



50% SAVING FOR ALL PARTICIPANTS

Special introductory subscription
for only \$22 when you use this
card to order

INTERDISCIPLINARY SCIENCE REVIEWS

- The quarterly journal for the world's decision-making intelligentsia.
- Devoted to critical interdisciplinary reviews of the natural, technological and social sciences, by recognised authorities.
- Editorial Board of over 60 scientists from 15 countries includes 8 Nobel Prize winners.
- Only journal of its kind - essential reading for all who plan and direct science policy, and finance and carry out scientific research.
- Special introductory subscription rate! 50% saving for AAAS members brings you Vol. 2, 1977, for only \$22 instead of \$44! Complete and mail the postage-paid order card today, or enclose in an envelope with your check if preferred.



FIRST CLASS
Permit No.
201

BUSINESS REPLY MAIL

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

Postage will be paid by —

Heyden & Son Inc.
Kor-Center East
Bellmawr, N.J. 08030



NOW SEE OVER FOR
JUST SOME OF THE
PAPERS YOU'LL READ
IN VOL. 2 OF ISR



Title 288

This leaflet was widely distributed by me at the Meeting of the AAAS in Denver and a similar one with a German text at the Meeting of the Gesellschaft Deutscher Naturforscher und Ärzte in Stuttgart later in the same year. © G. Heyden

At the end of the third year of publication in 1979, it was obvious to Gunter Heyden, the publisher and to me, that the original optimistic hopes of 3000 subscribers had not been fulfilled. The estimated costs for the first year 1976 was £ 21000, but in fact they ran to £ 27000, with a loss of £ 18000. In 1977 the loss was smaller: £7000, but it increased again in 1978 to £ 8500. Comparing the costs of production with the size of the Journal, it had 354 pages in the first year, 344 in the second, and 348 in the third year.

The only noticeable reduction in production costs was in Authors' Fees from £3000 in the first year to £ 1000 in the third. This was due to the simple fact that the Journal had reached a high standard, and that prospective authors no longer had to be offered any fees, but were pleased to be invited to contribute without payment. The overall situation was by no means satisfactory, in spite of superb advertising by the publisher.

For the first issue, March 1976, a Press Release was issued and widely distributed, together with a four and a half page strident yellow prospectus, listing contents of ISR 1/1, the Members of the Editorial Board and titles of future articles. For the second year a six page "Anniversary Subscription Offer" was printed in two colours and the Journal offered for \$ 22 a year, a reduction of 50 %. The same 50 % cut in subscription, namely £ 12.50 and DM 66.00, was available to British and German subscribers.

This pamphlet was widely distributed by me at the annual Meeting of the American Association for the Advancement of Science in Denver, Colorado. The same leaflet with a German text was handed out at the Meeting of the Gesellschaft Deutscher Naturforscher und Ärzte in Stuttgart. The last page of the pamphlet contained the contents of the First Volume, no better promotional publicity for a new scientific Journal could be imagined.

For my visit to Denver, Heyden generously put at my disposal 1000 copies of a new ISR Brochure, 100 copies of ISR 1/3 and 100 copies of ISR 1/4, as well as 200 copies of the Index for Volume 1. This annual Index, which I always prepared myself, had an alphabetic author and an alphabetic subject Index and thus represented an excellent prospectus for the whole Journal. Normally this Index is part of the December issue and its preparation was always a complex and time-consuming task which I started early in the autumn when page proofs of the December issue became available. My method was to highlight the relevant subject words in the four issues and then type cards for each. These could easily be sorted alphabetically on a big table and the cards sent to the printer. For many years I had the pleasant and highly efficient help of Ann Ronan in the preparation of the annual Index, and I retain a most grateful memory of our joint work.