

14 Charles Lane  
New York, N.Y. 10014  
November 3, 1977

TO ORGANIZERS

Dear Comrades,

The attached figures compare the average weekly paid circulation of the Militant over the last six years with other major newspapers on the left.

The figures, provided by the publishers, are printed in the respective newspapers each year at the beginning of October in compliance with postal regulations for second-class mail.

The Call, published weekly by the Communist Party (M-L), and Revolution, published monthly by the Revolutionary Communist Party, do not have second-class mailing privileges, so no figures on their circulation are available.

Several things should be noted about the 1977 figures.

The average weekly circulation of the Militant increased by nearly 6,000 between October 1976 and October 1977. That circulation rise is primarily due to the 21,000 new introductory subscriptions we got last fall and the spring sales efforts.

As a result of the sales campaigns of the last year, we by-passed the Guardian again, but only slightly. After the Daily World, Militant and Guardian, there is a significant gap, with circulation of other publications being noticeably lower.

The 1977 figures reflect the collective efforts of the entire membership of the party and YSA. Since they are of general interest to all comrades it might be useful to post the figures someplace where everyone can see the results of our work.

Comradely,

*Mary-Alice Waters*  
Mary-Alice Waters  
National Office

COMPARISON OF AVERAGE WEEKLY PAID CIRCULATION FIGURES--1977

	<u>1977</u>	<u>1976</u>	<u>1975</u>	<u>1974</u>	<u>1973</u>	<u>1972</u>
<u>The Militant</u>						
Bundles	10,521	9,256	12,709	11,822	11,920	10,396
Subs	11,458	6,797	8,307	11,964	19,479	14,209
Total Paid	21,979	16,053	21,016	23,786	31,399	24,605
<u>Daily World</u>						
Bundles	28,049	22,572	26,205	26,057	25,405	15,779
Subs	5,707	9,788	10,437	10,866	10,156	10,315
Total Paid	33,756	32,360	36,642	36,923	35,561	26,094
<u>Guardian</u>						
Bundles	5,077	3,114	2,600	2,800	3,019	2,875
Subs	15,135	17,325	18,385	17,918	16,391	15,612
Total Paid	20,212	20,439	20,985	20,718	19,410	18,487
<u>Bulletin</u>						
Bundles	6,479	4,650	4,723	5,975	9,136	7,377
Subs	874	984	1,918	10,022	10,275	5,156
Total Paid	7,353	5,634	6,641	15,997	19,411	12,533
<u>People's World</u>						
Bundles	630	585	560	2,843	5,351	4,690
Subs	6,682	5,906	4,415	2,608	2,746	2,525
Total Paid	7,312	6,491	4,975	5,451	8,097	7,215
<u>Workers Vanguard</u>						
Bundles	3,625	3,450				
Subs	1,697	1,660				
Total Paid	5,322	5,110				
<u>Workers World</u>						
Bundles	6,719	6,353				
Subs	4,836	3,881				
Total Paid	11,555	10,234				
<u>Workers Power</u>						
Bundles	1,954	3,730				
Subs	1,058	876				
Total Paid	3,012	4,606				

1977

Weekly People

Bundles	6,229
Subs	3,727
Total Paid	9,956

In These Times

Bundles	2,500
Subs	5,500
Total Paid	8,000

Challenge/Desafeo

Bundles	12,610
Subs	2,062
Total Paid	14,672