

Jaguar Journal Report 2017

Summary

Overall a wide range of varied good content, with positive feedback from readers. Large number of new writers contributed and so far practically every reader submission has been published, which encourages others to submit material. Jaguar's launch schedule was less busy in 2017 than 2016, which resulted in fewer new model launches and fewer new-model roadtests/articles/covers.

Issues always mail-dropped within contract (10th of first cover month) but two issues had timing glitches:

- May-June slipped due to late insertion /completion of AGM coverage due to Editor non-attendance caused by unexpected Canada visa-type requirement affecting British passport holders (and consequent refused flight boarding). Solution: Visa/entry documents to be researched more deeply.
- Issues connected with Regional Director election process and timings – partly due to JCNA by-laws – interfered with mail drop timing. Solution: Amend election rules/process as needed.

Coverage

Significant increase in West Coast stories and authors, some Midwest stories. Two issues with Mexican articles, plus ongoing reliable Canadian presence every issue and favorable comments on UK/European column.

Costs

In 2017 there were no external writing/photography costs incurred or expenses paid. Formerly, Paul Skilleter was paid several hundred per issue and Dennis Tanney was paid for occasional photographs. The design and production company (Graphcom) are still on the same \$3,800 per issue artwork fee as in 2014, but will in future charge for late changes to proof #2. With less slack in the system, this mostly means all contributors must submit on time with no delays, unless pre-arranged and incorporated into the schedule (as it is for this AGM).

Income

See Diane DuFour report for advertising.

JJ Archive USB sticks launched around last AGM are selling steadily, as are 60th anniversary posters and badge sets. Special thanks are due to George Camp and Rob Thuss for huge effort put into these items designed to help defray JJ costs.

There is a limit to the frequency and type of special project items we can offer. Preliminary work is underway for a 1981 US dealer factory tour involving Mike Dale and John Egan, which could sell profitably if produced at modest cost.

Peter Crespin
Editor
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