

# INDUSTRIAL AND TRADE-PAPER ADVERTISING

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## USE OF CLASS PAPERS IN ADVERTISING

1. **Development of the Advertising.**—The field of industrial and trade advertising, carried out by means of journals reaching selected groups or classes of readers, is one of the most interesting and one of the most important branches of advertising, although it is less well known to the general public than are other types of advertising with which the public is more likely to come in contact.

The strength and value of the business or vocational paper lie in the fact that each publication is specifically designed to interest and attract a comparatively small group of readers whose business interests and problems are similar, who make and sell the same type of goods or hold the same kind of position, and who buy the same kind and type of materials and supplies.

Lawyers, bakers, insurance men, artists, and machinery manufacturers can and do read the same general magazine or newspaper, because they like its fiction or articles or news stories; but lawyers are not normally readers of business papers addressed to bakers, nor are insurance men likely to read a business paper devoted to the manufacture and sale of machinery. Each of the fields mentioned, as well as hundreds of others, has its own business or professional publications, in which the problems and the news of the profession, trade or industry are treated fully and completely, to the exclusion of all other material.

