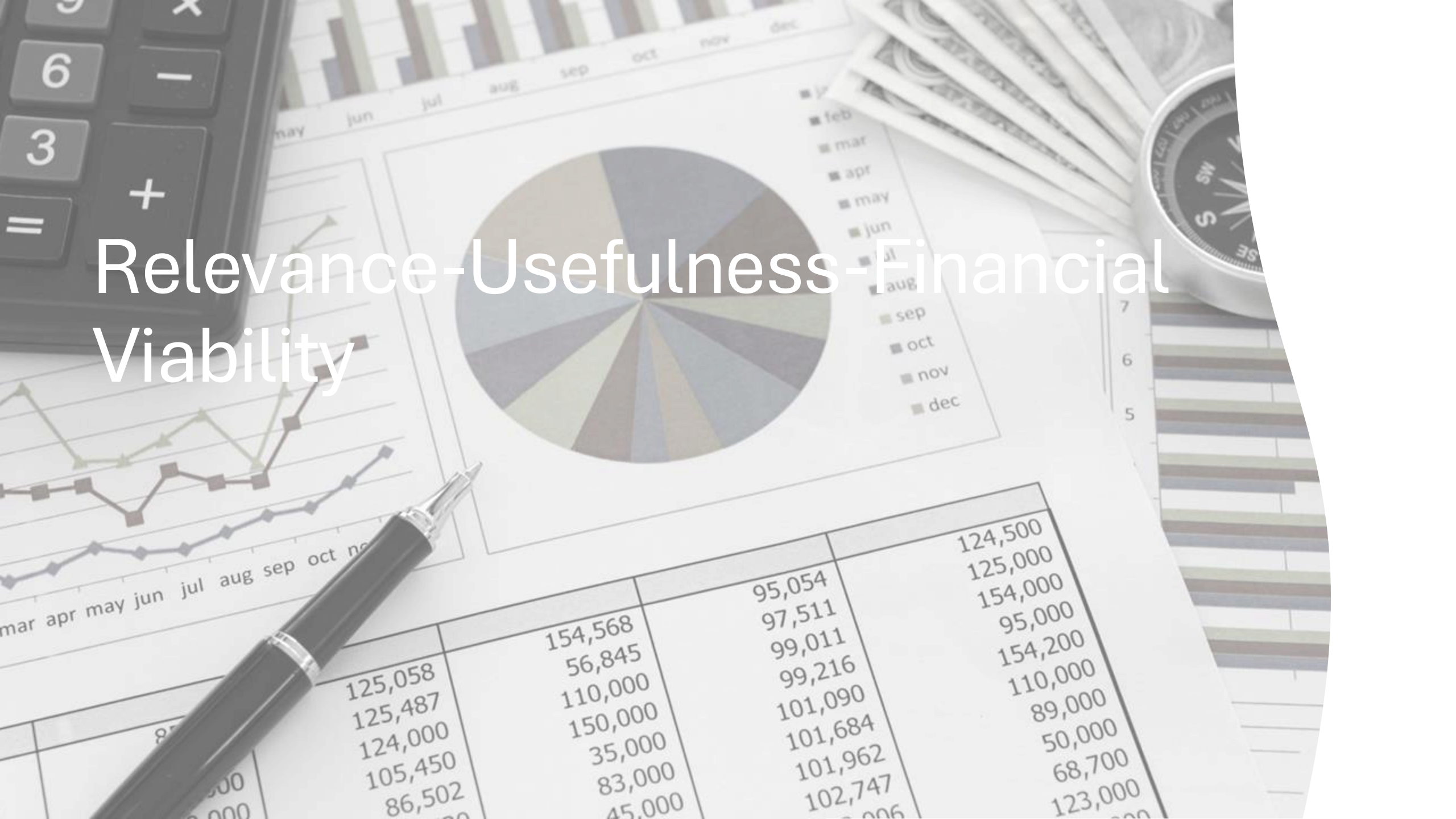


Relevance-Usefulness-Financial Viability



125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
105,450	150,000	99,216	95,000
86,502	35,000	101,090	154,200
	83,000	101,684	110,000
	45,000	101,962	89,000
		102,747	50,000
			68,700
			123,000

History of the Grapevine – Bill's 1946 Letter to Royal Shepard- a few excerpts

- The Grapevine should become the Voice of AA as a whole.
- The Grapevine staff should be primarily responsive to AA Group opinion and tradition.
- Though never to be operated for the profit of any individual, the Grapevine ought to be financially self-supporting. To insure its own continuity the Grapevine will need to maintain an office staff and eventually a paid editor. The Grapevine ought to be so priced that these expenses can normally be met without subsidies.

