



Jaguar Journal Report 2020-21

Content

Like most other activities, JCNA clubs were subject to lockdowns and widespread cancellations. Many/most clubs continued to function in some form and club meetings were often carried out online. /Unfortunately, online activity is not easy to submit or publish in *Jaguar Journal* and therefore the overall quantity of material submitted to the journal dropped off dramatically.

It was still possible to prepare all issues on time and on budget but there was less of a club feel to the magazine later in the year as stand-alone features predominated, rather than drives or concours etc. There was a conscious effort to boost rally and driving events as a form of activity that appeals to younger members with newer models, whom we need to attract and retain.

Standout contributions were the series of three X100 features from Paul Trout and Mike Dale's feature about the behind-the-scenes struggles to resist Ford's ideas for that XJS replacement. Road test vehicles continue to be non-existent from JLR, so I have featured dealer-loan cars to ensure some visibility for the current range. The E-Pace and XF have both featured on the front cover after brief drives and some prominent features have focused on current cars, such as the F-Pace Airstream story.

Production

Internal and external costs have remained effectively static since 2014, when the current deal was arranged with Graphcom. Advertising revenue dipped slightly and then recovered, meaning the net cost of producing *Jaguar Journal* went up and then came back down. Falling membership numbers meant that the stable cost base nevertheless translated into a higher cost per member per annum.

Since a large proportion of JJ costs involve print, we consulted with Graphcom about various production options involving altered size/frequency/print technologies as part of a JCNA-wide financial review. Les Hamilton researched the digital newsstand options and we have started offering *Jaguar Journal* electronically to members on a trial basis through Zinio, prior to an intended electronic option for those who don't want print. There will also be an option for non-members to buy a subscription and thereby hopefully bring some an additional modest revenue stream.

In the short term, we have already begun using printing the address labels in the form of a membership card on the flyer in each polybag, which has helped save JCNA several thousand dollars each year from now on.

In addition, readers requesting extra copies ((usually of issues to which they have contributed) are being directed to the 'Current Issue' option on the website, adding a little extra income.

The 2019 experiment of using Ramsey Potts of RM Sotheby's to provide auction news has been successful and is continuing.

Future plans

After much pushing, JLR have said they will supply road test vehicles again. Their current plan is to provide an F-Pace and XF in successive weeks (i.e., the very models we have recently featured), but probably not in time for the November/December 2021 issue. The 2022 I-Pace may be available later, which would be a bigger story, and the F-Type and other options are under review.

After 7 years of steady service, Malcolm Baster has asked to be replaced. Carole is looking for a replacement Canadian contributor.

Greg Wells has also asked to be replaced as Member Spotlight author, and Nicole Smart has stepped up to develop this feature, at a slightly higher fee (\$150 instead of \$100) to reflect the time involved. She will try for more emphasis on newer/younger members alongside the regular long-term JCNA people normally featured.

