

HealthMetrix Research Inc.
October Kiplinger's Retirement Report pricing options

PRINT-ONLY SOLUTION

The bolded column below – Total Cost Per Unit -- shows our retail price to customize the October 2011 issue of KRR, including the cost to run a custom BRC

Quantity	Cost per Copy	Cost per BRC	Total Cost Per Unit	Total Cost
10,000	\$1.86	\$0.05	\$1.91	\$19,100
15,000	\$1.56	\$0.05	\$1.61	\$24,150
20,000	\$1.41	\$0.05	\$1.46	\$29,200
25,000	\$1.32	\$0.05	\$1.37	\$34,250
50,000	\$1.14	\$0.03	\$1.17	\$58,500
75,000	\$0.91	\$0.02	\$0.93	\$69,750
100,000	\$0.81	\$0.02	\$0.83	\$83,000
200,000	\$0.61	\$0.01	\$0.62	\$124,000

PRINT, POSTAGE AND MAILING SOLUTION

The bolded column below – Total Cost Per Unit – shows our new retail price when we add postage and mailing (letter shop) services to the printing services described above. The elements of our Total Cost Per Unit price are defined in the second footnote below.

Quantity	Cost per Copy*	Postage/ Letter Shop**	Total Cost Per Unit	Total Cost
10,000	\$1.91	\$0.50	\$2.41	\$24,100
15,000	\$1.61	\$0.50	\$2.11	\$31,650
20,000	\$1.46	\$0.50	\$1.96	\$39,200
25,000	\$1.37	\$0.50	\$1.87	\$46,750
50,000	\$1.17	\$0.50	\$1.67	\$83,500
75,000	\$0.93	\$0.50	\$1.43	\$107,250
100,000	\$0.83	\$0.50	\$1.33	\$133,000
200,000	\$0.62	\$0.50	\$1.12	\$224,000

* Includes (a.) cost per copy, (b.) BRC

** Includes (a.) postage, (b.) freight to co-mail facility, (c.) ink-jetting, (d.) data prep.

All printing and mailing solutions are completed by RR Donnelley.