



**Etally**<sup>TM</sup>

---

**Automation and Analysis tool for Digital Product Vendors**

# SAMPLE REPORTS



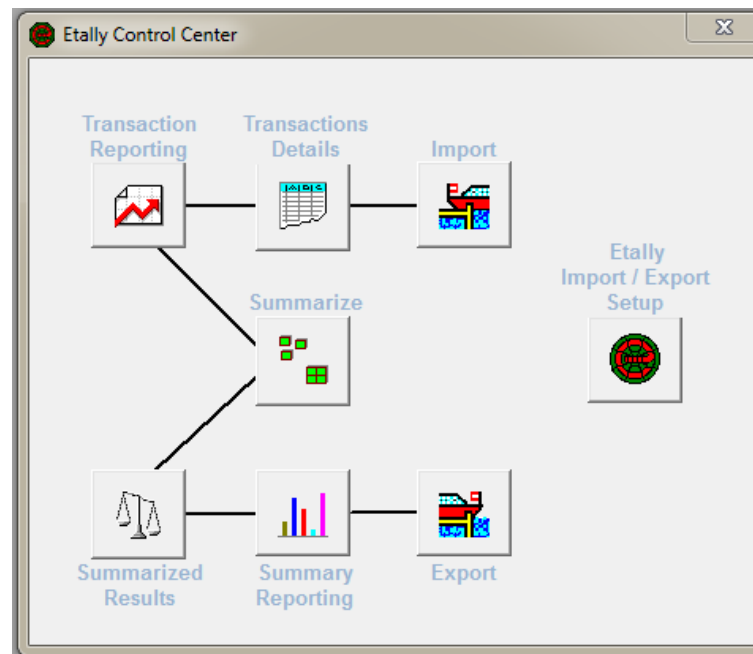
976 Route 103, Unit 148, Newbury, NH 03255 T: 603-448-0448  
E: [info@laddassociates.com](mailto:info@laddassociates.com) W: [www.laddassociates.com](http://www.laddassociates.com)

# Etally™

**Etally™** is an automation and analysis tool for any business that sells its “subscription” products on the various digital Newsstands hosted by vendors such as Apple, Amazon, Barnes & Noble, Google and Zinio. **Etally:**

- Loads monthly sales results from a variety of digital vendors
- Standardizes transactions by correct product sold and start period
- Reports on standardized results across titles, sales channel, transaction type and start / sales period.
- Exports summarized results for use in circulation models and other database systems.

Every month, publishers of digital content spend days wading through myriads of inconsistent reports provided by digital vendors. **Etally™** takes a process from frustrating days and turns it into a manageable fraction of an hour. And after **Etally™** is done loading and standardizing your monthly sales, it allows you to easily slice and dice these transactions and turn them into the meaningful information necessary to make business decisions.



The **Etally™ automation and analysis** can be applied to any business selling "on-off" subscription-like digital products through digital vendors including:

- Magazine publishers
- Newsletter publishers
- Mobile App vendors
- Continuity product campaigns and clubs
- Digital content providers

### **Why Etally?**

- One-Click reporting saves you time – Now it's easier than ever to load digital sales data with one click of the mouse from Amazon, Apple, Barnes & Noble, Google, Zinio. This information is at the transaction level; *Etally* also supports a generic feed format allowing you to load in not already captured digital edition sales data (from your website or other not-yet supported digital vendors.)
- Standardized reports allow you to see your results quickly - Determine sales trends and promotion performance by production month, accounting month, start issue, sales channel, term, new vs. renewal, sub vs. single copy, trial conversion and renewal rates, and more;
- Export sales directly into your circulation model for seamless reporting - Feeds can be done at both the title level (whereby you will have sources for each channel), as well as consolidated (whereby you would have sources for each title.) Use your circulation model to account for digital sales either on a production or accrual basis;
- Priced fairly ... it shouldn't cost you an arm and a leg just to account for your digital business.

#### **Etally™ System Requirements**

<b>Processor</b>	1GHz+ Pentium IV, 1 GB RAM
<b>CD-ROM Drive</b>	Initial install and updates
<b>Hard Disk</b>	100MB – 1GB free storage (database size dependent)
<b>Monitor</b>	17" or larger Windows® compatible (min 800 x 600 Resolution)
<b>Printer</b>	Any Windows® compatible printer
<b>Operating System</b>	Windows XP, Vista, Win7, Windows 8

## Features

### **Automated Data Import, Standardization and Cleanup**

- Built-in templates for Apple, Amazon, Barnes & Noble, Google and Zinio digital sales and transaction reports.
- Standardized template that allows sales results to be loaded in from any other source.
- Cleans up and standardizes product names, transaction types and identifies start month / issue.

### **Transaction and Summary Reporting**

- Report either at transaction or summary levels
- Powerful report formats for analysis, presentation and action
- Multiple list ranking hierarchy
- Unlimited segmentation analysis
- Etally™ reports can be automatically e-mailed and/or saved in Excel format

### **Exporting to Models**

- Export monthly digital sales production in industry standard formats
- Feeds produced on a per-product basis for either digital-only or single product models, as well as across all products for multi-product models.

### **Database Engine**

- Stores unlimited source records by campaign in one comprehensive easily-accessible database.
- Holds over 300 data items per source record including 12 market classifiers
- Computes response and profit indices for relative performance analysis
- Easily configured to fit your unique naming conventions and calculations
- Product databases can be synchronized for use in remote locations
- Multi-user/network ready

To learn more about how **Etally™** can help you manage your digital sales reporting needs, call 603-448-0448 or email [info@laddassociates.com](mailto:info@laddassociates.com).

