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RECEIVED
SECRETARY OF

LOBBYING REPORT

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

1. Registrant name Ricchetti Incorporated			
2. Address <input type="checkbox"/> Check if different than previously reported 1001 G Street NW Suite 600 East Washington DC 20001 U:			
3. Principal place of business (if different than line 2) same			
4a. Contact Name Mr. James Heimbach		b. Telephone number 202-879-9367	c. E-mail jay@ricchettiinc.com
			5. Senate ID # 62778-4
7. Client Name <input type="checkbox"/> Self Magazine Publishers Association			6. House ID # 353950

TYPE OF REPORT 8. Year 2004 Midyear (January 1-June 30) OR Year End (July 1-December 31)

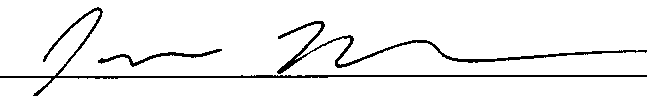
9. Check if this filing amends a previously filed version of this report

10. Check if this is a Termination Report ⇨ Termination Date _____ 11. No Lobbying Activities

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

<p align="center">12. Lobbying Firms</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ <u>90,000</u></p> <p>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).</p>	<p align="center">13. Organizations</p> <p>EXPENSES relating to lobbying activities for this reporting period were:</p> <p>Less than \$10,000 <input type="checkbox"/></p> <p>\$10,000 or more <input type="checkbox"/> ⇨ \$ _____</p> <p>14. REPORTING METHOD. Check box to indicate expected accounting method. See instructions for description of options.</p> <p><input type="checkbox"/> Method A. Reporting amounts using LDA definitions</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(1) Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) Internal Revenue Code</p>
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Edit >

Signature 

Date 2/10/05

Printed Name and Title James Heimbach, Vice President

Registrant Name Ricchetti Incorporated

Client Name Magazine Publishers Association

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

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

16. Specific lobbying issues

Issues pertaining to reform of the postal system of the United States, including work on the following legislative items:
HR 4341
S 2468
S 1285

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

U.S. Senate
U.S. House of Representatives

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

Name	Covered Official Position (if applicable)
Steve Ricchetti	
Jeff Ricchetti	
Lisa Kountoupes	
James Heimbach	

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

Signature _____ Date _____

Printed Name and Title **James Heimbach, Vice President**

Registrant Name Ricchetti Incorporated Client Name Magazine Publishers Association

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

15. General issue area code MMM - Medicare/Medicaid (one per page)

16. Specific lobbying issues

Issues pertaining to the implementation of the prescription drugs benefits legislation
 Issues pertaining to direct-to-consumer advertising of pharmaceuticals

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

U.S. Senate
 U.S. House of Representatives

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

	Name	Covered Official Position (if applicable)
Steve	Ricchetti	
Jeff	Ricchetti	
Lisa	Kountoupes	
James	Heimbach	

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

Registrant Name Ricchetti Incorporated

Client Name Magazine Publishers Association

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

15. General issue area code TAX - Taxation/Internal Revenue Code (one per page)

16. Specific lobbying issues

Issues relating to the Internet tax moratorium
Issues pertaining to the simplification of tax code

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

U.S. Senate
U.S. House of Representatives

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

Name	Covered Official Position (if applicable)
Steve Ricchetti	
Jeff Ricchetti	
Lisa Kountoupes	
James Heimbach	

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

James Heimbach 2/10/05

Printed Name and Title **James Heimbach, Vice President**

