

On the other hand, advertising managers often ask their salesmen what publications they see on their prospect's desk. Obviously a salesman sees fewer scholarly journals on customer's desks because the doctor receives them at home. Since throwaway publishers send their magazines to laboratories and doctors' offices, most professionals receive at least 6, and some as many as 12, of these kinds of journals.

Another reason that learned journals cannot compete with throwaways is that no peer review journal will allow an advertiser or prospect to influence its scientific content. Furthermore, learned journals often print adverse reference to advertisers' products or present views which are unpopular with groups of advertisers. In no instance will an authentic scholarly journal ever agree to run articles or product descriptions in exchange for advertising.

Advertisers dislike intensely the journal practice of grouping ads in the front and back of scholarly journals. They prefer to see their ads mixed in with articles because they believe they will receive more attention there. Learned journals bunch ads together in the front and back in order to keep from continuing articles. Editors of peer review journals resist mixing ads with articles because they feel it implies advertisers' influence. In general, advertisers group publications in the field into bunches and interspersed, depending on whether ads are grouped. Most society journals are bunched, and all throwaways are interspersed.

Another prime reason for the popularity of throwaways with advertisers is that it is easier to understand the articles in them. In general, nonscientists do not believe that scientists or doctors would read articles written in scholarly style. Advertisers see them as dull and uninteresting.

One other advantage throwaways enjoy is that society journals usually have drab and uncolorful formats, while throwaways make ample use of expensive graphics, color and artwork to make their journals more attractive. So, it is easy to see that in the classic sense of providing the customer with what he wants, throwaways have done a much better job of serving the advertiser.

Scholarly journals have concentrated, on the other hand, on giving the scientific and medical community what it needs.

It is interesting to note that in virtually every case where throwaways are competing with society journals for advertising, the society journal was in existence long before the throwaway. Usually it was the scholarly journals' volume of advertising which accumulated because there were no other journals in the field that attracted the throwaway in the first place. History has shown that every time a controlled circulation publication enters a field served by a learned journal, it drains off a substantial portion of its advertising. This often produces disastrous results. One scholarly chemical journal has lost over 40 percent of its advertising revenue to two throwaways in the field.

It is common practice in the journal field to make scientists pay to have their papers published in a scientific journal. This is especially true in the case of journals having little or no advertising revenue. It is an interesting paradox that some scientists are paying to have their papers published while buying products from firms who support that journal's throwaway competition.