

COMPARISON OF ISR BRANCH BUNDLE SIZES

<u>Branch</u>	<u>April</u> <u>1974</u>	<u>April</u> <u>1973</u>	<u>April</u> <u>1972</u>	<u>April</u> <u>1971</u>
Atlanta	40	40	40	50
Austin	15	40	40	65
Boston	80*	80	150	75
Brooklyn	20*	75	75	--
Chicago	100	100	150	150
Cleveland	20	35	50	75
Denver	45	65	50	50
Detroit	30	30	50	150
Houston	40	50	75	50
L.A. (Central-East)	35			
L.A. (West Side)	45	125	75	125
Lower Manhattan	60*	100	75	--
Oakland/Berkeley	60*	60	60	75
Philadelphia	30*	40	75	150
Pittsburgh	20	--	--	--
Portland	40	50	30	15
San Diego	50	75	15	40
San Francisco	75	100	100	100
Seattle	40	40	40	75
St. Louis	20	--	--	--
Twin Cities	60	60	60	60
Upper West Side	50*	50	50	--
Washington DC	50	75	75	50
New York (single branch)	<u>--</u>	<u>--</u>	<u>--</u>	<u>600</u>
TOTALS	1,025	1,290	1,410	1,955

*The following branches have separate newsstand bundles in addition to the above:

Boston	75
Brooklyn	60
Lower Manhattan	225
Oakland/Berkeley	110
Philadelphia	35
Upper West Side	<u>75</u>

TOTAL WITH NEWSSTANDS 1,605

COMPARISON OF AVERAGE MONTHLY ISR BUNDLE SIZE AND NUMBER SOLD

<u>Branch</u>	<u>1973</u>		<u>1972</u>	
	<u>Bundle</u>	<u>Sold</u>	<u>Bundle</u>	<u>Sold</u>
Atlanta	40	16	40	20
Austin	36	21	41	20
Boston	110	28	138	59
Brooklyn	68	21	68	26
Chicago	104	42	152	43
Cleveland	43	17	62	17
Denver	61	*	50	13
Detroit	30	18	55	22
Houston	56	17	61	12
Los Angeles	140	84	102	79
Lower Manhattan	94	63	73	27
Oakland/Berkeley	69	21	78	25
Philadelphia	56	22	69	36
Pittsburgh	36	*	--	--
Portland	55	*	32	22
St. Louis	43	16	--	--
San Diego	70	54	26	21
San Francisco	95	63	100	38
Seattle	49	35	46	29
Twin Cities	60	26	63	30
Upper West Side	55	29	54	24
Washington DC	<u>70</u>	<u>22</u>	<u>75</u>	<u>54</u>
TOTAL AVERAGE BUNDLE	1,440		1,385	
AVERAGE SOLD MONTHLY PER BRANCH REPORTING		32		45

*No reports received.

COMPARISON OF BRANCH DEBTS TO THE ISR

<u>Branch</u>	<u>Debt At The End Of:</u>		
	<u>1973</u>	<u>1972</u>	<u>1971</u>
Atlanta	\$30	\$91	\$28
Austin	\$70	\$57	-0-
Boston	\$14	\$40	\$70
Brooklyn	-0-	-0-	\$72
Chicago	-0-	\$290	\$341
Cleveland	-0-	\$232	\$214
Denver	\$357	\$246	\$117
Detroit	-0-	\$329	\$472
Houston	\$318	\$193	-0-
Los Angeles	\$158	\$44	\$664
Lower Manhattan	-0-	-0-	\$52
Oakland/Berkeley	\$155	\$152	\$92
Philadelphia	\$39	-0-	\$26
Pittsburgh	-0-	-----	-----
Portland	\$272	\$83	\$23
St. Louis	-0-	-----	-----
San Diego	-0-	\$30	-0-
San Francisco	\$56	-0-	\$210
Seattle	-0-	\$23	-0-
Twin Cities	-0-	-0-	-0-
Upper West Side	-0-	-0-	-0-
Washington DC	<u>-0-</u>	<u>-0-</u>	<u>\$26</u>
TOTALS	\$1,469	\$1,810	\$2,407

ISR BUNDLES AS OF FEBRUARY 1974 ISSUE

DOMESTIC

Paid:	2,240
Complimentary and Exchange	<u>58</u>

TOTAL DOMESTIC BUNDLES 2,298

FOREIGN

Paid	540
Complimentary & Exchange (seamail)	696
Complimentary & Exchange (airmail)	11
Complimentary & Exchange (air ft.)	<u>50</u>

TOTAL FOREIGN BUNDLES 1,297

TOTAL COMPLIMENTARY AND EXCHANGE 815

TOTAL PAID 2,780

TOTAL BUNDLES 3,595

TOTAL ISR CIRCULATION AS OF FEBRUARY 1974 ISSUE

TOTAL PAID LONG TERM SUBSCRIPTIONS & BUNDLES 4,902

TOTAL COMPLIMENTARY & EXCHANGE SUBS & BUNDLES 1,129

TEAM BUNDLES 900

SUB TOTAL 6,931

INTRODUCTORY SUBSCRIPTIONS 1,569

TOTAL CIRCULATION 8,500

ISR SUBSCRIPTIONS AS OF FEBRUARY 1974 ISSUE

DOMESTIC (not including 1,569 introductory subscriptions)

Paid:

Long term subscriptions	1,581
Libraries	<u>237</u>
Total Paid	1,818

Other:

Exchange subscriptions	47
Complimentary	58
Prisoners	<u>18</u>

TOTAL DOMESTIC SUBSCRIPTIONS 1,941

FOREIGN

Paid:

Seamail	160
Airmail	7
First class	6
Canada Second Class	<u>131</u>
Total Paid	304

Complimentary & Exchange:

Seamail	147
Airmail	32
First class	<u>12</u>

TOTAL FOREIGN SUBSCRIPTIONS 495

TOTAL COMPLIMENTARY AND EXCHANGE 314

TOTAL PAID SUBSCRIPTIONS 2,122

TOTAL SUBSCRIPTIONS (non-introductory) 2,436

COMPARISON OF ISR SUBSCRIPTION RENEWAL RATES

<u>LONG TERM SUBSCRIBERS:</u>	<u>1973</u>	<u>1972</u>
% Renewing	37.7%	28.2%
# Renewing	486	363
# Sent Renewal Letter	1290	1288

<u>INTRODUCTORY SUBSCRIPTIONS (non subscription drive):</u>		
% Renewing	13.6%	18.3%
# Renewing	91	127
# Sent Renewal Letter	667	693

<u>INTRODUCTORY SUBSCRIPTION DRIVE RENEWALS:</u>	<u>Fall 1973</u>	<u>Fall 1972</u>	<u>Fall 1971</u>
% Renewing	4.7%	2.7%	5.0%
# Renewing	113	56	137
# Sent Renewal Letter	2392	2106	2759

Income from renewals in 1973: \$5,343

Income from renewals in 1972: \$4,471