

NEWSPAPER DIRECTORIES

NEWSPAPER DIRECTORY OF CHINA (including Hongkong). Published by Carl Crow Inc. Price \$10.

CHINA PUBLISHERS' DIRECTORY A Practical Guide to Newspapers and Periodicals for China Advertisers. Published by China Commercial Advertising Agency. Price \$5.

That there is an increasing demand on the part of those interested in the China market is evidenced by the fact that the latest, and third, annual edition of the Newspaper Directory of China coincides with the initial publication of a Chinese-compiled Directory of the same nature.

The senior publication lists the newspapers and periodicals in alphabetical order of the cities and towns, while the China Publishers' Directory classifies them into the various Provinces of China in alphabetical order. While the Newspaper Directory lists a total of 725 publications against 512 in the China Publishers' Directory, the latter deals more comprehensively with each one, and includes maps and geographical notes of each city and province.

According to the "Newspaper Directory of China" there are 489 daily newspapers in China published in the Chinese language, and 21 English language newspapers. Chinese language weeklies total 74 against 22 in the English language. The figures for monthly publications total 76 and 27, respectively, for the Chinese and English languages. Russian, German and French language dailies number six.

In the preface to the "Newspaper Directory" the publishers state that "the most interesting publishing development of the year has been the growth of pictorial publication. Many of these show a high standard of typography as well as of editorial content and appear to have established themselves on a permanent basis in a remarkably short space of time." While these facts are true, especially in the case of Chinese publications—ranging from illustrated "mosquito" papers to well-produced monthly magazines—it is to the well established Chinese and foreign daily press that the advertiser must look to for pulling power. One can conservatively state that fully 85 per cent. of the Chinese who can afford to buy imported or high class locally manufactured goods do so, in so far as "the urge to buy" affects them, from their daily reading of their favourite newspaper.

The advertiser is primarily concerned with the circulation and distribution of the medium he chooses, and although both publications under review give these facts they are far from being reliable, as compared with statistics given in American and European directories. As yet there is nothing in China approximating a Bureau of Audited Circulation, hence we have "circulation," "publishers' statement," "certified circulation," "audited circulation," and "audited net circulation." As a matter of fact, the "North-China Daily News" of Shanghai is the only newspaper published in China which publishes a monthly audited circulation statement which gives the "net circulation, exclusive of all free copies and vouchers." Those in the trade know full well the difference between even "net circulation" and "net paid circulation!"

Though both publications cover the same field, it would be wise for those interested to have the two volumes on their library shelves, the comprehensiveness of one supplementing the conciseness of the other.