## Monthly Channel Production Summary

Database: \*\*\* Etally Sample

Date: 01/24/2014

Report Name: \* Monthly Production Summary by Channel

Time: 11:26:22

Ranked by Acct YearMo, Channel

Notes:

Reporting Total Orders which is (New + Renew) - returns

Channel					201303		201304		201305		201306	
	Total Orders	Total Revenue	Net Revenue	Remit %	Total Orders	Net Revenue	Total Orders	Net Revenue	Total Orders	Net Revenue	Total Orders	Net Revenue
Amazon (88)	29,731	\$90,557.82	\$54,369.21	60.0%	7,758	\$14,378.69	7,504	\$13,485.70	7,449	\$13,589.89	7,020	\$12,914.93
Apple (60)	15,403	\$103,279.79	\$71,083.11	68.8%	3,918	\$18,914.60	4,532	\$21,011.12	3,330	\$14,774.39	3,623	\$16,383.00
Barnes & Noble (69)	57,802	\$135,762.46	\$65,418.21	48.2%	15,625	\$17,235.19	14,445	\$16,159.57	14,118	\$15,689.29	13,614	\$16,334.16
Google (142)	4,334	\$22,896.66	\$16,014.66	69.9%	1,026	\$3,983.94	1,039	\$3,702.41	1,091	\$3,988.54	1,178	\$4,339.77
Zinio (167)	4,366	\$65,480.33	\$23,295.77	35.6%	1,163	\$6,137.23	1,125	\$6,328.33	930	\$5,068.81	1,148	\$5,761.40
	<b>111,636</b>	<b>\$417,977.06</b>	<b>\$230,180.96</b>	<b>55.1%</b>	<b>29,490</b>	<b>\$60,649.65</b>	<b>28,645</b>	<b>\$60,687.13</b>	<b>26,918</b>	<b>\$53,110.92</b>	<b>26,583</b>	<b>\$55,733.26</b>

Ladd Associates

Etally V 4.650

## Monthly Channel Production by Product

Database: \*\*\* Etally Sample  
 Report Name: \* Monthly Orders Sub & SC By Channel/Pub

Date: 01/24/2014  
 Time: 11:26:11

Ranked by Trans YearMo, Channel, Publication

Notes:

Reporting Total Orders which is (New + Renew) - returns

Channel	Publication	201302 Total Orders	201303 Total Orders	201304 Total Orders	201305 Total Orders	201306 Total Orders
Amazon	Astro Physics (1)	1	1,056	1,032	1,070	1,061
Amazon	BirdWatcher (1)		0			
Amazon	Cabins for Life (6)		386	409	388	366
Amazon	Classic Engines (3)		179	185	185	178
Amazon	Farm Stands (7)		232	237	245	225
Amazon	Fish (2)	5	715	664	649	1,632
Amazon	Garden Trails (3)		110	111	110	104
Amazon	Imagination (2)	7	2,257	2,102	2,003	1,805
Amazon	Mountain Trails (2)	2	426	420	429	418
Amazon	Oars & Paddles (2)	5	1,127	1,105	1,110	
Amazon	Paint By Numbers (6)		115	105	107	108
Amazon	Picture Frames (1)	1	568	563	557	534
Amazon	Ships in a Bottle (3)		129	121	127	122
Amazon	Snow Forts (6)		140	138	125	116
Amazon	Trail Running (1)	1	318	323	329	333
<b>Amazon (11)</b>		<b>22</b>	<b>7,758</b>	<b>7,515</b>	<b>7,434</b>	<b>7,002</b>
Apple	Astro Physics (25)		1,718		609	603
Apple	Cabins for Life (2)				2	28
Apple	Farm Stands (3)				23	63
Apple	Fish (16)		670		281	623
Apple	Imagination (23)		3,907		1,573	1,642
Apple	Mountain Trails (17)		784		273	325
Apple	Oars & Paddles (15)		629		232	
Apple	Picture Frames (12)		400		169	173
Apple	Trail Running (17)		342		168	166
<b>Apple (125)</b>			<b>8,450</b>		<b>3,330</b>	<b>3,623</b>
...						
		<b>1,394</b>	<b>33,729</b>	<b>24,491</b>	<b>26,639</b>	<b>26,882</b>

Ladd Associates

Etally V 4.650

## Summary Product Production by Channel

Database: \*\*\* Etally Sample

Date: 01/24/2014

Report Name: \* Monthly Orders Sub & SC By Channel

Time: 11:26:00

Ranked by Channel, Publication

Notes:

Reporting Total Orders which is (New + Renew) - returns

Publication	Total Orders	Amazon Total Orders	Apple Total Orders	Barnes & Noble Total Orders	Google Total Orders	Zinio Total Orders
Astro Physics (35)	15,137	4,220	2,930	6,575	869	543
BirdWatcher (1)	0	0				
Cabins for Life (25)	4,140	1,549	30	2,374	101	86
Classic Engines (17)	1,802	727		925	44	106
Farm Stands (23)	3,724	939	86	1,953	204	542
Fish (32)	14,887	3,665	1,574	8,863	376	409
Garden Trails (20)	1,231	435		639	66	91
Imagination (39)	40,515	8,174	7,122	22,622	1,475	1,122
Mountain Trails (33)	6,035	1,695	1,382	2,285	282	391
Oars & Paddles (23)	9,810	3,347	861	5,041	215	346
Paint By Numbers (20)	1,001	435		469	38	59
Picture Frames (27)	6,782	2,223	742	3,313	202	302
Ships in a Bottle (21)	1,483	499		722	153	109
Snow Forts (15)	1,029	519		398	72	40
Trail Running (30)	4,019	1,304	676	1,582	237	220
Witness (2)	48			48		
Writing (1)	-7			-7		
	<b>111,636</b>	<b>29,731</b>	<b>15,403</b>	<b>57,802</b>	<b>4,334</b>	<b>4,366</b>

Ladd Associates

Etally V 4.650

## Monthly Production by Product, Channel and Transaction Type

Database: \*\*\* Etally Sample

Date: 01/24/2014

Report Name: \* Digital Edition - Monthly Production By Pub - Channel - Trans Type

Time: 11:24:37

Ranked by Acct YearMo, Descending Transaction Type, Publication, Channel

Notes:

