

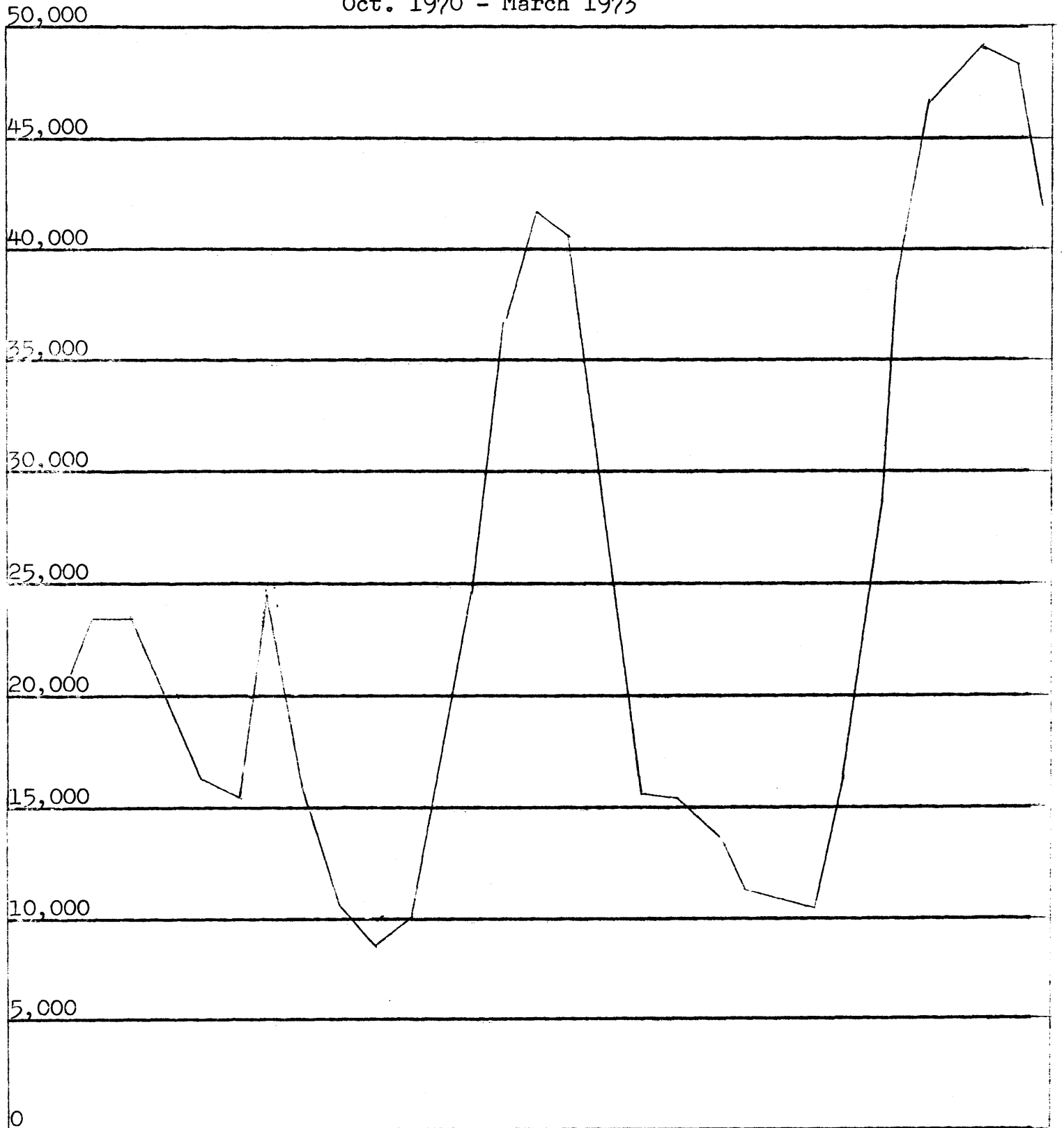
COMPARISON OF AVERAGE WEEKLY CIRCULATION FIGURES

