

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
January 13 - 31, 2012

	<u>Jan 13 - 31, 12</u>	<u>Jan 13 - 31, 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
2	Ordinary Income/Expense				
3	Income				
4	Revenue				
5	Magazine Revenue				
6	Print Ad Revenue	40,731.68	16,699.51	24,032.17	143.91%
7	Newsstand Revenue	768.98	11,551.10	-10,782.12	-93.34%
8	Subscription Revenue	11,368.80	23,728.57	-12,359.77	-52.09%
9	Miscellaneous	0.00	19.95	-19.95	-100.0%
10	Living Aboard Revenue	1,032.74	1,754.70	-721.96	-41.14%
11	Total Magazine Revenue	<u>53,902.20</u>	<u>53,753.83</u>	<u>148.37</u>	<u>0.28%</u>
12	Events Revenue				
13	Boat Show Revenue				
14	BS Product Non-tax	10,269.86	0.00	10,269.86	100.0%
15	BS Product Taxable	8,534.74	0.00	8,534.74	100.0%
16	BS Sub Revenue	5,057.50	0.00	5,057.50	100.0%
17	Total Boat Show Revenue	<u>23,862.10</u>	<u>0.00</u>	<u>23,862.10</u>	<u>100.0%</u>
18	Seminar Revenue	3,235.82	0.00	3,235.82	100.0%
19	Share the Sail	0.00	5,940.00	-5,940.00	-100.0%
20	Sponsorship Revenue	1,524.50	0.00	1,524.50	100.0%
21	Total Events Revenue	<u>28,622.42</u>	<u>5,940.00</u>	<u>22,682.42</u>	<u>381.86%</u>
22	Store				
23	Non-taxable	1,716.97	19,379.84	-17,662.87	-91.14%
24	Taxable	1,369.87	2,901.32	-1,531.45	-52.79%
25	Total Store	<u>3,086.84</u>	<u>22,281.16</u>	<u>-19,194.32</u>	<u>-86.15%</u>
26	Web Revenue				
27	Cruising Club Revenue	315.00	725.00	-410.00	-56.55%
28	Downloaded Issues	5.98	0.00	5.98	100.0%
29	Online Ad Revenue	1,746.77	0.00	1,746.77	100.0%
30	Online Videos	500.00	79.50	420.50	528.93%
31	Radio	50.00	0.00	50.00	100.0%
32	Total Web Revenue	<u>2,617.75</u>	<u>804.50</u>	<u>1,813.25</u>	<u>225.39%</u>
33	Total Revenue	<u>88,229.21</u>	<u>82,779.49</u>	<u>5,449.72</u>	<u>6.58%</u>
34	Total Income	88,229.21	82,779.49	5,449.72	6.58%
35	Cost of Goods Sold				
36	Cost of Goods Sold				
37	Magazine COGS				
38	Art, Design & Text Costs	5,666.66	0.00	5,666.66	100.0%
39	Editorial costs	2,700.00	4,350.00	-1,650.00	-37.93%
40	Printing, Paper & Binding	22,085.42	12,968.34	9,117.08	70.3%
41	Total Magazine COGS	<u>30,452.08</u>	<u>17,318.34</u>	<u>13,133.74</u>	<u>75.84%</u>
42	Store & BS COGS				
43	Purchases - Resale Items	22,550.80	7,180.86	15,369.94	214.04%

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	<u>Jan 13 - 31, 12</u>	<u>Jan 13 - 31, 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
44	Product Samples Expense	28.13	0.00	28.13	100.0%
45	Merchant Account Fees	410.65	3,373.26	-2,962.61	-87.83%
46	Freight and Shipping IN	271.93	0.00	271.93	100.0%
47	Total Store & BS COGS	23,261.51	10,554.12	12,707.39	120.4%
48	Total Cost of Goods Sold	53,713.59	27,872.46	25,841.13	92.71%
49	Total COGS	53,713.59	27,872.46	25,841.13	92.71%
50	Gross Profit	34,515.62	54,907.03	-20,391.41	-37.14%
51	Expense				
52	Advertising & Marketing				
53	Advertising				
54	Printing & Reproduction	538.31	0.00	538.31	100.0%
55	Per Diem	248.50	0.00	248.50	100.0%
56	Commissions	1,558.83	0.00	1,558.83	100.0%
57	Dues, Subscriptions & Boo	15.00	332.18	-317.18	-95.48%
58	Travel	522.63	0.00	522.63	100.0%
59	Total Advertising	2,883.27	332.18	2,551.09	767.98%
60	Marketing				
61	Wages	2,000.00	0.00	2,000.00	100.0%
62	Total Marketing	2,000.00	0.00	2,000.00	100.0%
63	Total Advertising & Marketing	4,883.27	332.18	4,551.09	1,370.07%
64	Circulation/Subscriptions				
65	Subscription Service Fees	3,274.79	5,865.15	-2,590.36	-44.17%
66	Freight	3,522.36	8,038.00	-4,515.64	-56.18%
67	Total Circulation/Subscriptions	6,797.15	13,903.15	-7,106.00	-51.11%
68	Computer and Internet Expenses				
69	Wages	2,000.00	0.00	2,000.00	100.0%
70	Broadcast Expense	0.00	1,542.37	-1,542.37	-100.0%
71	Internet	151.32	357.33	-206.01	-57.65%
72	Total Computer and Internet Exp	2,151.32	1,899.70	251.62	13.25%
73	Editorial				
74	Wages	1,507.06	0.00	1,507.06	100.0%
75	Total Editorial	1,507.06	0.00	1,507.06	100.0%
76	Events				
77	Per Diem	673.50	0.00	673.50	100.0%
78	Supplies	569.40	0.00	569.40	100.0%
79	Lodging	2,306.83	0.00	2,306.83	100.0%
80	Meals & Entertainment	2,066.65	1,852.08	214.57	11.59%
81	STS Expense	22,750.25	0.00	22,750.25	100.0%
82	Trade Show Expense	1,006.98	468.21	538.77	115.07%

