

RETENTION OF MAGAZINE SUBSCRIBERS FOR SELECTED COUNTRIES

EXHIBIT 24

		No. of years subscribed prior to final cancellation							Total
		1	2	3	4	5	6	7	for 6years
U.K.	No. cancelling	72	21	21	4	11	4		133
	% of 6yr. total	54	16	16	3	8	3		
	% U.K. subscrip.	65	19	19	4	10	4		
USA	No. cancelling	130	25	19	9	9	1		193
	% of 6yr. total	67	13	10	5	5	-		
	% U.S.A. subscr.	87	17	13	7	6	-		
Europ. Gen'l	No. cancelling	59	5	9	9	4	6		92
	% of 6yr. total	64	5	10	10	4	7		
	% Europ. Gen. subscribers	84	7	13	13	6	9		
Total	No. cancelling	261	51	49	22	24	11		418
	% of 6yr. total	63	12	11	5	6	3		
	% subscribers in these countries	79	15	15	7	7	3		

This Exhibit shows how long a particular subscriber continued to retain his subscription before final cancellation.

These figures are based entirely on the hand-written indications on the addressograph plates.

The table below shows total cancellations in each year for the above groups.

	1963	1964	1965	1966	1967
U.K.	2	-	5	6	35
U.S.A.	15	25	45	33	68
Europe General	15	13	17	8	24
Totals	32	38	67	47	127