7.—Estimated Numbers and Circulations of Reporting Magazines and Related Publications, by Type, 1938-47

Type	1938			1939			1940			1941			1942		
	Listed	Reporting		Listed	Reporting		Listed	Reporting		Listed	Reporting		Listed	Reporting	
	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation
Agricultural and rural	37	20	1,395,740	39	27	1,440,691	37	27	1,527,806	38	23	1,526,817	37	26	1,574,573
Arts, crafts and professions	8	3	16,859	10	5	31,574	11	6	38,149	12	8	43,742	12	7	48,180
Construction	17	11	46,038	17	13	59,295	17	14	69,310	17	13	53,905	16	14	60,615
Educational	16	7	36,879	18	10	45,814	23	14	70,319	20	15	72,626	21	16	114,309
Finance and insurance	17	4	30,534	17	5	33,910	18	6	38,151	18	5	31,658	18	5	31,534
Government and government services	10	5	69,226	12	5	20,171	16	9	131,091	16	8	147,672	16	10	83,139
Home, social and welfare	26	18	1,714,954	29	21	1,643,337	28	20	1,739,653	27	19	1,762,194	24	19	1,848,258
Labour	9	Nil	–	9	Nil	–	11	2	10,300	16	7	83,727	16	8	103,300
Pharmaceutical and medical	16	9	30,398	16	8	23,873	19	13	33,363	21	14	35,652	22	16	48,469
Religious	32	25	330,438	42	35	404,240	41	34	415,343	40	33	448,144	40	35	548,444
Services and directories	18	9	47,498	17	7	31,241	20	9	46,487	22	8	37,197	22	8	44,133
Sports and entertainment	30	16	98,748	29	16	102,516	27	17	118,586	17	7	90,163	18	10	114,271
Trade, industry and other related publications	99	62	219,027	105	70	238,746	113	79	281,536	113	80	292,668	117	80	291,411
Transportation and travel	17	7	26,753	21	15	121,723	20	14	82,047	20	12	83,477	18	12	89,296
Miscellaneous	15	4	31,856	14	11	68,978	11	5	40,302	24	5	40,440	39	34	381,023
Totals	**367**	**200**	**4,094,948**	**395**	**248**	**4,266,109**	**412**	**269**	**4,642,443**	**421**	**257**	**4,750,082**	**436**	**300**	**5,380,955**

	1943			1944			1945			1946			1947		
	Listed	Reporting		Listed	Reporting		Listed	Reporting		Listed	Reporting		Listed	Reporting	
	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation
Agricultural and rural	38	23	1,527,518	37	22	1,565,374	41	31	1,712,062	44	33	1,847,286	46	39	2,009,920
Arts, crafts and professions	12	10	57,456	11	6	58,239	14	9	76,351	16	11	76,351	18	14	122,615
Construction	16	12	47,128	15	12	54,439	19	15	62,907	20	19	101,091	21	19	106,510
Educational	21	13	55,512	23	15	66,867	25	19	83,533	31	25	200,336	37	31	251,074
Finance and insurance	16	4	28,897	16	5	36,573	18	6	49,271	18	6	56,101	16	6	61,343
Government and government services	20	13	156,394	19	8	90,004	19	9	141,331	18	10	170,459	17	10	173,663
Home, social and welfare	24	20	1,879,135	34	26	2,033,941	48	32	2,211,670	47	39	2,585,665	47	41	2,912,073
Labour	18	11	336,100	19	13	361,267	21	16	411,028	22	16	305,613	22	16	342,343
Pharmaceutical and medical	21	11	40,518	21	15	50,948	23	17	57,379	25	19	67,229	25	21	85,375
Religious	41	37	533,061	40	37	586,744	39	37	656,137	39	38	684,459	40	36	693,639
Services and directories	21	6	23,596	27	13	47,379	28	14	57,486	32	17	71,905	47	32	154,554
Sports and entertainment	16	5	81,681	16	6	65,924	19	12	129,121	23	14	176,422	29	19	237,393
Trade, industry and other related publications	112	81	294,073	115	76	251,263	122	92	330,282	140	110	471,194	147	131	590,822
Transportation and travel	16	11	84,405	17	14	81,153	19	18	94,130	26	24	173,309	30	25	149,757
Miscellaneous	48	43	573,984	47	43	564,142	19	17	236,367	20	19	251,186	23	20	200,934
Totals	**440**	**300**	**5,719,458**	**457**	**311**	**5,914,257**	**474**	**344**	**6,309,055**	**521**	**400**	**7,238,606**	**565**	**460**	**8,092,015**