

F. PERIODICAL PUBLISHING

1. Market data

- a) How many English and French language periodicals (titles) are sold in this territory/country?

English? # _____

French? # _____

- b) Please list the names of the above periodicals and their countries of origin.

<u>Major Periodical Title</u>	<u>Country of Origin</u>
<u>Beijing Review (English & French)</u>	<u>China</u>
<u>China Reconstructs (Eng. & French)</u>	<u>China</u>
<u>China Pictorial (Eng. & French)</u>	<u>China</u>
<u>China Sports (English)</u>	<u>China</u>
<u>Chinafrique (French)</u>	<u>China</u>
<u>Time (English)</u>	<u>US</u>
<u>Newsweek (English)</u>	<u>US</u>
<u>Reader's Digest (English)</u>	<u>US</u>
<u>Le Express (French)</u>	<u>France</u>
<u>Der Spiegel (German)</u>	<u>FRG</u>
_____	_____
_____	_____

(Please use a blank sheet for additional periodicals.)

- c) How many copies of English and French language periodicals were sold in this country/territory:

Last year? # _____

Previous year? # _____

2. Market demand

- a) Please indicate the importance of the following kinds of periodicals in this territory/country (very important, important, not important).