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Headline: Magazines Increasing After Anti-Pornography Purge

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FULL TEXT OF ARTICLE:

1. [Text] Beijing, 11 Mar (XINHUA)--China's periodical market has a new outlook following the 'anti-pornography,' curtailment and rectification campaigns. The statistics issued by a competent department on the circulation of this year's first issues of several hundred kinds of periodicals across the nation show that the circulation of periodicals as a whole is on the rise. Many periodicals have special characteristics ranging from content to design. Print quality has also improved.

2. Enjoying a fair circulation increase are party magazines used as tools for publicizing party opinions, current events magazines and, most popular among the reading public, digests. For example, QIUSHI [SEEKING TRUTH] has a circulation of 1.8 million copies, an increase of 200,000 copies over the same period last year; GONGCHANDANG YUAN [COMMUNISTS], 1.63 million copies, an increase of more than 300,000 copies; BAN YUE TAN [SEMIMONTHLY TALKS] has a circulation of 6 million copies; NONGMIN WENZHAI [PEASANT DIGEST], 3.54 million copies, a growth of 900,000 copies; READERS DIGEST, 2.16 million copies, an increase of 310,000 copies; and ZHONGPIAN XIAOSHUO XUANKAN [SELECTIONS FROM NOVELETTES] almost doubled.

3. In addition, the circulations of cultural and life magazines, supplementary teaching magazines, general science magazines and general interest magazines also enjoy a marked growth. For example, JIATING [FAMILY] has a circulation of 1.89 million copies, an increase of 230,000 copies over the same period last year; XIAOXUESHENG ZUOWEN [ELEMENTARY STUDENTS GUIDE TO COMPOSITION], 970,000 copies, an increase of 80,000 copies; ZHONGGUO LAONIAN [CHINA JOURNAL FOR THE ELDERLY], 380,000 copies, a growth of 80,000 copies; and FEIDIE TANSUO [PROBING THE SECRETS OF FLYING SAUCERS], 300,000 copies, an increase of 60,000 copies.

4. According to an authoritative personage from the China Press and Publications Administration, the growth of periodical circulation can be attributed to the following reasons:

5. - The distribution channels for bad magazines were stopped,

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thanks to efforts to improve and rectify the magazine market, which resulted in magazines continuously trying to win over readers by presenting healthy, forward-looking, colorful, and realistic content.

6. - The national exhibition of periodicals held in Beijing in September last year and award-giving activities for excellent periodicals helped tighten the ties between magazines and their readers and provided opportunities for the trade to learn from each other by exchanging their opinions.

7. As a result, many magazines made marked improvements in aspects ranging from content, covers, and layout, to print quality. As the party's ideological and organizational construction is being continuously strengthened and its ideological and political work deepened, the demand for party magazines in society has increased correspondingly. With social, political and economic progress, people's needs in cultural affairs tend to develop in multiple orientations. Therefore, digests and collected works with ample, informative, and pleasing contents, as well as magazines with general interests in culture and life are in line with this trend. Another factor for the increase of magazine circulation is smooth distribution channels.