

DISTRIBUTION OF MAGAZINE SUBSCRIBERS BY COUNTRY GROUP AND BY TYPE

The following description refers to the layout of the Exhibit on the next page.

Subscriber types: These are the groups of subscribers as identified by the indicators on the addressograph plates

Country groups: These groups correspond to those used to group the addressograph plates

Internal layout of each rectangle:

All figures are percentages

Upper left hand corner - gives the percentage of the total number of subscribers of a given type that are in the particular country.

The total of this figure for each country gives 100 %

Subscriber here means an addressograph plate, whether this represents a current, past or potential subscriber

Lower left hand corner - gives the percentage of a given group of subscriber plates which represent current subscriptions (fully paid)

Lower right hand corner- gives the percentage of a given group of subscriber plates which represent free subscriptions

Example: Europe (Special) countries and IGOs/NGOs in Yearbook

52.0 % of all subscribers of this type are in Europe (Special)

6.8 % of these subscribers in Europe (Special) actually have a current subscription (fully paid)

84.8 % of these subscriber plates bear indicators representing free subscriptions

(8.4 %, namely  $100.0 - 84.8 - 6.8$ , represents the number of subscriber plates of this type which represent neither paid nor free subscriptions)

The names of the countries within each group, where this is not clear from the title, are given in Exhibit 23.

| Subscriber type              | Europe (Special) |       | North America |       | Benelux |       | Europe (General) |      | Overseas (English) |      | South/Cen. America |       | Nordic |       | Overseas (French) |       |
|------------------------------|------------------|-------|---------------|-------|---------|-------|------------------|------|--------------------|------|--------------------|-------|--------|-------|-------------------|-------|
| IGOs/NGOs                    | 52.0             |       | 10.8          |       | 20.1    |       | 4.3              |      | 3.9                |      | 4.2                |       | 3.9    |       | 0.9               |       |
| in Yearbook                  | 6.8              | 84.8  | 5.3           | 92.0  | 10.7    | 80.0  | 4.1              | 85.6 | -                  | 93.4 | -                  | 96.9  | -      | 99.0  | -                 | 85.6  |
| Idem:                        | 43.6             |       | 12.1          |       | 16.4    |       | 2.4              |      | 12.7               |      | 10.3               |       | 1.2    |       | 1.2               |       |
| Secondary HQ                 | 19.5             | 48.6  | 15.0          | 85.0  | 26.0    | 37.0  | 25.0             | 50.0 | -                  | 66.7 | -                  | 70.6  | -      | 100.0 | -                 | 50.0  |
| U.N.                         | 6.8              |       | 93.2          |       | -       |       | -                |      | -                  |      | -                  |       | -      |       | -                 |       |
| Consultants                  | -                | 25.0  | -             | 100.0 | -       | -     | -                | -    | -                  | -    | -                  | -     | -      | -     | -                 | -     |
| Unesco National Commissions  | 4.4              |       | 2.2           |       | 3.3     |       | 14.1             |      | 27.2               |      | 20.6               |       | 5.4    |       | 23.0              |       |
|                              | -                | 100.0 | -             | 100.0 | -       | 100.0 | -                | 92.5 | -                  | 92.0 | -                  | 100.0 | -      | 100.0 | -                 | 100.0 |
| IGOs/NGOs not in Yearbook    | 48.2             |       | 12.6          |       | 13.1    |       | 6.5              |      | 5.9                |      | 8.3                |       | 4.9    |       | 0.5               |       |
|                              | 2.7              | 64.2  | 12.2          | 87.8  | 5.9     | 86.0  | 8.0              | 60.0 | 8.7                | 52.2 | -                  | 56.2  | -      | 84.4  | -                 | 100.0 |
| Governments, Embassies, etc. | 31.0             |       | 20.1          |       | 19.5    |       | 13.7             |      | 7.5                |      | 4.1                |       | 2.3    |       | 1.9               |       |
|                              | 17.1             | 2.5   | 15.5          | 1.6   | 19.0    | 3.2   | 15.9             | 11.4 | 12.5               | 2.1  | 15.4               | 11.5  | -      | -     | 16.7              | -     |
| Libraries (University)       | 29.6             |       | 46.5          |       | 4.9     |       | 3.2              |      | 6.5                |      | 3.0                |       | 5.1    |       | 1.1               |       |
|                              | 16.2             | 11.9  | 23.4          | 1.2   | 28.6    | 8.6   | 13.0             | -    | 30.5               | 2.2  | 4.8                | 9.5   | 25.0   | -     | 12.5              | 25.0  |
| Libraries (Other)            | 24.8             |       | 41.9          |       | 5.8     |       | 7.4              |      | 11.6               |      | 2.8                |       | 4.7    |       | 1.1               |       |
|                              | 35.6             | 5.6   | 16.4          | 1.3   | 9.5     | -     | 25.9             | 3.7  | 23.8               | 4.8  | 10.0               | -     | 29.4   | -     | 25.0              | -     |
| Travel, etc (Airlines)       | 48.5             |       | 13.8          |       | 15.9    |       | 5.3              |      | 6.4                |      | 2.7                |       | 5.9    |       | 1.6               |       |
|                              | 35.2             | 3.3   | 23.0          | -     | 53.4    | 3.3   | 30.0             | -    | 25.0               | -    | -                  | -     | 72.6   | -     | -                 | -     |
| Travel, etc (Other)          | 44.2             |       | 12.7          |       | 16.4    |       | 11.3             |      | 4.7                |      | 5.1                |       | 5.5    |       | 0.2               |       |
|                              | 29.8             | 6.0   | 22.6          | -     | 33.8    | 1.3   | 34.6             | 1.8  | 30.4               | -    | 32.0               | 4.0   | 14.8   | -     | -                 | -     |
| Other                        | 46.2             |       | 27.7          |       | 15.4    |       | 3.7              |      | 1.7                |      | 1.6                |       | 3.3    |       | 0.5               |       |
|                              | 21.2             | 6.8   | 8.7           | 2.0   | 13.8    | 9.6   | 22.5             | 7.5  | 22.2               | 5.6  | 5.9                | 23.5  | 11.1   | -     | -                 | -     |
| Bookshops                    | 65.1             |       | 12.7          |       | 12.7    |       | 3.5              |      | 3.7                |      | -                  |       | 2.4    |       | -                 |       |
|                              | 7.6              | -     | 5.8           | -     | 11.6    | -     | 5.3              | -    | 10.0               | -    | -                  | -     | 15.4   | -     | -                 | -     |

EXHIBIT 22a DISTRIBUTION OF MAGAZINE SUBSCRIBERS BY COUNTRY GROUP AND BY TYPE

(the layout of this Exhibit is described on the previous page)