet Access & Phone Lines
	Gas Price	2	Price / Gallon of Gas
	Ave Miles / Gallon	18	Average Gas Mileage for Company Car
	Car Allowance	500	Car Allowance
	Miles/Day	75	
	Mileage Reimbursement Rate	\$0.32	Rate at which mileage is reimbursed
	Auto Expense @ 100% Travel	\$520	Days * Miles/Day @ Reimbursement Rate
	Per Diem	\$150.00	With Annual escalation
	Ave Entertainment/Day	\$50.00	With Annual escalation
	Conference Expense	\$1,500.00	Additional Per Person to Cover Conference Overhead
	Flight Average	500	Average Cost of Plane Fare / Flight

Employee Count Totals		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
NEW G&A Staff	calculated in divisions below	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Total G&A Staff		7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
New Salespeople		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Salespeople		6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0
(32) Total Employees		13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0	13.0

FUNCTIONAL DIVISIONS - DETAILS

GENERAL & ADMINISTRATIVE

General & Administrative

G&A Staff Exp Calc

Functional Title	Annual Salary	Other Expense		Capital		Monthly Expenses				Travel Expenses				Billable
		Bonus%	Recruit Adjust	Setup Adjust	Cell Usage	Pager	HighSp	Club	Car?	% Car Travel	% Out of Town	Flights Month	Confern per Year	% Billable
GA1 Founders	\$ 104,186	15.0%	\$ -	\$ 4,000	H	0	Y	0	Y	30.0%	40.0%	2	6	0.0%
GA2 Managers	\$ 68,068	10.0%	\$ -	\$ -	H	0	Y	0	0	30.0%	30.0%	1	6	0.0%
GA3 Assistant	\$ 58,344	10.0%	\$ -	\$ -	H	0	Y	0	0	20.0%	20.0%	1	1	0.0%
GA4 Clerical	\$ 36,465	10.0%	\$ -	\$ -	0	0	0	0	0	0.0%	0.0%	0	1	0.0%

	Monthly	FICA & Ben	Mon&Benefits	Cell	Pager	High Speed	Tot Month	Recruiting Expense	Annual Bonus	Capital Setup
GA1 Founders	\$8,682	\$2,605	\$11,287	\$150	\$150	\$50	\$11,487	\$ 5,209	\$ 15,628	\$ 10,000
GA2 Managers	\$5,672	\$1,702	\$7,374	\$150	\$150	\$50	\$7,574	\$ 3,403	\$ 6,807	\$ 5,000
GA3 Assistant	\$4,862	\$1,459	\$6,321	\$150	\$150	\$50	\$6,521	\$ 2,917	\$ 5,834	\$ 4,000
GA4 Clerical	\$3,039	\$912	\$3,950	\$ -	\$ -	\$ -	\$3,950	\$ 1,823	\$ 3,647	\$ 4,000

	Car Allow	Gas Reimb	Mile Reimb	Per Diem Exp	Entertain Expense	Flight Exp	Confer. Expense	Club Expense	Month Travel Conf. & Ent
GA1 Founders	\$500	\$41	\$156	\$1,300	\$433	\$1,000	\$750	\$ -	\$4,024
GA2 Managers	\$ -	\$ -	\$ -	\$975	\$325	\$500	\$750	\$ -	\$2,706
GA3 Assistant	\$ -	\$ -	\$ -	\$650	\$217	\$500	\$125	\$ -	\$1,596
GA4 Clerical	\$ -	\$ -	\$ -	\$0	\$0	\$0	\$125	\$ -	\$125

Release Dates

Growth of Titles	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
New Titles Released	1	0	0	0	0	0	0	0	0	0	0	0	1
Cum Total Titles	3	3	3	3	3	3	3	3	3	3	3	3	3

G&A Staff Assumptions

Managers	Title Managers	1.0 per magazine - after first
Assistant	Title Assistants	1.0 per magazine - after first
Clerical	Clients / Clerical	1.0 per magazine - after first

New G&A Staff

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 New Founders	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA2 New Managers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
GA3 New Assistant	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
GA4 New Clerical	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
NEW G&A Staff	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0

Total G&A Staff

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA2 Managers	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
GA3 Assistant	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
GA4 Clerical	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
(34) Total G&A Staff	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0

G&A Payroll & Benefits

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	22,974	275,684
GA2 Managers	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	7,574	90,889
GA3 Assistant	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	13,041	156,495
GA4 Clerical	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	7,901	94,809
(35) G&A Payroll & Benefits	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	51,490	617,880

