

Observer published in 1964, \$15.00 - \$25.00 by airmail into Australia

This historical reference points to the vintage **annual subscription or distribution rates** for international editions of major publications sent to Australia via airmail during the mid-1960s.

Historical Context & Pricing Breakdown

In 1964, receiving a weekly international publication like *The Observer* (the prominent British newspaper/magazine) or the *OECD Observer* via airmail into Australia was a premium service due to the weight and transit distance.

- **The Airmail Cost:** The **\$15.00 to \$25.00** range represents the total annual airmail subscription cost of the era. Because Australia had not yet decimalised its currency (which occurred in February 1966), international rate cards often quoted these premium airmail subscriptions in US Dollars (\$) to standardise pricing for global readers outside the UK or US.
- **The Valuation Today:** In 1964, \$15.00–\$25.00 USD was a significant amount of money—equivalent to roughly **\$150.00–\$250.00 USD today** when adjusted for inflation.
- **The Logistics:** During this period, Australia Post and global aviation partners heavily relied on designated weekly airmail routes to fly in foreign press. Without these airmail subscriptions, international newsprint took up to two months to arrive in Australia via traditional sea freight.

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