



A Monthly Publication, National in Scope and Circulation, Devoted to the Conservation and Development of Canada's Forest Resources.

PUBLISHED AND OWNED BY

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AN OPEN LETTER TO COMPANIES OR INDIVIDUALS
SEEKING A NATIONAL MARKET IN CANADA

GENTLEMEN:—

Are you aware that it would cost you at least \$400 *in postage alone* to present your merchandising appeal to the 13,523 Canadian families who each month receive this publication? It will cost you about one-eighth this amount to reach this same audience in full page space through the advertising pages of our magazine.

This is not taking into account the gross numbers of those same families who, as readers of the magazine, are also potential buyers of your products.

We have recently conducted an analysis of our circulation and propose to set forth the results obtained in a series of printed announcements.

Fact No. 1, which we submit for your information, is:—

Of our 13,523 Subscribers who are distributed throughout 1601 cities, towns and rural districts of Canada, 6,900 own their homes, valued at \$82,800,000; 3,026 of these are farm properties, approximating in value \$32,940,000.

Surely this is an audience well worth while addressing.

We will welcome an opportunity of discussing with you further the extent of the service we can render you, also the cost and potential profit to you.

Awaiting your inquiry,

Yours very truly,

George A. Mackie.

Publication Manager