

**Gallery**

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*Eighteen months ago, GALLERY made a commitment to responsible investigative journalism. Below is the result of that commitment.*

### GALLERY FACTS & FIGURES

- \*\* GALLERY Magazine has been brought to court four times in the last twelve months on obscenity charges. In all instances, GALLERY has been ruled by various courts to be not obscene.
  - ° In December of 1976, a court in Alexandria, Louisiana, ruled on an action brought by the local district attorney against thirty-seven "sophisticate" magazines, including OUI. PLAYBOY, PENTHOUSE, and GALLERY were the only three general men's magazines declared by the judge to be "not obscene."
  - ° On May 18, 1977, in Grand Forks, North Dakota, GALLERY was the only one of four magazines to be declared "not obscene" by a special panel of three high court judges.
  - ° In August of 1977, the City Solicitor of Atlanta instituted a much-publicized campaign against men's magazines. Here, as was to be the case later in Arkansas, one of the judges involved advised against inclusion of GALLERY in any charge because of the unlikelihood of making a case against GALLERY successful.
- \*\* A recent Target Group Index (TGI) report showed that GALLERY Magazine had the largest single percentage increase for women readers in the United States, beating such magazines as GOOD HOUSEKEEPING, NEWSWEEK, VOGUE, TIME, etc.
- \*\* Six times in the last ten months, GALLERY Magazine has hit the newsstands with feature stories which were breaking simultaneously in newspapers and on television and radio.
  - ° Our May 1977 issue included an article, entitled "The Terrorists' War On American Cities." As this issue hit the stands, newspaper headlines were revealing that germ warfare tests had been carried out secretly within the White House itself, and that a terrorist Muslim group had taken over Washington, D.C. City Hall.
  - ° In June 1977, GALLERY reported that a top Nazi war criminal had been protected for years by the CIA and by church groups, while living in Southern California. One day before this issue went



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on sale---and after advance copies had gone to the FBI and CIA---the Justice Department instituted legal proceedings against this Nazi.

- ° As our August 1977 issue hit the stands with an article on "Man As God: The Promise And Horror of DNA," students at several universities were picketing against the establishment of new DNA laboratories.
- ° In September of 1977, our article on remote control assassins appeared just as telecasts were covering Sirhan Sirhan's memory blank about the Robert F. Kennedy assassination.
- \*\* GALLERY Magazine's authors have appeared on over 450 television and radio talk shows in the last ten months. These shows include the "Mike Douglas Show," "Not For Women Only," "Good Day!" in Boston, "The Cromie Circle" and "Kup's Show," both in Chicago, and Mutual Broadcast Radio, among others.
- \*\* GALLERY Magazine is the number three men's magazine in the serious editorial category.
- \*\* GALLERY Magazine is ninth in retailer sales profits for all magazines in the United States.
- \*\* Several of our commissioned illustrations will appear in the annual exhibition of the Society of Illustrators in New York, from February through April.
- \*\* GALLERY's circulation has increased by over 100,000 copies, reflecting a 15% growth in circulation within the past year.
- \*\* The courts are not alone in recognizing the separation of PLAYBOY, PENTHOUSE, and GALLERY as a "quality" category distinct from other men's magazines. The largest wholesaler organization in the United States---the ARA Corporation, which distributes magazines in 23 of the nation's major cities---recently issued an edict to all publishers and to its own staff, which specified that the only two men's magazines to be distributed without "wrapper bands" around the covers are PLAYBOY and GALLERY. This action was the result of ARA's experience with local customers, regarding the acceptability of these two publications for uninhibited display at the retail level.
- \*\* Six of the eight top executives at GALLERY Magazine were members of the original staff of PENTHOUSE. They include our Publisher, our Art Director, our Circulation Director, our Editorial Director, our Executive Editor, and our Vice President of Production and Marketing. Our Vice President of Advertising was the Vice President of Advertising for PLAYBOY for over ten years.

