

The Test of a Publication

From an advertiser's standpoint the circulation of a magazine has three dimensions:

- First*— How many copies? Five million copies of Curtis Publications enter American homes.
- Second*— Who receive them? Discriminating people in every city and hamlet. People who are able and willing to pay the regular price for Curtis Publications regardless of other offers.
- Third*— The third dimension of circulation of a periodical is Attention Value—*Attention given* to its literary and its *advertising pages*.

A periodical received but not read can impart no value through its advertising pages; one which is read only casually can exert little influence in building markets.

Curtis Publications, by the character of their editorial appeal and by the sincerity of their purpose, have won

their way into the confidence of their readers.

Every issue challenges its readers' attention.

Every issue presents a unique opportunity to obtain, through its advertising pages, thoughtful consideration for worthy products.

The Circulation of Curtis Publications— 5,000,000 Copies

The Saturday Evening Post . . .	2,225,000
The Ladies' Home Journal . . .	1,925,000
The Country Gentleman . . .	850,000
Total Curtis Publications . . .	<u>5,000,000</u>

(February Issues)

Curtis circulation covers virtually every city, town and hamlet in the country, and reaches that class in each community which has a determining influence on the sale of merchandise.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Saturday Evening Post

The Ladies' Home Journal

The Country Gentleman