



Z

"The magazine
of fun, trouble
and cut-throat
advertising rates"

Half a million readers for only £150

As a reader, you may feel, like the anonymous journalist in *The People*, that OZ Magazine is "... muck ...". Or alternatively, you might agree with the editor of *Time Out*, who has written that OZ "... is now the truest and best underground paper in the world". Then again, there will be those among you who side with the opinion expressed in *Private Eye* that OZ is nothing less than "... the worst magazine in the history of the world ...". (Praise indeed, from the magazine whose editor, Richard Ingrams, hopefully predicted in 1967 that "OZ ... won't last the year!")

But however you feel about our magazine's editorial policy, it is an indisputable claim (made in *The Times*, 2 December 1970) that "OZ is probably the most successful of the underground publications ...". We are successful; and we can prove it!

We Print more than 60,000 copies every month

We Sell more than 50,000 copies every month

We Reach more than 300,000 people every month

Now, to coincide with the forthcoming publicity assured OZ in the national press following the opening of the OZ Obscenity Trial at the Old Bailey on 22nd June, we can announce that for our forthcoming issue we intend to raise our print order to 75,000 copies. Our distributors are convinced that we will sell every one of them. If they are correct OZ will be reaching thousands of new readers with a total readership for this particular issue possibly approaching as many as 500,000.

Our normal advertising rates will not be raised. To reach half a million readers aged between 15 and 30 at the extraordinarily low rate of only £150 per page is an opportunity many advertisers can hardly afford to miss. Copy date for this issue is the 14th of June 1971. Publication date is June 30th.

OZ Advertising : Felix Dennis / Patrick Hawkey / Chris Rowley 01-229 7238/9