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**MULTIFACTORIAL CHOICE OF ALTERNATIVE OPTIONS  
OF COMPOSITE EDITION DESIGN  
BASED ON CRITERIA LINEAR COAGULATION**

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***Research Methodology.*** *The set of factors of composite edition design is based on the principle of Pareto. The matrix of pairwise comparisons of factors of the Pareto set has been constructed using the scale of relative importance of objects in Sa’ati. The optimal alternative variant of the implementation of the composite edition design has been determined by the method of linear coagulation of the criteria.*

***Results.*** *As a result of the study, an optimal alternative variant of the implementation of the composite edition design has been determined.*

***Novelty.*** *For the first time, alternatives to the composite edition design have been evaluated based on factors such as the format of the publication, the type of publication, the page layout, the volume of the publication, and the optimal alternative to the composite edition design has been determined on the basis of linear coagulation of the criteria.*

***Practical Significance.*** *The research contributes to making the right managerial deci­sions on the proper execution of the composite edition design under conditions of uncertainty.*