<u>NEWSPAPERS:</u>	<u>1972</u>	<u>1971</u>	<u>1970</u>	<u>1969</u>
<u>Militant</u>				
bundles	10,396	9,187	9,143	4,455
subs	14,209	9,869	8,214	5,675
total paid circulation	24,605	19,056	17,357	10,130
<u>Daily World</u>				
bundles	15,779	14,945	12,175	7,764
subs	10,315	10,100	8,292	6,486
total paid circulation	26,094	25,045	20,467	14,250
<u>Guardian</u>				
bundles	2,875	2,300	4,852	5,712
subs	15,612	15,805	20,010	21,106
total paid circulation	18,487	18,105	24,862	26,818
<u>Bulletin</u>				
bundles	7,377	4,842	*	*
subs	5,156	2,231	*	*
total paid circulation	12,533	7,073		
<u>People's World</u>				
bundles	4,690	3,530	*	*
subs	2,525	3,133	*	*
total paid circulation	7,215	6,663		
<u>MAGAZINES:</u>				
<u>International Socialist Review</u>				
bundles	4,349	4,725	3,693	1,812
subs	2,839	2,734	2,294	1,194
total paid circulation	7,188	7,459	5,986	3,006
<u>Political Affairs</u>				
bundles	3,005	3,005	3,005	3,005
subs	1,495	1,495	1,495	1,495
total paid circulation	4,500	4,500	4,500	4,500
<u>Monthly Review</u>				
bundles	3,286	4,279	3,348	2,643
subs	6,938	5,247	5,724	5,997
total paid circulation	10,224	9,526	9,072	8,640

* figures not available at this time

MILITANT: TOTAL PAID DOMESTIC CIRCULATION

Oct. 1970 - March 1973



1970

1971

1972

1973

OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC JAN FEB MAR

COMPARISON OF AVERAGE WEEKLY MILITANT BUNDLE SIZES

<u>Area</u>	<u>April 73</u>	<u>March 72</u>	<u>March 71</u>	<u>Feb. 70</u>	<u>Feb. 69</u>
Atlanta	350	220	120	200	60*
Austin	225	135	150	125	20*
Boston	550	340	520	350	150
Brooklyn	450	210	---*	---*	---*
Chicago	550	250	290	300	300
Cleveland	350	190	200	200	100
Denver	375	275	100	---*	---*
Detroit	400	380	250	200	100
Houston	650	250	150	50*	5*
Los Angeles	500	150	280	200	175
Lower Manhattan	500	175	---*	---*	---*
Oakland/Berkeley	600	250	150	200	250
Philadelphia	350	230	180	200	300
Portland	250	95	75	20	20
San Diego	375	50	170	235	25
San Francisco	400	300	200	200	200
Seattle	285	120	150	125	100
Twin Cities	400	200	110	150	150
Upper West Side	460	210	---*	---*	---*
Washington, D.C.	275	170	80	65*	10*
New York (single branch)	<u>---</u>	<u>---</u>	<u>400</u>	<u>500</u>	<u>325</u>
TOTALS	8,295	4,200	3,575	3,205	2,290

For the first two issues of April, 1973, an average of 81% of the bundles was sold. The average in March, 1972, was 60%, while the overall average sold in 1972 was only 54%. Since everything sold over 50% is profit, several branches are making substantial sums each month on Militant sales. A few have been able to apply this profit to paying off their back debts.

*no branch then

GEOGRAPHIC DISTRIBUTION OF DOMESTIC CIRCULATION*
THE MILITANT (As of #48, Dec. 29, 1972, issue.)

<u>Area</u> ⁺	<u>Percentage of:</u>		
	<u>Subs</u>	<u>Bundles</u>	<u>Total Domestic Circulation</u>
East Coast	31%	23%	25%
Midwest	27%	23%	24%
South	11%	12%	12%
West Coast/ Southwest	31%	42%	39%

+ Areas are broken down as follows:

