

~~FOSMOS~~  
~~Foundation~~

Alfred de Grazia

May 1968

Board, FOSMOS

1. Would you please examine the attached summary of calculations on a journal of the Foundation, ~~to~~ called for the moment "Problems of Modern Science"? I need them to make up a sample table of contents for the first year.
2. Would you please return to me any suggestions, titles, and documents that might be incorporated into the first year's issues?
3. Would you please suggest names of persons who might constitute the Editorial Advisory Board? The following fields might well be represented:

- |                    |                             |
|--------------------|-----------------------------|
| Chronology         | Biology                     |
| Archaeology        | Paleontology                |
| Cosmology          | Natural History (Evolution) |
| Folklore           | Philosophy                  |
| Psychiatry         |                             |
| Sociology          |                             |
| Anthropology       |                             |
| History of Science |                             |
| Classics           |                             |
| Geology            |                             |
| Physics            |                             |

Thank you

Alfred de Grazia

Prospectus for a journal  
to be called

Planin Boyd  
Sturil  
MODERN

~~THE JOURNAL OF~~  
COSMOLOGY (OR PROBLEMS OF SCIENCE)

An interdisciplinary journal on the ~~historical~~ <sup>scientific</sup>  
and psychic orientation of man to knowledge of  
the universe.

SPONSOR: Foundation for Studies of Modern Science  
Box 132, Princeton, N.J. 08540

PUBLISHING ADDRESS: PRINCETON, N.J.

FREQUENCY: 6 issues annually

COST TO SUBSCRIBER: \$10 Individual  
\$20 Institutional (includes  
automatic rights to up to 20  
reproductions of any article)

FORMAT: 8½ x 11, glossy, illustrated front cover and  
copiously inside, 48 pages, average  
30,000 words per issue

ADVERTISING: BEGINNING in the second year of publication,  
~~or when circulation of 20,000 can be guaranteed~~

NUMBER OF SUBSCRIBERS:

	INITIAL ISSUE	TOTAL AT END VOL I	TOTAL AT END OF VOL. III
LOW	1,000	5,000	20,000
HIGH	10,000	20,000	50,000
PRINT	10,000	10,000	25,000

✓ 500 institutional  
✓ 2000 institutional

✓ 3000 institutional  
\* Based on low estimate

GROSS RECEIPTS (\$) (LOW ESTIMATE ONLY)

\$15,000 Initial (by public date)  
\$46,000 Total during 1st 12 months after public date  
\$250,000 Year of V of III (annual receipts all sources)

INITIAL ISSUE DATE: MAY-JUNE, 1969. COPY DEADLINE APPROX.

VOLUME YEAR DATE: JAN-FEB = Number 1.

INITIAL MAILING AND ANNOUNCEMENT = JAN. 10, 1969

and paid announcements

COSTS OF LOW LEVEL OF OPERATION

✓ PRODUCTION (10,000)

Composition	7000
printing and paper	4000
binding (Stapling)	1125
misc. and contingent	500
TOTAL	12625

FIRST VOLUME AVERAGING

✓ DISTRIBUTION (3000)

Addressing & MAILING (envelopes)	300
POSTAGE	500
MISC.	100
TOTAL	900

✓ EDITORIAL

MANAGING EDITOR (10% Receipts)	6500
PAYMENTS TO CONTRIBUTORS	4000
XEROX	2000
OTHER EDITORIAL ASSISTANCE	3000
MISC. & CONTINGENT	1000
TOTAL	16100

✓ PROMOTION

MAILINGS & POSTAGE (200 000 pieces)	20,000
COMPLIMENTARY COPIES (400 at cost)	200
CONSULTANTS	1,000
TRAVEL	500
Misc & cont.	1,000
TOTAL	22,700

✓ OVERHEADS: OFFICE AND STORAGE

SEC'Y	2,000
MISC.	5,000
TOTAL	7,000

✓ TOTALS

	12625	TOTAL	
	900		9,000
	16100		
	22700		
	9000		
	61325		

\$61,325