

WORLD HEALTH
ORGANIZATION

ORGANISATION MONDIALE
DE LA SANTÉ

EXECUTIVE BOARD

Thirty-fifth Session

Standing Committee on
Administration and Finance

Agenda item 6



EB35/AF/WP/9 ✓
12 January 1965

ORIGINAL: ENGLISH

DETAILED EXAMINATION OF THE PROPOSED PROGRAMME AND BUDGET
ESTIMATES FOR 1966

WHO Publications - Sales and Sales Promotion

(Report by Director-General)

In response to a request by a member of the Standing Committee, the Director-General submits the following information on the ratio of income from sales and the budgetary provision for sales promotion of WHO publications for the period 1960-1964.

	<u>Income from Sales</u>	<u>Provision for Sales Promotion</u>
	\$	\$
1960	83 274	1 100
1961	116 613	5 000
1962	124 781	5 000
1963	122 337	7 000
1964	150 000 (estimated)	7 000

As will be seen, the income from sales increased from \$ 83 274 in 1960 to approximately \$ 150 000 in 1964, while the amount provided for "sales promotion" increased from \$ 1100 to \$ 7000 over the same period.

WHO does not undertake any sales promotion activities comparable to those of commercial publishers. Its major objective in publicizing its publications is to achieve an optimal distribution. The methods used are listed in the Board's Organizational Study on Publications which was undertaken during the years 1959 and 1960.¹ These are as follows:

¹ Off. Rec. Wld Hlth Org., 99, p. 148.

1. Provision of national collections to depository libraries.
2. Provision of review and exchange copies to the medical press, accompanied by publicity blurbs.
3. Descriptions of and advertisements for WHO publications in the WHO Chronicle, World Health, etc.
4. Publishing catalogues, prospectuses and price lists.
5. Publishing bibliographies of WHO publications at regular intervals.

Occasionally WHO publications are exhibited at scientific meetings.

This basic publicizing of WHO publications is supplemented and completed by some direct promotion by sales agents at their own expense.