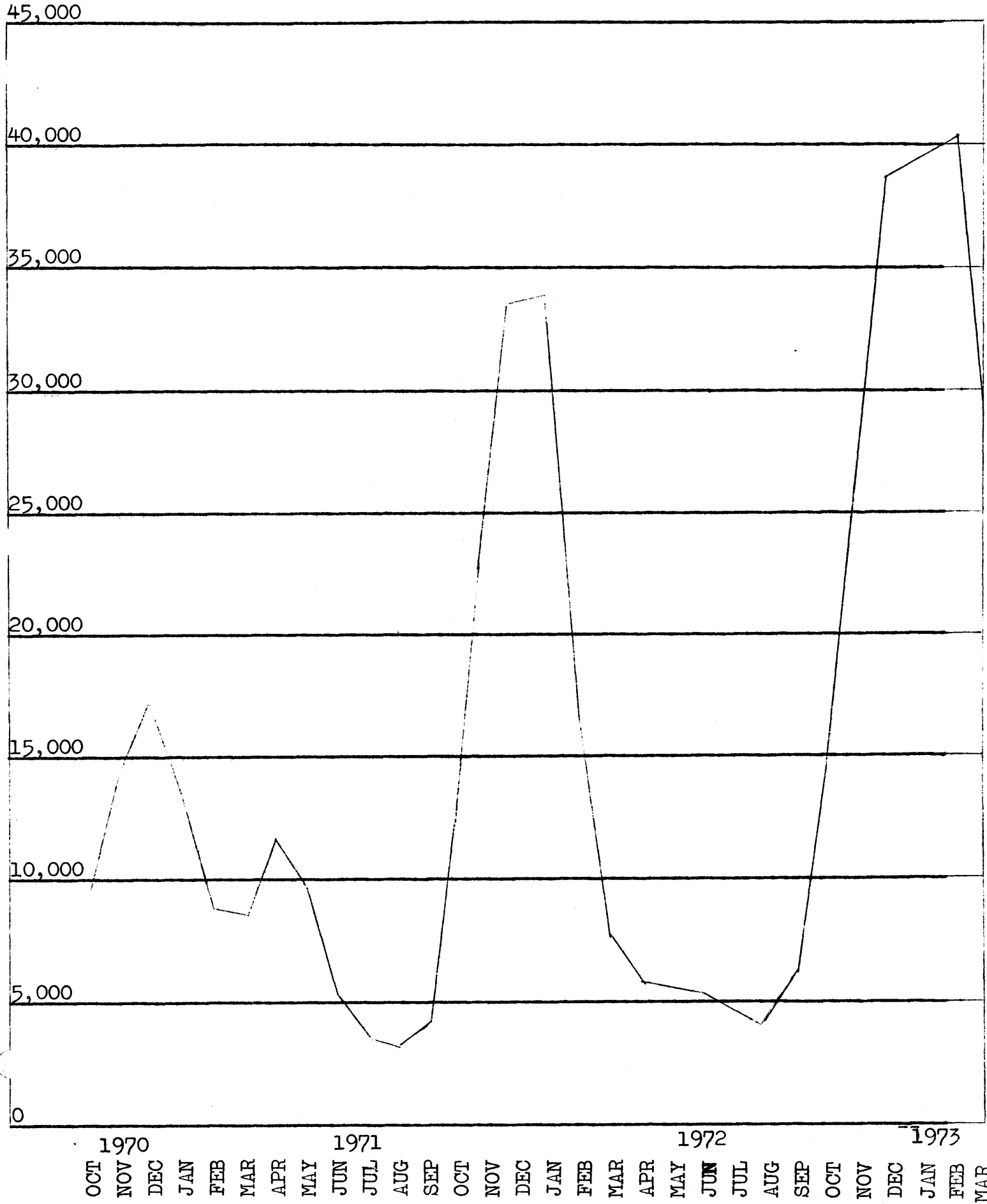
1. East Coast: Boston, New York, Philadelphia.
2. Midwest: Chicago, Cleveland, Detroit, Twin Cities.
3. South: Atlanta, Washington, D.C.
4. West Coast/Southwest: Austin, Denver, Houston, Los Angeles, Oakland/Berkeley, Portland, San Diego, San Francisco, Seattle.

GEOGRAPHIC BREAKDOWN OF LONG TERM SUBSCRIPTIONS BY BRANCH AND REGION*
(As of #48, Dec. 29, 1972, issue.)

