

		index	Yearbook	Calendar	Bibliog	text	YB	Advertis.	Cong. Org.	Documents	Advice/ research
					.		supl.				
NGOs -	international	(4)	10	10	10	30	5	10	10	2	4
	national	(4)	2	2	-	1	-	-	2	-	1
		(4)	1								
Govt -	IGOs	(2)	10	5	5	2	5	-	-	2	2
	embassies	(2)	30	2	-	5	5	-	-	2	2
	IGO/NGO depts.	(2)	50	10	-	10	10	-	-	2	2
Profess.-	corporations	(1)	1	1	1	-	-	1*	-	-	1
	travel agents	(1)	10	10	-	-	10	2*	2	-	-
	airlines	(1)	50	10	-	-	30	10*	2	-	-
	hotels	(1)	2	2	-	-	2	1*	1	-	1
	congress centres	(1)	50	50	-	-	40	20*	5	-	10
	"/ bldg. designers	(1)	10	1	-	-	-	-	2	-	50
Research	institutes	(2)	70	5	10	20	10	-	-	20	5
	libraries (univ.)	(2)	40	5	10	5	1	-	-	10	-
	" (nat. /public)	(1)	20	2	1	1	1	-	-	1	-
	special libraries	(2)	50	5	5	5	1	-	-	5	-
Individual	journalists	(3)	1	-	-	-	-	-	-	-	1
	prof. interpreters	(1)	2	10	-	-	-	-	-	-	1
	mtg. attenders	(4)	-	5	-	-	-	-	-	-	-
	NGO founders	(5)	5	-	-	50	-	10	10	10	50

The above figures indicate the estimated percentage of the market sectors which purchase or are interested in the UIA publications and services

The bracketed figures split the market sectors into five groups:

- (1) profit from existing international cooperation
- (2) study the "
- (3) promote new international cooperation (propaganda, persuasion, etc.)
- (4) facilitate planned new international cooperation
- (5) creation of new international cooperation

Figures marked (*) indicate advertisers in magazine

See also: Exhibit 21 (Yearbook), 22a (Magazine), 27 (Advertising)

Exhibit 32 (Sales for each group)