

# Gale Database of Publications and Broadcast Media

## FILE DESCRIPTION

The **Gale Database of Publications and Broadcast Media** is a comprehensive file containing detailed records on over 57,000 newspapers, magazines, journals, periodicals, directories, newsletters, and radio, television and cable stations and systems. The Database is compiled from the following print publications of Gale Research Inc.:

\* *Gale Directory of Publications and Broadcast Media* (DPBM): covers 28,036 newspapers, magazines, journals, and periodicals in the U.S. and Canada and 12,700 radio, television, and cable stations and systems in the U.S. and Canada.

\* *Directories In Print* (DIP): covers 16,780 U.S. national and international directories of all kinds on all subjects.

\* *Newsletters In Print* (NIP): covers 12,475 subscription, membership, and free newsletters, bulletins, digests, and similar serial publications in the U.S. and Canada.

The database provides the name or title; owner or publisher; address; phone, fax, telex, and other numbers; names of editors and other contacts; a description including circulation size, price, frequency of distribution, advertising rates, subject coverage, availability in alternative formats, dimensions, printing methods, and much more.

Information is gathered by annual questionnaire mailings and telephone calls to publishers and broadcasters.

## SUBJECT COVERAGE

- Publications and broadcast stations in every subject category are covered in the *Directory of Publications and Broadcast Media*. Broadcast media stations are categorized into radio, television, or cable.
- Directories listed in *Directories In Print* are grouped into 27 different categories, ranging from general business to hobbies and leisure activities.
- Newsletters listed in *Newsletters In Print* are grouped into 32 categories ranging from advertising and marketing to social sciences.

## TIPS

### USE FILE 469

to find information on all kinds of media groups.

### USE /CO OR CO=

to find publishing companies or owners of interest.

### USE JN=

to find publications of interest.

### USE OV=

to find Online Vendors of interest.

## DIALOG FILE DATA

Inclusive Dates:

Current year's corresponding print editions

Update Frequency: Semi-Annual

File Size: 86,071 records as of October 2008

## CONTACT

The Gale Directory of Publications and Broadcast Media, is compiled by Gale, a part of Cengage Learning. Questions concerning Electronic Search Assistance should be directed to:

Gale, a part of Cengage Learning

Electronic Search Assistance

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 5 (US & Canada)

E-Mail: [gale.contentQA@cengage.com](mailto:gale.contentQA@cengage.com)

Questions regarding Technical Support should be directed to:

Gale, a part of Cengage Learning

Technical Support

27500 Drake Road

Farmington Hills, MI 48331-3535

Phone: 1-800-877-4253, press 4

Fax: 1-800-676-2345

E-Mail: [gale.technicalsupport@cengage.com](mailto:gale.technicalsupport@cengage.com)

**File 469      Gale Database of Publications and Broadcast Media**

**SAMPLE RECORD from Directory of Publications and Broadcast Media**

DIALOG(R)File 469:Gale DB of Publ.& Broad.Media  
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**SO=** Book Entry Number: 01148 (Directory of Publications and Broadcast Media)

**DT=** Document Type: Newspaper

**JN=,/TI** TITLE: Arkansas Democrat

**/CO, CO=, PU=** Little Rock Newspapers, Inc.  
Capitol Ave. & Scott St.  
PO Box 2221  
Little Rock, AR 72203 USA

**CY=, ST=, ZP=, CN=** Telephone: (501)378-3400

**TE=** Fax: (501)378-3591

**/AB** ABSTRACT: General newspaper.

NOTES:  
Sun.: GLR: \$3,750. Member, WEHCO Media.

**FY=, PY=** FIRST PUBLISHED/FOUNDED: Sept. 30, 1871.

**LA=** LANGUAGE: English

**ED=** EDITORS/KEY PERSONNEL: J.R. Starr, Editor; W.E. Hussman, Jr.,  
Publisher; Dick Browning, Natl. Advertising Mgr

FEATURE DEPTS.: Aviation, (501)378-3499, Randy Tardy; Book,  
(501)378-3485, Beth Solomon; City, (501)378-3485, Ray Hobbs;  
Drama, (501)378-3514, Eric Harrison; Editorials, (501)378-3482,  
(...)

**FQ=** FREQUENCY/UPDATE FREQ.: Daily: Mon.-Sun. (morn.).  
PRINTING METHOD: Offset. SIZE: 13 2/3 x 22.  
COLS. PER PG.: 6. COL. WIDTH: 12 3/5 nonpareils. COL. DEPTH:  
301 agate lines.

