

to attend a trade show. People visit shows in order to purchase equipment and the right contact at a show can complete 75 percent of the selling job.

Canadian companies should plan to make potential visitors aware of their presence at the show in advance. Selective trade journal advertising and press releases are both important. Press releases should be sent to the show PR agency at least four weeks prior to the show date. Many trade shows produce show previews which are either mailed to attendees in advance or distributed at the show itself. All trade shows publish official guides or directories. Advertising in a show directory is also an effective way of reaching potential customers. All of the larger shows have press centers. It is advisable to provide a reasonable number of press kits and leave them at the center while the show is open. Most trade show management provide exhibitors with free invitation tickets for preferred customers. These should be distributed with care and follow-up phone calls can be made to key customers.

## 11.2 TRADE PUBLICATIONS

The study confirmed that most professionals in the computer industry read trade publications. Opinions varied widely as to which publications are effective. We found that manufacturers and distributors tend to subscribe to a greater number of magazines than systems house and software applications specialists. There are a large number of computer magazines published in the U.S. Table 11.2 following provides some information on preferences stated by attendees at a recent national computer show. A general description of a number of the leading publications is provided in this section and contact addresses for these and other publications are given in the Appendix.

**Table 11.2**  
**Publications Read Regularly by Attendees at a Leading Computer Show**

Computer World	35%	Personal Computer	3%
Datamation	26%	Data Pro	2%
MIS Week	14%	Electronics	2%
Info Systems Magazine	10%	Electronic News	2%
BYTE	7%	Modern Office Procedures	2%
Info Systems News	7%	Popular Computing	2%
Business Week	6%	Software News	2%
Wall Street Journal	6%	Creative Computing	1%
Computer Decision	5%	Computer Business News	1%
Info World	5%	Data Decision	1%
Forbes	4%	MIS News	1%
Mini Micro	4%	N.Y. Times	1%
Data Communications	3%	Office Automation	1%
Fortune Magazine	3%	Word Processing	1%
The Office	3%	None	10%

Data based on interviews with 507 attendees at 1982 INFO Show in New York.

Source: Ralph Head & Affiliates.

## Computer World

Computer World is published weekly. Circulation is now over 120,000. The publication is aimed at data processing managers, MIS directors, top corporate managers for Fortune 1000 companies, and third party OEMs. Computer World is the only widely read publication which is distributed by paid subscription, a fact which indicates that its editorial is of major interest to the readers. We were advised that between 15-20 Canadian companies advertise regularly in the magazine. Some articles from Computer World are reprinted in Computing Canada. Computer World features articles on developments in the computer industry, the use of computers in EDP/MIS, and office automation.

## Datamation

Datamation is a monthly publication with a controlled circulation of 160,000. The magazine features technical, semi-technical, and general articles on the computer industry. The magazine is generally regarded as a leading data source by the industry. The magazine's readership consists mainly of data processing managers in the larger U.S. companies, senior management, and university and government users.

## MIS Week

MIS Week is distributed to a controlled subscriber list of over 100,000. The magazine is published weekly and aims to disseminate information designed to assist in the planning or purchasing of information systems in any of the following categories: data or word processing, voice/text/data communications, advanced telecommunications systems, and repro-graphics. The magazine is intended mainly for MIS departments.

## Information Systems News

Info Systems News is also distributed free to a controlled subscriber list which presently totals in excess of 100,000. Recipients are managers, engineers, or information systems directors. The magazine contains articles on new computer hardware, software, and services, as well as marketing, management, and career opportunities. A number of Canadian companies have advertised in the magazine.

## Byte

Byte Magazine currently estimates its circulation to be in excess of 300,000, with an expected increase to 450,000 within the next year. Byte is user oriented and subscribers are generally sophisticated professionals or consumers. Subscriptions are paid for. The magazine contains articles on building, buying, and using personal computers and computer systems at home or in the office.

## Mini Micro Systems

Mini Micro Systems is a technical magazine edited for OEM systems integrators or for sophisticated end users. Mini Micro regularly summarizes new prod-