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	<u>Jan 13 - 31, 12</u>	<u>Jan 13 - 31, 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
83	Travel	4,112.29	3,818.47	293.82	7.7%
84	Total Events	33,485.90	6,138.76	27,347.14	445.48%
85	General Admin				
86	Office Cable	191.97	0.00	191.97	100.0%
87	Recruitment	25.00	50.00	-25.00	-50.0%
88	Automobile Expense	122.04	1,055.46	-933.42	-88.44%
89	Bank Service Charges	12.72	332.58	-319.86	-96.18%
90	Lodging	420.39	0.00	420.39	100.0%
91	Meals and Entertainment	591.02	0.00	591.02	100.0%
92	Office Supplies	615.36	337.99	277.37	82.07%
93	Postage and Delivery	-1.76	0.00	-1.76	-100.0%
94	Printing & Reproduction	57.93	0.00	57.93	100.0%
95	Professional Fees				
96	Accounting Fees	0.00	255.92	-255.92	-100.0%
97	Consulting Fees	10,833.34	7,597.69	3,235.65	42.59%
98	Refunds	0.00	490.62	-490.62	-100.0%
99	Total Professional Fees	10,833.34	8,344.23	2,489.11	29.83%
100	Tax & Licenses				
101	Business License	0.00	10.00	-10.00	-100.0%
102	Sales Tax	873.50	153.58	719.92	468.76%
103	Total Tax & Licenses	873.50	163.58	709.92	433.99%
104	Travel Expense	251.20	0.00	251.20	100.0%
105	Wages	1,488.98	17,351.44	-15,862.46	-91.42%
106	Total General Admin	15,481.69	27,635.28	-12,153.59	-43.98%
107	Living Aboard Production				
108	Print & Distribution	1,453.14	1,543.76	-90.62	-5.87%
109	Wages	851.07	0.00	851.07	100.0%
110	Total Living Aboard Production	2,304.21	1,543.76	760.45	49.26%
111	Occupancy				
112	Insurance Expenses	2,437.01	890.71	1,546.30	173.6%
113	Rent Expense				
114	Office Rent	1,025.00	0.00	1,025.00	100.0%
115	Rent Expense - Other	775.00	250.00	525.00	210.0%
116	Total Rent Expense	1,800.00	250.00	1,550.00	620.0%
117	Telephone Expense				
118	Cell Phone Expense	601.32	0.00	601.32	100.0%
119	Office Telephones	794.32	1,783.04	-988.72	-55.45%
120	Total Telephone Expense	1,395.64	1,783.04	-387.40	-21.73%
121	Total Occupancy	5,632.65	2,923.75	2,708.90	92.65%
122	Payroll Expenses				
123	Payroll Tax	2,825.91	1,834.15	991.76	54.07%

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1		<u>Jan 13 - 31, 12</u>	<u>Jan 13 - 31, 11</u>	<u>\$ Change</u>	<u>% Change</u>
124	Total Payroll Expenses	2,825.91	1,834.15	991.76	54.07%
125	Store				
126	Shipping Supplies	172.93	0.00	172.93	100.0%
127	Freight Out	2,059.29	3,186.85	-1,127.56	-35.38%
128	Wages	<u>2,165.37</u>	<u>0.00</u>	<u>2,165.37</u>	<u>100.0%</u>
129	Total Store	4,397.59	3,186.85	1,210.74	37.99%
130	Non-Operating items				
131	Interest Expense	<u>4,899.94</u>	<u>874.36</u>	<u>4,025.58</u>	<u>460.4%</u>
132	Total Non-Operating items	<u>4,899.94</u>	<u>874.36</u>	<u>4,025.58</u>	<u>460.4%</u>
133	Total Expense	<u>84,366.69</u>	<u>60,271.94</u>	<u>24,094.75</u>	<u>39.98%</u>
134	Net Ordinary Income	-49,851.07	-5,364.91	-44,486.16	-829.21%
135	Other Income/Expense				
136	Other Income				
137	Finance Charges	<u>-35.99</u>	<u>-416.67</u>	<u>380.68</u>	<u>91.36%</u>
138	Total Other Income	<u>-35.99</u>	<u>-416.67</u>	<u>380.68</u>	<u>91.36%</u>
139	Net Other Income	<u>-35.99</u>	<u>-416.67</u>	<u>380.68</u>	<u>91.36%</u>
140	Net Income	<u><u>-49,887.06</u></u>	<u><u>-5,781.58</u></u>	<u><u>-44,105.48</u></u>	<u><u>-762.86%</u></u>

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Profit & Loss Prev Year Comparison
February 2012

