Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
B-106 Cannon Building	232 Hart Building
Washington, DC 20515	Washington, DC 20510

SECRETARY OF THE SENA
04 AUG 13 AM 9:21

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required to Complete This Page**

1. Registrant Name
Magazine Publishers of America

2. Address ☐ Check if different than previously reported
1211 Connecticut Avenue Suite 610 Washington, DC 20036

3. Principal Place of Business (if different from line 2)
New York City (City:) New York 10019 (State/zip (or Country))

4. Contact Name	Telephone	E-mail (optional)	5. Senate ID #
James Cregan	(202) 296-7277	james.cregan@magazine.org	23496-12

7. Client Name ☑ Self — 6. House ID # 30195000

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) ☑ **OR** Year End (July 1-Dece

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ ➪ Termination Date _____ 11. No Lobbying

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than $10,000 ☐

$10,000 or more ☐ ➪ $ _____ Income (nearest $20,000)

Provide a good faith estimate, rounded to the nearest $20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporti period were:

Less than $10,000 ☐

$10,000 or more ☑ ➪ $ $500,000.00 Expenses (nearest $20,000)

14. REPORTING METHOD. Check box to indicate exp accounting method. See instructions for description of op

☐ **Method A.** Reporting amounts using LDA definitio
☐ **Method B.** Reporting amounts under section 6033(Internal Revenue Code
☐ **Method C.** Reporting amounts under section 162(e Internal Revenue Code

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive vice President, Government Affairs

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code ADV (one per page)

16. Specific lobbying issues

Issues pertaining to activities protected by the First Amendment
HR 2640, the Prescription Drug Affordability and Medicine Safety Act of 2003
HR 1733, the Senior Bill of Rights Act of 2003
HR 1694, the America Rx Act
HR 757, the Drug Company Gift Disclosure Act
HR 149, the Say No to Drug Ads Act
S 948, the Drug Company Gift Disclosure Act
HR 2515, the Anti-Spam Act of 2003

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
The Food and Drug Administration
The Federal Trade Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs

Registrant Name: Magazine Publishers of America Client: Self

General issue area code: ADV

Addendum Page 2, Line 16

HR 2214, the Rid Spam Act
HR 1933, the Restrict and Eliminate Delivery of Unsolicited Commercial E-mail Act
S 1327, the Restrict and Eliminate Delivery of Unsolicited Commercial E-mail Act
S 1293, the Criminal Spam Act of 2003
S 1231, the Stop Pornography and Abusive Marketing Act
S 1052, the Ban on Deceptive Unsolicited Bulk Electronic Mail Act of 2003
HR 1839, the Youth Smoking Prevention and State Revenue Enforcement Act
S 161, the Children's Protection from Violent Programming Act
HR 4520, the Fair and Equitable Tobacco Reform Act of 2004
S 1637, the Jumpstart Our Business Strength (JOBS) Act
HR 1769, the Job Protection Act of 2003

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code CSP (one per page)

16. Specific lobbying issues

Issues pertaining to privacy,marketing and consumer protection.
HR 1931, the Personal Information Privacy Act
HR 1636, the Consumer Privacy Protection Act
HR 69, the Online Privacy Protection Act
HR 2515, the Anti-Spam Act of 2003
HR 2214, the Rid Spam Act
HR 1933, the Restrict and Eliminate Delivery of Unsolicited Commercial E-mail Act
S 1327, the Restrict and Eliminate Delivery of Unsolicited Commercial E-mail Act

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
The Federal Communications Commission
The Food and Drug Administration
The Federal Trade Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

