

# 2023 Budget AA Grapevine, Inc.

(For the Year Ending December 31, 2023)

	Actual 2022	Budget 2022	Budget 2023
<b>GRAPEVINE</b>			
<b>Circulation</b>			
Paid Circulation Average	52,591	53,161	47,751
GV Complete	3,415	3,623	2,100
GV ePub	3,064	3,234	2,619
App (Avg Annual Paid Subs)	—	—	1,500
<b>Total Circulation</b>	<b>59,070</b>	<b>60,017</b>	<b>53,969</b>
Revenue per Magazine	2.10	2.25	2.25
Revenue per GV Online Sub	2.04	3.01	3.01
<b>REVENUE</b>			
<b>Subscription income</b>			
Circulation Income	1,409,195	1,432,978	1,289,250
By the Month Income	97,524	80,654	60,000
Single Copy Sales	5,719	3,188	2,500
Back Issues	58,018	40,835	35,000
Digital Edition — Income	—	148	—
Complete — Income	136,271	132,124	76,583
Sales ePub	58,023	63,162	50,275
App	—	—	54,000
Miscellaneous Income	224	224	—
Undeliverables Written Off	(2,066)	(5,586)	(5,000)
Total Subscription Revenue	1,762,907	1,747,726	1,562,608
<b>Total Direct Cost</b>	<b>979,604</b>	<b>919,392</b>	<b>1,014,900</b>
<b>Gross Margin on Subscriptions</b>	<b>783,303</b>	<b>828,334</b>	<b>547,709</b>
<b>Content Related Revenue</b>			
Books and other merchandise	828,497	891,534	975,000
Cassettes CDs Income	8,662	8,016	8,800
Sales Other	46,793	28,397	30,407
Total Content Related Revenue	883,952	927,947	1,014,207
<b>Content Related Direct Cost</b>	<b>243,528</b>	<b>235,977</b>	<b>270,911</b>
Gross Margin Other Published Items	640,424	691,970	743,296
<b>Total Gross Margin</b>	<b>1,423,727</b>	<b>1,520,303</b>	<b>1,291,004</b>
<b>EXPENSES</b>			
<b>Editorial Cost</b>	895,216	847,083	941,769
<b>Circulation Cost</b>	917,988	931,613	1,141,154
<b>General And Administrative Cost</b>	61,655	61,215	67,155
<b>Total Expenses</b>	<b>1,874,859</b>	<b>1,839,912</b>	<b>2,150,078</b>
Net Operating Income (Loss)	(451,132)	(319,608)	(859,074)
<b>Non-Operating Income &amp; Expenses</b>			
Miscellaneous Income	—	—	—
Total Content Related Revenue	10,499	14,000	7,000
<b>Total Non-Operating Income &amp; Expenses</b>	<b>10,499</b>	<b>14,000</b>	<b>7,000</b>
<b>Net Income Loss</b>	<b>(440,633)</b>	<b>(305,608)</b>	<b>(852,074)</b>
Net Operating Income (Loss)	(112,618)	(354,225)	19,234
<b>App Developer Fee</b>	—	—	<b>(250,000)</b>
<b>Total Change in Net Assets</b>	<b>(440,633)</b>	<b>(305,608)</b>	<b>(1,102,074)</b>
<b>Offsets</b>			
AAGV draw from subscription liability fund			670,488
General Service Board Capital Funding			500,000
<b>Total Changes in Net Assets</b>			<b>68,414</b>

	Actual 2022	Budget 2022	Budget 2023
<b>LA VIÑA</b>			
<b>Circulation</b>			
Paid Circulation Average	6,312	6,481	6,666
LV Complete	24	31	35
LV ePub	79	68	67
<b>Total Circulation</b>	<b>6,415</b>	<b>6,581</b>	<b>6,769</b>
Revenue per Magazine	1.81	2.00	2.00
Revenue per LV Complete	2.16	3.32	3.32
<b>REVENUE</b>			
<b>Subscription income</b>			
Circulation Income	79,403	76,731	79,996
By the Month Income	7,576	3,093	4,700
Back Issues	7,764	5,155	4,740
Complete — Income	720	627	697
Sales ePub	688	683	705
Undeliverables Written Off	—	(1,500)	(550)
Total Subscription Income	96,151	84,789	90,288
<b>Total Direct Cost</b>	<b>75,694</b>	<b>87,578</b>	<b>75,844</b>
<b>Gross Profit on Subscription</b>	<b>20,457</b>	<b>(2,789)</b>	<b>14,444</b>
<b>Content Related Revenue</b>			
Books and other merchandise	47,137	25,549	38,250
Cassettes CDs Income	1,981	4,212	2,310
Sales Other	10,593	16,868	11,800
<b>Total Content Related Revenue</b>	<b>59,710</b>	<b>46,629</b>	<b>52,360</b>
<b>Content Related Direct Cost</b>	<b>2,686</b>	<b>5,105</b>	<b>3,575</b>
<b>Gross Margin Other Published Items</b>	<b>57,024</b>	<b>41,524</b>	<b>48,785</b>
<b>Total Income</b>	<b>77,482</b>	<b>38,734</b>	<b>63,229</b>
<b>EXPENSES</b>			
<b>Editorial Cost</b>	434,031	367,099	434,978
<b>Circulation Cost</b>	264,459	215,809	261,700
<b>General and Administrative Cost</b>	15,596	17,979	20,130
<b>Total Expenses</b>	<b>714,086</b>	<b>600,888</b>	<b>716,808</b>
<b>Net Operating Income (Loss)</b>	<b>(636,604)</b>	<b>(562,153)</b>	<b>(653,579)</b>
Contribution GSB	636,604	562,153	653,579