	<u>Feb 12</u>	<u>Feb 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
2	Ordinary Income/Expense				
3	Income				
4	Revenue				
5	Magazine Revenue				
6	Print Ad Revenue	40,818.01	23,645.17	17,172.84	72.63%
7	Newsstand Revenue	574.17	7,100.70	-6,526.53	-91.91%
8	Subscription Revenue	18,101.17	15,425.17	2,676.00	17.35%
9	Living Aboard Revenue	4,394.33	3,436.51	957.82	27.87%
10	Total Magazine Revenue	<u>63,887.68</u>	<u>49,607.55</u>	<u>14,280.13</u>	<u>28.79%</u>
11	Events Revenue				
12	Boat Show Revenue				
13	BS Product Non-tax	20,385.65	0.00	20,385.65	100.0%
14	BS Product Taxable	13,630.69	0.00	13,630.69	100.0%
15	BS Sub Revenue	4,425.88	0.00	4,425.88	100.0%
16	BS Cruising Club	219.75	0.00	219.75	100.0%
17	Total Boat Show Revenue	<u>38,661.97</u>	<u>0.00</u>	<u>38,661.97</u>	<u>100.0%</u>
18	Seminar Revenue	2,511.31	0.00	2,511.31	100.0%
19	Share the Sail	48,100.00	2,500.00	45,600.00	1,824.0%
20	Sponsorship Revenue	1,312.50	650.00	662.50	101.92%
21	Total Events Revenue	<u>90,585.78</u>	<u>3,150.00</u>	<u>87,435.78</u>	<u>2,775.74%</u>
22	Store				
23	Non-taxable	7,956.20	40,031.31	-32,075.11	-80.13%
24	Taxable	1,107.42	2,123.48	-1,016.06	-47.85%
25	Total Store	<u>9,063.62</u>	<u>42,154.79</u>	<u>-33,091.17</u>	<u>-78.5%</u>
26	Web Revenue				
27	Cruising Club Revenue	1,705.00	1,440.00	265.00	18.4%
28	Downloaded Issues	102.58	0.00	102.58	100.0%
29	Online Ad Revenue	946.47	0.00	946.47	100.0%
30	Online Videos	1,573.79	2,214.51	-640.72	-28.93%
31	Radio	50.00	0.00	50.00	100.0%
32	Total Web Revenue	<u>4,377.84</u>	<u>3,654.51</u>	<u>723.33</u>	<u>19.79%</u>
33	Trade Out	135.25	0.00	135.25	100.0%
34	Total Revenue	<u>168,050.17</u>	<u>98,566.85</u>	<u>69,483.32</u>	<u>70.49%</u>
35	Total Income	168,050.17	98,566.85	69,483.32	70.49%
36	Cost of Goods Sold				
37	Cost of Goods Sold				
38	Magazine COGS				
39	Art, Design & Text Costs	300.00	0.00	300.00	100.0%
40	Editorial costs	2,900.00	1,725.00	1,175.00	68.12%
41	Printing, Paper & Binding	25,812.77	0.00	25,812.77	100.0%
42	Total Magazine COGS	<u>29,012.77</u>	<u>1,725.00</u>	<u>27,287.77</u>	<u>1,581.9%</u>
43	Store & BS COGS				

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	Feb 12	Feb 11	\$ Change	% Change
1				
44	14,063.97	9,817.43	4,246.54	43.26%
45	2,762.94	0.00	2,762.94	100.0%
46	395.23	0.00	395.23	100.0%
47	17,222.14	9,817.43	7,404.71	75.42%
48	927.41	0.00	927.41	100.0%
49	47,162.32	11,542.43	35,619.89	308.6%
50	47,162.32	11,542.43	35,619.89	308.6%
51	120,887.85	87,024.42	33,863.43	38.91%
52	Expense			
53	Advertising & Marketing			
54	Advertising			
55	89.94	0.00	89.94	100.0%
56	1,243.50	0.00	1,243.50	100.0%
57	3,586.30	0.00	3,586.30	100.0%
58	345.00	0.00	345.00	100.0%
59	1,596.52	0.00	1,596.52	100.0%
60	888.50	0.00	888.50	100.0%
61	4,318.34	0.00	4,318.34	100.0%
62	12,068.10	0.00	12,068.10	100.0%
63	Marketing			
64	252.86	0.00	252.86	100.0%
65	495.00	0.00	495.00	100.0%
66	50.00	0.00	50.00	100.0%
67	797.86	0.00	797.86	100.0%
68	12,865.96	0.00	12,865.96	100.0%
69	Circulation/Subscriptions			
70	4,459.29	4,641.24	-181.95	-3.92%
71	12,413.62	30.85	12,382.77	40,138.64%
72	16,872.91	4,672.09	12,200.82	261.14%
73	Computer and Internet Expenses			
74	2,790.00	1,167.80	1,622.20	138.91%
75	1,293.57	1,462.37	-168.80	-11.54%
76	4,083.57	2,630.17	1,453.40	55.26%
77	Editorial			
78	2,822.98	0.00	2,822.98	100.0%
79	2,822.98	0.00	2,822.98	100.0%
80	Events			
81	3,124.50	0.00	3,124.50	100.0%
82	865.26	0.00	865.26	100.0%

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	Feb 12	Feb 11	\$ Change	% Change	
1					
83	Lodging	7,781.41	0.00	7,781.41	100.0%
84	Meals & Entertainment	2,978.78	0.00	2,978.78	100.0%
85	STS Expense	39,312.16	700.50	38,611.66	5,512.01%
86	Trade Show Expense	9,365.69	10,040.33	-674.64	-6.72%
87	Travel	3,759.48	6,958.54	-3,199.06	-45.97%
88	Wages	6,076.56	0.00	6,076.56	100.0%
89	Total Events	73,263.84	17,699.37	55,564.47	313.94%
90	General Admin				
91	Automobile Expense	227.21	2,605.85	-2,378.64	-91.28%
92	Bank Service Charges	54.50	227.74	-173.24	-76.07%
93	Dues and Subscriptions	118.15	400.45	-282.30	-70.5%
94	Meals and Entertainment	642.38	2,659.90	-2,017.52	-75.85%
95	Office Supplies	423.46	11.75	411.71	3,503.92%
96	Professional Fees				
97	Accounting Fees	750.00	164.20	585.80	356.76%
98	Total Professional Fees	750.00	164.20	585.80	356.76%
99	Tax & Licenses				
100	Alarm Permit	167.60	158.86	8.74	5.5%
101	Business Licenses	75.00	0.00	75.00	100.0%
102	Sales Tax	1,132.90	148.64	984.26	662.18%
103	Total Tax & Licenses	1,375.50	307.50	1,068.00	347.32%
104	Travel Expense	763.19		763.19	100.0%
105	Wages	2,916.70	31,610.54	-28,693.84	-90.77%
106	Total General Admin	7,271.09	37,987.93	-30,716.84	-80.86%
107	Living Aboard Production				
108	Print & Distribution	7,271.65	8,791.05	-1,519.40	-17.28%
109	Total Living Aboard Production	7,271.65	8,791.05	-1,519.40	-17.28%
110	Occupancy				
111	Insurance Expenses	1,330.26	773.07	557.19	72.08%
112	Rent Expense				
113	Office Rent	1,550.00	2,900.00	-1,350.00	-46.55%
114	Rent Expense - Other	1,550.00	250.00	1,300.00	520.0%
115	Total Rent Expense	3,100.00	3,150.00	-50.00	-1.59%
116	Telephone Expense				
117	Cell Phone Expense	1,152.80	0.00	1,152.80	100.0%
118	Office Telephones	452.85	1,536.93	-1,084.08	-70.54%
119	Total Telephone Expense	1,605.65	1,536.93	68.72	4.47%
120	Total Occupancy	6,035.91	5,460.00	575.91	10.55%
121	Payroll Expenses				
122	Garnishments	586.94	0.00	586.94	100.0%
123	Payroll Processing Expense	194.65	0.00	194.65	100.0%

