

Jaguar Journal Report

Content

The feedback on variety and readability of content continues to be good, with several world scoops, including some station wagon pix not seen in North America and the first 'Reborn' E-Type from Jaguar Classic followed through the factory.

Fictional stories from Stuart Steinberg have been well-received and could open up a new contributor niche, possibly encouraging more submissions from female members. Technical content has increased but it is still mostly about older cars. Serious negotiations with JLR may be to both parties' benefit. Editor to liaise with nominated liaison officer and JCNA President.

JJ works well with the Coventry Foundation. Their membership flyer is the default address label backing.

Very sadly, new car testing has dried up completely. Nothing on 2020 models and only I-PACE in 2019. Still no EPACE ever tested. 'Round the block' dealer drives might be possible but are no substitute.

Schedule

The relationship with Graphcom has worked well, with a constructive attitude, give or take on each side and flexibility on late-arriving material such as the JDHT letter. Mail drop has been successfully brought forward to around the 18th-20th of the preceding month, including holiday periods. This has been taken about as far as practical, however, because the President and club columns become less topical and clubs miss event listing because of the earlier JCNA calendar check needed to meet advanced deadlines.

Advertising

A new policy of offering a story in hope of getting some paid advertising has borne some fruit. This policy began with Ace Peak Plates and currently/recently includes revenue from artist David Townsend (Mk2 art story) and British Car Repair (XJ8-C story). At the time of writing there has been no advertising from RestoGusto (no '*quid pro quo!*').

Digitization

As with all print media, a large part of the overall cost is putting ink on paper and posting the product to members. Several magazines have ceased publication as advertising takes flight to digital media. It would theoretically be possible to cut a large part of the JJ budget by doing the same thing.

However, the really big production savings come from dropping paper entirely, rather than just reducing the number. Once you pay for the first batch of magazines (say 1000 copies, to justify using a big fast press) the added cost of printing the remainder is not large.

JJ is viewed as one of the biggest, if not *the* biggest tangible benefit of paying JCNA dues rather than simply being independent. Although most members are on email, this does not necessarily mean they would be happy to lose their hardcopy JJ. It may be possible to tie a print copy checkbox to a revised two-tier dues structure.

Peter Crespin

Editor

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