

Huenefeld-PubWest Survey of Financial Operations FY09

The Huenefeld-PubWest Survey of Financial Operations is an examination of financial data, production output, and salary stats from publishers of all sizes and disciplines nationwide. It is a tool provided by PubWest to help you keep a finger on the pulse of the publishing biz.

This survey will be open from April 1–May 31, 2010 to collect data from your fiscal year 2009.

Before beginning, please prepare by printing a copy of the survey at www.pubwest.org/huenefeld and gathering all the necessary financial, inventory, and salary reports for your fiscal year 2009. There are also some helpful FAQs on that page.

If there are questions that you can't answer precisely and you need to estimate a number or percentage, all we ask is that you be conscientious about your educated guess. We want to ensure the most accurate information for tabulation. Please take the time to make sure your data is complete and consistent.

Questions?

Visit www.pubwest.org/huenefeld, or

Contact Joanne Haines, PubWest Industry Statistics Committee Chair at joanne_haines@nols.edu

1. Classification Data (check one)

Trade

Trade, Not-for-profit

Religious, Trade

Religious, Not-for-profit

Focused on libraries

Non-Bookstore Retail Trade

El-Hi Classroom

Religious Curriculum

College Adoption

Professional Books (direct)

Consumer Mail Order

Other (please specify)

2. Payroll

(Please record full-time equivalent totals; use decimals to count half-time (.5) or quarter-time (.25) employees. If you are the sole employee/owner, include yourself here. If you operate mainly with freelancers, input that into the last data field only.)

Total number of in-house employees:

Number of female employees:

Number of male employees:

Number of minority (non-white) employees:

Total expenditure on in-house payroll, bonuses, profit-shares, payroll taxes, fringe benefits, and other personnel compensation costs: (\$)

Total expenditure on freelance payroll: (\$)

3. What was your bottom-line operating margin last year before taxes and interest (sales revenue less all expenses from book publishing)?
(Please fill in one blank only.)

Profit (\$)

Loss (-\$)

4. What were your sales (after discounts and returns) of books, merchandise, and rights in the following categories? (Note: The sum of lines A-E should equal line F.)

A. Your own books and sub-licensed rights (\$)	<input type="text"/>
B. Media and merchandise other than books (\$)	<input type="text"/>
C. Audio books (\$)	<input type="text"/>
D. E-books (\$)	<input type="text"/>
E. Other publishers' books or merchandise (distributed lines) (\$)	<input type="text"/>
F. Total combined sales (after discounts and returns) of all books, merchandise and rights combined (\$)	<input type="text"/>

5. Approximately what percentage of your sales revenue came from the customer categories listed below?

Trade bookstores (chain and independent) and their related wholesalers and distributors (%)	<input type="text"/>
Online retailers (%)	<input type="text"/>
E-book retailers (%)	<input type="text"/>
Public/school libraries, related wholesalers and distributors (%)	<input type="text"/>
Retail outlets other than bookstores (%)	<input type="text"/>
El-high or church-school (%)	<input type="text"/>
College classroom (%)	<input type="text"/>
Direct-response reader/buyers of professional/vocational books (%)	<input type="text"/>
Direct-response reader/buyers of consumer-interest books (%)	<input type="text"/>
Catalogers (%)	<input type="text"/>
Trade shows or expos (%)	<input type="text"/>
Other (%)	<input type="text"/>

6. Please name the three companies you sell to most in each category:

Chain trade bookstores:	<input type="text"/>
Independent trade bookstores:	<input type="text"/>
Online retailers:	<input type="text"/>
E-book retailers:	<input type="text"/>
Other:	<input type="text"/>

7. Approximately what percentage of your returns came from the customer categories listed below?

Trade bookstores (chain and independent) and their related wholesalers and distributors (%)	<input type="text"/>
Online retailers (%)	<input type="text"/>
Public/school libraries, related wholesalers and distributors (%)	<input type="text"/>
Retail outlets other than bookstores (%)	<input type="text"/>
El-high or church- school (%)	<input type="text"/>
College classroom (%)	<input type="text"/>
Direct-response reader/buyers of professional/vocational books (%)	<input type="text"/>
Direct-response reader/buyers of consumer-interest books (%)	<input type="text"/>
Catalogers (%)	<input type="text"/>
Other (%)	<input type="text"/>

8. Approximately what percentage of your net sales revenue did you expense (including salaries) on each of the following functions? (Note: The sum of all fields should equal 100%. Publishers who use exclusive distributors: please provide your best estimate for items E through H.)

A. General management (publisher's office including insurance, legal, office supplies, etc.):

B. Editorial acquisition plus substantive editing (salaries, travel, etc.):

C. Royalties and fees (including advances):

D. Pre-press production (copyediting, layout, type, covers, camera work, etc.):

E. Marketing and sales (including salaries, commission, travel):

F. Customer service, order entry, and invoicing:

G. Warehousing and shipping (including salaries, but not transportation):

H. Shipping whether re-billed or not (USPS, UPS, etc.):

9. Royalties

What basis for royalties do you use? (retail or net)

What was the average royalty for which you contracted last year based on this system?

10. Inventory and Book Production:

Capitalized inventory value (printing/manufacturing or finished-goods purchase costs only) at the end of fiscal year 2009:

Number of distinct book titles/editions in print at the end of fiscal year 2009:

Total frontlist units shipped to customers in fiscal year 2009:

Total backlist units shipped to customers in fiscal year 2009:

11. What was the average cover (list) price of your frontlist titles (new to fiscal year 2009)?

Average cover price of frontlist titles: \$

12. What was the average cover (list) price of your backlist titles (new previous to fiscal year 2009)?

Average cover (list) price of backlist titles: \$

13. E-books

How many titles in e-book format did you have on your list in fiscal year 2009?

What is the average price of your e-books? (\$)

14. Trade Shows

What trade shows or expos did you attend last fiscal year?

Which shows or expos were most profitable in terms of sales growth?

15. Please comment on the content, format, or schedule of data collection of this survey. Your feedback will help PubWest better serve you.