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1				
124	6,986.50	0.00	6,986.50	100.0%
125	7,768.09	0.00	7,768.09	100.0%
126				
127	79.00	37.32	41.68	111.68%
128	4,890.97	1,290.04	3,600.93	279.13%
129	4,365.53	0.00	4,365.53	100.0%
130	9,335.50	1,327.36	8,008.14	603.31%
131				
132	2,645.41	4,509.33	-1,863.92	-41.34%
133	2,645.41	4,509.33	-1,863.92	-41.34%
134	150,236.91	83,077.30	67,159.61	80.84%
135	-29,349.06	3,947.12	-33,296.18	-843.56%
136	<u>-29,349.06</u>	<u>3,947.12</u>	<u>-33,296.18</u>	<u>-843.56%</u>

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March 2012

	<u>Mar 12</u>	<u>Mar 11</u>	<u>\$ Change</u>	<u>% Change</u>
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March 2012

	<u>Mar 12</u>	<u>Mar 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
45	Total Magazine COGS	25,042.31	15,732.58	9,309.73	59.18%
46	Store & BS COGS				
47	Purchases - Resale Items	4,205.28	16,287.76	-12,082.48	-74.18%
48	Merchant Account Fees	3,547.22	1,626.95	1,920.27	118.03%
49	Inventory Adjustment	950.45	0.00	950.45	100.0%
50	Freight and Shipping IN	412.84	0.00	412.84	100.0%
51	Total Store & BS COGS	9,115.79	17,914.71	-8,798.92	-49.12%
52	Returns	20.00	0.00	20.00	100.0%
53	Total Cost of Goods Sold	34,178.10	33,647.29	530.81	1.58%
54	Total COGS	34,178.10	33,647.29	530.81	1.58%
55	Gross Profit	90,979.55	163,025.55	-72,046.00	-44.19%
56	Expense				
57	Advertising & Marketing				
58	Advertising				
59	Commissions	8,179.49	0.00	8,179.49	100.0%
60	Dues, Subscriptions & Books	199.17	0.00	199.17	100.0%
61	Media Kits/Sales Aids	780.00	0.00	780.00	100.0%
62	Wages	3,495.37	0.00	3,495.37	100.0%
63	Total Advertising	12,654.03	0.00	12,654.03	100.0%
64	Marketing				
65	Travel	177.60	0.00	177.60	100.0%
66	Merchandising	245.27	0.00	245.27	100.0%
67	Promotion	375.65	0.00	375.65	100.0%
68	Research	18.97	0.00	18.97	100.0%
69	Wages	868.23	0.00	868.23	100.0%
70	Total Marketing	1,685.72	0.00	1,685.72	100.0%
71	Total Advertising & Marketing	14,339.75	0.00	14,339.75	100.0%
72	Circulation/Subscriptions				
73	Subscription Service Fees	4,064.92	7,466.70	-3,401.78	-45.56%
74	Freight	9,059.83	7,473.78	1,586.05	21.22%
75	Total Circulation/Subscriptions	13,124.75	14,940.48	-1,815.73	-12.15%
76	Computer and Internet Expenses				
77	Broadcast Expense	0.00	-2,050.00	2,050.00	100.0%
78	Wages	1,678.01	0.00	1,678.01	100.0%
79	Internet	301.09	0.00	301.09	100.0%
80	Computer and Internet Expenses -	2,235.71	1,160.02	1,075.69	92.73%
81	Total Computer and Internet Expens	4,214.81	-889.98	5,104.79	573.59%
82	Editorial				
83	Wages	3,065.55	0.00	3,065.55	100.0%

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
March 2012

	<u>Mar 12</u>	<u>Mar 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
84	Total Editorial	3,065.55	0.00	3,065.55	100.0%
85	Events				
86	Charity	169.50	0.00	169.50	100.0%
87	Per Diem	1,070.00	0.00	1,070.00	100.0%
88	Supplies	40.62	0.00	40.62	100.0%
89	Lodging	2,775.96	0.00	2,775.96	100.0%
90	Meals & Entertainment	677.96	0.00	677.96	100.0%
91	Share The Sail	0.00	38,383.36	-38,383.36	-100.0%
92	Trade Show Expense	4,165.71	85.00	4,080.71	4,800.84%
93	Travel	1,487.78	1,815.91	-328.13	-18.07%
94	Wages	5,199.31	0.00	5,199.31	100.0%
95	Total Events	15,586.84	40,284.27	-24,697.43	-61.31%
96	General Admin				
97	Automobile Expense	271.43	454.17	-182.74	-40.24%
98	Bank Service Charges	134.00	153.50	-19.50	-12.7%
99	Cleaning	0.00	100.00	-100.00	-100.0%
100	Dues and Subscriptions	109.13	399.14	-290.01	-72.66%
101	Meals and Entertainment	967.38	593.27	374.11	63.06%
102	Office Supplies	447.30	381.95	65.35	17.11%
103	Professional Fees				
104	Accounting Fees	1,500.00	1,151.82	348.18	30.23%
105	Consulting Fees	8,333.34	12,958.67	-4,625.33	-35.69%
106	Legal Fees	99.95	0.00	99.95	100.0%
107	Refunds	0.00	535.63	-535.63	-100.0%
108	Total Professional Fees	9,933.29	14,646.12	-4,712.83	-32.18%
109	Tax & Licenses				
110	Business Licenses	70.00	212.00	-142.00	-66.98%
111	Sales Tax	729.60	68.78	660.82	960.77%
112	Total Tax & Licenses	799.60	280.78	518.82	184.78%
113	Travel Expense	2,769.43	0.00	2,769.43	100.0%
114	Wages	3,379.01	23,711.05	-20,332.04	-85.75%
115	Total General Admin	18,810.57	40,719.98	-21,909.41	-53.81%
116	Living Aboard Production				
117	Wages	851.07	0.00	851.07	100.0%
118	Living Aboard Production - Other	1,598.98	2,712.22	-1,113.24	-41.05%
119	Total Living Aboard Production	2,450.05	2,712.22	-262.17	-9.67%
120	Occupancy				
121	Insurance Expenses	616.26	1,376.42	-760.16	-55.23%
122	Rent Expense				
123	Office Rent	1,800.00	3,250.00	-1,450.00	-44.62%
124	Rent Expense - Other	1,550.00	37.32	1,512.68	4,053.27%
125	Total Rent Expense	3,350.00	3,287.32	62.68	1.91%
126	Telephone Expense				