Reporting Total Orders which is (New + Renew) - returns

Publication	Channel	Transaction Type	201303 Total Orders	Net Revenue	201304 Total Orders	Net Revenue	201305 Total Orders	Net Revenue	201306 Total Orders	Net Revenue
Astro Physics	Amazon (5)	Sub	988	\$2,013.23	1,009	\$2,074.17	1,030	\$2,111.79	1,017	\$2,151.92
Astro Physics	Apple (2)	Sub	395	\$3,042.54	494	\$3,379.80	365	\$2,188.11	365	\$2,146.53
Astro Physics	Barnes & Noble (3)	Sub	1,761	\$2,873.45	1,605	\$2,655.15	1,563	\$2,582.95	1,484	\$2,598.24
Astro Physics	Google (7)	Sub	159	\$798.51	166	\$826.94	177	\$630.33	176	\$709.44
Astro Physics	Zinio (3)	Sub	70	\$973.73	57	\$827.42	57	\$857.09	57	\$854.89
<b>Astro Physics (20)</b>		<b>Sub</b>	<b>3,383</b>	<b>\$9,701.46</b>	<b>3,331</b>	<b>\$9,563.48</b>	<b>3,192</b>	<b>\$8,370.27</b>	<b>3,099</b>	<b>\$8,461.02</b>
Cabins for Life	Amazon (4)	Sub	350	\$425.10	374	\$450.04	369	\$447.57	341	\$428.37
Cabins for Life	Apple (1)	Sub					1	\$17.50	9	\$66.20
Cabins for Life	Barnes & Noble (3)	Sub	637	\$599.04	596	\$563.68	553	\$532.48	519	\$539.76
Cabins for Life	Google (5)	Sub	14	\$44.66	15	\$62.15	17	\$66.33	11	\$38.39
Cabins for Life	Zinio (2)	Sub	12	\$103.80	10	\$67.35	7	\$61.13	6	\$52.18
<b>Cabins for Life (14)</b>		<b>Sub</b>	<b>1,013</b>	<b>\$1,172.60</b>	<b>995</b>	<b>\$1,163.22</b>	<b>947</b>	<b>\$1,125.01</b>	<b>886</b>	<b>\$1,124.90</b>
Classic Engines	Amazon (2)	Sub	171	\$200.42	174	\$194.33	175	\$202.77	168	\$199.20
Classic Engines	Barnes & Noble (2)	Sub	233	\$206.49	215	\$191.79	218	\$192.77	212	\$207.92
Classic Engines	Google (2)	Sub	5	\$6.95	6	\$8.34	6	\$23.39	6	\$23.39
Classic Engines	Zinio (1)	Sub	16	\$131.88	9	\$74.45	6	\$49.38	13	\$107.78
<b>Classic Engines (7)</b>		<b>Sub</b>	<b>425</b>	<b>\$545.74</b>	<b>404</b>	<b>\$468.91</b>	<b>405</b>	<b>\$468.31</b>	<b>399</b>	<b>\$538.29</b>
...		<b>Sub (216)</b>	<b>26,132</b>	<b>\$48,512.64</b>	<b>25,429</b>	<b>\$48,699.25</b>	<b>24,422</b>	<b>\$44,201.05</b>	<b>23,580</b>	<b>\$45,576.12</b>
Astro Physics	Amazon (2)	Single Copy	55	\$196.35	22	\$78.54	41	\$146.37	41	\$146.37
Astro Physics	Apple (10)	Single Copy	413	\$1,725.15	416	\$1,750.96	244	\$1,019.95	238	\$1,002.14
Astro Physics	Barnes & Noble (2)	Single Copy	52	\$153.50	36	\$107.28	33	\$90.98	41	\$120.86
Astro Physics	Google (9)	Single Copy	58	\$235.32	50	\$201.10	36	\$145.24	47	\$193.43
Astro Physics	Zinio (22)	Single Copy	83	\$173.20	75	\$164.83	62	\$128.64	82	\$158.50
<b>Astro Physics (45)</b>		<b>Single Copy</b>	<b>661</b>	<b>\$2,483.52</b>	<b>599</b>	<b>\$2,302.71</b>	<b>416</b>	<b>\$1,531.18</b>	<b>449</b>	<b>\$1,621.30</b>
Cabins for Life	Amazon (2)	Single Copy	36	\$107.64	35	\$104.65	19	\$56.81	25	\$74.75
Cabins for Life	Apple (1)	Single Copy					1	\$3.50	19	\$66.32
Cabins for Life	Barnes & Noble (2)	Single Copy	22	\$52.50	19	\$47.50	11	\$27.50	17	\$42.50
Cabins for Life	Google (2)	Single Copy	8	\$27.92	9	\$30.01	6	\$19.54	21	\$68.39
Cabins for Life	Zinio (6)	Single Copy	16	\$35.41	12	\$20.91	10	\$17.55	13	\$22.68
<b>Cabins for Life (12)</b>		<b>Single Copy</b>	<b>82</b>	<b>\$223.47</b>	<b>75</b>	<b>\$203.07</b>	<b>47</b>	<b>\$124.90</b>	<b>95</b>	<b>\$274.64</b>
Classic Engines	Amazon (1)	Single Copy	8	\$33.36	10	\$41.70	11	\$45.87	10	\$41.70
Classic Engines	Barnes & Noble (2)	Single Copy	13	\$43.33	15	\$52.20	15	\$48.72	4	\$13.02
Classic Engines	Google (1)	Single Copy	2	\$8.38	10	\$48.20	4	\$17.46	5	\$23.05
Classic Engines	Zinio (6)	Single Copy	19	\$46.25	17	\$41.50	18	\$43.67	8	\$19.35
<b>Classic Engines (10)</b>		<b>Single Copy</b>	<b>42</b>	<b>\$131.32</b>	<b>52</b>	<b>\$183.60</b>	<b>48</b>	<b>\$155.72</b>	<b>27</b>	<b>\$98.02</b>
...		<b>Single Copy (310)</b>	<b>3,358</b>	<b>\$12,137.01</b>	<b>3,216</b>	<b>\$11,987.88</b>	<b>2,496</b>	<b>\$8,909.87</b>	<b>2,991</b>	<b>\$10,157.02</b>
			<b>29,490</b>	<b>\$60,649.65</b>	<b>28,645</b>	<b>\$60,687.13</b>	<b>26,918</b>	<b>\$53,110.92</b>	<b>26,571</b>	<b>\$55,733.14</b>

