



The Association of Magazine Media

APPLICATION DOMESTIC MEMBERSHIP

MEMBERSHIP TERMS: Membership dues are calculated based on the “Confidential Statement of Revenue” included with this application form. All revenue reported to MPA will be regarded as strictly confidential. Membership is finalized upon MPA Board of Directors’ approval and with receipt of dues payment. Failure to pay dues on a timely basis will result in a suspension of membership privileges. Any member may resign its membership in the Association by submitting a written resignation to the President. Resigning members shall be liable to pay the Association dues and assessments pro-rata through the date of the member’s resignation. MPA dues may be deductible as a business expense but not as a charitable contribution.

I. Name of Applicant Organization and/or any Parent Structure:

Address:		
City:	State:	Zip:
Telephone:	Fax::	Website:

II. Form of applicant organization
(e.g. corporation, association, etc.):

III. Date organization
began publishing:

IV. Total number
of employees:

V. Key Executives:

Chief Executive Officer:	EMail:
Chief Financial Officer:	EMail:
Publisher:	EMail:
Editor:	EMail:
Advertising Director:	EMail:
Circulation Executive:	EMail:

VI. Please list three business references (e.g. bank, printer, paper supplier, etc.)

Company:	Contact Name:	Email:
Company:	Contact Name:	Email:
Company:	Contact Name:	Email:

VII. Please include three (3) copies of each:

- a) currently published magazine(s), b) circulation statements, and c) rate cards

VIII. Having read the provisions of the By-laws of the Magazine Publishers of America (a copy of which is hereby acknowledged) we agree to abide by these By-laws and as the same may be amended from time to time.

Name:	Title:
Signature:	Date:

CONFIDENTIAL STATEMENT OF REVENUE

Upon completion of this form, please fax this form to MPA Member Services at (212) 888-4623.
(Please note this fax number is for this report only. Materials other than this report faxed to this number may be discarded.)

(If completing this form for a subsidiary of a member company, please indicate below by filling in both "Parent" and "Subsidiary" company names. If completing this form for a member parent company, only include the "Parent" company name below.)

Parent Company Name:

Subsidiary Company Name:

Address:

City:

State:

Zip:

Telephone:

Fax::

E-Mail:

Name:

Title:

Signature:

Date:

Member Publications: Shall refer specifically and exclusively to those publications produced by a member (or corporation controlled by such a member) in printed form which are distributed in the U.S. and issued at least once annually.

Consumer Publications: If a magazine has most (but not necessary all) of the following attributes, it will be considered a consumer magazine by the MPA Membership Committee:

- A. It is defined as such by one of the major circulation auditing bureaus.
- B. It has its primary listing on the SRDS Consumer Magazine section.
- C. It is published by a regular member of Publishers Information Bureau.
- D. Subscriptions are primarily paid for and addressed to individuals.
- E. A percentage of the circulation is sold via newsstands.
- F. The advertised products are purchased primarily by individuals.
- G. It is a "Sunday Supplement" magazine distributed with a newspaper (though the remaining parts of the newspaper will be excluded from MPA membership and this revenue statement).

Non-Consumer Publications: A magazine will be considered non-consumer by the MPA Membership Committee if it does not meet the majority of the tests listed under consumer publications.

SECTION II

List titles of all other consumer publications not included in Section I below
(i.e. titles with a frequency of less than four (4) issues per year.)

1	_____	11	_____
2	_____	12	_____
3	_____	13	_____
4	_____	14	_____
5	_____	15	_____
6	_____	16	_____
7	_____	17	_____
8	_____	18	_____
9	_____	19	_____
10	_____	20	_____

SECTION III

Title of Largest Non-Consumer Publication	Gross Subscription Revenue	Gross Single Copy Revenue	Gross Advertising Revenue
_____	_____	_____	_____
	\$	\$	\$
_____	_____	_____	_____

SECTION IV

List titles of all other non-consumer publications not included in Section III.

1	_____	11	_____
2	_____	12	_____
3	_____	13	_____
4	_____	14	_____
5	_____	15	_____
6	_____	16	_____
7	_____	17	_____
8	_____	18	_____
9	_____	19	_____
10	_____	20	_____