

## The Journal—and Its Readers

**M**ORE THAN 4,000 copies of The Journal of the American Oil Chemists' Society each month go to all segments of the fats, oils, and allied industries on every continent. This number tells only part of the story because many copies go to individuals or groups who share the Journal with associates and employees. Several years ago one of our overseas subscribers, of whom there are more than 1,300, said he believed that each copy in his country was read by eight to 10 people. The same is true in this country to a lesser extent. The average number of readers per copy where your editor works is at least three. Subscriptions are equally divided between members and non-members of the Society. More information on the composition of such a large group of Journal readers should prove enlightening not only to those who are concerned with the editorial policies of the Journal but also to potential and actual advertisers.



A. R. Baldwin

A general breakdown according to product interest reveals that every academic, consulting, and industrial group working in this country with shortenings, salad oils, margarine, paints, drying oils, alkyds, varnishes, linoleums, detergents, soaps, fatty acids, and fatty derivatives has access to the Journal either by subscription or in available libraries. These product categories also include many people working on the recovery, processing, sales, use, and nutrition of by-product feeds and meals, such as linseed meal, cottonseed meal, corn germ meal, peanut meal, meat scraps, and fish meal. Many suppliers of solvents and laboratory and processing equipment are not only loyal readers and supporters of the Journal but also take very active parts in Society functions. The Journal carries much of scientific, technical, and practical importance in each of these many fields. A brief look at the last annual subject index or the 35-Year Index published during 1953 attests to that fact.

**E**VEN more important than a knowledge of our readers' fields of interest is information on the type of work they do, or their responsibilities in their respective organizations. Recently the Advertising Committee chairman, who is one of the most widely acquainted people in the Society, classified (checked and rechecked) each of the 2,000 members of the Society according to employment position. The results are interesting to all of us but are of special importance to advertisers in their contacts with individuals responsibly placed in the great multibillion dollar fat and oil industry served by the Journal. They are:

- 731 or 37.5%—Members whose work is of an analytical, research, or general chemical nature in the oil and fat industry including academic and government laboratories
- 329 or 17.0%—Engineers or managers of manufacturing plants in the oil and fat industry
- 270 or 14.0%—Chief chemists or technical directors of manufacturing plants in the oil and fat industry
- 156 or 8.0%—Engineers or technical directors of manufacturing plants in allied industries
- 145 or 7.5%—Non-U. S. members whose positions could not be identified
- 132 or 6.8%—Proprietors or chief chemists of analytical laboratories in the oil and fat industry other than those of manufacturing plants
- 128 or 6.7%—Allied tradesmen who are not engineers or managers
- 49 or 2.5%—Chief chemists or technical directors of manufacturing plants in allied industries

**I**T is obvious that the Society is well balanced in membership composition—chemists, chemical, mechanical, and sales engineers, managers, and technical directors. From an editorial standpoint this analysis of membership again emphasizes the fact that there is a very important pool of scientific talent that will keep supplying the Journal with good reports of fundamental work. Also there are many people who are interested in the practical aspects of more immediate importance to operating procedures.

At the same time it is important to our advertisers to know that a large proportion, 41.5%, of our membership are engineering or managerial personnel, who have a direct responsibility in the selection and installation of not only laboratory and operating equipment but also of complete processes.

A functional classification of non-member subscribers is nearly impossible to make. Only 6 to 8% of these are individuals. Approximately 93% of the 2,000 non-member subscriptions go to organizations which are mostly industrial but also include academic and government groups. In these instances the average number of readers per copy is probably high since such groups are interested in both fundamental and applied research. Nearly half of the non-member subscriptions are sent outside this country, and many kind letters from their readers indicate great academic and industrial interest in the Journal. In fact, one of our international equipment and process advertisers reported that his ads in the Journal produced more contacts with potential purchasers than were made through space in any other journal used in their advertising program. Another letter from a university said that their fat and oil research groups eagerly looked forward to each issue of the Journal. Reprints of the short course lectures have been in great demand here and abroad.

It is obvious that The Journal of the American Oil Chemists' Society is attractive to authors reporting on both fundamental and applied problems, to readers in every phase of the industry, and to advertisers who have supplies, equipment, or processes of interest to the industry. A. R. BALDWIN, editor