

*"I appeal to all Catholic organizations,  
to Religious congregations and ecclesial movements,  
but in a special way to episcopal conferences,  
both national and regional,  
to foster the Church's presence in the media  
and to work for greater coordination among the Catholic agencies involved."*

Papal Message for World Communications Day 1992.

## Why Calculating Makes Sense

### **DON'T ABANDON PRINTED MATERIALS TO THEIR FATE**

*Un manuscrit n'est pas encore un livre, le travail d'édition est en effet un métier en soi qui requiert compétence et expérience. C'est pourquoi notamment au sein des Eglises des pays dits du Tiers-Monde l'existence de maisons d'éditions s'impose et doit être encouragée. A côté de la sélection de "bons manuscrits" et de leur mise en forme, de la promotion et de la diffusion, le travail de l'éditeur comporte aussi le calcul des prix de production, l'évaluation du nombre de copies et la détermination du prix de vente. Les deux formulaires présentés dans l'article ci-dessous seront, pensons-nous, d'une grande utilité pour ce faire.*

*The culture of mankind owns nothing more venerable  
than the book,  
nothing more wonderful and nothing,  
that could be more important!*

These words from a German literate (Gerhart Hauptmann) may stress the fact that printed materials the world over are the carriers of the world of spirit - they are not a naturally gifted human achievement. To make a good book, publication or even a leaflet, means a good piece of hard work. This process starts with an idea which has to be transformed into reality or vice versa - reflected in a concept and a calculation. Now you may ask, why a calculation, as so many aspects exist which are imponderable, such as e.g. fluctuating prices or selling expectations. These doubts are permissible as you can never exactly determine the future of a publication without an existing calculation approach, and the fatalism approach - namely no calculation at all - should be avoided, as this mostly results in the so-called 'rude awakening'.

However, a calculation should never be the guiding aspect as to whether a book or leaflet will be published or not. Even a book

created from enthusiasm or passion, with a solid loss-prospect, deserves a calculation. Isn't it better to make less loss than any kind of minus? Economy should not dominate the publisher's decisions. But an optimal economical realization of the publisher's objectives and desires demands cal-

ulation. It can be regarded as a mirror reflecting the costs which a printing and publishing job can cause - a kind of measuring instrument that cannot decide itself - but the user who knows how to handle it.

TABLE 1: PROJECT DESCRIPTION

1. Items to be published	
<b>Series/ Publ. Field:</b> Life of Jesus	<b>Special contracts:</b> no
<b>Short title:</b> What happened in Bethlehem	<b>Possible subsidies:</b> Funding agency XY
<b>Publisher:</b> Diocese XY	<b>Manuscript date:</b> 01.06.1992
<b>Author:</b> XY	<b>Special publicity:</b> no
<b>Address:</b> XY	<b>Remarks:</b> no
<b>Target group:</b> Christians in the Diocese XY	
<b>Extent of target group:</b> 15.000	
<b>Comparable items and their selling price:</b> The Birth of Jesus US\$ 17.00	

2. Technical Data	
<b>Format:</b> 210 x 297	<b>Paper:</b> 80 pages - 2,5 sheets per copy (sheet - 32 pages)
<b>Expected bulk:</b> 80 pages	Circulation 10.000 - 25.000 sheets 10% add. supply - 2.500 sheets
<b>Accessories:</b> 5 photos 200 graphics	27.500 sheets
<b>Picture pages/ Diagrams:</b> 2	<b>Cover:</b> Format 70 x 100 * 2.500 sheets 10% add.supply 250 sheets
	2.750 sheets
<b>Enclosure/ others:</b> 1 gummed page	<b>Special details:</b> --

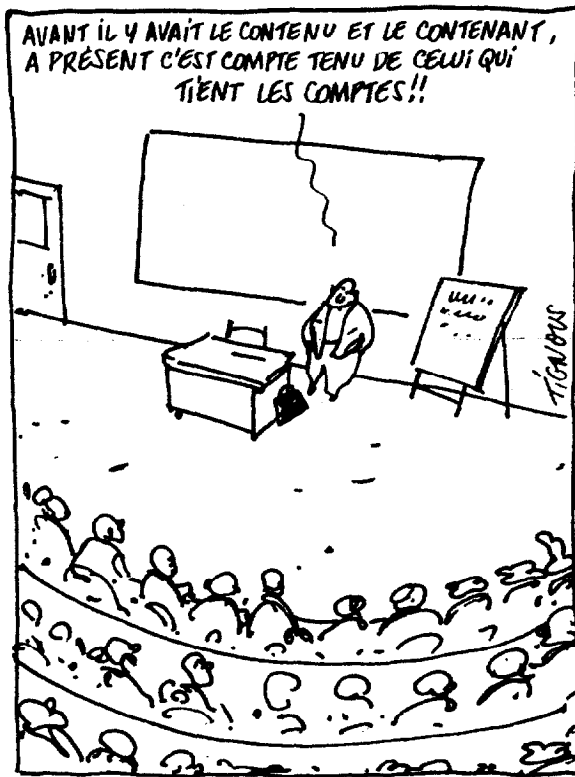
3. Sales/ Distribution	
<b>Expected publishing date:</b> 01.10.1992	<b>Expected production/circulation:</b> 10.000
<b>Way of distribution:</b> Catholic Bookshops	<b>Printing method:</b> Offset
<b>Author's copies:</b> 10	<b>Colours:</b> 2
<b>Review and free copies:</b> 100	<b>Binding quota:</b> 10.000
	<b>Expected sales price:</b> US\$ 16.80

Expected Sales /Distribution	
	Publishing date + 12 months
optimistic	9.000 copies
actual/ realistic	7.000 copies
pessimistic	5.000 copies

\* This format produces four cover pages



from: L'Etat des Médias, La Découverte-Médiaspouvoirs-CPPJ, 1991

The most efficient calculation with regard to finding a right decision should always be a list containing all items concerning the envisaged venture, to be measured or approximately estimated in advance. These items should verify the economic consequences of price- and quantity-alternatives and relationships.

