

Member Newsletter

February 2010

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**National Association of
Publishers' Representatives, Inc.**

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www.napronline.org



President's Message

Happy Year of the Tiger, fellow NAPR Members,



If you've heard anything about the Chinese lunar calendar, you know it's predicting a year of heavy yang (masculinity) with conflict and disharmony. In an interesting sense of balance, the Tiger (with Metal element) is also a symbol of leadership, loyalty to friends, and sense of justice: "...people will come to support when their friends are under attack."

Setting aside the conflicts in other parts of the globe, let's focus on our own businesses. Given the dynamic state of the industry we're in, there's no better time to appreciate all the resources available to you from NAPR.

One example: your hardworking board, under the tutelage of NAPR's legal counsel Herb Solomon, is again working to tighten up the Publisher-Representative agreement so that payment for business you have sold will be timelier and give you additional clout for slow-paying publishers. This follows a major update last year that made the contract more inclusive of *all* media. That demonstrates the *Leadership* element of NAPR in the Year of the Tiger, and *Justice* is reflected as well.

Loyalty to Friends, another symbolic element in the predictions, can be summed up by the continuing support NAPR members provide one another. As your President, I'm lucky to be cc'd on a number of missives going between members and our HQ office (The Center for Association Resources); members are often put in touch with other members facing similar issues and sharing ideas. And that's the theme of our March (17) TeleSeminar - sharing your "killer app" - hearing at least 20 ideas from your colleagues that will grow your business. How much more support can you ask for from your friends???

Got your calendar reminder set for Josh Gordon's presentation Feb 17 at 3pm Eastern? That's today! All the talk among our publishers is Digital Edition, Digital Magazines, Interactive Digital Editions, you name it. Get with the buzz, and learn how to make money from Digital Editions - not just a "value added" benefit - see details below.

We're not out of the woods yet - but you've already taken the most important step by continuing your NAPR Membership so your business will not just survive, but *thrive* this year. Now that's a sign of leadership!

Go get 'em, Tiger ~

Good selling,

Ian

***Ian McDonald
President***

From NAPR Headquarters

Don't miss today's TeleSeminar featuring **Josh Gordon: The coming boom in interactive publisher profit.** Are your publishers really ready for publishing in an interactive world? Most are not. The tools for publishers to make money by selling interactive products are here now but the business models are being worked out. In this session we will discuss making money in some of the new areas where every publisher can profit including: Social media, blogs, interactive digital magazines, and video. Come with your questions and success stories!

This is a linkinar. (What is a linkinar? www.linkinar.com) **Today**, February 18, 2010 at 4pm Eastern/1pm Pacific
Dial-in to: 218-844-3377, followed by the password 94612.
Then log onto: <http://www.smartermediasales.com/linkinars/naprfeb182010.html>

Don't forget to schedule March's TeleSeminar! NAPR will present a "**Super Idea Swap**" entitled, "20 Ideas Guaranteed to Increase Your Publishers' Representatives Business" on March 17, 2010 at 4pm Eastern/1pm Pacific.

There's still time to renew your membership with NAPR, the National Association of Publishers' Representatives. Your membership is now more valuable than ever before!

The **NEW NAPR Web site** is now **your single most important member benefit.** It's been totally redesigned to give your business greater visibility to publishers. No longer are you just "listed," publishers can now search our database for exactly the type of representative their publication needs. Whatever your SRDS category expertise, publishers can find you and seek you out to represent their publication. Publishers can find exactly who they want, 24 hours a day, sending business your way. **Never before has this service been available – anywhere!**

This is the year to be sure your company remains a part of NAPR.