**PR=** PRICE (subscription): \$144.

**CI=, C7=, CC=** CIRCULATION - Mon-Fri: 177403 (A.B.C. Statement)

**CI=, C8=, CC=** CIRCULATION - Sunday: 236093 (A.B.C. Statement)

**AR=** AD RATE - GLR: \$ 2.87  
AD RATE - BW: \$ 5184.51  
AD RATE - 4C: \$ 5684.51  
AD RATE - PCI: \$ 40.19

**/DE** DESCRIPTORS: Daily Papers

**SAMPLE RECORD from Directories In Print**

07999696 DIALOG File 469:GALE DATABASE OF PUBLICATIONS & BROADCAST MEDIA

**SO=** Book Entry Number: 320 (Directories In Print)

**DT=** Document Type: Directory

**JN=,/TI** TITLE: Export Courier (United Kingdom)

**/CO, CO=, PU=** Stokes & Lindley Jones Ltd.  
36 Stonehills House  
Stonehills

**CY=, ST=, ZP=, CN=** Welwyn Garden City, Hertfordshire AL8 6NA, England  
Telephone: 707 326688  
Fax: 707 323447

**/AB** ABSTRACT: COVERS: British exporters of products, including toiletries, healthcare and pharmaceuticals; food and drink; confectionery; baby, and nursery products; housewares and electrical goods; hardware, DIY, gardening; giftware; food/drink and non-food.

NOTES:  
Firm name, address, phone, description of product.

SAMPLE RECORD from Directories In Print (cont'd)

**LA=** Indexes: Product/service, trade name.  
 LANGUAGE: English, French, German, Spanish, Arabic, Dutch, Swedish, Italian, Japanese, and Chinese.  
**ED=** EDITORS/KEY PERSONNEL: L. G. Warren.  
**FQ=** FREQUENCY/UPDATE FREQ.: 8 times a year; each issue covers specific product categories.  
**AC=** ADVERTISING ACCEPTED: YES  
**PG=, SN=** PAGES: 40-100. ISSN: 0014-5122  
 PRICE (subscription): Free to importers (ISSN 0014-5122).  
**AV=** AVAILABILITY: Free  
**OA=** AVAILABLE ONLINE: NO  
**CI=** CIRCULATION: 7,000.  
**/DE** DESCRIPTORS: United Kingdom--Business and agriculture; International trade (Europe, Western)  
**/SH, SH=** SECTION HEADING: General Business (1)

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	All Basic Index Fields	Word	S MAJOR(W)APPLIANCES
/AB	AB	Description/Abstract	Word	S BRITISH(W)EXPORTER?/AB
/CO	CO	Publishing Company or Owner <sup>1</sup>	Word	S LITTLE(W)ROCK/CO
/DE	DE	Descriptor <sup>2</sup>	Word & Phrase	S INTERNATIONAL TRADE?/DE S "HOME AND GARDEN"/DE
/SH	SH	Section Headings <sup>3,4</sup>	Word & Phrase	S MEDICINE/SH S GENERAL BUSINESS/SH
/TI	TI	Title/Radio & TV Call Letters/Cable Company <sup>5</sup>	Word	S ARKANSAS(W)DEMOCRAT/TI

<sup>1</sup> Also searchable in the Additional Indexes using CO= or PU=.

<sup>4</sup> Newsletters In Print records only.

<sup>2</sup> Also /DF.

<sup>5</sup> Also searchable in the Additional Indexes with JN=. JN= excludes radio, TV, and cable.

<sup>3</sup> Directories In Print records only.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
AC=	AC	Advertising Accepted <sup>3</sup>	Phrase	S AC=YES
—	AD	Address Information		
—	AN	DIALOG Accession Number		
AR=	AR	Advertising Rates <sup>6</sup>	Numeric	S AR>=5000
AV=	AV	Availability	Phrase	S AV=FREE
C1=	C1	Paid Circulation <sup>6</sup>	Numeric	S C1>=5K
C2=	C2	Non-paid or Controlled Circulation <sup>6</sup>	Numeric	S C2<=50K
C3=	C3	Free Circulation <sup>6</sup>	Numeric	S C3<=20000
C4=	C4	Combined Circulation <sup>6</sup>	Numeric	S C4=50K:100K
C5=	C5	Morning Circulation <sup>6</sup>	Numeric	S C5>=10000
C6=	C6	Evening Circulation <sup>6</sup>	Numeric	S C6<=2000
C7=	C7	Monday-Friday Circulation <sup>6</sup>	Numeric	S C7>=70K
C8=	C8	Sunday Circulation <sup>6</sup>	Numeric	S C8<=13000
CC=	CC	Circulation Audit Type <sup>6</sup>	Phrase	S CC=AACR@AACR.ORG
CI=	CI	Circulation	Numeric	S CI>=500000
—	CL	Column Information <sup>6,7</sup>		
CN=	CN	Country	Phrase	S CN=UNITED KINGDOM
CO=	CO	Publishing Company/Owner	Phrase	S CO=STOKES & LINDLEY?
CY=	CY	City	Phrase	S CY=LITTLE ROCK
DT=	DT	Document Type	Phrase	S DT=NEWSPAPER
ED=	ED	Editors/Key Personnel	Word	S ED=(DICK(S)BROWNING)
FQ=	FQ	Frequency/Update Frequency	Word	S FQ=(8(S)YEAR?)
—	FX	Fax Number <sup>3,6</sup>		
FY=	FY	First Year of Publication, or Year Founded <sup>4,6,9</sup>	Phrase	S FY=1955:1960
—	HR	Hours of Operation <sup>5</sup>		
JN=	JN	Journal or Directory Name <sup>10</sup>	Phrase	S JN=ARKANSAS DEMOCRAT
LA=	LA	Principal Language Used in Text <sup>3,6</sup>	Word	S LA=ENGLISH
—	LO	Local Programs <sup>6</sup>		
OA=	OA	Online Availability <sup>3,4</sup>	Phrase	S OA=NO
—	OI	Order Information <sup>3,4</sup>		
OV=	OV	Online Host or Vendor <sup>3,4</sup>	Word & Phrase	S OV=WESTLAW S OV=DIALOG INFORMATION?