Grapevine Self Supporting

In 1994, this Advisory Action came from the General Service Conference: “All A.A. members be strongly urged to work toward the goal that the AA Grapevine magazine be self-supporting through the sale of magazine subscriptions.”

- Grapevine does not accept Contributions
- Is it self supporting?

Lavina Beginning

- 1995 It was recommended that: Based on an expressed need, a Spanish edition of the Grapevine be produced, contingent on the following: that the Grapevine Corporate Board proceed to gather information and develop a business plan for a bi-monthly Spanish edition of the Grapevine, for presentation to the trustees' Finance Committee, and that funding for up to five (5) years be obtained from the General Service Board Reserve Fund, with start-up costs estimated at \$84,000 for the first year . It was further recommended that if a Spanish edition is established, the monthly Spanish articles be removed from the English-language Grapevine, and that if, after five (5) years, the Spanish edition of the magazine is determined to be no longer feasible, publication be discontinued

What are Grapevine Services??

- Grapevine App & La Viña App
- La Viña Magazine/Books
- Social Media Platforms like You Tube and Instagram
- Podcast
- 2001 It was recommended that: La Viña continue to be published by the A .A . Grapevine and supported by the General Service Board as a service to the Fellowship .

Grapevine Through the Years-

The AA Grapevine, Inc. Profit/Loss History From 1947 - 2024		
YEAR	The GRAPEVINE Income/(Loss)	The GRAPEVINE Circulation
1944		
1945		
1946		
1947		7,200
1948		
1949	(\$5,500)	14,300
1950	(\$289)	20,000
1951	(\$6,756)	28,699
1952	\$594	28,694
1953	\$3,942	30,037
1954	\$6,714	30,952
1955	\$1,991	35,322
1956	(\$11,851)	40,832
1957	(\$13,159)	41,399
1958	(\$2,799)	34,433
1959	(\$753)	34,149
1960	\$6,842	35,478
1961	\$7,995	35,478
1962	\$4,831	40,681
1963	\$21,983	38,870
1964	\$18,564	41,116
1965	\$15,351	43,355
1966	\$10,867	44,641
1967	\$16,452	46,861
1968	\$17,339	49,445
1969	\$25,073	51,201
1970	\$13,995	55,069
1971	\$15,790	59,329
1972	\$30,781	64,000
1973	\$9,475	71,188
1974	\$12,116	75,702
1975	\$63,220	84,000
1976	\$69,263	84,842
1977	\$54,379	91,225
1978	\$16,127	100,500
1979	N/A	113,000
1980	(\$64,271)	121,145

1981	(\$136,702)	124,301
1982	(\$27,961)	122,470
1983	\$19,039	119,586
1984	\$26,687	125,346
1985	N/A	120,701
1986	(\$97,686)	124,477
1987	\$106,518	121,261
1988	\$211,958	123,364
1989	\$233,199	130,810
1990	\$193,904	135,158
1991	\$103,680	130,737
1992	\$116,002	123,642
1993	\$67,991	119,803
1994	(\$81,629)	117,743
1995	(\$3,295)	121,210
1996	(\$188,226)	125,232
1997	\$82,559	117,823
1998	(\$45,207)	113,096
1999	(\$21,891)	110,396
2000	(\$14,580)	115,735
2001	(\$96,300)	115,084
2002	(\$11,797)	115,701
2003	\$5,366	112,614
2004	\$60,950	108,203
2005	\$44,198	104,356
2006	(\$48,878)	103,878
2007	(\$25,047)	106,099
2008	(\$138,456)	104,993
2009	(\$132,594)	102,281
2010	(\$399,037)	93,104
2011	\$22,840	90,493
2012	\$257,003	88,798
2013	\$315,205	82,301
2014	\$325,829	79,262
2015	\$240,811	77,199
2016	\$144,069	76,841
2017	\$126,129	75,329
2018	(\$149,172)	72,300
2019	(\$44,461)	71,173
2020	(\$373,963)	68,572
2021	(\$112,818)	65,053
2022	(\$440,633)	59,640
2023	(\$787,974)	55,412

2024	(\$851,732)	59,189
Total	(\$1,187,796)	
31 years deficit out of 75 years = 41.3%		

