

1. Title: The current name of the periodical

2. Previous title if applicable

3. Name, address, phone, fax, e-mail and web address of the publishing company

4. Title specific address, phone, fax, e-mail and web address, if different from publishing company

5. Names of key staff

6. Description of editorial content

7. Year established; frequency

8. Copy/Subscr. Rates

9. Target Audience:
A=Assn.
B=Business/trade/profession
C=Consumer

10. Production data: trim size; printing method; paper and binding type; No. of pages; color type

12. ISSN

11. ISBN

13. Available on: Alternate formats

14. Publication type

15. Advertising data

16. List Rental Information

17. Circulation figures and auditing agency

18. Indexing & abstracting services

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