

Editor's Report for 2014 AGM

The following table shows the number of magazine recipients:

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

Since the launch of the club's new website it has also been possible to download the PDF from there. There is no way of knowing how many, if any, people now choose to obtain the magazine this way rather having the printed magazine posted to them or the PDF emailed to them.

The last year has seen three issues of 28 pages and one of 24 pages (inclusive of rides list), there having once again been insufficient material for the April-June issue to be full size. The printing cost per magazine of those four issues was a little under £4, so the annual subscription of £4 covered the printing costs but made only a minimal contribution towards p&p. As such the subsidy per paying subscriber was about £2-£2.50. 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.

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