

Printed Advert Income/Expenditure - 12 Month Forecast (One full, three halves and six quarters per sheet) at prices of full £79, half £48, quarter £29.												
Income per sheet (two pages)	£397.00											
Number of adverts per sheet	10											
Average income per advert	£39.70											
Month No.	1	2	3	4	5	6	7	8	9	10	11	12
Average Number of Advertisers	30	30	36	40	46	52	55	65	65	70	70	78
Sheets (Inc own adverts)	5	5	5	6	6	7	7	8	8	9	9	10
Free adverts	10											
Advert Income £	794	1191.00	1429.20	1588.00	1826.20	2064.40	2183.50	2580.50	2580.50	2779.00	2779.00	3096.60
Expenditure												
Print £	539	539	539	629	629	702	702	776	776	822	822	883
Distribution 4,000 £	120	120	120	120	120	120	120	120	120	120	120	120
Misc Expenses £	50	50	50	50	50	50	50	50	50	50	50	50
Franchise Fee £	111.16	166.74	200.09	222.32	255.67	289.02	305.69	361.27	361.27	389.06	389.06	433.52
Total Expenditure £	820.16	875.74	909.088	1021.32	1054.668	1161.016	1177.69	1307.27	1307.27	1381.06	1381.06	1486.524
Net Margin £	-26.16	315.26	520.112	566.68	771.53	903.38	1005.81	1273.23	1273.23	1397.94	1397.94	1610.08

Leaflet Delivery Income/Expenditure												
Month No.	1	2	3	4	5	6	7	8	9	10	11	12
Number of leaflets	1	2	2	2	3	3	3	3	3	3	3	3
Income £	100	200	200	200	300	300	300	300	300	300	300	300
Expenditure												
Distribution 4,000 £	40	80	80	80	120	120	120	120	120	120	120	120
Franchise Fee £	14.00	28.00	28.00	28.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00
Net Margin £	46.00	92.00	92.00	92.00	138.00	138.00	138.00	138.00	138.00	138.00	138.00	138.00

Online Advert Income/Expenditure												
Month No.	1	2	3	4	5	6	7	8	9	10	11	12
Number of adverts	0	3	5	5	5	6	10	12	12	12	14	15
Income £	0	29.85	49.75	49.75	49.75	59.7	99.5	119.4	119.4	119.4	139.3	149.25
Expenditure												
Franchise Fee £	0.00	4.18	6.97	6.97	6.97	8.36	13.93	16.72	16.72	16.72	19.50	20.90
Net Margin £	0.00	25.67	42.79	42.79	42.79	51.34	85.57	102.68	102.68	102.68	119.80	128.36

Total Net Income												
Month No.	1	2	3	4	5	6	7	8	9	10	11	12
Advert Net Margin £	-26.16	315.26	520.11	566.68	771.53	903.38	1005.81	1273.23	1273.23	1397.94	1397.94	1610.08
Leaflet Net Margin £	46.00	92.00	92.00	92.00	138.00	138.00	138.00	138.00	138.00	138.00	138.00	138.00
Online Advert Net Margin £	0.00	25.67	42.79	42.79	42.79	51.34	85.57	102.68	102.68	102.68	119.80	128.36
Total Net Margin £	19.84	432.93	654.90	701.47	952.32	1092.73	1229.38	1513.91	1513.91	1638.62	1655.74	1876.43