



LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
ADVERTISING

MAGAZINE ESTIMATE RECAP - PM01(0)

PERIOD DATE 11/11/88
01/01/88 TO 12/31/88 PAGE 1

CLIENT: P.M. INC. OFFICE: 10 DESC: 701A MARLBORO
EST NO: 8800 REVISES EST DTD 10/28/88 CONSUMER MAGAZINES T

TOTALS BY PRODUCT/MONTH

ON SALE DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE	GROSS LESS C/D
10-MARLBORO	JAN 1988	1,984,194.28	1,319.26-	1,955,070.53
	FEB	348,631.79	1,265.00-	343,412.04
	MAR	771,238.97	805.00-	758,127.91
	QUARTER 1	3,104,065.04	3,389.26-	3,056,610.48
	APR	1,572,896.93		1,550,617.87
	MAY	2,324,859.41	5,113.19-	2,289,497.36
	JUN	2,745,570.33	1,174.48-	2,706,084.90
	QUARTER 2	6,643,326.67	6,287.67-	6,546,200.13
	JUL	1,767,090.64		1,741,845.99
	AUG	1,679,121.65	1,828.50-	1,656,305.11
	SEP	1,021,058.82	805.00-	1,008,808.28
	QUARTER 3	4,467,271.11	2,633.50-	4,406,959.38
	OCT	715,325.37	63.99-	705,492.54
	NOV	961,823.10	2,047.00-	948,504.65
	DEC	1,953,498.85	2,542.98-	1,925,054.41
	QUARTER 4	3,630,647.32	4,653.97-	3,579,051.60
	TOTAL	17,845,310.14	16,964.40-	17,588,821.59
10-MARL.LIGHT	JAN 1988	22,758.75		22,371.84
	FEB	5,586.00		5,491.04
	QUARTER 1	28,344.75		27,862.88
	APR	30,082.95		29,571.54
	JUN	139,104.97		138,526.01
	QUARTER 2	169,187.92		168,097.55
	JUL	143,424.53		141,408.40
	AUG	230,389.65	1,828.50-	226,473.02
	QUARTER 3	373,814.18	1,828.50-	367,881.42
	TOTAL	571,346.85	1,828.50-	563,841.85
GRAND TOTAL	JAN 1988	2,006,953.03	1,319.26-	1,977,442.37
	FEB	354,217.79	1,265.00-	348,903.06
	MAR	771,238.97	805.00-	758,127.91
	QUARTER 1	3,132,409.79	3,389.26-	3,084,473.36
	APR	1,602,979.88		1,580,189.41
	MAY	2,324,859.41	5,113.19-	2,289,497.36
	JUN	2,884,675.30	1,174.48-	2,844,610.91
	QUARTER 2	6,812,514.59	6,287.67-	6,714,297.68
	JUL	1,910,515.17		1,883,254.39
	AUG	1,909,511.30	3,657.00-	1,882,778.13
	SEP	1,021,058.82	805.00-	1,008,808.28
	QUARTER 3	4,841,085.29	4,462.00-	4,774,840.80
	OCT	715,325.37	63.99-	705,492.54
	NOV	961,823.10	2,047.00-	948,504.65
	DEC	1,953,498.85	2,542.98-	1,925,054.41
	QUARTER 4	3,630,647.32	4,653.97-	3,579,051.60
	TOTAL	18,416,656.99	18,792.90-	18,152,663.44

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