

CR-19a Jaguar Journal Report

TO: JCNA AGM, 2013
FROM: Mike Cook
RE: Jaguar Journal Report
March 7, 2013

1. Journal Publication Schedule:

Beginning with the November-December 2012 issue, a concentrated effort was made to publish the magazine more closely to the schedule stated on the masthead. It was established that Jaguar Journal would be mailed on the 10th of the first cover month or the nearest business day. November-December 2012 went out as scheduled. January-February 2013 was a week late due to holiday problems. March-April was scheduled to go out the 11th but will go out the 12th. It was held for necessary last-minute changes for a new advertiser and to put the Challenge Championship entry form on the flysheet. We are back on schedule per the masthead.

2. Advertising:

Jaguar Cars is placing the normal three pages of advertising without problem though we lack a contract. JLR Classics completed a four-time commitment and did not renew. We had two one-third page ads for leaper emblems from Bill Tracy, but he dropped out, citing no sales! (He had no response to the same ad in Hemmings either!) DriverSource came in with a business card ad and a banner on the website. Other advertisers have continued. If an advertiser gets behind on payments, Deanie Kennedy notifies me and I send a letter or message. This has proved to be effective so far.

Media Kit: Bret Morey is re-working the Rate Sheet layout with new text and instructions. To accompany it, I am writing a pitch letter about Jaguar Journal including a description of JCNA, membership statistics, etc. A second information sheet will have data about the website such as content, number of visits, etc. A recent copy of the magazine completes the kit. It can be sent in a large JCNA envelope or a nice presentation folder if not too costly.

The annual rate for a website banner is still \$250, only available to those who also advertise in Jaguar Journal. There are now ten banner advertisers with more expressing interest. Discussion is needed on whether there should be a limit.

For advertising inserts in the Jaguar Journal polybag, the cost of insertion and postage would be about \$120 for a single 8 ½ x 11 sheet. I suggest a charge of \$300 per issue for the insertion would be a good rate. Discussion is needed as whether we want to limit this opportunity to regular display advertisers.

3. Production and Mailing:

Since Beth Lunney's retirement, our new artist, Bret Morey of DesignCo. has been doing good work at no change in cost. He began working with Beth prior to her retirement and has now worked on six issues, the last three on his own. Like Beth, he is willing to work evenings, weekends, etc., in order to get the job done.

Getting used to working direct with the printer/ mailing house has proved to be harder than expected. There have been some hitches in the mailing process and I obviously have to make sure everyone concerned knows the schedule for every issue and sticks to it, beginning with myself. We have an issue-by-issue schedule from the printer. If we follow it there will be no more problems. Otherwise, individual performances by Deanie Kennedy, Candy Williams and the people at Graphcom have been great.

We had a commitment from Graphcom, Inc., to hold the line on printing costs through March and I have requested an update.

The last two issues of 2012 were reduced to 32 pages to assist in the process of publishing the magazine according to the masthead. We returned to 48 pages effective with the January-February 2013 issue.

4. Magazine Content:

I'm looking forward to seeing the results of the Jaguar Journal survey to help in planning future issues. I'm advised that the respondents are asking for more technical and how-to articles. With limited space available, it will help to know which items draw the most interest and which will benefit the largest group of members. For example, a few years ago we did an article on rebuilding a Series 1 XJ front end. That might be worth updating and repeating to assist all members with Series I, II and III sedans. In March-April, I took advantage of an offer from Dick Maury's and used an article he co-authored with Chris Englehorn on rebuilding an XK cylinder head. It should help a large percentage of the members because Jaguar used that engine from 1948 through 1987.

Associate editor Candy Williams continues to do her job with enthusiasm and is a lot of help. Her two series on Great Garages and Spotighting JCNA leaders have been interesting. She puts together the regular Club News & Views sourcing much of it from club newsletters. If you want your club event or activity to be covered in Jaguar Journal, contact Candy.

We are always looking for material for the Journal and ideas from the membership are always welcome.