

of similar quality are offered at lower prices than the Canadian products. Non-domestic sales were seen as a means for increasing the sales base of these costly productions.

- It was reported that foreign markets are considered to be important by magazine publishers but that they place priority on the following, in descending order:

- renewing Canadian subscriptions,
- developing new Canadian subscriptions,
- developing international subscriptions.

- However, it was reported that interest in international markets is growing among publishers because Canadian mailing lists were said to be "wearing out".

Major Foreign Markets

- The United States and England were identified as the most likely potential markets for long-term subscribers. The following sub-sectors and specific product lines were identified as holding the most potential for international success:
 - Canadian studies programs and conferences,
 - literary magazines,
 - visual arts and native crafts magazines,
 - children's magazines,
 - nature publications,
 - feminist publications,
 - political alternatives' publications,
 - scholarly journals, and,
 - some news and opinion journals.