

## VI - The Magazines

"It has taken nearly twenty years for the magazine industry to learn that it cannot beat television at the numbers game. In the process (some) giants have died. But magazines offer advertisers something that neither television nor any other medium can provide: a specialized national audience." ("Media" -- Sandman, Rubin and Sachsman.)

The news magazines form a very special category -- Time, Newsweek and U.S. News and World Report bring to 7.5 million subscribers slick, well-written, well-produced reviews of the week's news.

The material, of course, goes through the hands of dozens of researchers, writers and editors at headquarters. Throughout the country and in Ottawa these magazines have their own representatives. Stories concerning Canada will probably originate there. However, it is not only in New York and Washington but in all centers where there is a large Canadian population that a Government public affairs officer is likely to be consulted -- at least for verification or supplementary material -- as the story takes shape.

The National Observer does not attempt to compete in this field. It is a family weekly newspaper with a circulation that has not grown in two years, despite the fact that the paper is well-written, topical and has a high rate of subscription renewals. Readers tend to be prosperous, middle-class, and live outside the big cities. However, the National Observer does go after the educational groups and its acceptance as a teaching tool in high schools and some colleges is reportedly high.

The weekly that is the real exception to the trend towards specialization is