

Network not lousy television

by Peter Michalyshyn

Give me eight magazines, each *the* magazine in any of the fields of foreign affairs, science, conservative and liberal politics (for a balanced perspective), business, the arts, and a smattering of journalism.

At your right they are. Most readers believing the only credible news sources are *Newsweek* and the *New York Times* have probably never heard of *Foreign Affairs*, *National Review*, or the *Columbia Journalism Review*.

That is your loss, because together these magazines (with a couple of exceptions and additions) form as cogent and complete an information source as is likely ever to be encountered.

It is important to think of these eight magazines as a whole. The comprise *The Leadership Network*. The *Network* for short, was conceived originally as an advertising ploy; special rates are offered to advertisers who wish to blanket ads in four or more of these magazines.

(The rate, incidentally, for the full 8 member network, is just over \$15,000 per full color page.)

The significance of the *Network*, however, is not so much the advertising angle, but the typical demographic profile of any one of the collected 571,000 subscribing readers, which follows:

Foreign Affairs — Five issues annually. Published by the prestigious Council on Foreign Relations and edited by William P. Bundy, this journal not only describes and comments on foreign policy, but in a very real sense is an active participant in the formation of that policy.

Male (81.3%); between 18-49 (70.2%); university-educated (95.4%); in business, industry, or profession (76.8%); top management (14.8%); average income (\$53,755 U.S.); two cars (61.3%); average investment portfolio value (\$204,656 U.S.); drinks Scotch or bourbon (61.9%); active in civic and public activities (almost all in various ways, from running for office to working for a political campaign).

This is the profile of perhaps the top one of two per cent of

Technology Review — Eight issues annually. Edited and published at the Massachusetts Institute of Technology since 1899. This magazine provides readable reports of developments within the fields of science and technology.

people in the U.S. who form what conveniently we might call the national power structure. They are government and business; these are the magazines they read.

That in itself is fascinating. To an advertiser the advantages are obvious. The clients span from AT&T, the world's largest megacorporation, to the National Legal Right to Work organization, an ultra-right reactionary group. Each of these and every one in between is not only advertising; each is reaching out to those in power with their message: corporations are good; unions are bad, and so on; it is advocacy advertising of a high order. It is only peripherally good business.

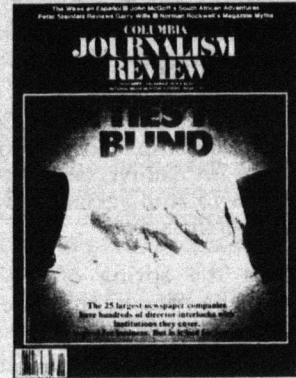
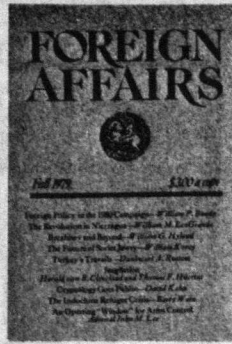
A list of representative subscribers show that the power structure is non-ideological.

It include academics, politicians, businessmen, and media types. Jacques Barzun, Zbigniew Brzezinski, Joseph Seagram, John Chancellor, Malcolm Muggeridge, Alexander Haig. And so on and so forth.

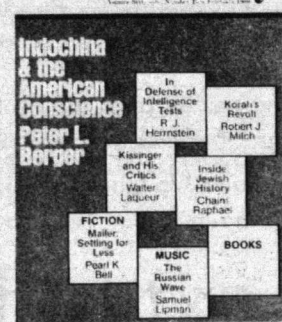
They may not be a loveable bunch. Their favorite magazines aren't very common, either in readership or in content. But that is their magic. So if you're interested in discovering how America thinks, you know now where to look. Good reading.

National Review — Fortnightly. Owned and edited by William F. Buckley, Jr., NATIONAL REVIEW provides the hallmark of conservative opinion regarding politics here and abroad.

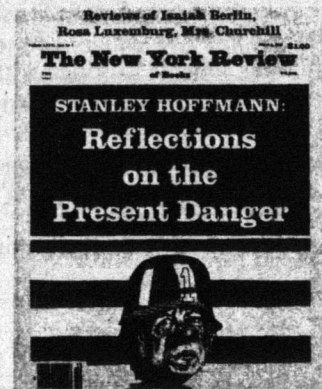
Columbia Journalism Review — Bi-monthly. This magazine assays the performance of the fourth estate in all its forms and delivers the audience which in turn delivers the audience.



Commentary



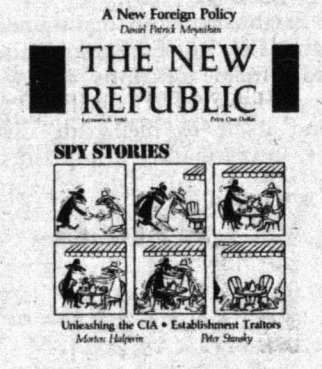
Commentary — Monthly. COMMENTARY provides important articles on current affairs and intellectual pursuits. Called by the *New York Times* "a pillar of American culture."



The New York Review of Books — Fortnightly. The most respected review commenting on books, politics and the arts.



The Wharton Magazine — Quarterly. The prestigious management magazine edited for corporate boardroom America.



The New Republic — Weekly. The barometer of independent liberal thought on politics and the arts.



Wanna keep a secret?

The Students' Union telephone directory will be distributed in October. If you don't want your name and telephone number to appear, see the Students' Union receptionist in Rm. 259 SUB or call 432-4236 and your number will be deleted.

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...THINK ABOUT A CAREER WITH
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We're planning to visit your campus at least twice.

- First, we invite you to attend a Briefing Session which will:
 - provide you with information about Xerox Canada Inc. and the careers we offer
 - give you the opportunity first, to ask, and receive answers to, any and all questions you may have
 - second, to decide whether or not your future might be with us.
- We recommend that you attend the briefing session before signing up for a personal interview.
- Plan to join us! We look forward to meeting you.
- The Xerox Canada people are coming to campus and your Placement Officer has full details.

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Clarkson Gordon employs more university graduates to train as CAs than any other firm in Canada. Each individual is important to us. Our extensive training programs, available to all our staff, and our professional coaching, reflect our recognition of the importance to each person of achieving his or her full potential.

To assist you in becoming a qualified member of this challenging and growing profession, our representative will be on campus

Oct. 29, 30 & Nov. 2.

Arrangements should be made through your Student Placement Office prior to Oct. 7.

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