

## ***Jaguar Journal Report 2016***

### **Content**

One key objective for 2016 was to increase the coverage of the current product range and other more recent models. This was largely met with road tests of XE, XF, XJ and F-PACE models.

Personal UK visits were also used to report on Jaguar Heritage (now 'Jaguar Classic') facilities and gain new advertisers such as CMC and Denis Welch, plus new lifestyle-type advertisers from Diane's contacts.

Good range of classic stories and technical articles.

Conscious effort to include more West Coast coverage.

### **Schedule**

Continuing the trend from 2015, mail-drop date has now come further forward and is about two weeks prior to the first cover date month. This means the **JJ** issues are now generally arriving in members' mailboxes by the start of the first cover month.

### **Design change**

The basic design is now settled, with the trade mark symbol (™) included on the masthead, reflecting the legal trademark *Jaguar Journal* status now granted to JLR.

### **Special offers**

With crucial help from the JCNA president and legal counsel, there have been two **JJ** special offers – the JOA shield and JJ Archive USB sticks. These required considerable extra effort from the whole journal team on a voluntary basis.

The badge was a one-time offer that made several thousand dollars to offset **JJ** expenses, where the archive sticks will be an ongoing offer that will sell slower but for longer. The March-April 2017 issue will include the first color advertising flyer and order form to boost sales.

### **Current Focus**

With technical and style issues largely settled, the focus is page growth through ad revenue. This has not yet been possible and a structured sales push is a key 2017.

Peter Crespin

Editor

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