



Archery NZ

Online Magazine Proposal 2014

The NZ Archer was conceived as a means of distributing information around all Archery clubs in New Zealand. It was a newsletter, public record keeper and contained helpful articles. Over the years its role has continued as a method for Archery NZ to distribute news and information, publish records and results, and contain useful information for clubs and members.

As more and more archers find their information online, and printing and postage gets more expensive, it makes sense to start the move towards a medium that is accessible and progressive (and cheaper).

Having a web presence is the way to get noticed, especially in a country where everyone is so spread-out and diverse, and in a country that's so small and isolated. Internet brings everyone to one place.

I'm proposing that we start a website so that people can access an online version of the magazine.

Why online?

Currently as a printed magazine we're restricted by cost. So we can't have colour, we can't have more than a certain amount of pages (which means we often miss out full results) and the content is restricted by what we can fit in.

If we go to online, we can have bigger issues, full results, interactive content (like videos, surveys and slideshows), more pictures, and everything in colour!

Note that published versions will still be in black and white, and restricted by page number.

How will it affect me as a subscriber?

We expect that all subscribers will automatically be given a login to the new website, giving them the option to view online if they wish to see the full version (including all results, colour pictures and interactive content). Nothing changes – you still receive the printed version.

However, all Subscribers will also be given the option to "opt-out" of receiving a mailed copy, so they can go fully online if they wish. That means that overall printing costs will go down, you will still receive your magazine, and our postage costs go down as well.

How will the website work?

We'll be using a subdomain (satellite site) of the Archery NZ website. That means it's a standalone site, enabling it to have dedicated pages for archived articles, editions, subscription information and media information. A login will allow the subscriber to access the online version of the magazine. There will be stability in



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loading times for the website – which means the main website for Archery NZ is not overloaded, and the magazine will load faster on your chosen computer or device (eg iPad).

A subdomain does not cost to set up. Hosting the website and the content does cost – approximately \$30 per month – but we can utilize online advertising to help pay for this.



Let's talk money

Currently the paper-based magazine is expensive and often isn't fully supported by subscribers and advertising. Taking the magazine online has very minimal running costs. Those costs we could cover with online advertising which we could sell adverts on the website for a certain cost per month. We're envisaging that in the future, as subscribers opt more towards an online version, that overall costs for the magazine will go down.

Here is a breakdown of costs for printing and postage for the last two years:

ARCHERY NEW ZEALAND INC.

Two years to 30 September 2013

The Archer magazine costs net of GST

Issue No.	Printing	Postage & Packing	Total
506	\$ 660.60	\$ 305.43	\$ 966.03
507	\$ 667.10	\$ 343.89	\$ 1,010.99
508	\$ 629.20	\$ 355.56	\$ 984.76
509	\$ 688.23	\$ 211.30	\$ 899.53
510	\$ 672.21	\$ 194.08	\$ 866.29
511	\$ 672.21	\$ 205.21	\$ 877.42
512	\$ 672.21	\$ 209.99	\$ 882.20
513	\$ 688.23	\$ 346.51	\$ 1,034.74
514	\$ 672.21	\$ 511.29	\$ 1,183.50
515	\$ 525.40	\$ 3.64 (hand-delivered at Indoor Nationals)	\$ 529.04
516	\$ 528.89	\$ 391.99	\$ 920.88
517	\$ 509.32	\$ 270.25	\$ 779.57
Sundry stationery		\$ 433.53	\$ 433.53
			\$ -
	\$ 7,585.81	\$ 3,782.67	\$ 11,368.48

Postage for issue 517 is estimated

Here is a breakdown of Subscriptions and Advertising revenue less printing and postage for the last three years:

	Y/E 30 Sep 2013	Y/E 30 Sep 2012	Y/E Sep 2011
"Archer" magazine			
Subscriptions & advertising revenue	\$ 6,197	\$ 4,453	\$ 3,383
Less: Printing & Postage	-\$	-\$ 5,908	-\$ 3,972

	5,536		
Profit or loss?	\$ 661	-\$ 1,455	-\$ 589

As you can see, the magazine costs a lot of money to print and post, and this is not always supported by subscription payments and advertising revenue.

What we propose to do is to start offering an online version for subscribers. Subscription fees will remain the same. There will be an option to “opt-out” of receiving a mailed copy for those who are happy to only view their magazines online – thereby lowering postage costs.

There will be a cost to host the new website online – which will be \$30 per month. However we estimate that we can cover the costs of this easily by allowing existing advertisers (who advertise in the magazine) to advertise on the website at a cost of \$30 per advert per month.

Advertising on NZ Archer website (to pay for hosting fees):

We should be selling advertising to pay for the website. It is how the majority of websites are funded.

Example prices per month:

Large side ad (300x400): \$30

Bottom banner ad (120x600): \$25

Button (125x125): \$15

(Example prices are researched from small sport websites and what they charge for their online advertising. Actual prices may differ from this if the proposal is a success.)

And my opinion?

I want the magazine to start to move online. It will be fast and efficient. News and articles are always available, and archived copies will be available for those who are new subscribers, so they can see what’s happened in previous years. I can also put in bigger, more colourful magazines, with full results for comparisons and full details, instead of truncating information which is sometimes necessary in order to meet the 28 page limit on print.

In our increasingly digital world, this is our way of future-proofing ourselves for when printing becomes too expensive. It will become cheaper as we go as those who prefer to receive their magazine online opt out of receiving a printed version,



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driving postage costs down and allowing us to have more within the magazine itself.

Please review this proposal for discussion at the AGM.

Regards

Caro

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Archery NZ

Sample:

New Zealand Archer



NZ ARCHER | SUBSCRIBE | MEDIA | PAST ISSUES LOGIN | CONTACT

Welcome to NZ Archer magazine



Archery New Zealand

Like You like this.

It's one of the oldest continuously published Archery magazines in the world. The goal of the Archer is to provide people with the best news coverage of events, information about upcoming events, tips and techniques to raise their ability as an archer and showcasing the sport and our athletes in New Zealand.

The October issue is out, and we've got updates on the Youth World Championships in Legnica, Poland, information on Archery stances, updates from the Field community and much, much more!



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