

### 6.—Estimated Numbers and Circulations of reporting Magazines and Related Publications, by Broad Classifications, 1949-51

NOTE.—Figures for the years 1938-45 are given at p. 793 of the 1948-49 Year Book; for 1946 at p. 836 of the 1950 edition; and for 1947-48 at p. 827 of the 1951 edition.

Classification	1949 <sup>a</sup>			1950			1951		
	Listed	Reporting		Listed	Reporting		Listed	Reporting	
	No.	No.	Circulation	No.	No.	Circulation	No.	No.	Circulation
Agricultural and rural.....	54	50	2,346,802	56	54	2,445,265	55	52	2,534,970
Arts, crafts and professions	13	12	154,644	16	15	113,953	19	18	113,399
Construction.....	16	16	91,988	17	17	118,224	16	16	121,415
Educational.....	43	37	276,977	50	45	389,428	54	51	438,899
Finance and insurance.....	15	7	72,498	14	6	61,815	14	7	67,455
Government and govern- ment services.....	24	20	242,618	27	24	254,782	27	24	268,107
Home, social and welfare.	46	40	3,447,259	46	43	3,683,084	47	44	3,932,209
Labour.....	19	14	199,339	19	14	196,383	20	17	235,924
Pharmaceutical and medi- cal.....	25	21	100,007	30	26	112,662	32	28	116,582
Religious.....	36	36	725,481	37	37	694,150	35	35	698,207
Services and directories...	55	45	244,635	60	51	293,943	61	52	300,282
Sports and entertainment	28	22	303,712	31	21	279,933	26	19	315,580
Trade, industry and other related publications.....	165	157	743,432	166	157	745,398	171	158	790,155
Transportation and travel	29	27	196,228	27	25	205,987	29	28	235,223
Miscellaneous.....	48	48	537,791	40	40	462,403	40	39	443,770
<b>Totals.....</b>	<b>616</b>	<b>552</b>	<b>9,683,411</b>	<b>636</b>	<b>575</b>	<b>10,057,410</b>	<b>646</b>	<b>588</b>	<b>10,612,177</b>