Ladd Associates

Etally V 4.650



## Monthly Orders by Product and Transaction Type

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition ActRpt - Start Issue

Date: 01/24/2014  
 Time: 11:25:28

Ranked by Start Issue (Model), Publication, Descending Transaction Type  
 Notes:  
 Reporting Total Orders which is (New + Renew) - returns

Publication	Transaction Type	20130101 Total Orders	20130201 Total Orders	20130301 Total Orders	20130401 Total Orders	20130501 Total Orders	20130601 Total Orders	20130701 Total Orders	20130801 Total Orders
Astro Physics	Sub (12)				2,658	3,105	3,592	2,791	857
Astro Physics	Single Copy (9)	38	53	103	434	447	407	345	118
<b>Astro Physics (9)</b>	<b>Single Copy</b>	<b>38</b>	<b>53</b>	<b>103</b>	<b>3,092</b>	<b>3,552</b>	<b>3,999</b>	<b>3,136</b>	<b>975</b>
Cabins for Life	Sub (8)				781	1,125	1,037		898
Cabins for Life	Single Copy (5)		6	16	38	90	51		86
<b>Cabins for Life (5)</b>	<b>Single Copy</b>		<b>6</b>	<b>16</b>	<b>819</b>	<b>1,215</b>	<b>1,088</b>		<b>984</b>
Classic Engines	Sub (38)			1,608			25		
Classic Engines	Single Copy (14)			82			59		
<b>Classic Engines (52)</b>				<b>1,690</b>			<b>84</b>		
Farm Stands	Sub (8)				578	1,596		835	
Farm Stands	Single Copy (7)	25	23	67	108	158		160	
<b>Farm Stands (7)</b>	<b>Single Copy</b>	<b>25</b>	<b>23</b>	<b>67</b>	<b>686</b>	<b>1,754</b>		<b>995</b>	
Fish	Sub (14)			2,235		5,432		5,697	
Fish	Single Copy (10)	69		153		471		642	
<b>Fish (10)</b>	<b>Single Copy</b>	<b>69</b>		<b>2,388</b>		<b>5,903</b>		<b>6,339</b>	
Garden Trails	Sub (19)				464		568		84
Garden Trails	Single Copy (6)		11		23		52		14
<b>Garden Trails (6)</b>	<b>Single Copy</b>		<b>11</b>		<b>487</b>		<b>620</b>		<b>98</b>
Imagination	Sub (1)	1			9,815	8,857	9,364	9,506	
Imagination	Single Copy (12)	165		204	419	879	450	545	
<b>Imagination (13)</b>		<b>166</b>		<b>204</b>	<b>10,234</b>	<b>9,736</b>	<b>9,814</b>	<b>10,051</b>	
Mountain Trails	Sub (12)				951	1,123	1,374	952	306
Mountain Trails	Single Copy (9)	67	51	100	229	280	228	170	72
<b>Mountain Trails (9)</b>	<b>Single Copy</b>	<b>67</b>	<b>51</b>	<b>100</b>	<b>1,180</b>	<b>1,403</b>	<b>1,602</b>	<b>1,122</b>	<b>378</b>
Oars & Paddles	Sub (33)				4,976		3,887		
Oars & Paddles	Single Copy (9)		50		411		317		
<b>Oars &amp; Paddles (9)</b>	<b>Single Copy</b>		<b>50</b>		<b>5,387</b>		<b>4,204</b>		
Paint By Numbers	Sub (6)			135		458		278	
Paint By Numbers	Single Copy (5)	7	4	5		50		37	
<b>Paint By Numbers (5)</b>	<b>Single Copy</b>	<b>7</b>	<b>4</b>	<b>140</b>		<b>508</b>		<b>315</b>	
...									
		441	381	6,975	23,252	28,334	23,244	24,666	2,851

Ladd Associates

Etally V 4.650

# Monthly Production by Channel, Product and Transaction Type

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition ActRpt - Channels

Date: 01/24/2014  
 Time: 11:25:16

Ranked by Acct YearMo, Channel, Publication, Transaction Type  
 Notes:  
 Reporting Total Orders which is (New + Renew) - returns

