

Problems, Barriers and Needs Affecting Foreign Market Penetration

Problems

- The CPPA official interviewed stated that, aside from other priorities, one of the reasons Canadian publishers have not made significant efforts to penetrate foreign markets was because postal rates are so high.

Foreign Marketing Requirements

The following requirements were identified for effective foreign marketing of periodicals:

- There is a need to find a person in Britain who is knowledgeable about buying mailing lists and can distinguish between those which are useful and those which are not.
- It was suggested that Canadian publishers require knowledge of buying patterns in foreign markets. For instance, it would be important to know whether foreign buyers are more prone to buy at newsstands or through subscriptions. These patterns have significant implications for marketing strategies.
- Other information required is that concerning mail regulations.

Suggested Roles for External Affairs in Assisting Periodical Publishers To Penetrate Foreign Markets

The following suggestions were made:

- It was suggested that the DEA Posts provide to visitors of their libraries, copies of the co-operative publishers' catalogue. As well, it was suggested that the Posts 'showcase' Canadian