For the benefit of our readers, we would like to reproduce below two forms which could possibly be simple guide-lines on how to calculate a publication. Form 1 is a general check-up/brief project description which should be completed before starting any printing job. It contains questions regarding a market analysis and technical information, and requests data concerning the distribution. The figures and answers we filled in the spaces are hypothetical - just as an example of how to handle it.

Form 2 contains all possible production expenses - the calculation. Please note that it is always helpful to make an alternative calculation. This provides an opportunity to verify e.g. if a higher circulation will perhaps be not much more costly regarding the stable fixed expenses (items 2 - 2.3).

Finally another simple formula can be helpful to calculate the income and expen-

ses - a so-called covering circulation. This means the number of all sold copies, which cover all costs leading to expenses. (example for an edition with 5,000 copies)

1. Production costs	20.000
2. Administrative costs +	25.200
	-----
total	45.200
(nett) selling procceds 1 Ex.	12
minus author's salary	2
	-----
total	10

$$45\ 200 : 10 = 4520 \text{ copies}$$

Result: Only the selling of the remaining 480 copies of this edition will bring the publisher a financial profit.

Mankind has always used weights and measures to make decisions, as well as results, more sure. Mankind never accepted to leave the results of his work or achievements abandoned to destiny. We created instruments to find a solution e.g. whether the road will be too long or not to reach a certain place in a certain time. The user of these measures decides himself if he starts walking, not the instrument he used, e.g. yards or kilometers. With kilometers or yards, gallons or liters, pounds or kilos we calculate when building houses or even making a cake - following a plan or recipe to compose different elements with the goal to reach a satisfying result - to keep a balance of in- and output. In a basic frame you definitely can try to open new alleys, use different materials or designs but still the frame, the calculation will be the necessary instrument - the starting point - also for experiments.

Therefore, remember - also your books, newspapers and even small leaflets can have a fate that deserves a calculation.

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From: Médiaspouvoirs, No. 10, 1988

PRODUCTION COST - CALCULATION		Alternative Calculation		Settlement	
Estimate		20,000	30,000	20,000	30,000
Print-run					
Binding quota					
		US\$	US\$	US\$	US\$
<b>1. FIXED COSTS</b>					
1.1	Honoraris	4.500			
1.2	Illustrators, Designers, Photographers, etc.	4.500			
1.3	Composing, make-up	9.000			
1.4	Original Mounting	4.000			
1.5	Litho	5.000			
1.6	Correction	1.500			
1.7	Copy Mounting	1.000			
1.8	Plates	600			
1.9	Preparation	2.400			
	<b>Sum 1</b>	<b>32.500</b>	<b>32.500</b>		
<b>2. EXPENSES ACCORDING TO CIRCULATION</b>					
<b>2.1 Paper</b>					
	Content				
	Cover				
	Enclosures	6.500	13.000	19.500	
	Licenses	700	1.400	2.100	
	Miscellaneous				
	<b>Sum 2</b>	<b>7.200</b>	<b>14.400</b>	<b>21.600</b>	
<b>2.2 Printing (incl. ink consumption)</b>					
	Content				
	Cover	2.700	5.400	8.100	
	Enclosures	1.000	2.000	3.000	
	<b>Sum 2</b>	<b>3.700</b>	<b>7.400</b>	<b>11.100</b>	
<b>Totals of sum 1 + 2 Costs of raw copy</b>					
		10.900	21.800	32.700	
		43.400	54.300	65.200	
<b>2.3 Converting</b>					
	Cover material				
	Storage/ Transport	5.500	11.000	16.500	
	1. Binding quota	5.500	11.000	16.500	
	<b>Sum 3</b>	<b>11.000</b>	<b>22.000</b>	<b>33.000</b>	
<b>Sums 1+2+3 - Total Production Costs</b>					
		48.900	65.300	114.200	

1. Total Print run

2. Fixed costs per copy

3. Sundry costs per copy

4. Converting

5. Production costs per copy

6. + % extra charge for risk

Calculated with publisher's turnover costs 100%

Publisher's honorar

10%

90%

Result  
Final publisher's price  
per copy

Estimate	Alternative Calculation	Settlement
10.000	20.000	30.000
US\$/copy	US\$/copy	US\$/copy
3,25	3,25	3,25
1,09	1,09	1,09
0,55	0,55	0,55
4,59	3,27	3,81
0,50	0,30	0,40
<b>5,39</b>	<b>3,57</b>	<b>4,21</b>

x100, divided by

5,99	3,97	4,68
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