Los Angeles	69	Cleveland	60
San Diego	28	Ohio	75
So. Calif. Region	141	Wisconsin	35
San Francisco	53	Indiana	41
Oakland/Berkeley	69	Washington, D.C.	49
No. Calif. Region	104	Washington, D.C. Region	102
Denver	35	Atlanta	35
Denver Region	66	Atlanta Region	89
Seattle	25	Philadelphia	62
Seattle Region	31	Pennsylvania	66
Portland	17	Boston	109
Oregon	17	New England Region	128
Houston	36	Lower Manhattan	70
Austin	23	Upper West Side	59
Texas Region	80	Brooklyn	42
Chicago	92	New York Region	246
Chicago Region	97	Libraries	240
Detroit	73	APO-FPO (GIs)	20
Michigan	78	GRAND TOTAL	2,812
Twin Cities	83		
Twin Cities Region	57		

*None of the above figures include the 35,441 introductory subscriptions obtained last fall or their geographic distribution.

MILITANT SUBSCRIPITONS Oct. 1970 - March 1973



PARTICIPATION IN FIRST EIGHT WEEKS OF SALES CAMPAIGN, COMPARED
WITH AVERAGE PARTICIPATION IN 1972 (April 17, 1973)

<u>Area</u>	<u>Sales Campaign Average</u>	<u>1972 Average</u>	<u>Participation in Sales of Issue #14 (last issue reported)</u>
Atlanta	27	25	28
Austin	19	16	--
Boston	47	48	55
Brooklyn	33	33	37
Chicago	45	38	42
Cleveland	24	17	18
Denver	31	27	--
Detroit	35	35	34
Houston	36	27	24
Los Angeles	26	33	30
Lower Manhattan	42	19	46
Oakland/Berkeley	35	43	37
Philadelphia	19	23	25
Portland	24	21	27
San Diego	23	20	19
San Francisco	25	25	27
Seattle	23	22	21
Twin Cities	25	29	25
Upper West Side	33	27	39
Washington, D.C.	<u>19</u>	<u>23</u>	19
TOTALS	591	551	

These figures include both SWP and YSA participation. Although participation has increased slightly from the 1972 average, individual branches have had mixed progress. Some areas show increased participation (i.e. Houston, Chicago, Lower Manhattan, and Upper West Side) over 1972, but others still have less participation than last year. Although some of the smaller branches have almost full participation each week, some of the larger ones still do not have half of their membership selling in any one week yet.

Most branches report that one of the main ways to increase participation is to utilize team sales, especially teams with sales people of mixed experience. Also, reluctant sales people should be sent to places with guaranteed good sales that they can go to every week. New or difficult sales locations should be reserved for more experienced sales people.

BRANCH FINANCIAL PERFORMANCE IN PAYING

1972 MILITANT BUNDLE BILLS

<u>BRANCH</u>	<u>TOTAL BILLED</u>	<u>TOTAL PAID</u>	<u>PERCENT PAID</u>	<u>DEBT AT END OF 1972</u>	<u>DEBT AT END OF 1971</u>
Atlanta	\$1,593	\$1,090	68%	\$ 785	\$ 281
Austin	\$ 986	\$ 645	65%	\$ 340	-0-
Boston	\$2,800	\$2,328	83%	\$ 483	-0-
Brooklyn	\$1,498	\$1,377	92%	\$ 705	\$ 570
Chicago	\$2,375	\$3,220	136%	\$2,699	\$3,505
Cleveland	\$1,569	\$2,107	134%	\$ 509	\$1,037
Denver	\$1,958	\$1,311	67%	\$1,033	\$ 385
Detroit	\$3,292	\$3,192	97%	\$1,309	\$1,211
Houston	\$1,682	\$ 728	43%	\$1,314	\$ 359
Los Angeles	\$2,008	\$2,011	100%	-0-	-0-
Lower Manhattan	\$1,432	\$1,679	117%	-0-	\$ 247
Oakland/Berkeley	\$2,363	\$2,228	94%	\$ 613	\$ 434
Philadelphia	\$1,885	\$2,042	108%	\$ 120	\$ 269
Portland	\$1,059	\$ 419	40%	\$ 679	\$ 38
San Diego (3 mos.)	\$ 216	\$ 229	106%	-0-	---
San Francisco	\$2,656	\$3,794	143%	-0-	\$1,137
Seattle	\$1,059	\$1,091	103%	\$ 762	\$ 749
Twin Cities	\$1,925	\$1,846	101%	-0-	-0-
Upper West Side	\$1,622	\$1,626	100%	-0-	-0-
Washington, D.C.	\$1,570	\$1,899	121%	-0-	\$ 284