Don't forget your other member benefits! NAPR gives you the network, tools and advantages for your business:

- **Publisher Leads** – review inquiries from publishers and find new business
- **The Monthly Newsletter** – find important articles on financial and legal matters
- **Annual Directory and www.NAPRonline.org** – your member listings in these valuable resources for publishers bring business to your door – especially the new fully-searchable website
- **Standard Publisher Representative Agreement** – use it to protect your interests
- **Free TeleSeminars** – learn from the experts and brainstorm new ideas with your colleagues
- **NAPR Code of Ethics** – benefit from the NAPR focus on Professional Development Standards
- **Regional Meetings** – attend to learn and network
- **Legal Advice** – keep your business on solid footing
- **Advertising** – promote your business with advertising in the directory and online

By renewing your membership with NAPR, you will remain part of an organization that prides itself on advancing standards within the advertising sales industry. You'll have a chance to mingle with your compatriots in a warm and friendly setting...no competitive spirit here. Okay, maybe subliminally, but mostly we are trying to support each other, to work cooperatively to raise our image in the industry: "*A rising tide lifts all boats.*"

Your Membership Renewal form is on the next page of this Newsletter. ***If you haven't already done so, please fax back your Renewal Form today.***

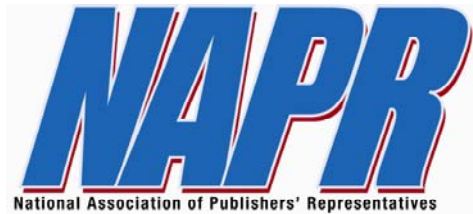
Please join us for this year by renewing your membership and telling other representatives about the organization.

As always, stay in touch with us for anything we can do to help you.



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2010 Membership Renewal

Today's Date: _____

Your Name: _____
 Company Name: _____
 Street or PO Box Address: _____
 City, State, Zip: _____

Phone: _____
 Fax: _____
 Email: _____
 Website, if any: _____

Areas of Expertise (*circle the ones that are appropriate to your business*)

Business Consumer Direct Response International Internet

✓	Dues Options (<i>please check those that apply</i>)	Amount
	Annual Membership Dues	\$200.00
	Receive monthly Email blast of leads	\$35.00
	Annual dues for each additional Member from your company	\$75.00
	TOTAL	

NAPR is pleased to announce that Credit Cards can now be accepted. NAPR can accept Visa, MasterCard, and Discover. American Express payments can be made for a small surcharge. You can also mail a company check to the NAPR business office.

Name: _____

Card Type: _____

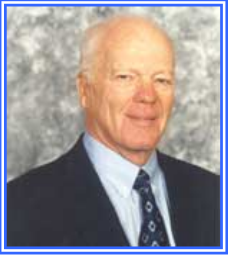
Card Number: _____

Expiration Date: _____

Security Code: _____ *3-digit except for American Express (4-digit on front of card)*

Billing Address: _____
(if different from above)

Once you have completed the membership renewal form, you can either mail the form back to NAPR's Headquarters Office (see page 3) or you can fax it to ATTN: Elizabeth DeWolfe at (847) 885-8393.



Legal Matters by Herbert Solomon

REPORTS TO THE PUBLISHER - PART I

This and my next article will discuss the obligation of the Representative to supply detailed reports to the Publisher. Representatives should first be aware that the Standard Publisher Representative Agreement is silent upon the obligation of the Representative to supply any reports at all to the Publisher. Therefore, since the Standard Agreement sets forth no obligation, then the Representative should have no obligation to provide any specific report at all. If the Standard Agreement is not used, then reference should be made to whatever specific provision is inserted into the Representative Agreement.

Let us remember that the Representative is not an employee but is an independent contractor. If the Representative were an employee, then he would be required to provide whatever reports his or her employer wanted and this would mean all relevant contact information. Accordingly, the balance of this discussion will deal with the Representative as an independent contractor.

The obligation of the Representative is to provide and obtain sales of advertising for the media represented by him. How he does this is solely within his control. As is set forth in paragraph ELEVEN of the Standard Agreement, the Representative maintains his office separate from the Publisher and bears all expenses and obligations incurred in connection with the Representative's business of soliciting and selling advertising space in the Media. The Representative is deemed an independent contractor and nothing is to be construed to establish between the Representative and the Publisher the relationship of employer, employee, partner or joint venturer. This means that unless otherwise specifically set forth, what and how the Representative does his job is to be determined by the Representative.

The foregoing means that what information the Representative develops is proprietary to the Representative.

