

MAGAZINE OR NEWSLETTER AD RATE AND INCOME CALCULATOR

This is a spreadsheet in Excel format with a simplified version in older versions of the XLS spreadsheet format. One version or the other should be able to be opened in any spreadsheet program on either platform. The older versions have some simplified formulas and the results may be very slightly different.

The spreadsheet allows for 'what if' calculations based on a range of page numbers, proportions of those pages devoted to advertisements, and ad rates. It asks for estimates of the proportions of bookings

likely to be at series ad rates which will enable you to see how success in persuading advertisers to book for multiple insertions can cause a dramatic reduction in revenue per issue, although you should not forget that there may also be a reduction in selling expenses. You should refer to the text of "How to Start and Produce a Magazine" for further advice on setting advertisement rates and on estimating expenses. Remember that, as well as printing examples from the spreadsheet based on expectations, it can also be useful to produce a "worst case" scenario.

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The things we need to know:

No of pages in typical issue:	16
Maximum percentage of ad pages:	25%
Full page suggested rate:	\$ 500
Extra % for smaller ads:	5%
Discount % per series step:	10%
Weekly or monthly (W/M):	M
Approx % at repeats for series of:	3 20%
	6 20%
	12 30%

Any of the items in blue can be changed and these changes will be reflected in the rest of the spreadsheet. Most are self explanatory but the percentage entry for smaller ads is the jump in price at each level, e.g. a 10% jump will mean that where a full page costs \$100, a half page costs half that plus 10% (\$55) and similarly a percentage reduction would apply for each series step.

Your rate card could look like this:

No of insertions:	1	3	6	12
Full page:	\$ 500.00	\$ 450.00	\$ 405.00	\$ 365.00
Half page:	\$ 262.50	\$ 236.30	\$ 212.70	\$ 191.70
Quarter page:	\$ 137.90	\$ 124.10	\$ 111.70	\$ 100.70
Eighth page:	\$ 72.40	\$ 65.20	\$ 58.70	\$ 52.90
Sixteenth page:	\$ 38.10	\$ 34.30	\$ 30.90	\$ 27.80

Mix of ads

Total number of ad pages:	4	Cumulative total	Revenue at full rates:
<i>Enter various combinations below to see effect on revenue</i>			
No. of full pages:	2	2.00	\$1,000.00
No. of half pages:	2	3.00	\$525.00
No. of quarter pages:	2	3.50	\$275.80
No. of eighth pages:	1	3.63	\$72.40
No. of sixteenth pages:	2	3.75	\$76.20
			\$1,949.40
After calculating for the proportion of repeat ads...			
Likely revenue per issue:			\$1,656.99

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These are the two areas which can be changed. All other figures will change as a result of entries in these sections.