

HL Media Inc

PROFIT AND LOSS

January - December 2014

	JAN 2014	FEB 2014	MAR 2014	APR 2014	MAY 2014	JUN 2014	JUL 2014	AUG 2014	SEP 2014	OCT 2014	NOV 2014	DEC 2014	TOTAL
INCOME													
Ad Revenue	71,251.44	69,166.82	75,634.71	108,204.75	131,340.72	204,013.38	194,193.42	186,653.16	202,699.51	222,859.22	243,681.37	282,084.14	\$1,991,782.64
eCommerce Sales				15,951.56	7,368.20	25,273.21	5,151.65	4,468.88	4,596.13	3,685.99	8,179.93	10,225.01	\$84,900.56
Licensing Income		2,257.11	2,133.92	1,008.18	1,065.69		1,307.58	686.23		1,267.59			\$9,726.30
Sales	0.00	17,721.25	34,270.83	30,399.59	23,723.60		11,226.49	18,084.95	13,080.91	31,954.09	31,080.68	62,797.02	\$274,339.41
Total Income	\$71,251.44	\$89,145.18	\$112,039.46	\$155,564.08	\$163,498.21	\$229,286.59	\$211,879.14	\$209,893.22	\$220,376.55	\$259,766.89	\$282,941.98	\$355,106.17	\$2,360,748.91
GROSS PROFIT													
\$71,251.44 \$89,145.18 \$112,039.46 \$155,564.08 \$163,498.21 \$229,286.59 \$211,879.14 \$209,893.22 \$220,376.55 \$259,766.89 \$282,941.98 \$355,106.17 \$2,360,748.91													
EXPENSES													
Accounting	1,723.00	2,187.34	3,500.00	2,295.00	2,250.00	2,385.00	3,032.50	2,655.00	3,076.50	2,722.50	2,745.00	3,082.50	\$31,654.34
Advertising	9,515.32	5,609.23	3,329.22	9,051.30	8,572.39	7,118.98	16,804.86	15,374.68	14,451.76	21,165.67	28,080.84	59,457.29	\$198,531.54
Auto Expense						662.44							\$662.44
Bank Charges	45.00				25.00	25.00	50.00	50.00	50.00	0.00	50.00	50.00	\$345.00
Charitable Contributions										500.00			\$500.00
COGS - Supplies & Materials	59.99	59.99							18.06	59.99	4,602.51	14,300.86	\$19,101.40
Commissions	5,785.05		17,510.76	11,920.60	31,526.01	16,390.09	6,500.00	30,118.29	46,185.76	69,823.16		105,363.39	\$341,123.11
Consulting											13,000.00	14,088.00	\$27,088.00
Design	698.00	92.65	84.15										\$874.80
Web Design			39.00		249.00		2,500.00					281.00	\$3,069.00
Total Design	698.00	92.65	123.15		249.00		2,500.00					281.00	\$3,943.80
Domains											43.96		\$43.96
Dues & Subscriptions	19.99								21.98	300.00	42.98	721.63	\$1,106.58
Email Hosting	13.07												\$13.07
Gifts												283.50	\$283.50
Hosting							73.50						\$73.50
Legal & Professional Fees			55.00				2,500.00		3,269.50		5,461.70		\$11,286.20
Meals and Entertainment	32.21	89.78	49.26	24.12	10.00	4.83	29.99		213.34	75.36	190.36	349.32	\$1,068.57
Office Expenses					116.04	144.68	24.86	147.31	165.43	180.89	316.00		\$1,095.21
Other General and Admin Expenses			10.57		46.49							99.00	\$156.06
Parking	6.00						6.00		33.25				\$45.25
Payroll Expenses						94.99	44.99	44.99	44.99	44.99	44.99	-55.01	\$264.93
Photography	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	249.00	\$2,988.00
Postage					1.05						1.05		\$2.10
Product Design												2,550.00	\$2,550.00
Promotional				421.00	149.00					748.00	172.00		\$1,490.00
Salary - Justin Palmer						7,645.90	3,822.95	3,822.95	3,822.95	3,822.95	3,822.95	13,239.35	\$40,000.00
