
Classification of Circulation

Executive Management

BUSINESS

OCCUPATION

	President, Owner, Exec. VP, Sr. VP, VP Mktg., VP Sales, GM, Mktg. & Adv. Directors, Sales Executives
Manufacturers	3,573
Distributors	483
Importers	411
Sub Total	4,467

	President, Owner, Exec. VP, Sr. VP, VP, GMM, DMM, Merchandise Mgr., Buyer
Department Stores & Specialty Stores	569
Drug Stores & Chain Drug Stores	281
Mass Merchandisers, Buying Offices & Other Retailers	220
Sub Total	1,070

	President, Owner, Exec. VP, Sr. VP, GM, Acct Sup., Acct. Exec., Research
Advertising	72
Financial Institutions	113
Suppliers Schools & Libraries	178
Sub Total	363
TOTAL	5,900

Cosmetic World's paid circulation goes to subscribers who pay \$175.00 per annum in the continental U.S., and \$250.00 per annum internationally.
