

SUB STANDARDS

Readerships, rate bases, newsstand and subscription sales: with so many terms, it can be hard to decode just how large (or small) a magazine's circulation is. Here's a quick equivalency guide—with real-world examples—for a few well-known titles.

30,000,000 -

Circulation of biodegradable ad trap *Parade*—the most widely distributed magazine in the United States, which appears as an extraneous blow-in in more than three hundred Sunday newspapers.

Number of Americans with “below basic” literacy skills.

3,000,000 -

Circulation of oversexed glossy *Cosmopolitan*.

Annual number of new chlamydia infections nationwide.

3,000,000 -

Circulation of faith-based magazine *Guideposts*, “America’s Source of Hope and Inspiration.”

George Bush’s margin of victory in the 2004 presidential election.

2,100,000 -

Circulation of glossy gateway drug *Seventeen*.

Number of cosmetic surgeries performed in 2006.

1,300,000 -

Circulation of glossy gateway drug *CosmoGirl!*

Number of cosmetic procedures performed on teenagers since 2000.

715,000 -

Circulation of *Harper's Bazaar*.

Circulation of *Harper's*—multiplied by π .

35,000 -

Circulation of *Variety*, the daily bible of the entertainment industry.

Number of people in Los Angeles County who have experienced four episodes of homelessness in the last three years—not including Natasha Lyonne.

14 -

Circulation of *Park Slope Reader*.

Number of days in two weeks.

ALL THE DIRT THAT'S FIT TO PRINT

The gossip pages can play a vital role in your personal PR efforts. Whether you're trying to get a tidbit into the columns or keep your name out of them, it's important to know whom you're dealing with and how to work them to your advantage. Our handy diagram (next page) outlines how to get the best out of the major gossip players in New York City.