Channel	Publication	Transaction Type	201303 Total Orders	Net Revenue	201304 Total Orders	Net Revenue	201305 Total Orders	Net Revenue	201306 Total Orders	Net Revenue
Amazon	Astro Physios	Single Copy (2)	55	\$196.35	22	\$78.54	41	\$146.37	41	\$146.37
Amazon	Astro Physios	Sub (5)	998	\$2,013.23	1,009	\$2,074.17	1,030	\$2,111.79	1,024	\$2,151.99
Amazon	Astro Physios (7)		1,053	\$2,209.58	1,031	\$2,152.71	1,071	\$2,258.16	1,065	\$2,298.36
Amazon	BirdWatcher	Sub (1)	0	-\$1.35						
Amazon	BirdWatcher (1)	Sub	0	-\$1.35						
Amazon	Cabins for Life	Single Copy (2)	36	\$107.64	35	\$104.65	19	\$56.81	25	\$74.75
Amazon	Cabins for Life	Sub (4)	350	\$425.10	374	\$450.04	369	\$447.57	341	\$428.37
Amazon	Cabins for Life (6)		386	\$532.74	409	\$554.69	388	\$504.38	366	\$503.12
Amazon	Classic Engines	Single Copy (1)	8	\$33.36	10	\$41.70	11	\$45.87	10	\$41.70
Amazon	Classic Engines	Sub (2)	171	\$200.42	174	\$194.33	175	\$202.77	168	\$199.20
Amazon	Classic Engines (3)		179	\$233.78	184	\$236.03	186	\$248.64	178	\$240.90
Amazon	Farm Stands	Single Copy (2)	20	\$71.40	14	\$49.98	14	\$49.98	8	\$28.56
Amazon	Farm Stands	Sub (4)	211	\$421.33	224	\$441.30	231	\$457.62	217	\$437.18
Amazon	Farm Stands (6)		231	\$492.73	238	\$491.28	245	\$507.00	225	\$465.74
Amazon	Fish	Single Copy (2)	50	\$178.50	39	\$139.23	44	\$157.08	90	\$321.30
Amazon	Fish	Sub (8)	668	\$1,309.99	625	\$1,286.58	599	\$1,249.99	1,550	\$2,623.64
Amazon	Fish (10)		718	\$1,488.49	664	\$1,425.81	643	\$1,407.07	1,640	\$2,944.94
Amazon	Garden Trails	Single Copy (1)	3	\$12.51	7	\$29.19	4	\$16.68	6	\$25.02
Amazon	Garden Trails	Sub (2)	107	\$157.24	103	\$149.92	107	\$158.87	98	\$148.49
Amazon	Garden Trails (3)		110	\$169.75	110	\$179.11	111	\$175.55	104	\$173.51
Amazon	Imagination	Single Copy (2)	48	\$172.32	54	\$193.86	44	\$157.96	47	\$168.73
Amazon	Imagination	Sub (8)	2,209	\$4,185.96	2,046	\$3,614.47	1,964	\$3,617.49	1,762	\$3,007.04
Amazon	Imagination (10)		2,257	\$4,358.28	2,100	\$3,808.33	2,008	\$3,775.45	1,809	\$3,175.77
Amazon	Mountain Trails	Single Copy (2)	26	\$92.82	18	\$64.26	25	\$89.25	22	\$78.54
Amazon	Mountain Trails	Sub (6)	401	\$836.06	401	\$840.21	405	\$849.50	397	\$860.25
Amazon	Mountain Trails (8)		427	\$928.88	419	\$904.47	430	\$938.75	419	\$938.79
Amazon	Oars & Paddles	Single Copy (1)	71	\$253.47	28	\$99.96	34	\$121.38		
Amazon	Oars & Paddles	Sub (4)	1,055	\$1,477.91	1,076	\$1,506.55	1,083	\$1,525.75		
Amazon	Oars & Paddles (5)		1,126	\$1,731.38	1,104	\$1,606.51	1,117	\$1,647.13		
Amazon	Paint By Numbers	Single Copy (2)	12	\$42.84	2	\$7.14	6	\$21.42	8	\$28.56
Amazon	Paint By Numbers	Sub (4)	103	\$205.06	102	\$191.06	102	\$203.06	100	\$201.34
Amazon	Paint By Numbers (6)		115	\$247.90	104	\$198.20	108	\$224.48	108	\$229.90
Amazon	Picture Frames	Single Copy (2)	19	\$79.23	8	\$33.36	7	\$29.19	8	\$33.36
Amazon	Picture Frames	Sub (5)	549	\$872.91	554	\$900.89	551	\$880.90	527	\$873.72
Amazon	Picture Frames (7)		568	\$952.14	562	\$934.25	558	\$910.09	535	\$907.08
Amazon	Ships in a Bottle	Single Copy (1)	17	\$60.69	5	\$17.85	4	\$14.28	8	\$28.56
Amazon	Ships in a Bottle	Sub (2)	112	\$152.04	115	\$160.52	124	\$165.96	114	\$160.44
Amazon	Ships in a Bottle (3)		129	\$212.73	120	\$178.37	128	\$180.24	122	\$180.00
Amazon	Snow Forts	Single Copy (2)	6	\$17.82	3	\$8.91				
Amazon	Snow Forts	Sub (4)	134	\$96.05	135	\$98.30	125	\$90.05	116	\$87.04
Amazon	Snow Forts (6)		140	\$113.87	138	\$107.21	125	\$90.05	116	\$87.04

...

Ladd Associates

Etally V 4.650

## Monthly Order Production By Transaction Type, Publication and Channel

Database: \*\*\* Etally Sample  
Report Name: \* Monthly Orders

Date: 01/24/2014  
Time: 11:25:54

Ranked by Trans YearMo, Descending Transaction Type, Publication, Channel

Transaction Type	Publication	Channel	Total Orders	201302 Total Orders	201303 Total Orders	201304 Total Orders	201305 Total Orders	201306 Total Orders
Sub	Astro Physics	Amazon (1)	4,061	1	1,001	1,010	1,029	1,020
Sub	Astro Physics	Apple (4)	1,619		889		365	365
Sub	Astro Physics	Barnes & Noble (1)	6,413	151	1,683	1,606	1,489	1,484
Sub	Astro Physics	Google (11)	965		257	245	239	224
Sub	Astro Physics	Zinio (3)	241		70	57	57	57
Sub	Astro Physics (2)		13,299	152	3,900	2,918	3,179	3,150
Sub	Cabins for Life	Amazon (4)	1,434		350	374	369	341
Sub	Cabins for Life	Apple (1)	10				1	9
Sub	Cabins for Life	Barnes & Noble (1)	2,305	54	604	596	532	519
Sub	Cabins for Life	Google (9)	98		23	27	23	25
Sub	Cabins for Life	Zinio (2)	35		12	10	7	6
Sub	Cabins for Life (1)	Barnes & Noble	3,882	54	989	1,007	932	900
...								
<b>Sub (26)</b>			<b>101,075</b>	<b>1,383</b>	<b>28,512</b>	<b>23,138</b>	<b>24,151</b>	<b>23,891</b>
Single Copy	Astro Physics	Amazon (2)	159		55	22	41	41
Single Copy	Astro Physics	Apple (21)	1,311		829		244	238
Single Copy	Astro Physics	Barnes & Noble (3)	162		55	34	32	41
Single Copy	Astro Physics	Google (9)	191		58	50	36	47
Single Copy	Astro Physics	Zinio (22)	302		83	75	62	82
Single Copy	Astro Physics (57)		2,125		1,080	181	415	449
Single Copy	Cabins for Life	Amazon (2)	115		36	35	19	25
Single Copy	Cabins for Life	Apple (1)	20				1	19
Single Copy	Cabins for Life	Barnes & Noble (2)	69		22	19	11	17
Single Copy	Cabins for Life	Google (2)	44		8	9	6	21
Single Copy	Cabins for Life	Zinio (6)	51		16	12	10	13
Single Copy	Cabins for Life (12)		299		82	75	47	95
...								
<b>Single Copy (11)</b>		<b>Barnes &amp; Noble</b>	<b>14,309</b>	<b>15</b>	<b>5,821</b>	<b>1,660</b>	<b>3,142</b>	<b>3,671</b>
			<b>115,384</b>	<b>1,398</b>	<b>34,333</b>	<b>24,798</b>	<b>27,293</b>	<b>27,562</b>

