

fashion, decorating and gardening publications, most of them directed to women. Many increasingly include serious articles and feature reporting and should not be neglected as a target for placement of stories about other places and people, such as Canada. This is an outlet for new product, travel and personality news.

The Journal of Commerce, published in New York City, has a highly specialized readership which has varied little over the years. Owned by the Knight-Ridder Group, it reaches fewer than 27,000 subscribers -- but these include government and corporate representatives, importers and exporters. Government public affairs officers have relatively easy access to its columns and it will run by-lined articles.

Fairchild Publications covers an interesting gamut of subjects with its newspaper-format periodicals. Electronic News, for instance, vies with McGraw-Hill's more technically-oriented Electronics magazine; Women's Wear Daily, a hotchpotch of fashion news and gossip, and Footwear News, each has its own devoted public.

The newsletters are well worth studying. The best known is probably the highly successful Kiplinger Letter.

There are a number of others -- many very well researched and written -- directed to specialist fields like the electrical engineering industry, the utilities, the broadcast industry, the metal industry and so forth.

Nor should company publications, particularly the publications of major banks, be overlooked. Both the internal and external company newsletters and magazines will often take outside material if it is timely and relevant. And this is frequently the case as far as Canada and Canadian industry are concerned.