

Publications

Circulations are unknown quantities. Mostly the number of readers is small. Thus the advertising rates are proportionally high. There is no standardization in size. Some publications want cuts with wood base. Others metal base.

Recently, managing directors and sales managers of several manufacturers in Europe were asked their opinions of advertising conditions in the various countries in which their products are sold. Specifically, the questions related to art and copy requirements, newspaper and magazine circulations, and standardization and size of layouts. In the hope that their comments shall contribute to a better understanding of the difficulties to be avoided, we outline briefly a summary of their findings:

AUSTRIA

Although it was suggested at the 1928 Congress of the International Advertising Association in Paris, that the Austrian publishers establish an audit bureau of circulation, such as corresponds to The United States A.B.C., newspaper publishers generally have failed to come to an agreement. However, much progress has been made by the larger newspapers. The "Neues Wiener Tagblatt" and "Journal", "Freie Presse", "Arbeiter Zeitung" and "Oesterreichische Volks-Zeitung" agreed to have their circulation figures checked by a public notary and the figures published in the various newspapers. Unfortunately, however, there are still many publishers who choose abnormal times, such as Easter and Christmas holidays, for circulation check-up.

Gillette, Vacuum Oil and numerous American automobile manufacturers have successfully used standardized art work and layout. The copy, of course, has been changed to meet the requirements of the Austrian language.

BELGIUM

Many of the important Belgian newspapers submit their circulation records regularly to chartered accountants. Generally, however, advertisers are not provided with exact statements. "Le Soir" and "Het Laatste Nieuws" are



Argentine Poster

Design Amaldi

Studio: „PUM . . EN EL OJO“

49