Ladd Associates

Etally V 4.650

## Monthly Production by Transaction Type, Product and New vs. Renewal

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition ActRpt - Yearly Subs

Date: 01/24/2014  
 Time: 11:25:36

Ranked by Acct YearMo, Descending Transaction Type, Publication, New vs. Renewal

Notes:  
 Reporting Total Orders which is (New + Renew) - returns

Transaction Type	Publication	Newvs. Renewal	201303	Net	201304	Net	201305	Net	201306	Net
			Total Orders	Revenue	Total Orders	Revenue	Total Orders	Revenue	Total Orders	Revenue
Sub	Astro Physics	New (5)	465	\$4,016.27	129	\$3,014.59	101	\$2,162.82	97	\$2,074.07
Sub	Astro Physics	Renewal (2)			2	\$30.10			3	\$45.15
Sub	Astro Physics	Trial Conversion (1)	13	\$391.17	6	\$180.54	5	\$150.45	8	\$240.72
<b>Sub</b>	<b>Astro Physics (6)</b>		<b>478</b>	<b>\$4,407.44</b>	<b>137</b>	<b>\$3,225.23</b>	<b>106</b>	<b>\$2,313.27</b>	<b>108</b>	<b>\$2,359.94</b>
Sub	Cabins for Life	New (2)	12	\$103.80	9	\$78.75	8	\$78.63	7	\$88.28
Sub	Cabins for Life	Renewal (1)			1	\$8.60			2	\$17.50
Sub	Cabins for Life	Trial Conversion (1)	1	\$17.49	2	\$34.98	2	\$34.98	1	\$17.49
<b>Sub</b>	<b>Cabins for Life (3)</b>		<b>13</b>	<b>\$121.29</b>	<b>12</b>	<b>\$122.33</b>	<b>10</b>	<b>\$113.61</b>	<b>10</b>	<b>\$123.27</b>
Sub	Classic Engines	New (1)	16	\$131.88	9	\$74.45	6	\$49.38	13	\$107.78
Sub	Classic Engines	Trial Conversion (1)					1	\$16.44	1	\$16.44
<b>Sub</b>	<b>Classic Engines (1)</b>	<b>New</b>	<b>16</b>	<b>\$131.88</b>	<b>9</b>	<b>\$74.45</b>	<b>7</b>	<b>\$65.82</b>	<b>14</b>	<b>\$124.22</b>
Sub	Farm Stands	New (2)	26	\$364.10	25	\$350.47	27	\$454.85	29	\$524.11
Sub	Farm Stands	Renewal (4)					4	\$56.00	4	\$53.73
Sub	Farm Stands	Trial Conversion (2)	4	\$111.96	4	\$111.96	2	\$55.98	8	\$223.92
<b>Sub</b>	<b>Farm Stands (4)</b>		<b>30</b>	<b>\$476.06</b>	<b>29</b>	<b>\$462.43</b>	<b>33</b>	<b>\$566.83</b>	<b>41</b>	<b>\$801.76</b>
Sub	Fish	New (6)	82	\$1,231.11	77	\$1,102.72	79	\$1,147.12	121	\$1,718.83
Sub	Fish	Renewal (2)							0	-\$20.18
Sub	Fish	Trial Conversion (2)	7	\$132.23	4	\$75.56	3	\$56.67	10	\$194.50
<b>Sub</b>	<b>Fish (8)</b>		<b>89</b>	<b>\$1,363.34</b>	<b>81</b>	<b>\$1,178.28</b>	<b>82</b>	<b>\$1,203.79</b>	<b>131</b>	<b>\$1,893.15</b>
Sub	Garden Trails	New (1)	4	\$42.00	13	\$136.32	9	\$95.67	5	\$52.67
Sub	Garden Trails	Trial Conversion (1)	2	\$40.58	3	\$60.87				
<b>Sub</b>	<b>Garden Trails (2)</b>		<b>6</b>	<b>\$82.58</b>	<b>16</b>	<b>\$197.19</b>	<b>9</b>	<b>\$95.67</b>	<b>5</b>	<b>\$52.67</b>
Sub	Imagination	New (8)	663	\$7,491.43	1,902	\$9,833.79	531	\$5,955.55	622	\$6,919.90
Sub	Imagination	Renewal (1)	2	-\$142.72			4	-\$89.97	-15	-\$145.49
Sub	Imagination	Trial Conversion (2)	35	\$489.65	29	\$405.71	61	\$853.39	36	\$503.64
<b>Sub</b>	<b>Imagination (11)</b>		<b>700</b>	<b>\$7,838.36</b>	<b>1,931</b>	<b>\$10,239.50</b>	<b>596</b>	<b>\$6,718.97</b>	<b>643</b>	<b>\$7,278.05</b>
Sub	Mountain Trails	New (3)	45	\$1,033.65	44	\$1,070.95	32	\$666.99	40	\$839.94
Sub	Mountain Trails	Renewal (1)			1	\$15.05	3	\$43.70	2	\$30.10
Sub	Mountain Trails	Trial Conversion (2)	3	\$90.27	4	\$120.36	2	\$60.18	2	\$60.18
<b>Sub</b>	<b>Mountain Trails (5)</b>		<b>48</b>	<b>\$1,123.92</b>	<b>49</b>	<b>\$1,206.36</b>	<b>37</b>	<b>\$770.87</b>	<b>44</b>	<b>\$930.22</b>
Sub	Oars & Paddles	New (3)	56	\$758.02	90	\$1,140.43	150	\$838.78		
Sub	Oars & Paddles	Renewal (1)			1	\$10.15	1	\$10.15		
Sub	Oars & Paddles	Trial Conversion (1)	6	\$121.74	3	\$60.87	4	\$81.16		
<b>Sub</b>	<b>Oars &amp; Paddles (4)</b>		<b>62</b>	<b>\$879.76</b>	<b>94</b>	<b>\$1,211.45</b>	<b>155</b>	<b>\$930.09</b>		
---										
<b>Sub</b>			<b>1,548</b>	<b>\$18,114.71</b>	<b>2,441</b>	<b>\$19,179.54</b>	<b>1,121</b>	<b>\$14,245.96</b>	<b>1,076</b>	<b>\$14,952.43</b>

