

TIME

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A letter from the PUBLISHER

James R. Shepley

OUR masthead this week introduces the new man in charge of TIME's worldwide advertising operations: John A. Meyers, a graduate of Michigan State University ('51) and the U.S. Marine Corps ('51-'53). Meyers moves into a job of steadily increasing responsibility and complexity. Under his predecessor, Robert C. Gordon, who has been promoted to vice president in charge of advertising sales and promotion for all Time Inc. publications, TIME moved from total advertising revenues of \$55 million in 1961 to \$111 million in 1967. TIME now carries more advertising pages annually than any other weekly magazine. Its ad income is twice that of any other newsmagazine.



WORLD AD DIRECTOR MEYERS

To service our lengthening list of advertisers, Jack Meyers will coordinate a staff of 160 sales-and-marketing experts who specialize in industries as well as areas and who offer space in 66 different editions of TIME. While basically the same in editorial content,* these editions (23 in the U.S. and 43 elsewhere in the world) have widely varied audiences—geographically, such as Europe, Asia and assorted metropolitan areas in the U.S., or demographically, as among doctors, college students and educators.

To help their clients choose the best editions in which to advertise their products, TIME's salesmen are equipped to offer everything from computerized marketing studies to scientific survey techniques, from sales projections to schedule analyses that show how many readers will be reached and how often. Annually, the Marketing Department commissions a detailed accounting of liquor sales by the case all over the U.S.,

pointing out the areas where most of these sales occur. Another study has made a nationwide analysis of imported-car sales, pinpointing areas where foreign-car registrations are concentrated.

In markets all over the U.S., and from Australia to Asia to Europe, TIME's ad salesmen try to know as much about products as do the people who produce them. They offer seminars for prospective clients, explaining the many ways in which TIME can serve; they study experimental research in "psychographics," which attempts to determine why people of similar educational and economic backgrounds develop different buying habits. Each salesman has to know all about TIME as well as his own area of marketing and advertising. They must be more than salesmen; they have to be business and marketing consultants.

All of which helps to explain why the number and quality of TIME's advertisers continue to grow. "My job isn't hard," says Meyers. "Advertising is communication, and that's what TIME is. It works."

* A major exception is our Canada edition, which carries an additional four pages of Canadian news.

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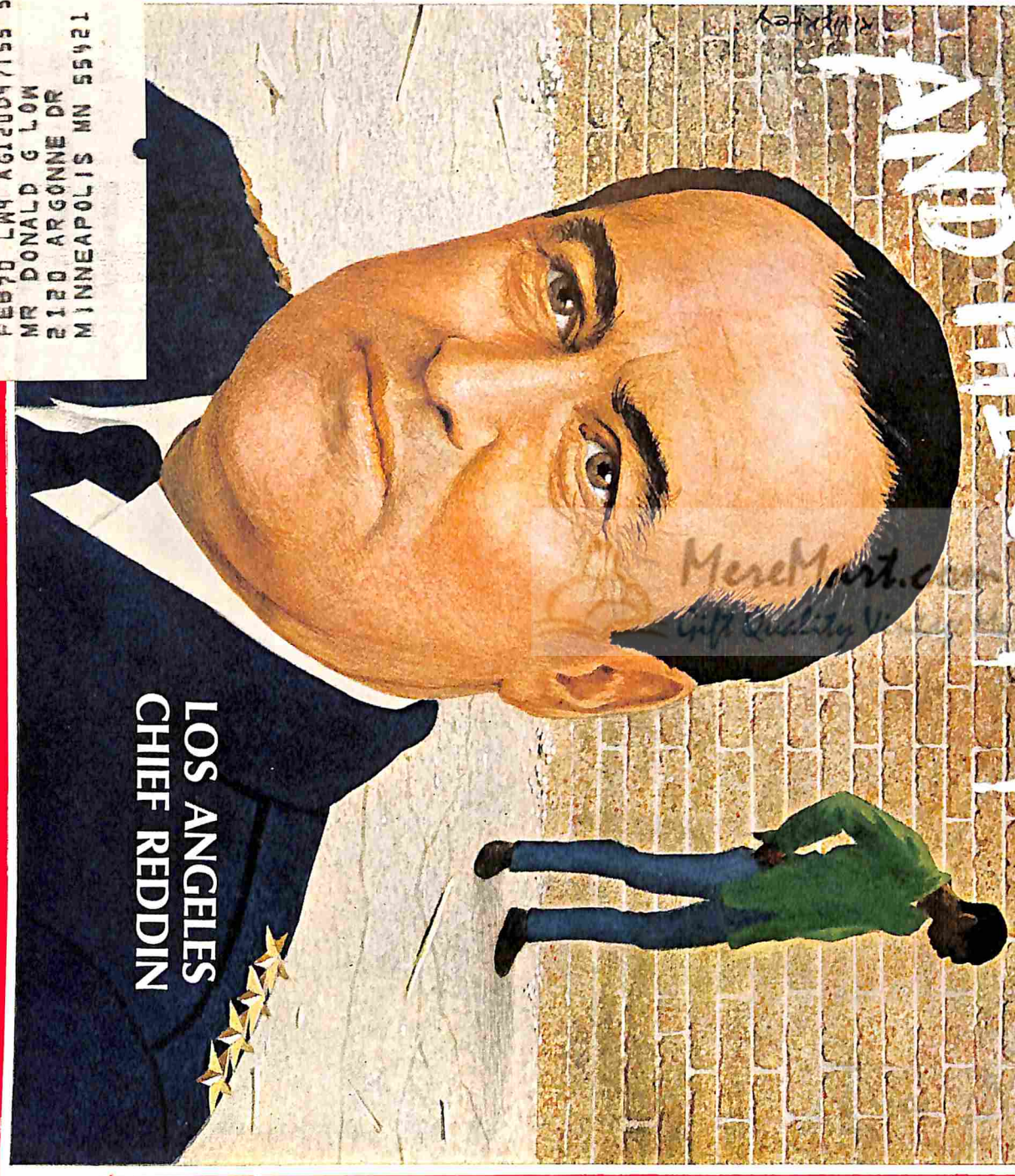
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TIME

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