Solution:

(1)

JOURNAL ENTRY FOR SUBSCRIPTIONS (in millions of \$)		
Particulars	Debit	Credit
Cash	35	
To Unearned Subscription Revenue		35
(Being new subscriptions for the year)		
Unearned Subscription Revenue	30	
To Sales		30
(Being magazines delivered)		

(2)

Unearned Revenue account will be incremented with the unearned subscription revenue earned during 2012 April.

Thus,

 $Total\ unearned\ revenue\ (April\ 2012) = \$340.4 + \$5 = \$345.4\ million$