



ASPRA meeting 5 September 2019

Advertisement manager's report

The magazine is in a healthy position. Autumn issue advertisement volumes, revenues and pagination will reflect those of our Summer issue which means that, with a much lower print order, it will provide a useful contribution to our bank balance.

The main threats to our advertisement income are, first, the lack of response to advertisements and second, the presence of *Heron* magazine, the demographic profile of which could easily prove more attractive to local traders.

Colin Gamm

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21 August 2019