

## CR-24 Jaguar Journal Report

### Production

Since the last report, Graphcom have successfully integrated design and production functions and there is a stable team at Graphcom. The JJ team is functioning well with good communications across the JCNA team which as well as Diane DuFour now has Gregory Wells as Associate Editor and Rob Thuss as Committee Chair and Prebble Eklof as back-up.

### Publication

JJ publication date has moved forward twice. The Journal is currently dropped in the mail midway through the preceding month for each issue, so that on average it arrives on or just before the start of the first cover month. The much earlier publication date is generally preferred by advertisers, but has to be balanced against coverage deadlines, since it can lead to delayed coverage of events occurring just after the new earlier deadlines – such as the 2016 AGM/IJF.

### Electronic JJ

The Journal is now released electronically on the website at the time of mail drop, for readers requiring instant access. The Journal MUST have a more prominent position on the website as soon as possible and it is now urgent to provide a level of secure members-only website access for JJ (and potentially other members-only functions?)

### *JJ Extra / JJ Online*

A current-awareness blog type electronic newsletter is being developed to cover breaking stories that come at the wrong time to fit JJ schedules. It will also provide a North American platform for club content and reports that do not find room in the pages of JJ. Advertising would be another option.

### Content

Feedback continues to be positive and in general there is a good mix of available stories across most sections.

- The Canadian and UK columns continue but Mexico no longer submits material. This was a significant task for a small number of people so it is understandable that coverage tailed off, but ad hoc stories are always welcomed.
- A Region Report has been added after each President's Perspective column.
- There is more emphasis on current Jaguar models, thanks to improved supply of vehicles by JLR and enhanced relations with local dealers.
- Lack of modern car technical material remains a concern.

- Comparative lack of regular West Coast US material beyond the annual Pebble Beach/Laguna Seca coverage is also a concern, in contrast to Canadian West Coast stories. Steps have been taken to recruit writers from the under-represented regions.

#### Layout and advertising

Page layout has been re-shuffled to provide a highly-visible inside back cover advertising space. On the opposite page there is now a regular 'human interest' feature - the Member Spotlight' - to maximize viewing of the inside back cover ad. Overall the level of advertising has not altered substantially and there is room for more advertising to improve JJ revenue, before added pages can be considered. There have been some new additions in 2015-16, such as a regular page 5 premium space for RM/Sothebys, plus a few losses such as Coventry West, Grundy Insurance and irregular Hagerty depending on season.

The policy of major free publicity for core JCNA events remains in place, although if separate AGM and IJF events were to require separate full-page ads and extensive pre-publicity for both events separately, this might have to be reviewed so as not to unbalance the other content in certain issues.

The first standalone ad supplement, the 2015 Welsh holiday ride-along, was successful and Welsh have requested similar for 2016. This concept and similar novel ad options should be a source of revenue in future.

#### Special items

The JOA anniversary badge has been successful and may generate close to five figure income for JJ. It has already more than paid for the archive scanning, which should also generate income from USB copy sales.

Peter Crespin  
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