

INCREASES IN MAGAZINE SUBSCRIPTIONS FOR THE PERIOD 1955 - 1968

	1955	1957	1960	1968	1968 as % of total	1960-68 increase as % of 1960
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Europe						
Benelux						
Belgium	128	175	225	109	9.9	- 51.5
Netherlands	55	49	71	142	12.9	+ 50.0
Luxemburg	3	2	-	2	0.2	+
Europe (Special)						
France	156	180	326	189	17.1	- 42.0
Germany F.R.	54	56	55	58	5.3	+ 5.4
Italy	29	41	48	37	3.4	- 23.0
Switzerland	79	74	117	76	6.9	- 35.0
U.K.	96	78	119	107	9.7	- 10.1
Nordic	25	23	31	36	3.3	+ 16.0
Europe (General)	26	37	87	68	6.1	- 22.0
North America						
Canada	7	7	15	27	2.4	+ 80.0
U.S.A.	84	88	132	167	15.1	+ 26.5
South/Central America	17	25	24	14	1.3	- 41.7
Africa	9	7)Eng	33	48	4.3	+ 45.5
Asia/Oceania	14	29)Fr	-	4	0.4	+
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TOTALS	792	871	1420	1104	100.0	