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
March 2012

	<u>Mar 12</u>	<u>Mar 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
127	Cell Phone Expense	874.33	0.00	874.33	100.0%
128	Office Telephones	432.00	1,479.67	-1,047.67	-70.8%
129	Total Telephone Expense	<u>1,306.33</u>	<u>1,479.67</u>	<u>-173.34</u>	<u>-11.72%</u>
130	Total Occupancy	5,272.59	6,143.41	-870.82	-14.18%
131	Payroll Expenses				
132	Garnishments	586.94	0.00	586.94	100.0%
133	Payroll Processing Expense	318.60	0.00	318.60	100.0%
134	Payroll Tax	8,984.66	1,516.79	7,467.87	492.35%
135	Total Payroll Expenses	<u>9,890.20</u>	<u>1,516.79</u>	<u>8,373.41</u>	<u>552.05%</u>
136	Store				
137	Rental Equipment	79.00	0.00	79.00	100.0%
138	Freight Out	1,698.90	3,243.08	-1,544.18	-47.62%
139	Wages	4,561.59	0.00	4,561.59	100.0%
140	Total Store	<u>6,339.49</u>	<u>3,243.08</u>	<u>3,096.41</u>	<u>95.48%</u>
141	Lost Soul				
142	Meals & Entertainment	366.36	0.00	366.36	100.0%
143	Travel Expense	529.41	0.00	529.41	100.0%
144	Cleaning Supplies	100.20	0.00	100.20	100.0%
145	Lost Soul - Other	2,765.52	0.00	2,765.52	100.0%
146	Total Lost Soul	<u>3,761.49</u>	<u>0.00</u>	<u>3,761.49</u>	<u>100.0%</u>
147	Non-Operating items				
148	Interest Expense	9,264.96	2,569.27	6,695.69	260.61%
149	Interest Income	-0.23	0.00	-0.23	-100.0%
150	Total Non-Operating items	<u>9,264.73</u>	<u>2,569.27</u>	<u>6,695.46</u>	<u>260.6%</u>
151	Total Expense	<u>106,120.82</u>	<u>111,239.52</u>	<u>-5,118.70</u>	<u>-4.6%</u>
152	Net Ordinary Income	-15,141.27	51,786.03	-66,927.30	-129.24%
153	Other Income/Expense				
154	Other Income				
155	Finance Charges	-76.83	0.00	-76.83	-100.0%
156	Total Other Income	<u>-76.83</u>	<u>0.00</u>	<u>-76.83</u>	<u>-100.0%</u>
157	Other Expense				
158	Suspense	-241.94	0.00	-241.94	-100.0%
159	Depreciation	0.00	416.67	-416.67	-100.0%
160	Total Other Expense	<u>-241.94</u>	<u>416.67</u>	<u>-658.61</u>	<u>-158.07%</u>
161	Net Other Income	<u>165.11</u>	<u>-416.67</u>	<u>581.78</u>	<u>139.63%</u>
162	Net Income	<u><u>-14,976.16</u></u>	<u><u>51,369.36</u></u>	<u><u>-66,345.52</u></u>	<u><u>-129.15%</u></u>

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
April 2012

	<u>Apr 12</u>	<u>Apr 11</u>	<u>\$ Change</u>	<u>% Change</u>
1				
2	Ordinary Income/Expense			
3	Income			
4	Revenue			
5	Magazine Revenue			
6	Classifieds	4,277.55	0.00	4,277.55
7	Print Ad Revenue	26,014.50	41,693.67	-15,679.17
8	Newsstand Revenue	2,195.68	8,976.94	-6,781.26
9	Subscription Revenue	17,257.71	20,214.34	-2,956.63
10	Living Aboard Revenue	35.10	3,310.97	-3,275.87
11	Total Magazine Revenue	<u>49,780.54</u>	<u>74,195.92</u>	<u>-24,415.38</u>
12	Events Revenue			
13	Boat Show Revenue			
14	BS Product Non-tax	5,265.89	0.00	5,265.89
15	BS Product Taxable	7,608.69	0.00	7,608.69
16	Share the Sail	0.00	9,400.00	
17	BS Sub Revenue	2,078.55	2,078.55	100.0%
18	BS Cruising Club	169.80	0.00	169.80
19	Total Boat Show Revenue	<u>15,122.93</u>	<u>9,400.00</u>	<u>5,722.93</u>
20	Seminar Revenue	8,225.00	994.70	7,230.30
21	Sponsorship Revenue	3,137.50	2,312.50	825.00
22	Total Events Revenue	<u>26,485.43</u>	<u>12,707.20</u>	<u>13,778.23</u>
23	Store			
24	Non-taxable	74.52	17,138.76	-17,064.24
25	Taxable	7,613.13	6,333.56	1,279.57
26	Total Store	<u>7,687.65</u>	<u>23,472.32</u>	<u>-15,784.67</u>
27	Web Revenue			
28	Cruising Club Revenue	950.00	1,095.00	-145.00
29	Downloaded Issues	110.69	0.00	110.69
30	Online Ad Revenue	3,366.30	0.00	3,366.30
31	Online Videos	1,913.51	591.03	1,322.48
32	Total Web Revenue	<u>6,340.50</u>	<u>1,686.03</u>	<u>4,654.47</u>
33	Total Revenue	<u>90,294.12</u>	<u>112,061.47</u>	<u>-21,767.35</u>
34	Total Income	90,294.12	112,061.47	-21,767.35
35	Cost of Goods Sold			
36	Cost of Goods Sold			
37	Magazine COGS			
38	Art, Design & Text Costs	300.00	0.00	300.00
39	Editorial costs	2,700.00	1,825.00	875.00
40	Printing, Paper & Binding	20,171.79	14,829.18	5,342.61
41	Total Magazine COGS	<u>23,171.79</u>	<u>16,654.18</u>	<u>6,517.61</u>
42	Store & BS COGS			
43	Purchases - Resale Items	8,267.36	4,757.86	3,509.50

