

The Militant  
Circulation Trend

Subscribers

	1962	1963	1964	1965	1966	1967
Oakland/Berkeley	35	79	98	37	65	67
Los Angeles	44	141	105	71	97	121
San Diego	19	24	29	20	17	24
San Francisco	27	79	55	35	62	79
Calif. General	78	34	61	104	89	89
Colorado	24	18	32	19	19	18
Illinois	81	154	116	107	229	185
Massachusetts	34	50	103	90	104	97
Michigan	76	150	234	131	172	142
Minnesota	63	103	116	75	82	107
Missouri	12	14	18	16	18	28
New Jersey	28	88	55	40	54	65
New York	180	288	302	280	407	462
Ohio	57	51	87	60	133	127
Pennsylvania	50	53	58	62	104	115
Washington	38	45	26	20	42	30
Wisconsin	30	45	68	46	78	63
Other States	176	225	224	446	231	234
Totals	1,062	1,641	1,787	1,659	2,003	2,053

Bundles 1967 shows a weekly average for six month period.

	1963	1964	1965	1966	1967
Oakland/Berkeley	52	169	209	83	92
Los Angeles	100	61	101	132	129
San Diego	5	8	7	9	3*
San Francisco	96	96	97	77	103
Colorado	10	57	36	28	23
Illinois	427	113	239	99	114
Massachusetts	47	402	203	141	118
Michigan	50	102	139	91	99
Minnesota	50	89	120	66	74
Missouri	10	5	5	5	5
New Jersey	12	11	10	10	5
New York	315	248	1023	215	113
Ohio	35	57	86	92	86
Pennsylvania	31	35	49	37	62
Washington	27	20	22	20	27
Wisconsin	55	36	41	18	38
Newsdealers				145	245**
Other States	98	138	657	811	452***
Totals	1,420	1,647	3,044	2,079	1,788

\* Bundle discontinued

\*\*Includes 14 newsstands throughout the country, paid bundles

\*\*\*All bundles going free of charge most of which are in the south.

Sales at April 15 demonstration not shown above except for branch bundles which in some cases were increased for local needs.

Plenum June 1967

May 25, 1967

Subscription Progress Report  
January-April 1967

October-December 1966  
Campaign Subs

Regular Subs

January		
total expiring	372	255
undeliverable subs	23	13
renewal orders	46	99
total expired	303	143
renewal rate	12%	39%
February		
total expiring	584	169
undeliverable subs	31	5
renewal orders	62	71
total expired	489	93
renewal rate	11%	42%
March		
total expiring	1,064	163
undeliverable subs	60	11
renewal orders	82	71
total expired	922	81
renewal rate	8%	44%
April		
total expiring	58	165
undeliverable subs	6	12
renewal orders	1	48
total expired	54	105
renewal rate	2%	30%

50¢ Campaign sub renewal record by area

	expired	renewed	rate
Los Angeles	16	6	38%
San Francisco	236	19	8%
Oakland Berkeley	229	16	7%
Calif. General	57	8	14%
Denver	3	0	0
Chicago	277	21	8%
Boston	224	10	5%
Detroit	244	12	5%
Twin Cities	127	11	9%
New Jersey	19	6	31%
New York	222	46	21%
Cleveland	78	7	9%
Philadelphia	194	18	9%
Seattle	27	2	8%
Madison	12	3	25%
General	60	6	10%
Totals	2,025	191	9.4%

May 25, 1967

The Militant

1967 trend on new subscriptions:

	50¢ Intro	\$1 Intro	Six Month	One Year
January	80	75	1	27
February	2	58	2	33
March	55	43	2	17
April	129	65	2	8
May	51	88	1	13
Totals	317*	329	8	98

\* Of these subscriptions, 168 came from the Y. S. - Militant combination drive.

April 15 demonstration

Total press run 22,800

Regular distribution for subscribers and bundle orders	6,800
Special mailing to anti-war activists	1,600
Demonstration sales - - - - -	
East coast	5,553
West coast	3,100
Total	17,053

The remaining 5700 were distributed on the buses and trains leaving New York.

New subscriptions as a result of the April 17 demonstration issue:

Subs sold on demonstration	35
Clipped coupon response	22
1,600 sample mailing to anti-war activists	24
Total new readers	81

# International Socialist Review

## Circulation Trend

Subscribers 1967	New Subscriptions				Total	Subscribers 1966 - Fall	
	renewals	issue #178	issue #179	issue #180			
Oakland/Berkeley	18	5		2	25	15	
Los Angeles	54	7	7	6	74	50	
San Diego*						2	
San Francisco	17	9	7		33	25	
Calif. Gen. *						7	
Denver Colorado	3	1	1		5	4	
Chicago	28	10	11	6	55	39	
Massachusetts	20	7	9	2	38	37	
Michigan	18	4	6	1	29	21	
Minnesota	23	4	1	1	29	34	
Newark	4	2	2		8	14	
New York	80	10	18	7	115	102	
Ohio	24	6	13	4	47	35	
Pennsylvania	22	6	2	1	31	23	
Washington	5	2	2		9	8	
Wisconsin	7	3	5	1	16	17	
Other States	72	29	19	2	122	86	
Totals (Domestic)	395	105	103	33	636	512	
					Canada	58	47
					Latin America	44	106
					Other Countries	209	178
Totals						947	843

\*San Diego and Calif. Gen. now shown in nearest branch area.

Note: issue # 178 Jan/Feb.

" 179 Mar/Apr.

180 May/June

We have shown the 1967 subscription count by issue received to indicate the response to various issues published. The large number of new subscriptions shown for whole # 178 is in the main, the result of a sample mailing sent to all University and College libraries. Whole # 179 shows an unprecedented response to the Malcolm X issue. England reports a similar response.

We also find the one year combination offer to our Militant readers very helpful. Most important however, is our consistent appeals to Militant readers.

June 1967 Plenum  
May 26, 1967

International Socialist Review				
	Branch Bundle	Newsdealers	1967 Total	1966 Count
Oakland/Berkeley	33		33	30
Los Angeles	67	60	127	90
San Diego	10		10	10
San Francisco	43	119	162	21
Colorado	30		30	20
Illinois	178		178	114
Massachusetts	40	77	117	95
Michigan	59		59	50
Minnesota	45		45	50
New Jersey	5		5	7
New York	126	104	230	82
Ohio	48	5	53	50
Pennsylvania	50		50	40
Washington	10	5	15	21
Wisconsin	37		37	25
Others		13	13	548*
Total domestic	781	383	1,164	1,253
		Canada	108	100
		Cuba	75	75
		Latin America	75	75
		Overseas	690	446
Totals			2,112	1,949

\*The 1966 count is based on a yearly (four issues) average and newsstand sales are included in the count.

The 1967 count is based on three issues only average Newsstand sales have been separated out since it appears that newsstand sales will be increasing considerably.

Not included in the above count are 140 copies of Malcolm X issue which were ordered by various Nationalist book shops.

May 26, 1967