

Forty Years and Counting

Like almost every institution, *audioXpress* is affected by the worldwide downturn in economic viability. Our advertising lineage has been down for 2008 by 50%. Thankfully, we are seeing a slight rise in circulation income due, we suspect, to some of you responding to my message in the July issue about our condition. Those two- and three-year subscriptions are a welcome help. What we really need, however, is a couple of thousand new readers.

With that goal in mind, you will notice *audioXpress* contains a special second edition of **Reliable Reviews**. We welcome reviewers from the staff of *Sensible Sound* magazine, along with Don Nowak as advertising representative, specializing in consumer products. I believe strongly there is a place in audio journalism for more reviews of reasonably priced, quality audio equipment. We also know from years of talking with you that DIY types buy all manner of equipment for their systems, in addition to what they build. I hope you will find these

reviews of interest and invite your comments. This new section must earn its way, however, so between five and six pages of advertising are needed to support ten pages of reviews.

We are instituting a campaign to garner as many of your e-mail addresses as you are willing to share. This provides us with a way to communicate with you more inexpensively, and to add communication channels for much more information about your activities as audiophiles. This could help us provide a monthly news e-mail medium for much that we cannot find room for in the magazine, or on our website.

We are busy preparing one of our business-to-business periodicals, *Multi Media Manufacturer*, for bi-monthly digital delivery. This allows us to deliver the information inexpensively and quickly, especially to overseas subscribers. Costs for conventional printing and especially delivery are rising each year. We are trying to be prudent in experimenting and planning for ways to continue to deliver the

articles and ideas that make audio the compelling avocation it is.

We are being aided as well by our Dutch friends from *Elektor* who are launching a North American edition of *Elektor*. We provide customer service, support in developing marketing, circulation facilities, and advertising aid among many other services. We are both learning from each other to our mutual benefit.

The end of this year marks the completion of 40 years of the Audio Amateur enterprise. We began in 1970 with mostly a family staff and a \$500 savings withdrawal. 1970 was not an auspicious year for the decision. Since that time the landscape has become festooned with audio periodical tombstones: *Electronics World*, *Popular Electronics*, *Stereo Review*, *Audio*, *Wireless World*, to name only a few. All through these four decades our magazines have been a cooperative effort. I hope you will think we still are and will offer your cooperation as generously as you have up to now. --E.T.D.

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