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
April 2012

	Apr 12	Apr 11	\$ Change	% Change
1				
44	2,784.45	174.70	2,609.75	1,493.85%
45	286.92	0.00	286.92	100.0%
46	11,338.73	4,932.56	6,406.17	129.88%
47	34,510.52	21,586.74	12,923.78	59.87%
48	34,510.52	21,586.74	12,923.78	59.87%
49	55,783.60	90,474.73	-34,691.13	-38.34%
50	Expense			
51	Advertising & Marketing			
52	Advertising			
53	604.89	0.00	604.89	100.0%
54	200.00	0.00	200.00	100.0%
55	36.56	0.00	36.56	100.0%
56	50.14	0.00	50.14	100.0%
57	5,361.34	0.00	5,361.34	100.0%
58	6,252.93	0.00	6,252.93	100.0%
59	Marketing			
60	24.74	0.00	24.74	100.0%
61	152.59	0.00	152.59	100.0%
62	199.01	0.00	199.01	100.0%
63	1,736.47	0.00	1,736.47	100.0%
64	2,452.18	0.00	2,452.18	100.0%
65	4,564.99	0.00	4,564.99	100.0%
66	40.00	0.00	40.00	100.0%
67	10,857.92	0.00	10,857.92	100.0%
68	Circulation/Subscriptions			
69	3,956.27	7,004.06	-3,047.79	-43.52%
70	13,503.51	7,830.64	5,672.87	72.45%
71	315.52	0.00	315.52	100.0%
72	17,775.30	14,834.70	2,940.60	19.82%
73	Computer and Internet Expenses			
74	1,500.01	0.00	1,500.01	100.0%
75	229.95	0.00	229.95	100.0%
76	894.49	6,046.28	-5,151.79	-85.21%
77	2,624.45	6,046.28	-3,421.83	-56.59%
78	Editorial			
79	2,854.64	0.00	2,854.64	100.0%
80	2,854.64	0.00	2,854.64	100.0%
81	Events			
82	400.00	0.00	400.00	100.0%

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
April 2012

	Apr 12	Apr 11	\$ Change	% Change	
1					
83	Per Diem	2,109.95	0.00	2,109.95	100.0%
84	Lodging	539.92	0.00	539.92	100.0%
85	Meals & Entertainment	381.16	0.00	381.16	100.0%
86	Seminar	4,754.47	0.00	4,754.47	100.0%
87	STS Expense	-11,660.05	4,995.20	-16,655.25	-333.43%
88	Trade Show Expense	7,837.32	6,834.21	1,003.11	14.68%
89	Travel	5,101.83	4,163.78	938.05	22.53%
90	Wages	5,199.31	0.00	5,199.31	100.0%
91	Total Events	14,663.91	15,993.19	-1,329.28	-8.31%
92	General Admin				
93	Bank Service Charges	83.49	181.43	-97.94	-53.98%
94	Dues and Subscriptions	355.87	421.40	-65.53	-15.55%
95	Meals and Entertainment	904.52	820.52	84.00	10.24%
96	Office Supplies	190.31	327.33	-137.02	-41.86%
97	Professional Fees				
98	Accounting Fees	750.00		750.00	100.0%
99	Consulting Fees	8,333.33	4,519.36	3,813.97	84.39%
100	Total Professional Fees	9,083.33	4,519.36	4,563.97	100.99%
101	Tax & Licenses				
102	Business Licenses	-50.00	0.00	-50.00	-100.0%
103	Sales Tax	688.78	519.81	168.97	32.51%
104	Total Tax & Licenses	638.78	519.81	118.97	22.89%
105	Travel Expense	1,263.60	975.30	288.30	29.56%
106	Wages	3,506.43	20,323.08	-16,816.65	-82.75%
107	Total General Admin	16,026.33	28,088.23	-12,061.90	-42.94%
108	Living Aboard Production	55.50	8,817.57	-8,762.07	-99.37%
109	Occupancy				
110	Insurance Expenses	616.26	469.29	146.97	31.32%
111	Rent Expense	250.00	3,250.00	-3,000.00	-92.31%
112	Telephone Expense				
113	Cell Phone Expense	1,060.40	0.00	1,060.40	100.0%
114	Office Telephones	641.78	1,251.59	-609.81	-48.72%
115	Total Telephone Expense	1,702.18	1,251.59	450.59	36.0%
116	Total Occupancy	2,568.44	4,970.88	-2,402.44	-48.33%
117	Payroll Expenses				
118	Garnishments	764.94	0.00	764.94	100.0%
119	Payroll Processing Expense	235.90	0.00	235.90	100.0%
120	Payroll Tax	7,850.42	1,447.50	6,402.92	442.34%
121	Total Payroll Expenses	8,851.26	1,447.50	7,403.76	511.49%
122	Store				
123	Rental Equipment	79.00	37.32	41.68	111.68%
124	Freight Out	816.49	1,748.47	-931.98	-53.3%
125	Wages	4,098.41	0.00	4,098.41	100.0%

