

NEW EDINBURGH NEWS

New Edinburgh News 2018-2019 Report

The community newspaper went through some changes this past year. In early 2019, we changed printers for budget reasons, returning to Performance Printing in Smiths Falls, Ont. Our core team underwent a few staff changes, too.

After many years as our associate editor and senior writer, Jane Heintzman stepped back into a contributing writer role. Joining her on our flagship column, the Burgh Business Briefs, are Susan Groundwater and David Lawrence. We welcome Susan and Dave and look forward to having new voices on our pages. Jane will continue to write her 'For the Birds' column, write some BBB items, and sit on our Advisory Committee. Thank you, Jane, for your dedication and hard work!

Another long-time team member, Louise Imbeault, stepped down as our advertising manager and staff photographer. We thank Louise for her passion and incredible work handling both portfolios. Taking over our Advertising is Joana Chelo, and our new staff photographer is Alexander McKenzie. We are thrilled to have Joana and Alex join the team, and we look forward to working together in 2019-2020.

The core team remains Christina Leadlay (managing editor), David Rostenne (production manager), Nicholas Galambos (bookkeeper), Karen Harrison (distribution manager) and Adrienne Blair and Philippa Wolff (proofreaders). Their hard work is greatly appreciated!

Thank you to our Advisory Committee for helping make editorial, administrative, and financial decisions: Carolyn Brereton, Roslyn Butler, Karen Harrison, Jane Heintzman, David Horley, Gemma Kerr, Cindy Parkanyi, Dave Rostenne & Jim Watson.

Our distribution team delivers each issue of the paper to approx. 1,750 households, and to 40 businesses. The team includes Philip McAdam, Andrew and Sarah Fyfe, Isobel and Mark Bisby, Carol and Peter Gusen, Mieke Vos and Pierre Trudel, the Mee family, Carolyn Brereton, Julia Chandler and Jim DeFaye, Liba Bender, Roxan Clark and family, Stephen Chappell, William Beddoe, Susan Boyd, Christine Plouffe, Robert Todd, Carol Milstone and Larry Doshen. A couple of carriers "retired" this year and we thank them for their efforts. We are in the process of recruiting new carriers to the team.

NEN publishes October, December, February, April and June. Online: newedinburgh.ca.

STATISTICS FOR 2018-2019

Readership: approx. 3,200 (1,750 households plus retail distribution)

Average number of pages per issue: 35

Average number of advertisers per issue: 49

Average ad value per page: \$161.21 (not including colour)

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