

## LOBBYING REPORT

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

1. Registrant Name:

**RICCHETTI INCORPORATED**

2. Address:

1001 G STREET NW SUITE 600 EAST, WASHINGTON, DC 20001

3. Principal place of business (if different from line 2):

Country: SAME State/Zip(or Country):

4. Contact Name: JAMES HEIMBACH

Telephone: 202-879-9367

E-mail (optional): jay@ricchettiinc.com

Senate ID #: 62778-416

House ID #: 35395017

7. Client Name:  Self

**MAGAZINE PUBLISHERS ASSOCIATION**

### TYPE OF REPORT

8. Year 2006 Midyear (January 1 - June 30):  **OR** Year End (July 1 - December 31):

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 Activity:

### 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): 90,000.00

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 reporting period were:

Less than \$10,000:

\$10,000 or more:  => Expenses (nearest \$20,000): \_\_\_\_\_

#### 14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

**Method A.** Reporting amounts using LDA definitions only

**Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

**Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

**LOBBYING ACTIVITY.**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide 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 direct-to-consumer advertising of pharmaceuticals

17. House(s) of Congress and Federal agencies contacted:

US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: HEIMBACH, JAMES  
Covered Official Position (if applicable):  
Name: RICCHETTI, JEFF  
Covered Official Position (if applicable):

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

**LOBBYING ACTIVITY.**

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

15. General issue area code: CIV (one per page)

16. Specific lobbying issues:

Issues pertaining to the establishment of a federal shield law for reporters, including: S. 1419, the Free Flow of Information Act HR 581, the Free Flow of Information Act

17. House(s) of Congress and Federal agencies contacted:

US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: ALBEE, LUKE

Covered Official Position (if applicable): CHIEF OF STAFF TO SENATOR PATRICK LEAHY (VT)

Name: HEIMBACH, JAMES

Covered Official Position (if applicable):

Name: RICCHETTI, STEVE

Covered Official Position (if applicable):

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

**LOBBYING ACTIVITY**

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide 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 data security and privacy, including the following legislative items: HR 29, the Spy Act, S 687, the SPY BLOCK act, HR 1069, the Notification of Risk to Personal Data Act, HR 3140, the Consumer Data Security and Notification Act, S 115, the Notification of Risk to Personal Data Act, S 1408, the Identity Theft Protection Act, S 1461, the Consumer Identity Protection and Security Act

17. House(s) of Congress and Federal agencies contacted:

US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: HEIMBACH, JAMES  
Covered Official Position (if applicable):

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

**LOBBYING ACTIVITY.**

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

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

16. Specific lobbying issues:

Issues pertaining to reform of the United States postal service, including the following legislative items: S 662, the Postal Accountability and Enhancement Act HR 22, the Postal Accountability and Enhancement Act

17. House(s) of Congress and Federal agencies contacted:

US HOUSE OF REPRESENTATIVES  
US SENATE

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

Name: ALBEE, LUKE

Covered Official Position (if applicable): CHIEF OF STAFF TO SENATOR PATRICK LEAHY (VT)

Name: HEIMBACH, JAMES

Covered Official Position (if applicable):

Name: RICCHETTI, STEVE

Covered Official Position (if applicable):

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

Signature: ON FILE Date: Aug 08, 2006

Printed Name and Title: James Heimbach, Vice President -

**Information Update Page:**

**Complete ONLY where registration information has changed.**

**LOBBYIST UPDATE**

**23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client**

**ISSUE UPDATE**

**24. General lobbying issues previously reported that NO LONGER pertain**

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**AFFILIATED ORGANIZATIONS**

**25. Add the following organization(s)**

**26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client**

**FOREIGN ENTITIES**

**27. Add the following foreign entities**

**28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization**

Signature: ON FILE Date: Aug 08, 2006

Printed Name and Title: JAMES HEIMBACH, VICE PRESIDENT -