Certainly, the Publisher is going to know the name and address of each advertiser to whom the advertisement is sold. This information and summaries of same may be given the publisher in a report. The Publisher will also know the name of the person who signed the advertising contract. However, the Publisher may not know other names, and names of Companies and individuals contacted or solicited, unless under the Representative Agreement, the Representative is required to disclose such information.

In my next article, we will get into the issue of reports to be supplied by the Representative to the Publisher.

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Money Talk

By Michael J. Kelly

Will You Run Out of Money?

This may come as a shock: The amount you can spend in retirement each year, without running out of money, is far less than most people think -- no more than 3% to 4% of your savings a year.

It's no secret that most Americans aren't saving enough for retirement. What's less discussed is the yawning chasm between what most workers think they'll need and the amount of money actually needed to produce an income that will last 30 or more years.

Consider these findings from a recent retirement confidence survey by the Employee Benefit Research Institute:

- 84% of workers say they're confident they'll have enough money to cover basic expenses in retirement, and 75% believe they'll be able to manage their money well enough not to outlive their funds.
- But less than one-third of those surveyed had actually tried to calculate how much they'll need. Only 26% of younger workers and 33% of those aged 40-59 had tried to do the math.
- Only 23% of those aged 40 to 59, and 17% of those over 60, said they have saved \$100,000 or more for retirement, while 13% of those aged 40 to 59, and 11% of those over 60, say they have saved nothing at all for retirement.

The crux of the problem is that the amount of money you can spend each year without running out of money is far less than most people think: no more than 3% to 4% a year.

Financial planners call this the "sustainable rate of withdrawal." And what it means to you and me is that we'll need a nest egg of at least \$1 million to get just \$40,000 in annual income.

A field fraught with uncertainty

Before you despair and cash out your retirement funds, however, it's important to know that these calculations assume you want to be nearly 100% certain of having enough money to last your lifetime. It's possible to take a higher percentage of income and still not run out, but you'll need to either 1) die quickly or 2) be a little bit lucky with your investments.

The table below shows the maximum withdrawal rate over various time periods and confidence levels.

Retirement withdrawal rates

Payout Period	10 Yrs	20 Yrs	30 Yrs	40 Yrs
100% Safe	8.84%	5.16%	4.26%	4.08%
98% Safe	9.00%	5.32%	4.40%	4.12%
95% Safe	9.27%	5.51%	4.52%	4.25%
90% Safe	9.78%	5.70%	4.71%	4.56%

Source: *Retire Early*

While they provide an interesting illustration, the numbers in the table are way too precise. The more you know about retirement income calculations, the more you'll realize how fraught with uncertainty the whole field is.

Until the mid-1990s, calculating sustainable withdrawal rates was pretty much a guessing game. Many planners simply picked a figure somewhere below the expected rate of return on a portfolio. If the planner figured the client would earn an 11% average annual return -- about the norm for a stock portfolio -- he would subtract a 3% or so inflation rate and allow an 8% annual withdrawal rate, or perhaps slightly less if he were a conservative type.

That seemed a little too off-the-cuff for Bill Bengen, a financial planner in El Cajon, Calif. Bengen knew that there was no such thing as an "average" market, and suspected that withdrawal rates that seemed reasonable when based on averages would turn out to be too high when faced with real market conditions.

Bengen's research, using model portfolios and subjecting them to historic market conditions, proved his suspicions to be correct.

Run out of money in 20 years?

Depending on the portfolio's mix of stocks and bonds, Bengen found that even a 5% withdrawal rate -- adjusted each subsequent year for the inflation rate -- could cause someone to run out of money in 20 years. A 3% withdrawal rate from a balanced portfolio almost never did. His influential findings were published in a four-part series for the Journal of Financial Planning starting in 1994.

(Bengen also found that having a portfolio that was too heavily weighted in bonds was worse than one that went overboard with stocks. Bengen helped reinforce the idea that even risk-averse retirees should have at least 50% of their money in stocks in order to get enough long-term growth to overcome inflation and other portfolio-killers.)