G&A Travel, Conf, Entertainment

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	8,048	96,575
GA2 Managers	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	2,706	32,472
GA3 Assistant	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	3,191	38,296
GA4 Clerical	250	250	250	250	250	250	250	250	250	250	250	250	3,000
(36) G&A Travel, Conf. & Enter	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	14,195	170,340

Bonus Payments

Bonus Payments Schedule

New Bonus Payments per year 1.0 How often are bonuses paid per year

Growth of Bonus Payments	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Bonus Payments Calcs	0.083433	0.166767	0.250100	0.333433	0.416767	0.500100	0.583433	0.666767	0.750100	0.833433	0.916767	1.000100	1
Schedule of Bonus Payments	0	0	0	0	0	0	0	0	0	0	0	0	1

G&A Recruiting & Bonus

	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	31,256	31,256
GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	6,807	6,807
GA3 Assistant	2,917	0	0	0	0	0	0	0	0	0	0	11,669	14,586
GA4 Clerical	1,823	0	0	0	0	0	0	0	0	0	0	7,293	9,116
(37) G&A Recruit & Bonus	4,740	0	0	0	0	0	0	0	0	0	0	57,025	61,765

G&A Billable Adjustment		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
GA1	Founders	0	0	0	0	0	0	0	0	0	0	0	0	0
GA2	Managers	0	0	0	0	0	0	0	0	0	0	0	0	0
GA3	Assistant	0	0	0	0	0	0	0	0	0	0	0	0	0
GA4	Clerical	0	0	0	0	0	0	0	0	0	0	0	0	0
G&A Billable Adjustment		0	0	0	0	0	0	0	0	0	0	0	0	0
Total G&A Staff Expenses		70,425	65,685	65,685	65,685	65,685	65,685	65,685	65,685	65,685	65,685	65,685	122,710	849,985

Synogy Profit Percent		Percent of Gross Margin													89,212
Synogy BP Interest in Gross Margin		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total	
Gross Margin		0	(282,896)	1,667,768	(202,364)	(143,630)	879,712	1,025,886	(19,960)	(365,132)	698,614	51,644	228,307	30,515	3,568,465
Quarterly Total - Prior 3 Months		0	591,120		1,182,508			1,761,968			313,523				3,849,119
Business Plan Development		0	14,778		29,563			44,049			7,838				96,228
(38) Synogy BP Interest in Gross Margin			14,778	0	0	29,563	0	44,049	0	0	7,838	0	0	96,228	

G&A Misc. Expenses		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Personnel Support														
Total G&A Staff		per emply	7	7	7	7	7	7	7	7	7	7	7	7
Accrued Reimbursement														0
Training & Education		\$50.00	350	350	350	350	350	350	350	350	350	350	350	4,200
Employee Orientation		\$1,000.00	2,000	0	0	0	0	0	0	0	0	0	0	2,000
Dues - Subscriptions		\$5.00	35	35	35	35	35	35	35	35	35	35	35	420
(39) Personnel Support			2,385	385	385	385	385	385	385	385	385	385	385	6,620
Office Resources														
Office Supplies		monthly \$35.00	245	245	245	245	245	245	245	245	245	245	245	2,940
Equipment Leases		\$432.00	432	432	432	432	432	432	432	432	432	432	432	5,184
Copy & Printing		\$86.40	259	259	259	259	259	259	259	259	259	259	259	3,110
(40) Office Resources			936	936	936	936	936	936	936	936	936	936	936	11,234
Professional Services														
Legal Fees		monthly \$100.00	100	100	100	100	100	100	100	100	100	100	100	1,200
Accounting Fees		\$150.00	150	150	150	150	150	150	150	150	150	150	150	1,800
Business Consultants		\$2,000.00	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	24,000
(41) Professional Services			2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	2,250	27,000
Misc. Overhead														
Postage & Freight		monthly \$199.65	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	2,595	31,145
Corp Insurance (Liab, E&O, D&O)		\$1,000.00	1,000											1,000
Bank Fees		\$0.22	251	36	68	337	137	138	59	174	60	62	74	1,461
(42) Misc. Overhead			3,847	2,631	2,664	2,932	2,732	2,734	2,654	2,769	2,656	2,657	2,670	33,606
Charitable Contributions														
Contributions		monthly \$15,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
(43) Charitable Contributions			1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Total G&A Misc. Expenses			10,668	7,452	7,485	7,753	7,553	7,555	7,475	7,590	7,477	7,478	7,491	93,460

