



On United Nations' Plaza

# American Institute of Electrical Engineers

345 EAST 47th STREET ♦ NEW YORK 17, N. Y. ♦ PLaza 2-6800 (Area Code 212)

*United Engineering Center*

February 20, 1962

Memo to: Mr. N. S. Hibshman  
Executive Secretary

Re: Comments Regarding Tentative Budget Estimate, Calendar Year 1963

The estimate of AIEE advertising income is over-optimistic by \$130,000. This is not pessimistic in view of the fact that ELECTRICAL ENGINEERING is down for January 1962 compared with the same month of the previous year 28.9% by volume, 9.2% by dollar volume. Proceedings of the IRE are down 27.5% by volume as reported in Industrial Marketing; but they have a  $12\frac{1}{2}\%$  rate increase in effect. In the calendar year 1961 compared with 1960, ELECTRICAL ENGINEERING was down 30% by volume and the Proceedings of the IRE for the same period 18.3% by volume. In 1961 apparently, they also had a rate increase in effect of  $12\frac{1}{2}\%$ . They were reported by Gallagher as down 10.1% by dollar volume.

*18.5% to 12 times*

With the rate increase to the same level of the Proceedings of the IRE for calendar year 1963, the rates of ELECTRICAL ENGINEERING will be considerably above the leading power publications as we only deliver an effective circulation to this market of 8,900. It is believed we will lose most of our advertising to the power field which has been 60.9% of our advertising volume. In the electronic field, it is possible that we will gain some advertising; but not as much as expected. Probably most of the duplication of memberships is heaviest in the field of users of electronic equipment and manufacturers. With both publications going to the same circulation if the Proceedings of the IRE are considered the prestige publication, then it is likely that any increase in electronic advertising will go to the Proceedings. Rates are now, of course, above the rates of most publications in the power field, and they are also very competitive and above many of the publications in the electronics field.

CSR:sg  
Att.: 2

Charles S. Rich

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Comparison of ELECTRICAL ENGINEERING's Circulation-Cost  
with all Other Related Trade Publications

Type of Audit	Publication	10/26/61 Average paid or controlled circulation*	Cost per page 12 time rate** B & W \$	Cost per 1,000 Circula- tion \$	Ratio of Electrical Engineering's cost to other publications	Rank Ac- cording to lowest adverti- sing cost
ABC	Electrical Engineering	53,309	635	11.91	1:1.00	1
ABC #	Proceedings of IRE	71,960	960	13.34	1:1.13	2
ABC	Rural Electrification	16,770	230	13.72	1:1.15	3
VAC	Telephony	13,589	189**	13.91	1:1.17	4
BPA	Telephone Engineer & Management	13,984	209	14.95	1:1.26	5
BPA	Electrified Industry	45,555	698	15.32	1:1.29	6
BPA	Power Engineering	43,256	720	16.65	1:1.40	7
ABC	Product Engineering	48,426	810**	16.73	1:1.40	8
BPA	Automatic Control	35,466	600	16.92	1:1.42	9
BPA #	Electronic Industries	57,729	1032	17.88	1:1.50	10
BPA	Electrical Equipment	43,973	810	18.42	1:1.55	11
ABC	Instruments & Control Systems	31,454	590	18.76	1:1.58	12
BPA	Transmission & Distri- bution	28,521	550	19.28	1:1.62	13
ABC #	Electrical Construction & Maintenance	43,907	860	19.59	1:1.64	14
BPA #	Electronic Equipment Engineering	41,029	890	21.69	1:1.82	15
ABC #	Electronics	52,721	1145**	21.72	1:1.82	16
ABC #	Control Engineering	31,638	700	22.13	1:1.86	17
ABC	Electrical World	30,123	700**	23.24	1:1.95	18
BPA #	Automation	33,165	780	23.52	1:1.97	19
BPA #	Electrical Design News	40,647	980	24.11	1:2.02	20
BPA	Electro-Technology	30,997	804	25.94	1:2.18	21
BPA #	Insulation	21,982	585	26.61	1:2.23	22
ABC	Electrical South	12,412	334**	26.91	1:2.26	23
BPA	Public Power	8,852	250	28.24	1:2.39	24
BPA	Electronic Design	37,944	1090**	28.73	1:2.41	25
BPA	Electric Light & Power	20,782	650	31.28	1:2.63	26
ABC	Electrical West	12,489	414	33.15	1:2.78	27

# Indicates new rate as of Jan. 1962

\* No unpaid circulation included in ABC audited publications; no advertisers, agencies, exchanges, samples, etc., included in BPA audited publications.

\*\* Telephony, Electronics, Product Engineering, Electrical South, Electrical World, and Electronic Design are based on a 13-time rate.



REDUCTION IN INCOME

December 14 Executive Committee Meeting - Advertising	\$102,500
Subscriptions income <sup>estimate</sup> increased by Finance Committee	
^ April 1961	24,000
Convention Sales	<u>10,000</u>
	\$136,500

REDUCTION IN EXPENSES

December 14 Executive Committee Meeting	\$ 66,680
Preprints and Reprints	70,000
Technical Conference Publications	10,000
Salaries	<u>27,130</u>
	\$173,810
Net increase of sending EE to 90M members	<u>24,300</u>
Net Reduction in Expense	<del>\$149,510</del> 89,510