## ADDITIONAL INDEXES (cont'd)

SEARCH PREFIX	DISPLAY CODE	FIELD NAME	INDEXING	SELECT EXAMPLES
PG= —	PG PM	Number of Pages <sup>3,4</sup> Printing Method <sup>6</sup>	Numeric	S PG=>=50
PR= —	PR PS	Price of Subscription U.S. Publications Serial (USPS) Number <sup>6</sup>	Numeric	S PR<=100
PU= PY=	PU PY	Publishing Company/Owner First Year of Publication, or Year Founded <sup>4,6,12</sup>	Word Phrase	S PU=(LITTLE(W)ROCK) S PY=1871
SH= SN=	SH SN	Section Heading Code <sup>3,4,13</sup> International Standard Serial Number (ISSN)	Phrase Phrase	S SH=10 S SN=0014-5122
SO= ST= —	SO ST SZ	Source Book State Size <sup>4,6</sup>	Phrase Phrase	S SO=DIRECTORIES IN PRINT S ST=AR
TE= —	TE TX	Telephone Area Code Telex Number <sup>3,6</sup>	Phrase	S TE=501
ZP=	ZP	Zip/Postal Code	Phrase	S ZP=72203

<sup>6</sup> Directory of Publications and Broadcast Media records only.

<sup>7</sup> May include column depth, columns per page, and column width.

<sup>8</sup> Also searchable in the Basic Index using /CO.

<sup>9</sup> Also searchable in the Additional Indexes using PY=.

<sup>10</sup> JN= excludes radio, TV, and cable.

<sup>11</sup> May include additional contact information, additional formats, arrangement of indexes, editorial policies, illustrations included, indexing frequency, intended audience, remarks, special conditions, time period coverage.

<sup>12</sup> Also searchable in the Additional Indexes using FY=.

<sup>13</sup> Use in combination with SO= to avoid duplicate codes between different sources.

## SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK online.

<b>SORT</b>	C1, C2, C3, C4, C5, C6, C7, C8, CN, CO, CY, FY, JN, PU, PY, ST, TI, ZP	SORT S6/ALL/CO PRINT S3/5/1-24/ZP
<b>RANK</b>	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: DE, SH	RANK AU S3

## PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record except Abstract and Notes
3	Medium	Title, Publisher or Company Name, Address, Telephone Number, First Year of Publication or Year Founded, ISSN, Format, and Editors
5	--	Full Record
6	Free	Title
7	Long	Title, Publisher or Company Name, Address, and Telephone Number
8	Short	Title, Descriptors, and Subject Headings
9	Full	Full Record
10	--	National Address (excludes country)
K	--	KWIC (Key Word In Context) displays a window of text; may be used alone or with other formats

## OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP UDF, HELP TAG online.

<b>USER DEFINED FORMATS</b>	User-defined formats may be specified using the display codes indicated in the Search Options tables.	TYPE S3/CO,AD,TE/1-5
<b>TAG</b>	Output can be displayed with tags identifying each display field..	TYPE S2/TI,CO,AD/1-5 TAG
<b>DIRECT RECORD ACCESS</b>	DIALOG Accession Number	TYPE 09999969/3 DISPLAY 07999696/TI,CO PRINT 08999584/5

## FOR ONLINE HELP:

See HELP FIELDS 469 for searchable fields; HELP FORMAT 469 for output formats; HELP LIMIT 469 for limits; HELP RATES 469 for cost information; HELP SORT 469 for sorts.