

Editor's Report for 2015 AGM

The following table shows the evolution of the number of magazine recipients in recent years:

	2012Q4	2013Q4	2014Q4	2015Q4
Recipients of only the printed magazine	93	57	46	32
Recipients of both the printed magazine and the emailed PDF	-	17	14	13
Recipients of only the emailed PDF	-	10	21	25
TOTAL	93	84	81	70

It is also possible to download the PDF from the club's website. There is no way of knowing how many, if any, people obtain the magazine this way rather having the printed magazine posted to them or the PDF emailed to them. The evidence does, however, suggest that the number of subscribers is gradually diminishing. This is quite possibly in part because I, unlike Geoff Smith, have never felt it to be part of my job to ambush new members on club rides and try getting them to subscribe to the magazine, so in recent years there have been few new subscribers to compensate for the loss of old ones.

The last year has been characterised by a severe lack of material submitted to the editor. Consequently it has seen only two issues of 28 pages and two of 24 pages (inclusive of rides list). In the absence of articles by the editor the number of pages per issue would have been a mere 20.

Note that the loss quoted for the magazine in the club accounts includes the cost of printing and sending rides lists to cafés, so for this and other reasons the subsidy per subscriber cannot be calculated by simply dividing the 'loss on the magazine' by the number of subscribers.

This is my last report as magazine editor as I shall be stepping down after producing the 2016Q1 issue. As yet no volunteer has come forward to replace me. In the absence of a replacement editor (and for that matter sufficient material to fill four issues of the magazine each year) the future of the magazine looks bleak to me.

Dane Maslen