

Advertising: What Manchester Did to Look

By PHILIP H. DOUGHERTY

"The Death of a President" has brought Look magazine its greatest newsstand demand in its 30 years of publication.

There are all sorts of stories going around about under-the-counter sales, scalpers, prices and reservation orders on the part of readers eager to get their hands on the first installment of William Manchester's account of the assassination of President Kennedy.

Data on actual financial returns to the magazine for its \$665,000 investment are harder to come by than these stories. The Look people aren't talking about the results, nor are they saying how much they've increased newsstand deliveries. Competition is the reason.

The publicity value of the serialization and of the lawsuit by the Kennedy family is incalculable.

Portions of the book are running in the Jan. 24, Feb. 27 (out next Tuesday), Feb. 21 and March 7 issues.

Newstand Price Raised

In recent months, 7.7 million copies of each issue were sold, with 500,000 of that figure going to the newsstands. The majority is sold by subscription.

Magazine spokesmen will not say what the increase in sales totaled for the Jan. 24 issue, but they do admit that "in response to unprecedented demands we're going to increase [deliveries of] the second."

Industry sources indicate that 1.3 million copies of the Jan. 24 issue were sent to newsstands and that the second delivery might go to 1.5 million.

The newsstand price of Look went to 50 cents from 35 cents on Dec. 27, bringing that part of the magazine's circulation operation into the black. Subscription sales—at a basic rate of \$4 for 24 issues—is still in the red. The advertising, of course, makes up for that.

Ad Rates to Change

With newsstand magazine sales, "returns" or unsold copies cut into the profits but that problem is eliminated by the popularity of this series.

There was, according to a Look spokesman, a limited subscription push made on the basis of the Manchester work. "It was not a major one," he said, "but the results were pretty good."

No special effort was made to get additional advertisers on the strength of the series, he said. A four-color, full-page ad costs \$52,920 for one shot.

Look's ad rates will change with the Feb. 7 issue to 7.6 million from 7.5 million guar-

antee. "It's been building for a year," the Look man said.

The extra circulation the current issues of the magazine are getting are all a bonus for the advertisers, he said. He wouldn't even guess at how much the increased circulation the magazine could hold on to.

While the Look spokesman said the present public furor to get copies of the magazine was without parallel in magazine publishing, the industry source said there was a similar situation when Life published its assassination issue.

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A Misunderstanding

Once upon a time (yesterday) there appeared a story and photograph of a new advertising campaign being run by the Telephone Company for the Telephone Company.

The photo showed a man talking to a woman.

The caption clearly stated: "Con-