1951 - 2006 Results are from handout for GV Board meeting in 2007

2007 - 2024 Results are from Final Reports of The General Service Conferences

Grapevine 5-Year Financial Model —Draft

Mags & App	2026	2027	2028	2029	2030
Circulation (Avg Subscribers)					
Print	40,875	38,927	36,981	35,132	33,376
Complete	5,621	5,921	6,221	6,521	6,821
Online	4,615	5,565	6,515	7,465	8,415
App	8,825	11,325	13,825	16,325	18,825
Total Circulation	59,936	61,738	63,542	65,443	67,437
Revenue per Sub					
Print	\$2.61	\$2.72	\$2.86	\$3.00	\$3.14
Complete	\$3.98	\$4.45	\$4.52	\$4.69	\$4.69
Online	\$2.33	\$2.69	\$2.69	\$2.89	\$2.89
App	\$2.57	\$2.97	\$2.97	\$3.19	\$3.19
Circulation Revs					
Print	1,280,175	1,270,577	1,269,188	1,264,752	1,257,608
Complete	268,471	316,181	337,427	367,002	383,886
Online	128,863	179,812	210,507	259,074	292,044
App	271,652	403,623	492,723	624,921	720,621
Back Issues/Prison/Hospital	146,000	154,391	163,265	172,649	182,572
Total Circulation Revenues	\$2,095,161	\$2,324,585	\$2,473,110	\$2,688,398	\$2,836,731
Direct Cost					
Magazine Production	340,000	334,503	338,504	332,000	326,000
Audio Production	26,520	27,846	29,238	30,700	32,235
Warehousing	54,000	52,015	49,697	47,017	43,944
Postage	378,000	372,000	366,000	360,000	354,000
GV App	40,748	49,983	59,217	68,452	77,687
Total Direct Cost	\$839,268	\$821,453	\$798,936	\$771,316	\$738,161
Magazine & App GM	\$1,255,893	\$1,503,132	\$1,674,174	\$1,917,082	\$2,098,570
Content Related Income					
Books	1,046,700	1,109,502	1,176,072	1,246,636	1,321,435
Audio	37,200	37,800	39,690	41,675	43,758
Greeting Cards and other Special	38,400	39,100	39,690	41,675	43,758
International Convention	0	0	0	0	120,000
Total Content related Income	1,122,300	1,186,402	1,255,452	1,329,986	1,528,951
Content Related Direct Cost	373,409	399,548	427,516	457,442	549,463
Content Related Gross Margin	748,891	786,854	827,936	872,544	979,488
Total GM	\$2,004,784	\$2,289,986	\$2,502,110	\$2,789,626	\$3,078,058
Overhead	2,212,700	2,367,589	2,533,320	2,710,653	2,900,398
Net Operating Income	-207,916	-77,603	-31,210	78,973	177,659

Financial Projection Summary (operating income before interest)

Note: In 2024, net operating loss was 867K

Year	Revenue	Expenses	Net
2025*	3,225	3,518	-293
2026	3,217	3,425	-208
2027	3,511	3,589	-78
2028	3,729	3,760	-31
2029	4,018	3,939	+79
2030	4,366	4,188	+178

*2025 financials subject to audit.

Financial Viability

- Grapevine provides services that directly support AA's primary purpose but do not generate revenue: daily quotes, weekly podcasts, video and social media content, Grapevine recovery stories on correctional-facility tablets, and accessible videos for Deaf members.
- Can we keep sustaining losses- The new 5 year plan estimates yearly losses until 2029
- The use of Greeting Cards, Journals, new Grapevine Books are being used to generate more income, Carry the Message Project and now a **10% commission** on all first-year subscription sales for Intergroups, Central Offices
- Plan to **open Grapevine shop on Amazon.**

9. Pricing Strategy

Product	2026	2027	2029	2030
Print Subscription	\$36	\$38	\$40	\$40
Digital Subscription	\$30	\$32	\$34	\$34
Avg. Book Price	\$15	\$17	\$19	\$19

What is the Solution?

- Contributions directly to Grapevine? Wouldn't that be in direct contradiction to Tradition 9?
- Tradition 9 long form in part states "The Trustees of the General Service Board are, in effect, our A.A. General Service Committee. They are the custodians of our AA Tradition and the receivers of our voluntary A.A. contributions by which we maintain our A.A. General Service Office at New York."
- Would contributions given directly to A.A. Grapevine be a way to "get around" this Tradition?
- **Grapevine shop on Amazon?**
- **10% commission** on all first-year subscription sales for Intergroups, Central Offices

