

## *Jaguar Journal Report 2018*

### **Production & Publication**

Since the last report, JJ has mostly continued to be produced on time and with all-original content. Schedules have been stretched only in connection with the desire to report AGM/IJF content in the first possible issue, rather than wait an additional two months. E.g. the 2019 AGM coverage will be inserted only days after the meeting but at what would have been the second proof stage for the rest of the content. The need to lay out this 'late' AGM content and review it will require short but extra production and checking stages and put back the mailing by a week or so.

### **Extras**

Individual members and clubs are submitting more and more varied material, which I am encouraging development. However, a parallel new development I that many of those sources are now requesting extra copies for their own use and for proud distribution of their printed work to friends and family. This is understandable but has caused a few logistical issues gathering and supplying the required copies once the few Editor extras are used up. We have arranged a simple 'warehousing' service with Graphcom. In addition, we send genuine 'excess' copies to a series of important advertisers in rotation and in two cases were able to suggest that anyone needing extra copies should approach the relevant vendor and buy something in order to obtain their extra copies from them by arrangement,

Following the 2017 IJF, JJ arranged supply of a new column with Ramsey Potts of RM Sotheby's. We have not featured buying/selling issues very much, so this column has been arranged for a 1-year trial during 2019, to be reviewed thereafter.

The Graphcom/JCNA relationship has deepened. A recent print/production mistake (and release of some few mis-bound Nov/Dec 2018 copies) was handled professionally by them. In early March there will be a review meeting and JJ has discussed competitive production quote with a mid-western printer of car magazines. However, the savings would be insignificant compared to the risk of having to use a freelance solo designer again if we switched to them.

### **Electronic copies**

The Journal was previously released electronically in flip-page searchable form on the website at the time of mail drop. In the absence of any members-only portal on the website, however, we now only show issues two or four months in arrears so as not to devalue a key membership benefit. The question of an electronic newsletter is somewhat on the back burner pending software and functional developments of the website to enable secure, timely, release.

## Content

Feedback continues to be positive and in general there is a good mix of stories across most sections. Nigel Boycott as an ex-factory engine builder, and Nick Hull the ex-Jaguar designer, were especially valuable and provided their work at no charge. There is more emphasis on current Jaguar models, thanks to improved supply of vehicles by JLR and enhanced relations with local dealers. No road test cars were available to JJ in 2018 and we were reduced to an 'Impressions' story on the I-PACE in Nov/Dec 2018, which was written without even having sat in one, let alone tested it. This is not sustainable and a vehicle will be tested immediately after the AGM, with access to an E-PACE or other new hybrid/electric models hopefully possible through dealers, if not JLR Mahwah.

The western clubs were well represented, thanks largely to Les Hamilton and Mark Mayuga. In addition, Mark's experience working with his team on the IJF, is being collated and printed as a two-part 'How to run a big meeting' supplement.

## Advertising

We were sorry to lose Jaguar Classic from their regular inside front cover slot. A new arrival who has stayed the course is Denis Welch Motorsport and I have begun discussing a possible summer ride-along as a performance version of the Welsh Enterprises winter holiday gift guide. Overall the level of advertising has not altered significantly, with some new additions lasting only a few insertions.

## Costs

In 2018 there were again no external writing/photography costs incurred or expenses paid. Tim Crespin is given an ex gratia payment of GBP 50 per column from the Editor's own payment. Graphcom are still on the same \$3,800 per issue artwork fee as in 2014, but are making small extra charges if/when there are deviations from schedule by late changes.

Peter Crespin  
Editor  
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