

# NEW EDINBURGH NEWS

## ***New Edinburgh News 2020-2021 Report***

*NEN* started 2021 with a new printer: Transcontinental Printing based in Montreal, Que. (the same press that does the *Globe & Mail!*). We are thrilled not only with the crisp, clean printing, but also with the reduced bill. The transition went very smoothly and the whole *NEN* team is thrilled.

Our team has had a few changes since last fall. Sadly, advisory committee member Jim Watson passed away in December 2020. We will miss Jim's advice and insight. Our Burgh Business Briefs writing team also changed. Susan Groundwater moved to Comox, B.C. in May, while David Lawrence had to step back for family reasons. Luckily, three writers from New Edinburgh stepped in to help cover the business news: Randy Mar, Tamara Miller and Andre R. Gagne. We are happy to have them on the team!

Looking to advertising, Bruce Smith joined the team over the summer, assisting manager Joana Chelo with business development. Joana herself welcomed her third child, Sofia, in July. In early October, Joana and her family left for her native Portugal, where they will reside until August 2022. Meanwhile, the *NEN* team agreed to update the ad rates (taking affect in December 2021), making smaller colour ads more affordable and reducing the number of size options across the board.

The *NEN* core team remains Christina Leadlay (managing editor); David Rostenne (production manager); Joana Chelo (advertising manager); Alexander McKenzie (photographer); Nicholas Galambos (bookkeeper); Karen Harrison (distribution manager); and Adrienne Blair and Lori Small (proofreaders). Jane Heintzman remains a regular contributor, with her "For the Birds" column and frequent updates on Beechwood development issues. Thank you to everyone for all your hard work.

We are looking for new members to join our Advisory Committee, helping to make editorial, administrative, and financial decisions. In addition to our writers and production manager, the Advisory team is Carolyn Brereton, Roslyn Butler, Karen Harrison, Gemma Kerr and Cindy Parkanyi. Big thanks to you all!

Distribution team bade farewell to some members, and welcomes many new.

Our distribution team delivers each issue of the paper to approx. 1,950 households, and to 40 businesses. A big thank-you to volunteer carriers Gavan Power, Larry Doshen, Robert Todd, Rod Blaker, Christine Plouffe, Susan Boyd William Beddoe, Stephen Chappell, Roxan Clark and family, Liba Bender, Julia Chandler and Jim DeFaye, The Mee Family, Carol and Peter Gusen, Andrew and Sarah Fyfe. As well, seven high school students have joined the team and will be earning some community service hours delivering papers. Welcome Zoe, Maya, Mathieu, Eva, Jeremy, Sam and Laith

*NEN* publishes October, December, February, April and June. Find us online: [newedinburgh.ca](http://newedinburgh.ca).

### **STATISTICS FOR 2020-2021**

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

Average number of pages per issue: 35.20

Average number of advertisers per issue: 43.2

Average ad value per page: \$144.65 (not including colour)

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