

magazines.

- An example of a valuable effort on behalf of DEA's officials in Dallas was that of dropping off Canadian publishers' magazines at a Canadian Studies conference. It was suggested that this effort be emulated elsewhere.
  
- Finally, the CPPA considered that DEA officers abroad could provide to the industry, information on facts such as where people buy magazines and details on postal regulations. It was suggested that DEA officials meet with several circulation directors of British magazines to discuss with them matters of demographics, buying patterns, how to determine what a good response is to a particular promotion campaign, etc.

#### **Comments on PEMD**

- The comments made about PEMD were relatively general, as follows:
  - PEMD 'S' is very difficult to find out about,
  - It would likely be difficult for periodical publishers to acquire PEMD assistance to increase their subscriber lists.