TOTAL BILLED IN 1972: \$35,448
TOTAL PAID IN 1972: \$34,862
PERCENT PAID: 98%
DEBT AT END OF 1972: \$11,351
DEBT AT END OF 1971: \$10,506

COMPARISON OF ISR BRANCH BUNDLE SIZES

<u>Area</u>	<u>April 1973</u>	<u>April 1972</u>	<u>April 1971</u>
Atlanta	40	40	50
Austin	40	40	65
Boston	80	150	75
Brooklyn	75	75	--
Chicago	100	150	150
Cleveland	35	50	75
Denver	65	50	50
Detroit	30	50	150
Houston	50	75	50
Los Angeles	125	75	125
Lower Manhattan	100	75	--
Oakland/Berkeley	60	60	75
Philadelphia	40	75	150
Portland	50	30	15
San Diego	75	15	40
San Francisco	100	100	100
Seattle	40	40	75
Twin Cities	60	60	60
Upper West Side	50	50	--
Washington, D.C.	75	75	50
New York (single branch)	<u>--</u>	<u>--</u>	<u>600</u>
TOTALS	1,290	1,410	1,955

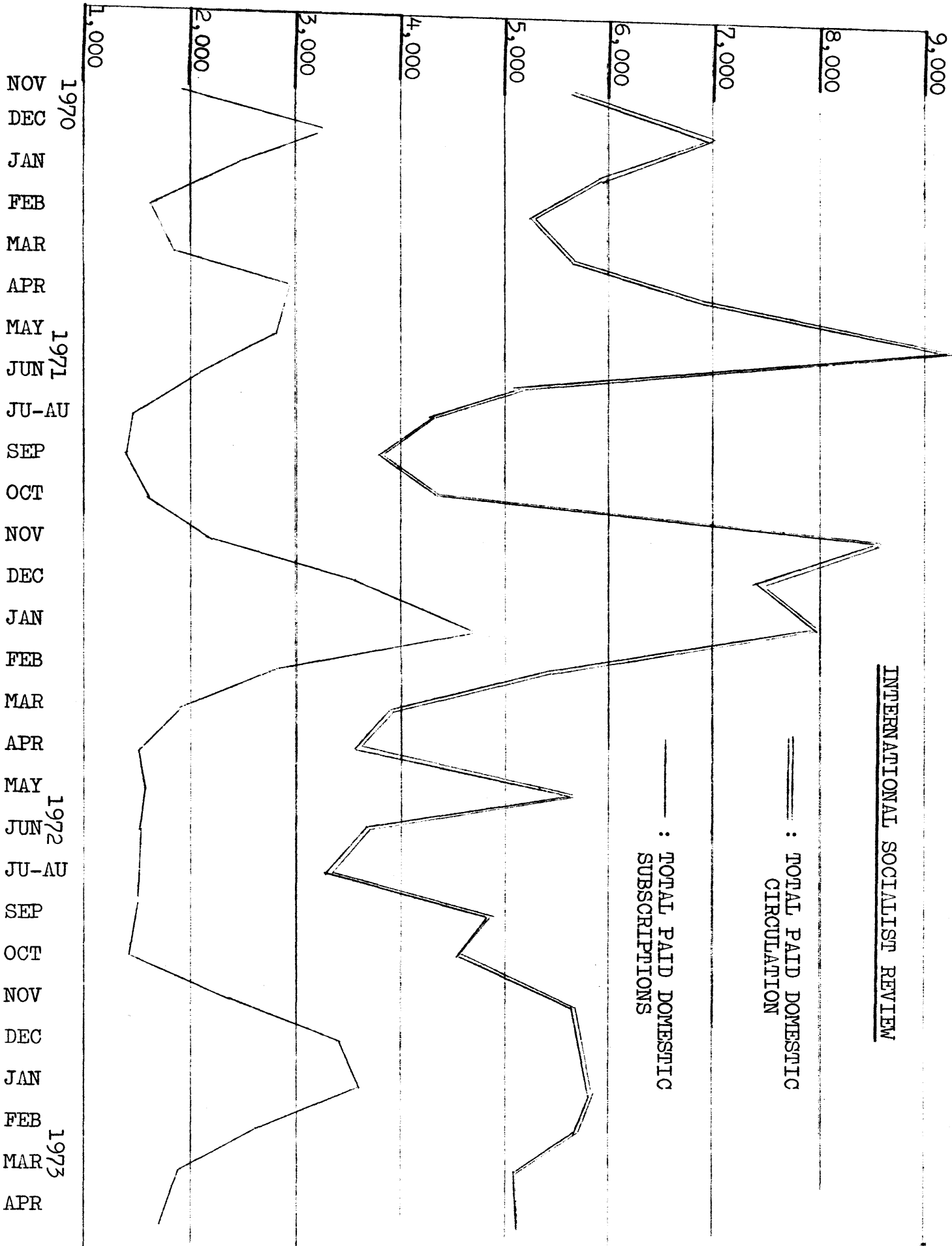
1972 INTERNATIONAL SOCIALIST REVIEW

AVERAGE BRANCH BUNDLE PER MONTH, NUMBER SOLD,
PER CENT SOLD, AND NUMBER OF COMRADES SELLING

<u>BRANCH</u>	<u>AVERAGE BUNDLE PER MONTH</u>	<u>AVERAGE SOLD PER MONTH</u>	<u>AVERAGE % SOLD/MO.</u>	<u>AVERAGE # COMRADES SELLING</u>
Atlanta	40	20	50%	6
Austin	41	20	49%	11
Boston	138	59	43%	27
Brooklyn	68	26	38%	16
Chicago	152	43	28%	12
Cleveland	62	17	27%	6
Denver	50	13	26%	10
Detroit	55	22	40%	9
Houston	61	12	20	9
Los Angeles	102	79	77%	22
Lower Manhattan	73	27	37%	6
Oakland/Berkeley	78	25	32%	21
Philadelphia	69	36	52%	8
Portland	32	22	69%	9
San Diego (4 mos.)	26	21	81%	12
Seattle	46	29	63%	6