Software	108.93	51.94	112.66	66.93	127.80	88.80	2,367.75	216.70	196.75	433.87	157.75	430.53	\$4,360.41
Subcontractors - Cats													\$0.00
Content Creator												66.00	\$66.00
Photoshop Image Creation											35.25	82.50	\$117.75
Total Subcontractors - Cats											35.25	148.50	\$183.75
Subcontractors - Dogs	923.37	657.60											\$1,580.97
Advertising Assistant	1,630.49	1,673.63											\$3,304.12
Content Creator		987.96	1,296.40	6,310.33	7,234.92	6,123.63	10,919.87	6,863.50	12,095.95	7,513.97	5,176.28	6,537.38	\$71,060.19
Content Writer		1,506.11		1,020.00	651.76	196.29	5,470.49	3,069.24	536.79	3,050.08	2,088.49	5,196.05	\$22,785.30
eCommerce Management				2,965.40	2,428.44	2,011.86	1,730.59	2,184.17	1,850.02	1,970.78	1,756.09	2,552.17	\$19,449.52
Photoshop Image Creation							62.68	63.75	276.92	111.00		33.00	\$547.35
Shirt Designers		77.78	560.56	333.33	400.00	222.22	399.99	266.66	344.45	666.68	639.78	688.88	\$4,600.33
Writers	1,548.84	1,522.32	10,996.96	564.00		1,485.00	1,045.00				2,435.00	2,418.00	\$22,015.12
Total Subcontractors - Dogs	4,102.70	6,425.40	12,853.92	11,193.06	10,715.12	10,039.00	19,628.62	12,447.32	15,104.13	13,312.51	12,095.64	17,425.48	\$145,342.90
Subcontractors - Moms													\$0.00
Content Creator											143.00	400.00	\$543.00
Content Writer											133.36	1,180.92	\$1,314.28
Photoshop Image Creation											83.25	81.00	\$164.25
Writers											590.75	2,387.15	\$2,977.90
Total Subcontractors - Moms											950.36	4,049.07	\$4,999.43
Subcontractors - Sourcing												155.17	\$155.17
Content													\$155.17
Taxes - State			1,890.00	800.00									\$2,690.00
Telephone		169.00										16.39	\$185.39
Travel	436.50		750.66								39.81	34.89	\$1,261.86
Utilities										153.78			\$153.78
Web Hosting	2,028.83	1,575.60	1,928.67	3,992.29	3,200.00	6,120.66	3,857.32	3,264.23	3,228.91	3,211.21	4,523.60	4,104.12	\$41,035.44
Total Expenses	\$24,823.59	\$16,509.93	\$42,362.87	\$40,013.30	\$57,236.90	\$50,969.37	\$61,492.34	\$68,390.47	\$90,132.31	\$116,803.88	\$76,625.75	\$240,423.98	\$885,784.69
NET OPERATING INCOME	\$46,427.85	\$72,635.25	\$69,676.59	\$115,550.78	\$106,261.31	\$178,317.22	\$150,386.80	\$141,502.75	\$130,244.24	\$142,963.01	\$206,316.23	\$114,682.19	\$1,474,964.22
OTHER INCOME													
Interest Earned		0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	20.49	57.06	67.25	\$145.12
Total Other Income	\$0.00	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$20.49	\$57.06	\$67.25	\$145.12
OTHER EXPENSES													
Amortization Expense												3,101.00	\$3,101.00
Miscellaneous				-14.00									\$-14.00
Total Other Expenses	\$0.00	\$0.00	\$0.00	\$-14.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,101.00	\$3,087.00
NET OTHER INCOME	\$0.00	\$0.04	\$0.04	\$14.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$20.49	\$57.06	\$-3,033.75	\$-2,941.88
NET INCOME	\$46,427.85	\$72,635.29	\$69,676.63	\$115,564.82	\$106,261.35	\$178,317.26	\$150,386.84	\$141,502.79	\$130,244.28	\$142,983.50	\$206,373.29	\$111,648.44	\$1,472,022.34