

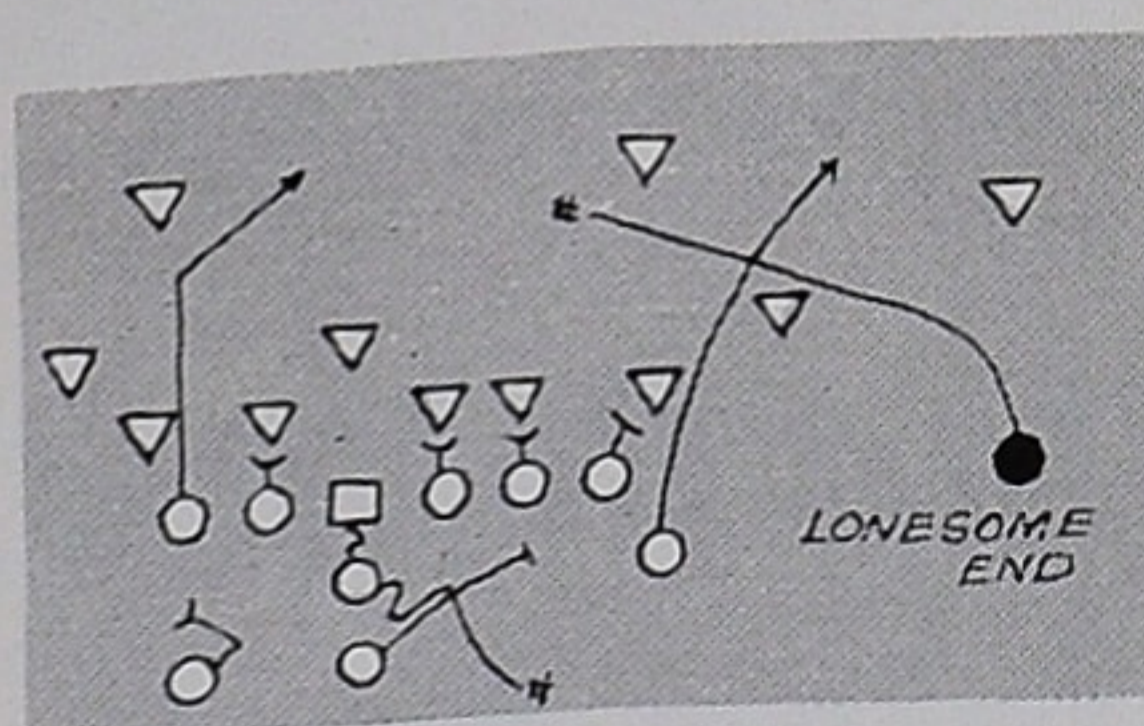
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Per 213

PUBLISHER'S NOTE

Much of FORUM's staff is trained or experienced in the art of architecture and the business of building, but the art it knows best is journalism, and the business it knows best is publishing. On the other hand, judging from the questions they ask, many of FORUM's readers don't know much about magazine publishing and would like to know more. If you are one of these, read on.

Like building a building, publishing a magazine is a team operation. FORUM's team consists of five departments, some of which work closely together while others are autonomous:

■ The "lonesome end" on FORUM's team is the editorial department; it operates independently, completely free of influence from other departments. To the editor



and managing editor is delegated full responsibility for the editorial policy and direction of the magazine, and for its editorial content, its quality, and its timely production. The managing editor also supervises the editorial office and staff of 30 people.

■ At the other end of the line is the advertising department whose 13 salesmen are distributed in six offices around the country. They sell the advertising which not only generates much of FORUM's revenue, but also provides much useful information for its readers.

■ Serving both of these departments is the production manager

and his two assistants. Through them is channeled all traffic with the paper mills, photoengravers, printer, binder, and post office.

■ The circulation department consists of a small staff in New York which encourages the renewal of old subscriptions and sells new ones—mostly by mail. It is served by a contractor in Marion, Ohio, who handles the myriad problems involved in keeping straight FORUM's ever increasing list of subscribers. (The list at the moment is more than 63,000 names long—35 per cent longer than it was in 1952 and about 55 per cent longer than the list of either of the other magazines in the field.)

■ The five-man promotion department serves the advertising department by assembling and distributing information about the building market and about FORUM for the benefit of building materials manufacturers and their advertising agencies. For example, the advertisement on page 191 (which also appears in five marketing magazines) is a product of this department. So is a series of folders explaining the six essential differences which set FORUM apart from other magazines in the field. (Readers who would like to learn more about the FORUM operation may write to the promotion manager for copies of these brochures.)

Finally there is the publisher's office, assisted by the general manager, which supervises and coordinates the work of all five departments and is responsible to the management of TIME INC. for the editorial and financial success of the magazine.

And that, very briefly, is what makes FORUM.—J.C.H. JR.

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