James R. Cregan, Executive Vice President, Government Affairs

Registrant Name: Magazine Publishers of America Client: Self

General issue area code: CSP

Addendum Page 3, Line 16

S 1327, the Restrict and Eliminate Delivery of Unsolicited Commercial E-mail Act
S 1293, the Criminal Spam Act of 2003
S 1231, the Stop Pornography and Abusive Marketing Act
S 1052, the Ban on Deceptive Unsolicited Bulk Electronic Mail Act of 2003
HR 1839, the Youth Smoking Prevention and State Revenue Enforcement Act
S 161, the Children's Protection from Violent Programming Act
S 335, the Family Dinnertime Protection Act
S 2160, the Children's Listbroker Privacy Act
HR 4955, the Children's Listbroker Privacy Act

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code ART (one per page)

16. Specific lobbying issues

Issues pertaining to activities protected by the First Amendment, includiing possible restrictions on content in various arts and entertainment media.
S 161, the Children's Protection from Violent Programming Act
S 335, the Family Dinnertime Protection Act

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
The Federal Communications Commission
The Federal Trade Commission

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code POS (one per page)

16. Specific lobbying issues

Postal Rates
Issues pertaining to postal reform
HR 4341, the Postal Enhancement and Accountability Act
S 2468, the Postal Accountability and Enhancement Act

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
United States Postal Service
Department of the Treasury

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code PHA (one per page)

16. Specific lobbying issues

Issues pertaining to advertising in magazines and other media
HR 2640, the Prescription Drug Affordability and Medicine Safety Act of 2003
HR 1733, the Prescription Drug Benefits Act
HR 1694, the American Rx Act
HR 757, the Drug Company Gift Disclosure Act
HR 149, the Say No to Drug Ads Act

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
The Federal Trade Commission
The Food and Drug Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code TAX (one per page)

16. Specific lobbying issues

Issues pertaining to the deductability of advertising, state sales tax collection and taxes on Internet access.
HR 42, the Internet Nondiscrimination Tax Act
S 52, the Internet Nondiscrimination Tax Act
HR 1482, the Internet Growth and Freedom Act
S 150, the Internet Nondiscrimination Tax Act
S 1736, the Streamlined Sales and Use Tax Act
HR 3184, the Streamlined Sales and Use Tax Act
HR 149, the Say No to Drug Ads Act

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs

Registrant Name: Magazine Publishers of America Client: Self

General issue area code: TAX

Addendum Page 7, Line 16

S 1637, the Jumpstart Our Business Strength (JOBS) Act
HR 1769, the Job Protection Act of 2003

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code CPT (one per page)

16. Specific lobbying issues

Issues pertaining to copyright law
HR 107, the Digital Media Consumers' Rights Act of 2003
S. 2560, the Inducing Infringement of Copyrights Act of 2004
HR 2929, the SPY ACT
HR 4661, the Internet Spyware (I-SPY) Prevention Act of 2004
HR 4077, the Piracy Deterrence and Education Act of 2004

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
US Copyright Office

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs

Printed Name and Title _____

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code ALC (one per page)

16. Specific lobbying issues

Issues pertaining to activities protected by the First Amendment

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
the Federal Trade Commission
the Food and Drug Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature Date 8-13-04

James R. Cregan, Executive Vice President, Government Affairs

Registrant Name Magazine Publishers of America Client Name Self

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the engaged in lobbying on behalf of the client during the reporting period. **Using a separate page for each cod** information as requested. Attach additional page(s) as needed.

15. General issue area code TOB (one per page)

16. Specific lobbying issues

Issues pertaining to activities protected by the First Amendment
HR 1839, the Youth Smoking Prevention and State Revenue Enforcement Act
HR 4520, the Fair and Equitable Tobacco Reform Act of 2004
S 1637, the Jumpstart Our Business Strength (JOBS) Act
HR 1769, the Job Protection Act of 2003

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

House of Representatives
Senate
the Federal Trade Commission
the Food and Drug Administration

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
Nina Link	
James R. Cregan	
Rita D. Cohen	
Cecilia M. Daly	
Debra Brown Jones	
Catherine R. Frerichs	
Michael Pashby	
Christopher Nolan	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☑ Check if None

Signature _____ Date 8-13-04

Printed Name and Title James R. Cregan, Executive Vice President, Government Affairs