

BEARDIE BULLETIN ANNUAL REPORT

June 9, 2015

Attached is the annual report for the Beardie Bulletin that is based on:

- Actual Advertising Income
- Estimated income from subscriptions
- Estimated income from first class/foreign/bulk postage
- Actual expenses incurred and billed to the BCCA

The good news to report is that the Beardie Bulletin continues to be self supportive and according to my figures has brought in a modest profit of approximately \$2,400.00 to the BCCA for three issues. Since we have changed the fiscal period of the Bulletin, only 3 issues are being reported this year.

Overview:

There was a dramatic decrease in ad pages from last year and the overall page count of the magazine is down. Also, subscription income has decreased based on the number of copies that are shipped.

	<u>2013</u>	<u>2014</u>	<u>2015</u>
Total Pages	268	284	188
Covers	16	16	16
Advertising \$	\$27,627	\$28,715	\$18,380
Sub Income (Estimated)	\$9,625	\$9,375	\$6,875
Expenses	\$36,712	\$38,658	\$26,531
Profit	\$6,178	\$4,536	\$2,369

This report indicates that we can continue to do business as usual. However, advertising is down and each issue remains a challenge for me to obtain advertisers. It is not uncommon for me to sell pages after closing dates or discount pages in order to fill color forms. Based on the same 3 issues last year, 2014 we had a total of 146 advertising pages versus 120 pages this year. That is almost a drop of 20% in advertising. Not a good sign.

I would like to ad that Michele Ritter has been of great assistance in preparing a digital file for archival purposes for the BCCA, as well as submitting one file for each issue to our printer.

This concludes my annual report and I thank the BCCA for their continued support of my editorship.

Lillian Esposito

Attachment

Cc: D. Means, M. Ritter