Ladd Associates

Etally V 4.650

## Monthly Recurring Billing and Renewals

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition - Rec Billing / Renewals

Date: 01/24/2014  
 Time: 11:24:32

Ranked by Acct YearMo, Descending Transaction Type, Publication, New vs. Renewal

Notes:

Reporting Total Orders which is (New + Renew) - returns

Publication	Newvs. Renewal	201303 Total Orders	01304 Total Orders	201305 Total Orders	201306 Total Orders
Astro Physics	New (7)	1,895	768	483	571
Astro Physics	Renewal (5)	968	2,390	2,564	2,398
<b>Astro Physics (12)</b>		<b>2,863</b>	<b>3,158</b>	<b>3,047</b>	<b>2,969</b>
Cabins for Life	New (5)	706	163	48	71
Cabins for Life	Renewal (4)	289	818	885	805
<b>Cabins for Life (9)</b>		<b>995</b>	<b>981</b>	<b>933</b>	<b>876</b>
Classic Engines	New (3)	250	48	26	40
Classic Engines	Renewal (2)	157	346	371	345
<b>Classic Engines (5)</b>		<b>407</b>	<b>394</b>	<b>397</b>	<b>385</b>
Farm Stands	New (5)	518	93	57	70
Farm Stands	Renewal (4)	201	609	663	639
<b>Farm Stands (9)</b>		<b>719</b>	<b>702</b>	<b>720</b>	<b>709</b>
Fish	New (6)	2,060	442	254	1,740
Fish	Renewal (5)	663	2,138	2,242	3,390
<b>Fish (11)</b>		<b>2,723</b>	<b>2,580</b>	<b>2,496</b>	<b>5,130</b>
Garden Trails	New (4)	173	35	22	21
Garden Trails	Renewal (2)	101	227	256	237
<b>Garden Trails (6)</b>		<b>274</b>	<b>262</b>	<b>278</b>	<b>258</b>
...					
		<b>24,405</b>	<b>22,843</b>	<b>23,129</b>	<b>22,391</b>

Monthly Renewals on recurring billing business.



## Trial Conversion Rates by Product

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition - Trial Conversions

Date: 01/24/2014  
 Time: 11:24:37

Ranked by Acct YearMo, Descending Transaction Type, Publication, New vs. Renewal  
 Performance Totals, Profits and Indices are based on activity through the Initial Marketing Cycle.  
 No Variances.

Notes:  
 Reporting Total Orders which is (New + Renew) - returns

Publication	News. Renewal	Total Orders	201303 Total Orders	201304 Total Orders	201305 Total Orders	201306 Total Orders
Astro Physics	Free Trial (2)	238	81	71	48	38
Astro Physics	Trial Conversion (2)	139	42	36	39	22
<b>Astro Physics (4)</b>		<b>377</b>	<b>123</b>	<b>107</b>	<b>87</b>	<b>60</b>
Cabins for Life	Free Trial (2)	29	7	8	4	10
Cabins for Life	Trial Conversion (2)	11	5	2	4	
<b>Cabins for Life (4)</b>		<b>40</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>10</b>
Farm Stands	Free Trial (2)	35	12	9	9	5
Farm Stands	Trial Conversion (2)	26	10	8	4	4
<b>Farm Stands (4)</b>		<b>61</b>	<b>22</b>	<b>17</b>	<b>13</b>	<b>9</b>
Fish	Free Trial (2)	113	30	26	25	32
Fish	Trial Conversion (2)	52	11	13	14	14
<b>Fish (4)</b>		<b>165</b>	<b>41</b>	<b>39</b>	<b>39</b>	<b>46</b>
Imagination	Free Trial (2)	365	69	116	108	72
Imagination	Trial Conversion (2)	221	49	50	79	43
<b>Imagination (4)</b>		<b>586</b>	<b>118</b>	<b>166</b>	<b>187</b>	<b>115</b>
Mountain Trails	Free Trial (2)	56	15	12	16	13
Mountain Trails	Trial Conversion (2)	35	12	6	7	10
<b>Mountain Trails (4)</b>		<b>91</b>	<b>27</b>	<b>18</b>	<b>23</b>	<b>23</b>
...						
		1,671	470	449	427	325

Ladd Associates

Etally V 4.650

## Monthly Special Product / App Production

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition ActRpt - SIPs & Apps

Date: 01/24/2014  
 Time: 11:25:22

Ranked by Acct YearMo, Descending Pub Code (Print), Publication

Notes:

