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**IMPROVEMENT OF THE MODEL OF INFLUENCE FACTORS  
ON COMPOSITE DESIGN OF THE EDITION**

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***Research methodology.*** *The paper uses the method of hierarchy analysis to design an optimized model of factors priority influence on the process of composite design of editions Matrix of pairwise comparisons of factors has been built using a scale of relative importance of objects by Saaty.*

***Results.*** *The study has designed and analyzed an optimized model of factors priority influence on the process of composite design of editions.*

***Novelty.*** *An optimized model of factors priority influence on composite design of editions has been designed for the first time, the skeleton of which consists of the following factors: kind and type of edition, volume of edition, format of edition and pages collecting, pages typesetting, proofreading, typeface design of edition, illustrated design of edition.*

***Practical significance.*** *The research improves the model of composite design of the edition that promotes the rationalization of production and improves the product quality.*