

# **R & T News Report to the Annual Parish Meeting April 2023**

## **Subscriptions, Distribution & Printing**

We periodically review our printing costs and much to my surprise we found that by moving the printing from DG Design and Print in Alton (who have faultlessly been printing the magazine since 2001) to KerryType in Midhurst, we could make a significant reduction in printing costs. This move was made in March 2023, and will enable the magazine to return to a small annual surplus.

From March 2023, we have introduced an online subscription for those who do not want to receive a paper copy, and about 30 have asked to receive the magazine in this way.

We now have a fully functioning database that enables us to keep a much better check on subscription and advertising revenues. Previously this was a 'challenge', but technology has come to the rescue! It is still testing us to find the best way to get subscriptions paid! After all, a £10 sub to the *R & T News* is not going to be very high on a priority list!

## **Advertising**

The magazine is largely funded by the advertising, and revenues have held up during the last 12 months.

## **Website**

Visitors to the website have shown a very slight increase in recent months, from the 400 per month previously reported.

We have also made the advertisements in the magazine available as a separate page on the website, and following a move to introduce an online subscription, the advertising pages are also available to those subscribers.

## **Community Alerts**

The community ALERT database has stabilised at just over 450. To date we have sent out 149 ALERTS since its inception in November 2018.

## **Christmas Lights**

The R & T News has continued to sponsor the Christmas lights at Rogate Church.

## **Finally**

We are continuing to look at the challenge for the R & T News as it reacts to the changes that are going on in our society, where the younger members of our community have little time or desire to read a printed magazine and are difficult to reach and involve in community activities.

*Stephen Berendt May 2023  
Editor R & T News*