

The Triangle distribution and advertising update for AGM held Jan 2023.

This report refers to the period 1st Nov 2021 to 31st Oct 2022. It covers issues 66-71 which are the best fit for this time period. (Note these issues cross over two subscription periods).

Firstly, a huge thank you to all of the distributors who do a great job with every issue and with collecting the subs. Also, thanks go out to our advertisers, many of whom have supported us for several years.

Distribution:

Comparing the subscription numbers for the end of the period i.e. issue 71 compared to the previous year i.e. issue 65:

	issue 65	issue 71	difference
door to door	288	279	-9
email	8	5	-3
postal	9	14	+5
Total	305	298	-7

The figures show minimal change in numbers across the year.

At renewal time in April 2022, we encouraged local subscribers to pay online. This was quite popular and many used this facility. This will again be promoted at renewal in 2023 to cut down on the cash being collected by the distributors and hopefully the time spent chasing unpaid subs!

In April 2022, the cost of stamps increased but we decided not to pass this on during the year. Also issues 70 and 71 were slightly larger than usual due to the Queen's Jubilee and hence the postage was higher but again we did not pass on this cost. At renewal in April 2023 we intend to increase postal subscriptions by 50p to cover the increase in postage for large letters.

Advertising:

Comparing issues 71 to the previous year issue 65 the number of advertisers has remained at 22. Within this we have lost 3, gained 4 and have one on a maternity break!

We hope that all our current advertisers will remain with us during the next subscription year but we are always mindful that for some companies, the need to tighten their belts may mean reducing costs such as local advertising. Therefore, we continue to source and welcome new advertisers who have local businesses. We also offer the ability to place one-off adverts which previously has suited some businesses, events or courses. At renewal in April 2023 we are putting a call out to new businesses who might like to join us.

We have a few businesses who advertise on the website and this number has remained unchanged.

In conclusion, distribution and advertising has had a steady year with numbers staying relatively stable.

Jo Breckon