Reporting Total Orders which is (New + Renew) - returns

PubCode (Print)	Publication	201303 Total Orders	Net Revenue	201304 Total Orders	Net Revenue	201305 Total Orders	Net Revenue	201306 Total Orders	Net Revenue
SI	365 Days In The Year Vol 1 (1)	5	\$13.90	30	\$83.31	16	\$36.24	8	\$22.04
SI	365 Days In The Year Vol 2 (2)	10	\$19.46	25	\$86.40	39	\$145.62	38	\$142.62
SI	52 Sunsets (1)	7	\$19.46	4	\$11.12	2	\$5.56	2	\$5.56
SI	Clay Sculpting (2)	16	\$64.93	8	\$24.61	4	\$15.22	8	\$29.09
SI	Einstein's Secrets (3)					178	\$900.05	258	\$1,138.83
SI	Enjoying Your Model Aircraft (1)	8	\$22.24	7	\$19.46	7	\$19.46	9	\$25.02
SI	Enjoying Your Muscle Cars (1)	7	\$19.46	5	\$13.90			4	\$11.12
SI	Extremes (2)	12	\$48.00	5	\$20.00	11	\$41.60	9	\$32.40
SI	Golf 101 (1)	4	\$11.12	3	\$8.34	6	\$16.68	1	\$4.98
SI	Golf Course Planning (4)	24	\$72.84	9	\$26.24	26	\$84.32	12	\$43.96
SI	Great Golf Courses (2)	12	\$42.96	12	\$42.96	7	\$24.61	4	\$12.52
SI	Great Mysteries (1)	6	\$20.88	1	\$3.48	2	\$6.96	3	\$10.44
SI	Know your Gemstones (2)	19	\$67.22	7	\$27.86	7	\$24.26	11	\$40.18
SI	Looc (1)			2	\$6.96	1	\$3.48	1	\$3.48
SI	Lost Trails of the 1950's (2)							16	\$80.80
SI	Old Time Transport (2)					22	\$83.12	2	\$6.98
SI	Our Solar System (2)	17	\$63.66	8	\$24.36	5	\$18.90	11	\$37.93
SI	Oysters (1)	3	\$8.34	1	\$2.78	5	\$13.90	1	\$6.48
SI	Pearls (1)							4	\$11.12
SI	Power (2)	7	\$20.16	1	\$2.43				
SI	Prize Antique Cars (1)	3	\$19.44	3	\$17.49	3	\$19.44		
SI	Steamships (1)	4	\$13.92	1	\$3.48			1	\$4.53
SI	Stitching Basics (2)	23	\$76.20	20	\$66.18	14	\$47.46	24	\$75.46
SI	Telescopes (1)	194	\$269.18	162	\$225.51	90	\$124.45	7	\$27.36
SI	Telescopes II (2)	5	\$21.90	1	\$4.98	6	\$23.88	86	\$118.30
SI	The Golden Years (2)	4	\$16.92	6	\$18.67	3	\$11.94	3	\$11.94
SI	The Golfer's handbook (1)	6	\$16.68	6	\$16.68	6	\$16.68	3	\$8.34
SI	The Mind (3)	12	\$48.90	10	\$38.80	12	\$48.90	11	\$41.00
SI	The Power Grid (2)							4	\$10.77
SI	Wires (4)	35	\$127.30	122	\$407.23	178	\$795.67	133	\$546.74
SI	Wrecks (2)	3	\$12.09	9	\$33.14	5	\$19.70	2	\$7.96
<b>SI</b>		<b>446</b>	<b>\$1,137.16</b>	<b>468</b>	<b>\$1,236.37</b>	<b>655</b>	<b>\$2,548.10</b>	<b>680</b>	<b>\$2,529.07</b>

Ladd Associates

Etally V 4.650

## "Annuals" Production by Channel

Database: \*\*\* Etally Sample  
 Report Name: \* Digital Edition ActRpt - Annuals

Date: 01/24/2014  
 Time: 11:24:59

Ranked by Descending Pub Code (Print), Publication, Start Issue (Model), Channel, Acct YearMo

Notes:

Reporting Total Orders which is (New + Renew) - returns

Publication	StartIssue (Model)	Channel	Total Orders	Net Revenue
Golf Course Planning	20120101	Barnes & Noble (1)	1	\$3.98
Golf Course Planning	20120101	Zinio (3)	9	\$25.20
<i>Golf Course Planning</i>	<i>20120101 (4)</i>		10	\$29.18
Golf Course Planning	20130101	Barnes & Noble (5)	23	\$92.54
Golf Course Planning	20130101	Zinio (4)	38	\$105.64
<i>Golf Course Planning</i>	<i>20130101 (9)</i>		61	\$198.18
<b><i>Golf Course Planning (13)</i></b>			<b>71</b>	<b>\$227.36</b>
Great Golf Courses	20120101	Barnes & Noble (3)	10	\$44.80
Great Golf Courses	20120101	Zinio (3)	21	\$65.73
<i>Great Golf Courses</i>	<i>20120101 (6)</i>		31	\$110.53
Great Golf Courses	20130101	Zinio (1)	4	\$12.52
<i>Great Golf Courses</i>	<i>20130101 (1)</i>	<i>Zinio</i>	4	\$12.52
<b><i>Great Golf Courses (7)</i></b>			<b>35</b>	<b>\$123.05</b>
Loco	20120101	Zinio (3)	4	\$13.92
<i>Loco</i>	<i>20120101 (3)</i>	<i>Zinio</i>	4	\$13.92
<b><i>Loco (3)</i></b>	<b><i>20120101</i></b>	<b><i>Zinio</i></b>	<b>4</b>	<b>\$13.92</b>
Prize Antique Cars	20120101	Barnes & Noble (3)	8	\$51.84
Prize Antique Cars	20120101	Zinio (1)	1	\$4.53
<i>Prize Antique Cars</i>	<i>20120101 (4)</i>		9	\$56.37
<b><i>Prize Antique Cars (4)</i></b>	<b><i>20120101</i></b>		<b>9</b>	<b>\$56.37</b>
Steamships	20120101	Zinio (1)	1	\$4.53
<i>Steamships</i>	<i>20120101 (1)</i>	<i>Zinio</i>	1	\$4.53
<b><i>Steamships (1)</i></b>	<b><i>20120101</i></b>	<b><i>Zinio</i></b>	<b>1</b>	<b>\$4.53</b>
			<b>120</b>	<b>\$425.23</b>
<b>Grand Totals:</b>			<b>120</b>	<b>\$425.23</b>

Ladd Associates

Etally V 4.050