

People magazine which has nearly doubled its circulation in less than three years. It is a newsstand "best seller" -- only 15 percent of its 1.8 million circulation is by subscription.

Another Time-Life publication, Money magazine, trying, as one critic put it to be "all things to all people," in offering 'how to' stories on budgeting, saving, and quick riches, struggles to maintain its 650,000 circulation.

Apart from this, most journals or groups of journals meet a need and build a readership -- sometimes a very large one in such disparate cases as Sports Illustrated, TV Guide and Esquire, and some of the business journals such as Business Week and Fortune. Sometimes it is a highly specialized audience -- by income level, sex, education, trade or profession. The intellectual, literary and travel journals are a study in themselves.

In all, there are probably about 4,000 trade journals. They provide information for engineers, doctors, lawyers, and other specialists. They range from electronics to beverages and bottling publications and from furniture to fishing. They cover a myriad of sports and hobbies. They range from large, ambitious publications to journals whose audience is well under 10,000. Some are excellent: some very mediocre, but all have a following and make their money because somehow, somewhere, they serve a special group of readers.

Trade publications will often accept fairly general material. New product releases, for instance, which have been properly directed, will produce results considered essential to developing a market for a product. The exclusive article -- often written at the editor's request -- may pay high dividends.

Another very special and successful magazine group includes the homemaking,