San Francisco	100	38	38%	10
Twin Cities	63	30	48%	12
Upper West Side	54	24	44%	8
Washington, D.C.	75	54	72%	3

Average Branch Bundle in 1972:	69
Average Number Sold in 1972:	31
Average Percent Sold in 1972:	45%
Average Number of Comrades Selling Per Branch:	11

INTERNATIONAL SOCIALIST REVIEW



BRANCH FINANCIAL PERFORMANCE FOR PAYING
1972 ISR BUNDLE BILLS

<u>BRANCH</u>	<u>TOTAL BILLED</u>	<u>TOTAL PAID</u>	<u>PERCENT PAID</u>	<u>DEBT AT END OF 1972</u>	<u>DEBT AT END OF 1971</u>
Atlanta	\$154	\$ 91	59%	\$ 91	\$ 28
Austin	\$158	\$ 84	53%	\$ 57	-0-
Boston	\$513	\$544	106%	\$ 40	\$ 70
Brooklyn	\$263	\$337	128%	-0-	\$ 72
Chicago	\$536	\$571	107%	\$290	\$341
Cleveland	\$242	\$224	93%	\$232	\$214
Denver	\$180	\$ 50	28%	\$246	\$117
Detroit	\$215	\$319	148%	\$329	\$472
Houston	\$238	\$ 44	18%	\$193	-0-
Los Angeles	\$404	\$1,057	261%	\$ 44	\$664
Lower Manhattan	\$272	\$330	121%	-0-	\$ 52
Oakland/Berkeley	\$300	\$225	75%	\$152	\$ 92
Philadelphia	\$230	\$258	112%	-0-	\$ 26
Portland	\$130	\$ 65	50%	\$ 83	\$ 23
San Diego (4 mos.)	\$ 38	\$ 27	71%	\$ 30	-0-
San Francisco	\$385	\$595	155%	-0-	\$210
Seattle	\$194	\$171	88%	\$ 23	-0-
Twin Cities	\$243	\$243	100%	-0-	-0-
Upper West Side	\$211	\$211	100%	-0-	-0-
Washington, D.C.	\$286	\$315	110%	-0-	\$ 26

TOTAL BILLED IN 1972: \$5,192
TOTAL PAID IN 1972: \$5,761
PERCENT PAID: 111%
DEBT AT END OF 1972: \$1,810
DEBT AT END OF 1971: \$2,407