Mutual fund giant T. Rowe Price later added to our understanding of sustainable withdrawal rates. T. Rowe demonstrated that too-high withdrawal rates early in retirement -- especially in bad markets -- could cause a retiree to run out of money decades too soon.

Need for income changes

Assuming consistent returns wasn't the only blunder planners made. More financial advisers now realize that spending patterns in retirement may not be constant, either. Instead of needing a steady income throughout, income needs might spike, decline or take a U-shape.

For example, many retirees might need more money in the early years as they travel, indulge expensive hobbies or share their largesse with their children. At least half continue to save money in the early years, as well.

In the middle years, retirees may need less income as their wanderlust is sated and their health declines somewhat, leaving them less interested in leaving home. Spending might soar again in the last years, thanks to long-term care needs.

The longer you live, the more money you'll need

Then, of course, there are all the uncertainties of life expectancy. Once many planners figured their clients would die by age 85. Today, planning until age 95 or 100 -- or even later -- is becoming more common. Of course, the longer you live and spend in retirement, the more money you'll need.

Finally, there's the issue of expected returns. Obviously, no one can predict what the Dow will do next, and our historical context for guessing is pretty short -- the modern market is less than 100 years old, after all.

With all the unknowns, there's simply no way to say definitely how much you'll need to save or how long that money will last you. That doesn't mean you're helpless, however:

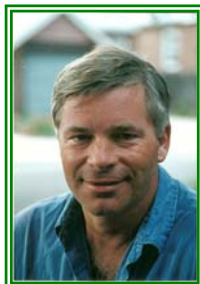
- **Don't fail to plan.** You can -- and should -- use retirement calculators like those included in Quicken or Money to give you a rough idea of how much you may need. People who have a plan for investing, and who stick to it, will be better off than those who leave their retirements to fate.
- **Don't underestimate the importance of guaranteed income.** Pensions and Social Security can reduce, perhaps significantly, how much you may need to save. Although traditional pensions are getting rarer and

Social Security benefits may get trimmed, these sources will still exist for many workers. Others may be able to guarantee an income stream by using some of their retirement funds to buy an immediate annuity.

- **Don't despair.** I've previously mentioned Ralph Warner's excellent Nolo Press book, "Get a Life: You don't need \$1 million to retire well." Even if you can't save enough, you can help ensure a happy retirement by tending your health, your family, your relationships and your hobbies. Warner's research shows these factors are at least as important as money in determining how content you'll be in retirement.

Source: MSN Money

Send your financial questions to:



Michael J. Kelly
Vice-President,
Investments
Oppenheimer & Co., Inc.
Michael.Kelly@opco.com
800-881-1585

Most Recent Publisher Inquiries

Forest Landowner Magazine

Company Name: The Forest Landowners Association

Publication: Forest Landowner magazine

Name : Sarah Sturm

Address: 900 Circle 75 Parkway, Suite 205

City: Atlanta

State: GA

ZIP Code: 30339

Telephone: (800) 325-2954

FAX: (404) 325-2955

Email : info@forestlandowners.com

Website: www.forestlandowners.com

Subject : *** Publisher Classified AD Questionnaire Form Results ***

Standard: Yes

Start Year: 1942

Classification: B-to-B

Frequency: 6

Circulation: 5200

Audit No

Method of Circulation

Paid: Yes

Subscription: \$55.00

Gross 1x Page B/W Rate: \$1,241.00

Subscription: \$1,895.00

Editorial Profile: Forest Landowner magazine presents private forest landowners across the country with guidance on forestland management options, applications of current forestry research, and national legislative issues that helps them sustain their forestland ownership. A benefit of membership in the Forest Landowners Association, Forest Landowner is published six times a year and draws from the expertise of top forestry professionals, not only in authorship, but also in the volunteer committee that is responsible for procuring the content that is specifically designed to serve private forest landowners.

Audience Profile/Demographics: Readers are: private forest landowners who own and operate more than 37 million acres of timberland in 48 states; TIMOs and REITs; consultants; forest products professionals; forestry industry professionals; forestry educators; state foresters; extension agents

Geographic Area For Representative: National

Area of Expertise For Representative: Forestry