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
April 2012

1		<u>Apr 12</u>	<u>Apr 11</u>	<u>\$ Change</u>	<u>% Change</u>
126	Store - Other	812.68	100.00	712.68	712.68%
127	Total Store	<u>5,806.58</u>	<u>1,885.79</u>	<u>3,920.79</u>	<u>207.91%</u>
128	Lost Soul				
129	Meals & Entertainment	103.81	0.00	103.81	100.0%
130	Travel Expense	5.00	0.00	5.00	100.0%
131	Parts	112.77	0.00	112.77	100.0%
132	Cleaning Supplies	150.00	0.00	150.00	100.0%
133	Lost Soul - Other	<u>5,399.27</u>	<u>0.00</u>	<u>5,399.27</u>	<u>100.0%</u>
134	Total Lost Soul	<u>5,770.85</u>	<u>0.00</u>	<u>5,770.85</u>	<u>100.0%</u>
135	Non-Operating items				
136	Interest Expense	9,654.74	5,637.15	4,017.59	71.27%
137	Interest Income	-0.04	0.00	-0.04	-100.0%
138	Total Non-Operating items	<u>9,654.70</u>	<u>5,637.15</u>	<u>4,017.55</u>	<u>71.27%</u>
139	Total Expense	<u>97,509.88</u>	<u>87,721.29</u>	<u>9,788.59</u>	<u>11.16%</u>
140	Net Ordinary Income	-41,726.28	2,753.44	-44,479.72	-1,615.42%
141	Other Income/Expense				
142	Other Income				
143	Contributions	0.00	-275.00	275.00	100.0%
144	Depreciation	0.00	-416.67	416.67	100.0%
145	Finance Charges	-281.06	0.00	-281.06	-100.0%
146	Total Other Income	<u>-281.06</u>	<u>-691.67</u>	<u>410.61</u>	<u>59.37%</u>
147	Net Other Income	<u>-281.06</u>	<u>-691.67</u>	<u>410.61</u>	<u>59.37%</u>
148	Net Income	<u><u>-42,007.34</u></u>	<u><u>2,061.77</u></u>	<u><u>-44,069.11</u></u>	<u><u>-2,137.44%</u></u>

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
May 2012

	<u>May 12</u>	<u>May 11</u>	<u>\$ Change</u>	<u>% Change</u>
1				
2	Ordinary Income/Expense			
3	Income			
4	Revenue			
5	Magazine Revenue			
6	Classifieds	4,530.75	0.00	4,530.75
7	Print Ad Revenue	25,994.95	6,212.08	19,782.87
8	Newsstand Revenue	166.01	13,383.85	-13,217.84
9	Subscription Revenue	16,287.13	20,764.21	-4,477.08
10	Living Aboard Revenue	-32.19	2,393.86	-2,426.05
11	Magazine Revenue - Other	14.00	52.03	-38.03
12	Total Magazine Revenue	<u>46,960.65</u>	<u>42,806.03</u>	<u>4,154.62</u>
13	Events Revenue			
14	Boat Show Revenue			
15	BS Product Taxable	130.00	0.00	130.00
16	BS Sub Revenue	<u>50.00</u>	<u>0.00</u>	<u>50.00</u>
17	Total Boat Show Revenue	<u>180.00</u>	<u>0.00</u>	<u>180.00</u>
18	Seminar Revenue	25.00	200.00	-175.00
19	Sponsorship Revenue	<u>1,125.00</u>	<u>1,350.00</u>	<u>-225.00</u>
20	Total Events Revenue	<u>1,330.00</u>	<u>1,550.00</u>	<u>-220.00</u>
21	Store			
22	Taxable	9,595.69	24,178.92	-14,583.23
23	Non-Taxable	<u>0.00</u>	<u>2,050.99</u>	<u>-2,050.99</u>
24	Total Store	<u>9,595.69</u>	<u>26,229.91</u>	<u>-16,634.22</u>
25	Web Revenue			
26	Cruising Club Revenue	740.00	940.00	-200.00
27	Downloaded Issues	54.67	0.00	54.67
28	Online Ad Revenue	2,800.55	0.00	2,800.55
29	Online Video Revenue	0.00	7,290.90	-7,290.90
30	Radio	<u>50.00</u>	<u>0.00</u>	<u>50.00</u>
31	Total Web Revenue	<u>3,645.22</u>	<u>8,230.90</u>	<u>-4,585.68</u>
32	Trade Out	<u>-262.11</u>	<u>0.00</u>	<u>-262.11</u>
33	Total Revenue	<u>61,269.45</u>	<u>78,816.84</u>	<u>-17,547.39</u>
34	Total Income	61,269.45	78,816.84	-17,547.39
35	Cost of Goods Sold			
36	Cost of Goods Sold			
37	Magazine COGS			
38	Art, Design & Text Costs	300.00	0.00	300.00
39	Editorial costs	2,550.00	4,675.00	-2,125.00
40	Printing, Paper & Binding	<u>18,901.98</u>	<u>28,050.72</u>	<u>-9,148.74</u>
41	Total Magazine COGS	<u>21,751.98</u>	<u>32,725.72</u>	<u>-10,973.74</u>
42	Store & BS COGS			
43	Purchases - Resale Items	1,443.82	12,019.14	-10,575.32

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
May 2012

	<u>May 12</u>	<u>May 11</u>	<u>\$ Change</u>	<u>% Change</u>
1				
44	2,799.84	0.00	2,799.84	100.0%
45	118.25	0.00	118.25	100.0%
46	4,361.91	12,019.14	-7,657.23	-63.71%
47	5,197.46	24,868.84	-19,671.38	-79.1%
48	31,311.35	69,613.70	-38,302.35	-55.02%
49	31,311.35	69,613.70	-38,302.35	-55.02%
50	29,958.10	9,203.14	20,754.96	225.52%
51	Expense			
52	Advertising & Marketing			
53	Advertising			
54	335.50	0.00	335.50	100.0%
55	1,841.68	0.00	1,841.68	100.0%
56	200.00	0.00	200.00	100.0%
57	454.38	0.00	454.38	100.0%
58	6.93	0.00	6.93	100.0%
59	79.80	0.00	79.80	100.0%
60	2,323.83	0.00	2,323.83	100.0%
61	5,242.12	0.00	5,242.12	100.0%
62	Marketing			
63	1,736.47	0.00	1,736.47	100.0%
64	267.99	0.00	267.99	100.0%
65	2,004.46	0.00	2,004.46	100.0%
66	7,246.58	0.00	7,246.58	100.0%
67	Circulation/Subscriptions			
68	5,130.86	6,700.00	-1,569.14	-23.42%
69	282.16	0.00	282.16	100.0%
70	5,413.02	6,700.00	-1,286.98	-19.21%
71	Computer and Internet Expenses			
72	0.00	416.90	-416.90	-100.0%
73	19.84	0.00	19.84	100.0%
74	1,500.01	0.00	1,500.01	100.0%
75	489.57	0.00	489.57	100.0%
76	862.45	2,356.98	-1,494.53	-63.41%
77	2,871.87	2,773.88	97.99	3.53%
78	Editorial			
79	0.00	1,259.15	-1,259.15	-100.0%
80	2,854.63	0.00	2,854.63	100.0%
81	2,854.63	1,259.15	1,595.48	126.71%
82	Events			

