

Prediction

You'd better start saving your copies of Macleans magazine—they will soon be collectors items.

If you are one of 700,000 Macleans readers you probably noticed things weren't the same in the January edition. The magazine is smaller now.

It's the same size as Time. Funny coincidence.

The change in size represents one of the magazine's final convulsions in an incurable disease that will soon result in death. The disease is an acute lack of advertising dollars and the cause, not surprisingly, is the Canadian government.

In recent years. Time maga-

zine and Readers Digest have been soaking up the big Canadian advertising dollars. It's easy to see why.

Time, with 800,000 subscribers in Canada, need only charge Canadian advertisers \$2,700 a page to easily cover printing costs and the low overhead of a minimal Canadian staff and a campaign for subscribers that Macleans can't dream of. And they still make a very substantial profit.

Maclean's however, with its fully Canadian operation, must charge \$4,600 just to stay in business.

At twice the cost the advertisers just aren't opting for Macleans. Under present circumstances this condition can only be terminal. The change in size will reduce printing costs and will help hide a decrease in content.

It will also mean the same ad Time magazine prints can be run without any additional charge for redesigning to the larger format.

But there is going to have to be a revolution to make the new formal look decent.

There are things you can do on a big page that you can't do on a small one. For example, in the January issue everything looked merely like it had been set up in the old style and then reduced. It didn't look good.

*By Stewart Lave
The Chevron*

-- in one year this magazine will be dead

The government holds the only cure for the problem—a problem that really doesn't belong to Macleans alone but to Canada's entire periodical industry.

Parliament Hill, however, has shown itself very reluctant to apply the medication for fear of damaging relationships with our southern brother.

In 1960 a royal commission headed by Senator Gratin O'Leary recommended that Canadian corporations be prevented from deducting as business expenses the cost of advertising in non-Canadian publications where such advertising was directed at the Canadian market.

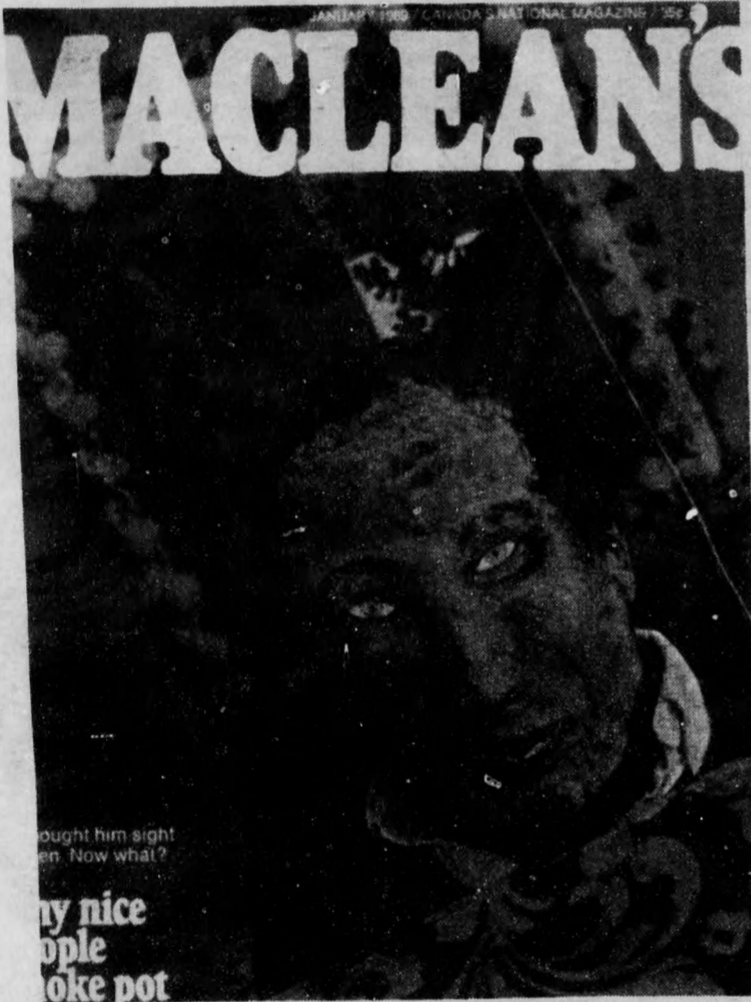
But in 1966 when most of O'Leary's proposals were made law, Time and Readers Digest were made exceptions. No rationale for this peculiar action was necessary. It resulted from

very obvious pressure by the American government. At the time, even O'Leary condemned the exception and warned that they would cause dire repercussions.

(Making big Americans magazines exceptions to our rules is nothing unusual in Canada. When Time and Life arrive at your local post office, first class mail is put aside until those publications, paying second class bulk rates, are sorted.)

Last year Macleans operated at a real loss for its publishers. Maclean-Hunter. For awhile that loss may be absorbed by the firm's other more profitable ventures.

But unless the government revokes the Time-Readers digest exception eventually all copies of Macleans magazine will sell at premium prices in old bookshops.



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