

NEW EDINBURGH NEWS REPORT 2024-2025

As we move into our 50th anniversary year, we continue to review and update our requirements with changing team members and ongoing challenges such as periodic declining ad sales. We've had discussions to provide more support for ad sales and to build a stronger rapport with businesses along Beechwood, in particular. As such, our distribution Manager John Leefe has already started some liaison with businesses along Beechwood. We've seen numerous business closures as well as new businesses opening so it's important to maintain regular local contact. Otherwise, the main change within our team was the transition of the production manager role from Dave Rostenne to Philippe Marchand; an evolving transition due to the scope of work which Dave did beyond production manager role duties. As well, the Co-editor will continue managing all photography requirements. It is worth noting that some tech support will be required moving forward which Dave has been providing so this should continue.

Transcontinental Printing in Montreal continues to be our print company and the move to this company was taken to keep our costs down, several years ago. However, we are seeing potential cost increases upcoming such as our libel insurance which we need to address along with new Adobe charges. Our only source of revenue is ad sales and our ad sales for 2024-25 (35,570.00) from 2023-2024 (36,929.00) declined by 3.6% which in itself is not the real issue but we've seen several (year over year) declines, in recent years. More recent decreases have made us look more closely at ad sales with the view to provide additional team support.

Overall, we continue to receive good content which is relevant to our community but we're always open to hear from new contributors. As a result of increasing interest from our community, our core team of consistent contributors evolve and while we won't include all names, we are pleased that Randy Mar and Jane Heintzman continue on with Burgh Business Briefs along with John Leefe and Daniel Hebert. John Leefe has also provided good support on Beechwood Development among other key subject areas. We have consistent writers for wellness content recently as well as NECA board members focusing on our key strategic priorities including Traffic and Safety, Parks, Environment, Heritage and Development and Community Events among other emerging trends. We are grateful to have the support of Cindy Parkanyi, Gemme Kerr, Rosalyn Butler, Carolyn Brereton and Christina Leadley as the advisory committee but being the NEN team meet on a regular basis, we are only meeting with our advisory committee if/as needed now.

Our amazing distribution team led by John Leefe delivers to approximately 1950 households and 40 businesses (3500 total distribution) and we would like to thank each of our volunteers who make this possible five times per year – October, December, February, April and June. Distribution numbers are under review currently, with the view to increase distribution to commercial businesses, as we move into our 50th anniversary year 2026! We look forward to increased distribution ASAP as this may also attract more advertisers. The good news is there is no additional cost for print run up to 5000.

We would like to thank the distribution team and we are open to having more distribution support from students needing school hours for volunteer work moving forward, please connect with John Leefe- jparkerleefe57@gmail.com .

Delivering to residents and commercial businesses would not be possible without our distribution team so much gratitude goes to Gavin Power, Robert Todd, Rod Blaker, Christine Plouffe, William Beddoe, Stephen Chappell, Roxan Clark and family, Liber Bender, Julia Chandler and Jim DeFaye, The Mee Family, Andrew and Sarah Fyfe, Carolyn Brereton, Larry Doshen, Carrolyn Johnston, Mateo Deslauriers, Madeleine Close, Beatrice Dupasquier, Kathy Steward, Dawn Straka, Ida Findlay, Kirk Dougherty, Madeline Close, Penelope Close, Linda Li, Frederick Lavoie and student Christopher Leefe.

Average number of pages range from 32-36 pages but we've had consistently 36 pages for the past year. Average number of advertisers per edition is 45 and Average ad value per edition is 7,114.00 (including colour). Again, these numbers will be updated for the next report, with more advertising support so the goal is to maintain current advertisers and build momentum. For contact information check out [www. newedinburgh.ca](http://www.newedinburgh.ca) or see details on page 3 of each edition. Thanks to all residents and businesses for continuing to support our community paper and we look forward to hearing from you.