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
May 2012

	<u>May 12</u>	<u>May 11</u>	<u>\$ Change</u>	<u>% Change</u>	
1					
83	Lodging	186.41	0.00	186.41	100.0%
84	Meals & Entertainment	73.36	0.00	73.36	100.0%
85	STS Expense	1,426.63	9,852.21	-8,425.58	-85.52%
86	Trade Show Expense	896.85	750.00	146.85	19.58%
87	Travel	82.93	2,051.81	-1,968.88	-95.96%
88	Wages	4,157.88	0.00	4,157.88	100.0%
89	Total Events	6,824.06	12,654.02	-5,829.96	-46.07%
90	General Admin				
91	Recruitment	50.00	0.00	50.00	100.0%
92	Automobile Expense	364.81	231.41	133.40	57.65%
93	Bank Service Charges	431.69	156.71	274.98	175.47%
94	Dues and Subscriptions	308.36	394.90	-86.54	-21.91%
95	Meals and Entertainment	925.08	908.32	16.76	1.85%
96	Office Supplies	132.36	788.62	-656.26	-83.22%
97	Postage and Delivery	315.00	0.00	315.00	100.0%
98	Professional Fees				
99	Accounting Fees	0.00	161.82	-161.82	-100.0%
100	Consulting Fees	8,333.33	11,998.67	-3,665.34	-30.55%
101	Legal Fees	2,682.50	0.00	2,682.50	100.0%
102	Total Professional Fees	11,015.83	12,160.49	-1,144.66	-9.41%
103	Travel Expense	568.66	0.00	568.66	100.0%
104	Business License	0.00	31.00	-31.00	-100.0%
105	Franchise Tax	0.00	80.00	-80.00	-100.0%
106	Sales Tax	0.00	174.69	-174.69	-100.0%
107	Wages	3,379.00	21,910.38	-18,531.38	-84.58%
108	General Admin - Other	76.08	167.60	-91.52	-54.61%
109	Total General Admin	17,566.87	37,004.12	-19,437.25	-52.53%
110	Newsstand				
111	Freight	354.93	867.55	-512.62	-59.09%
112	Total Newsstand	354.93	867.55	-512.62	-59.09%
113	Occupancy				
114	Insurance Expenses	3,316.26	960.79	2,355.47	245.16%
115	Rent Expense				
116	Office Rent	4,900.00	3,250.00	1,650.00	50.77%
117	Rent Expense - Other	1,800.00	37.32	1,762.68	4,723.15%
118	Total Rent Expense	6,700.00	3,287.32	3,412.68	103.81%
119	Repairs and Maintenance	200.00	0.00	200.00	100.0%
120	Telephone Expense				
121	Cell Phone Expense	733.14	0.00	733.14	100.0%
122	Office Telephones	-212.49	1,464.23	-1,676.72	-114.51%
123	Total Telephone Expense	520.65	1,464.23	-943.58	-64.44%
124	Total Occupancy	10,736.91	5,712.34	5,024.57	87.96%
125	Payroll Expenses				

Latitudes & Attitudes, Inc.
Profit & Loss Prev Year Comparison
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1		<u>May 12</u>	<u>May 11</u>	<u>\$ Change</u>	<u>% Change</u>
126	Garnishments	764.94	0.00	764.94	100.0%
127	Payroll Processing Expense	28.00	0.00	28.00	100.0%
128	Payroll Expenses - Other	6,925.26	1,102.41	5,822.85	528.19%
129	Total Payroll Expenses	<u>7,718.20</u>	<u>1,102.41</u>	<u>6,615.79</u>	<u>600.12%</u>
130	Store				
131	Freight Out	1,047.82	6,009.69	-4,961.87	-82.56%
132	Wages	3,378.27	0.00	3,378.27	100.0%
133	Total Store	<u>4,426.09</u>	<u>6,009.69</u>	<u>-1,583.60</u>	<u>-26.35%</u>
134	Lost Soul				
135	Dockage	600.00	0.00	600.00	100.0%
136	Lost Soul - Other	1,016.16	0.00	1,016.16	100.0%
137	Total Lost Soul	<u>1,616.16</u>	<u>0.00</u>	<u>1,616.16</u>	<u>100.0%</u>
138	Non-Operating items				
139	Interest Expense	9,656.13	3,785.27	5,870.86	155.1%
140	Total Non-Operating items	<u>9,656.13</u>	<u>3,785.27</u>	<u>5,870.86</u>	<u>155.1%</u>
141	Total Expense	<u>77,285.45</u>	<u>77,868.43</u>	<u>-582.98</u>	<u>-0.75%</u>
142	Net Ordinary Income	-47,327.35	-68,665.29	21,337.94	31.08%
143	Other Income/Expense				
144	Other Income				
145	Contributions	0.00	-175.00	175.00	100.0%
146	Depreciation	0.00	-416.67	416.67	100.0%
147	Finance Charges	-58.56	0.00	-58.56	-100.0%
148	Total Other Income	<u>-58.56</u>	<u>-591.67</u>	<u>533.11</u>	<u>90.1%</u>
149	Net Other Income	<u>-58.56</u>	<u>-591.67</u>	<u>533.11</u>	<u>90.1%</u>
150	Net Income	<u><u>-47,385.91</u></u>	<u><u>-69,256.96</u></u>	<u><u>21,871.05</u></u>	<u><u>31.58%</u></u>