

## Information About 2019 Changes to Air Force Magazine

January 9, 2019

Dear Air Force Magazine Reader:

Happy New Year!

In our continuing quest to serve you better, the Air Force Association and Air Force Magazine are making a number of changes effecting the dating and delivery of your magazine:

- **Print schedule.** In 2019, we are revising the scheduling of the two combined issues we publish each year, with those issues moving to January/February and July/August. (In the past, these combined issues were October/November and April/May.) This better aligns us with industry norms and with the normal flow of news and engagement in the defense community.
- **Delivery.** The January-February issue will arrive in mailboxes on or about Jan 30. Double issues will generally arrive late in the first month of the two-month period; regular issues will generally arrive at the beginning of the month the issue is dated. Based on past reader engagement, we will no longer publish digital-only issues and reinvest that labor toward developing video and other digital content.
- **New features and design.** Readers will notice other changes in the coming issues, some immediately and others phased in over the course of the year. In January-February, for example, we will publish the first in a regular series of air power features from the Mitchell Institute of Aerospace Studies. We are also refreshing the overall design of the magazine, with particular emphasis on increasing the use of maps, charts and information graphics to help visualize data and better convey complicated information. Our long-held commitment to depth, breadth and accuracy remains unchanged.

As always, we look forward to your feedback and to providing you with a compelling magazine each and every issue.

Stay in touch!

Tobias Naegele  
Editor in Chief  
Air Force Magazine

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## **How is the print schedule changing?**

Under our new schedule, Air Force Magazine is publishing two combined issues, one in January-February, which should reach readers by Feb. 4 this year, and one in July-August, which readers will receive by July 29.

Some readers will also notice a change in the dating of our issues. For the past several years, issues were “future dated,” meaning the issue that arrived on or around the first of February would be dated March, and the issue arriving around the first of March would be dated April. This approach generated considerable confusion for readers and advertisers alike, so we have reverted to our long-term practice of dating issues according to the month they come out.

## **Why are you changing the print schedule?**

Air Force Magazine has published two combined issues per year since 2017, with each one delivered at one of our major events – the AFA Air Warfare Symposium in February and the Air/Space/Cyber Conference in September. We also published two digital-only issues following those conferences.

This plan, however, left us out of sync with the pacing of news and the engagement of our readers and advertisers. By not publishing issues in the midst of the newsiest times of the year – spring and fall – we were missing coverage opportunities of interest to both. At the same time, we were distributing issues in summer and winter when readers and advertisers were less engaged. The new schedule is more in keeping with industry norms and the news flow of the Air Force we cover.

## **What happened to the digital-only issues?**

The digital-only format is labor-intensive and was read by only a very small fraction of our readers. By investing that time and effort into our more popular digital products, the Daily Report and AirForceMag.com website, we believe we can better serve our growing digital audience with video and other content that will generate greater reader interest.

## **I’m a life member and I’m entitled to 12 issues. Why are you shortchanging me?**

Air Force Magazine switched from 12 to 10 print issues in 2016, while also producing two online, digital-only issues. Unfortunately, few readers engaged with these products. To better serve the membership, we are investing more time instead into improving our Daily Report.

## **Are more changes in the works?**

Yes.

In 2019, we expect to launch a newly redesigned website, a revised Daily Report, and possibly other digital newsletters. The new site and Daily Report will be optimized for mobile devices, such as smart phones and tablets, which now represent the majority of our visitors, and will support the use of video and other formats that are not well-supported by our existing site architecture. Our magazine is also getting an update, with new features being phased in over the course of the coming year. These will include a new monthly series of features from the Mitchell Institute of Aerospace Studies, which debuts in the January-February issue, an updated design featuring more maps and information graphics and more timely news coverage.

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### Expected in-home delivery should be by:

Issue                      In-home delivery by:

Jan/Feb.	February 4
March	March 4
April	April 8
May	May 6
June	June 10
July/Aug	July 29
September	Sept. 3
October	Oct. 7
November	Nov. 4
December	Dec. 2

### The Almanac

The annual USAF Almanac will appear in the June issue, arriving in mailboxes on or about June 10.

### Newsstand Sales

Air Force Magazine will continue to be available on newsstands at select bookstores and commissaries nationwide. Selling on newsstands exposes the magazine to new audiences and readers.

### Why should I pay to be a member if the magazine is available online for free or can be purchased on newsstands?

Traditional AFA membership remains the only way to receive 10 issues of Air Force Magazine at your home or office every month. This is the most convenient way to receive the magazine, and *at a significantly lower price than by buying newsstand copies.* (The cover price of 10 issues totals \$84, considerably more than an annual membership). In other words, annual AFA membership brings you Air Force Magazine for roughly half off the cover price – along with all the other benefits of membership!

Also, with the launching of our new website later this year, members will gain enhanced access and features not available to non-members.