

Expense Type	Description	Amount (\$)
Business	Business license and registration	
	Incorporation fee	
	Trademark registration	
	Banking fees	
	Rent/PO Box rental	
	Phone/Fax line rental	
	Internet broadband connection fees	
	Business card print charge	
	Misc.: Utilities, etc.	
Office Supplies	Pens, paper, stapler, envelopes, mailing labels, folders, printer ink, etc.	
Equipment	Computer/Laptop	
	Tablet	
	Smartphone	
	E-reader	
	Digital camera	
	Audio equipment (microphone, digital recorder, etc.)	
	Video equipment (video camera, tripod, etc.)	
	Multifunction printer	
	External backup hard drive	
	Memory card reader	
	Misc.: discs, storage cards, cables, batteries, equipment bags, etc.	
Website	Domain name registration	
	Hosting fees	
	Web designer/Programmer/Developer	
	Maintenance fee	
Software	Microsoft Office	
	Web design software or template	
	Website additional costs (shopping cart software, etc.)	
	WordPress (or other) theme	
	WordPress additional costs (membership plug-in, etc.)	
	Digital magazine creation software or service	
	Page layout and design software	
	Image editing software	
	Audio editing software	
	Video editing software	
Misc.: Other software		
Design	Logo design	
	Business card layout and design	
	Media kit layout and design	
	Website layout and design or WordPress theme customization	
	Magazine layout and design	

Editorial (per issue)	Content	
	Artwork: Stock photography	
	Artwork: Photographer(s)	
	Artwork: Illustrator(s)	
	Artwork: Animator(s)	
	Videographer(s)	
	Audio Engineer(s)	
	Misc.: Editing, proofing, models, hair, makeup, etc.	
Salary Expense	Staff salaries	
Advertising	Marketing and promotion costs	
Professional Services	Consulting fees (Business consultant, lawyer, accountant, etc.)	
Miscellaneous Expense	Production costs (i.e., Apple developer program enrollment fee, etc.)	
	Membership/ Association/Conference fees	
	Training	
Total Costs		