

## “ . . . On the Thin Ice of a New Day”

It is a new day here at CQ, as we begin rolling out digital editions of all of our magazines. By the time you read this—the second issue of CQ available in digital form—we will have finished up the third issue and will be starting to work on the fourth. But as I am writing this in October, we are still about a week and a half away from seeing the first digital issue “live” online. As a result, I find myself caught up in the title of Jethro Tull’s classic ’70s song, “Skating Away on the Thin Ice of a New Day.”<sup>1</sup>

The new day stretches out in front of us, with all the potential that comes along with launching something totally new, and we skate out to meet it. But we know there are likely to be spots of thin ice along the way, although we don’t know yet what or where they’ll be. So it’s very exciting, but a little scary at the same time. Likewise, many of you have responded positively to the news, but a few have expressed concerns as well.

### No Changes in Print

The main concern we’ve heard from readers is that we will be taking something away from print subscribers and/or the print edition. We will not. The content of both editions will be identical. Yes, we need to have a separate subscription for the digital edition because of the considerable costs involved in producing and distributing it, but we will always recognize the support of our print subscribers by offering substantial discounts for combined print and digital subscriptions.

Here are some details about the digital edition and digital subscriptions that were not available when the November issue went to press (the final pieces of the puzzle fell into place too late in the production cycle for us to write more than just a little blurb about it at the time):

- We have contracted with Zinio<sup>2</sup>, one of the largest and best-known digital magazine distributors, to be our host. Some of the other nearly 5,000 magazines hosted by the company include *Car & Driver*, *Consumer Reports*, *Discover*, *Good Housekeeping*, *National Geographic*, *Road & Track*, *Smithsonian*, and *Wired*, so we’re in pretty good company. In September, Zinio was honored by the Internet Marketing Association as the web’s “Best Global App.”

- Having a company such as Zinio as our host means that as Internet publishing technology evolves, our ability to keep up with changes will be assured.

- Digital subscribers will be able to read our magazines on up to three separate devices, so you can have a copy on your laptop, your tablet and even your smartphone (supported platforms include PC, Mac, iPad/iPhone, and Android).

- There will be no surcharges for international subscribers (currently, the cost of shipping magazines overseas adds 67 percent to the regular subscription price for foreign subscribers).

- There will be no mail delays. Postal delivery delays are a growing problem for publishers of magazines and catalogs nationwide, and are being addressed by publishers’ groups with postal officials at the highest levels. Mail to international destinations has always been a challenge. Our digital editions do not rely on the postal service and should be available for viewing or downloading on schedule each month.

\*e-mail: <w2vu@cq-amateur-radio.com>

- Digital subscribers will get an e-mail reminding them when each new issue is available.

- If you want to try out the digital edition without committing to a subscription just yet, Zinio also makes single issues available for purchase.

- You will be noticing more Internet addresses (hyperlinks) in our articles. This is our effort to provide easy links for digital readers to click on while making sure that print readers have access to the same material by typing the addresses into their Web browsers.

- Zinio will maintain a personal library of back issues for digital subscribers, providing for anytime-access to past issues. This means no more need for stacks of old magazines taking up space in your attic or basement, and no need to cart them to hamfests to sell for a quarter apiece when you-know-who gets tired of all that “clutter.” If you save your back issues, a combo subscription could be worthwhile almost for the freed-up storage space alone! (Ask your spouse how much that added space will be worth!)

There are other details we don’t know yet, and which we’ll learn as time goes by, questions come up and we find out the answers. This is a learning experience for all of us, so please be patient if you have a question we cannot immediately answer.

### Tell Us How We’re Doing

We look forward to your feedback on our digital editions, to your suggestions on how we can make them even better and on how we can best take advantage of the unique opportunities that the online environment offers. We’ve already gotten some excellent suggestions from readers, and look forward to learning more together.

In this issue, “Digital Connections” editor Don Rotolo, N2IRZ, has a user’s guide to the Zinio reader software on page 13. I recommend it to all, even if it’s just to see if the digital edition will be right for you. We welcome you to join us on this journey across “the thin ice of a new day” and hope you will continue to be our partners in producing the best possible ham radio magazine in any medium.

### 73 to KB1OGL and Season’s Greetings to All

This month’s “Kids’ Korner” column (p. 60) is the final one by Brittany Decker, KB1OGL. Brittany began writing this column three years ago, when she was 14. Now, at 17 and a senior in high school, college applications, auditions (she’s planning to be a music major) and other activities are leaving her with too little time to continue as a columnist. It has been a pleasure to work with Brittany and to watch the growth in her writing. I am sure that ham radio will continue to be an important part of Brittany’s life, and that Brittany will continue to be a leader in our hobby. We thank her for her contributions and wish her all the best.

And speaking of wishes, we wish all of you the very best of holiday seasons, whether you celebrate Christmas, Hanukkah, or another winter holiday. May our homes and our lives be brightened by the lights of this holiday season. 73, W2VU

### Notes

1. Watch Jethro Tull performing “Skating Away...” at <<http://bit.ly/qNHnOO>>.

2. <<http://www.zinio.com>>