Technical Expenses		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Technical Expenses														
(44) Computer Software & Upgrades		\$72.93	511	511	511	511	511	511	511	511	511	511	511	6,126
(45) Internet Connection Fee		\$91.16	91	91	91	91	91	91	91	91	91	91	91	1,094
(46) Total Technical Expenses			602	602	602	602	602	602	602	602	602	602	602	7,220

Marketing & Sales Expenses		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total
Image, Marketing Materials & Manuals														
Image & Materials Design		Monthly Budget for Image & Materials Design	333	333	333	333	333	333	333	333	333	333	333	3,993
(47) Total Image & Materials			333	333	333	333	333	333	333	333	333	333	333	3,993
Advertising & Publicity														
Marketing Materials		Monthly Budget for Advertising / Print Budget	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	120,000
Direct Mail		Monthly Budget for Direct Mail	950	950	950	950	950	950	950	950	950	950	950	11,400
Publicity Contract		Monthly Budget for Publicity Contract	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	54,000
(48) Total Advertising & Publicity			15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	15,450	185,400

		Event Expenses												Event Expenses		
														\$60,000.00		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
Special Events & Sponsorships																
Month of Event																
(49)	Total Special Event & Sponsorship Expenses	0	0	0	0	0	0	0	30,000	0	0	0	0	0	30,000	
(50)	Total Marketing & Sales Expenses	15,783	15,783	15,783	15,783	15,783	15,783	45,783	15,783	15,783	15,783	15,783	15,783	219,393		

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		Office Space Assumptions											
0.000	Employees at end of year	13.0											
0.000	Employees planning space for	13.0											
0.000	Common Area	1,500.00											
0.000	Sq Ft per Employee	150.00											
0.000	Office Size Sq Ft	3,450											
0.000	Rent / Sq Ft / Year	\$9.00											
0.000	Monthly Rent	\$2,587.50											
0.000	Employees per phone line	2.00											
0.000	Sq Ft per Cleaning Rate	3,000.00											
0.000	Sq Ft per Repair Rate	1,000.00											

		Office Space Expenses												Office Space Expenses		
		monthly												monthly		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
	Office Rent	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	31,050		
(51)	Office Rental / Payments	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	2,588	31,050		
Utilities & Maint																
monthly																
	Elect, Water	0	0	0	0	0	0	0	0	0	0	0	0	0		
	Telephone Service Fees	\$243.10	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	18,962		
	Telephone & Long Distance	\$121.55	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	1,580	18,962		
	Cleaning	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0		
	Repairs & Maintenance	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0		
(52)	Utilities & Maint	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	3,160	37,924		
(53)	Total Facilities Expense	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	5,748	68,974		
(54)	Total G&A Expenses	102,221	79,487	79,520	109,351	79,588	79,589	153,559	79,625	79,511	87,351	79,525	136,540	1,145,867		

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		G&A Employee Setup												G&A Employee Setup		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
	GA1 Founders	0	0	0	0	0	0	0	0	0	0	0	0	0		
	GA2 Managers	0	0	0	0	0	0	0	0	0	0	0	0	0		
	GA3 Assistant	4,000	0	0	0	0	0	0	0	0	0	0	0	4,000		
	GA4 Clerical	4,000	0	0	0	0	0	0	0	0	0	0	0	4,000		
(55)	Total G&A Employee Setup	8,000	0	0	0	0	0	0	0	0	0	0	0	8,000		

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		G&A Equipment Expenses												G&A Equipment Expenses		
		Computer Replacement												Computer Replacement		
		Allocation for Replacement of Computers / Employee												\$25.00		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
Furnishings & Equipment																
	Computer Equipment-Rplc Alloc	325	325	325	325	325	325	325	325	325	325	325	325	3,900		
	Furnishings Rental	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0		
(56)	Total Furnishings & Equipment	325	325	325	325	325	325	325	325	325	325	325	325	3,900		
(57)	Total G&A Capital Expenses	8,325	325	325	325	325	325	325	325	325	325	325	325	11,900		

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MARKETING & SALES

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		M&S Capital Expenses												M&S Capital Expenses		
		Salesperson Setup Expenses												Salesperson Setup Expenses		
		Setup Expenses												\$2,500.00		
		Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	Jan-2009	Feb-2009	Year 5 Total		
M&S Employee Setup																
	New Salespeople	0	0	0	0	0	0	0	0	0	0	0	0	0		
	person S	0	0	0	0	0	0	0	0	0	0	0	0	0		
(58)	Total M&S Employee Setup	0	0	0	0	0	0	0	0	0	0	0	0	0		
(59)	Total M&S Capital Expenses	0	0	0	0	0	0	0	0	0	0	0	0	0		

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