NZ Archer Report: 2016

Thanks to all those organisations that support the magazine, including Archery Warehouse, New Zealand Print Company, and PTS Logistics, and all those budding authors who have written their articles.

Subscriptions had a dip this year over July but are coming back to strength this summer. I still want to see more getting the magazine – so keep telling your archers they should subscribe! The Facebook page has a following of 562, which is up 100 from last year. Thanks to all the readers for their support as well, and encouraging new archers to come on board.

This year the website has been going strong at <http://magazine.archerynz.co.nz>. Each issue is published in full colour on the website, and an email is sent to all subscribers as soon as it is published online. Archived articles and galleries of images are also available.

As expected, there are dips and peaks of users visiting the website – the main peaks happen straight after the online issue is released. The website gets approximately 60 hits in the first day when that happens, so a good proportion of readers are reading the online magazine. The most visited page is the home page, followed by the membership login page. The majority of users visit the page on their desktop, but about a quarter visit it on their mobile device.

In the coming year I’d like to spend a bit more time adding in feature articles to the website to give it more of a place as a resource for all the articles that people have written for us over the years.

This year we had a wonderful surprise when our long-time publishers, NZ Printing Company in Hamilton, told us that they would start publishing the magazine in full colour at no extra charge. We thank them for their long-time service and are especially pleased to be able to share this feature with our readers. Please encourage archers who haven’t read the magazine before to start subscribing.

I would also like to thank my regular contributors. From updates of tournaments, some amazing photographs to choose from, Board updates and regular article writers about topics as various as stabilizers and field shooting, the magazine content has been easy to fill, which I truly appreciate, and allows me to concentrate on editing, rather than filling in the gaps.

I would like to thank Cheree Kinnear, who helped out as guest editor this year during September and October while I took time off to have a baby (the lovely Amelia), and we hope that she continues to help out – she has a great touch!

I enjoy being editor of the magazine. Having archers submit their photographs, stories and research over the last year has been really fun to guide and foster, and thrilling to see people get excited to see their name in print.

Cheers

Caro

Editor

www.facebook.com/nzarcher | editor@archerynz.co.nz | magazine.archerynz.co.nz