

	1955	1956	1957	1958	1959	Jun 1960	Sep 1961	1962	1963	1964	1965	1966	1967
Publication sales as % of total income	79.2	51.7	68.1	71.4	75.8	58.8	84.2	52.6	72.5	68.4	80.2	81.1	89.6
Subsidies as % of total income	20.6	43.9	29.1	27.6	18.6	21.6	13.4	12.9	17.5	13.1	15.1	4.9	10.4
Contracts as % of total income	-	3.4	0.8	-	0.8	-	0.9	21.9	7.7	17.1	3.7	0.8	-
Services, etc as % of total income	00.2	1.2	2.0	11.0	4.8	19.6	1.5	11.6	2.3	1.4	1.0	13.2	0.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Cost of publications, advert. cmsn, distrib. as % of total expense	49.9	53.9	54.6	57.7	54.1	45.1	65.9	54.0	69.0	68.6	72.9	70.6	68.0
Administration costs as % of total expense	42.6	36.5	37.0	40.6	35.0	41.5	31.5	27.4	22.4	30.3	26.9	27.3	30.8
Gross profit on publ. as % of sales + contr.	39.1	9.1	10.8	10.7	29.2	17.7	16.1	31.2	18.7	11.7	15.4	25.9	25.4
Gross profit less administration costs as as % of sales + contr.	(13.2)	(52.4)	(44.1)	(52.3)	(16.7)	(56.1)	(23.9)	(3.6)	(10.8)	(27.1)	(15.8)	(27.8)	(9.1)
Net profit as % of total income	1.8	7.1	(11.9)	(9.7)	(6.5)	(4.7)	(8.1)	5.5	5.8	(9.6)	2.4	14.0	1.6