TO ADVERTISERS:

The average weekly circulation of THE NATION was 9,676 copies in 1894. This number represents, however, but a portion of the actual readers of the journal, as it goes to all the leading libraries and reading-rooms throughout the country, and to the homes of people of intelligence and means everywhere. It stands alone in its field. The announcements of the leading publishers are a feature of THE NATION which contains more book advertising than any other weekly paper. Schools find it their best medium. General advertisers having goods of undoubted merit cannot find a better medium. The utmost care is taken to exclude all unpleasant or unworthy advertising. The advertising rate is low, the circulation is large, and its readers are, as a class, the best buyers in the country.

Following is a record of the space filled by advertising in THE NATION during the last six years:

1889,	637 columns.
1890,	1060 "
1891,	1182 "
1892,	1195 "
1893,	1208 "
1894,	1258 "

A book of our Advertising Display Types, and any other information, given on application.

The Nation.

TERMS OF ADVERTISING.

Per Agate line, each insertion	15 cts.
Per column (140 lines), each insertion	$20
A page (420 lines), each insertion	60
Front cover page, each insertion	80

DISCOUNTS.

TIME.	
4 insertions	5 per cent.
8 "	10 "
13 "	12½ "
26 "	15 "
39 "	20 "
52 "	25 "
AMOUNT.	
$100 within a year	10 per cent.
250 " "	12½ "
500 " "	15 "
750 " "	20 "
1,000 " "	25 "
1,500 " "	30 "
2,000 " "	33⅓ "

PREFERRED POSITIONS AND CUTS.—Twenty per cent. advance is charged for special positions and for cuts. No cuts are inserted on the first page.

TIME OF RECEIPT OF COPY.—Copy is taken as late as 5 P. M. Tuesday for insertion in the issue published the following Thursday.

PUBLICATION OFFICE,

206-210 Broadway, N. Y. City.