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Monitor to adopt new format

The Christian Science Monitor is adopting a completely new format.

Plans for the newspaper's new format include going to an easier-to-handle compact size — half the present page size and approximately twice the present number of pages.

The Monitor, however, will maintain its present variety of features, and there will be no reduction in the size of its news-gathering staff.

As have other major daily newspapers, the Monitor has been studying ways to respond to such fast-rising publishing costs as newsprint, postage, and labor. The new format, beginning April 1, 1975, is the most visible of the several cost-cutting steps being planned.

Unlike most other newspapers, the Monitor's financial responsibilities are compounded by a far-reaching and costly distribution system. The Monitor sends copy via facsimile transmission to its remote printing plants in Beverly, Mass., Somerset, N.J., Glendale, Calif., and Chicago, as well as in London, England. It is then distributed largely by mail.

"In light of this," explains John Hughes, editor, "the management of the Monitor is now taking significant steps to increase revenue and to reduce costs."

In tandem with the format change, the Monitor will:

— Introduce a subscription price increase. Starting April 1, the new annual rate will be $40 (quarterly rate $12), the first increase in two years. With this step, the Monitor follows the example of such other newspapers as the Wall Street Journal, the New York Times, the San Francisco Chronicle, and the Oakland Tribune.

— Replace the London daily edition with a completely new international weekly edition specially tailored to the needs of readers outside North America. (The four United States editions printed in New England, the East, the Midwest, and the West will continue.) Not available to North America, the new international edition will contain the best of the week's international coverage plus specially written feature material, and will be airmailed from London to readers outside Britain. It will cost $25 a year.

— Make modest staff reductions. These will involve scheduled retirements, not filling vacant positions, and some severances.

Worldwide mission

The Monitor is published by The Christian Science Publishing Society under the auspices of The First Church of Christ, Scientist, at its headquarters in Boston. The Church underwrites the Monitor's operation, regarding the Monitor as part of its contribution to the welfare of the world.

"We believe the Monitor's new compact format and its weekly international edition will add significantly to our service to readers both in North America and elsewhere," says Zadie Hatfield, manager of the Publishing Society.

"Furthermore, present circulation trends are particularly encouraging — with the highest rate of renewals in the Monitor's history."

The Christian Science Monitor News Service, the syndication service launched three years ago, now serves some 209 newspapers worldwide with a circulation of nearly 26 million.

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