

## SECOND CIRCULAR TO ADVERTISERS.

THE

# NEW DOMINION MONTHLY

MONTREAL, CANADA: JOHN DOUGALL & SON, PUBLISHERS.

In our first Circular, issued in November, we said:

"This Magazine, the first number of which was issued in October last, has at present date a circulation of 3,000 copies, and by the end of the first year the publishers hope to have a subscription list of 8,000 to 10,000."

The March number—the 6th—required an edition of 7,500. The April number will require at least 8,000; and we now hope to see an issue much beyond 10,000 by October.

In commencing "*The New Dominion Monthly*," the desire of the proprietors has been to make the national magazine of the Confederated Provinces of British North America, and it is the only magazine of a general literary character in the Dominion, with its population of 4,000,000.

We confidently commend this new publication to the favor of advertising firms throughout Canada, the United States, and Great Britain, and solicit your patronage for it; at the same time inviting attention to the following note from a firm of considerable experience in advertising,

"MESSRS. JOHN DOUGALL & SON:—Gentlemen: We have very much pleasure in informing you that we have received more business applications in connection with our advertisements in "*The New Dominion Monthly*" than from any other advertising source; in fact, more than from all our other advertisements put together. Yours, very truly,  
C. W. WILLIAMS & Co."

Until further notice, the following will be the rates of advertising:—

Fly-leaves, per page, - - - - -	\$10.00 per month.
" " half page, - - - - -	6.00 "
" " four lines, double column, - - - - -	1.00 "
" " additional lines, - - - - -	.12½ "
Printed leaves bound in, - - - - -	1.00 per 1,000.

For pages of cover, and first page of fly-leaves after reading-matter, special rates are charged.

To advertisers for three months, a discount of 12½ per cent. will be made; for six months, 20 per cent.; and for 12 months, 33½ per cent. on the above rates.

British advertisers will please calculate five dollars to the pound sterling; and advertisers in the United States will remit in gold or its value.

Parties at a distance who may doubt the above statements with regard to figures, would do well to inform themselves of their correctness, through their friends here, or through advertising agents, to whom every facility for verifying our circulation will be afforded.

No advertisement can be inserted of bad or doubtful character.

All communications or remittances to be addressed (post-paid) to

**JOHN DOUGALL & SON,**

PUBLISHERS, MONTREAL, CANADA.

Montreal, March, 1868.