

MARLBORO INTERNATIONAL BASE PLAN

ESTIMATE DATE: MARCH 13, 1992

BASED ON - ON BILLING DATES;

ESTIMATE DESCRIPTION	FUTURE	1992 COSTS					1992 POSITIONS							TOTAL INSERTIONS
		QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	TOTAL YEAR	BACK COVERS	2ND COVERS	2ND COVER SPREADS	THIRD COVERS	CENTER SPREADS	INSIDE SPREADS	PAGES	
2901 - EUROPE/AFRICA	\$0	\$317,463	\$403,227	\$705,500	\$327,396	\$1,753,586	22	7	5	0	4	0	0	38
2904 - TRADE	9,936	19,034	45,364	43,153	33,992	\$151,479	21	4	0	4	0	8	3	40
2905 - LATIN AMERICA	0	152,941	170,725	136,301	91,776	\$551,743	28	4	0	0	0	0	0	32
2906 - ASIA PACIFIC	0	369,315	286,569	259,997	148,255	\$1,064,136	28	5	0	0	0	0	0	33
GRAND TOTAL	\$9,936	\$858,753	\$905,885	\$1,144,951	\$601,419	\$3,520,944	99	20	5	4	4	8	3	143
% OF TOTAL	*	24%	26%	33%	17%	100%	69%	14%	3%	3%	3%	6%	2%	100%

\* LESS THAN 1%

ALL COSTS REFLECT GROSS LESS CD

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