



Advertisement manager's report September 2021

Our normal publishing schedule began to fall apart last year, pushing our Spring issue this year from its regular February/March slot to the beginning of May. This had the effect of making our Summer issue even later than we would have liked. Editor Phil picked it up from TD Print on 19 August and it has been available to Road Reps since.

With this issue we reverted to our normal 135gsm (grammes per square metre) paper stock: altogether kinder to our Road Reps who really struggled with the last issue.

Doug Bennett's cover cartoon is splendid, and makes the cover.

We have bought 40 new event (large) poppies for our lampposts from the British Legion as the old ones are now rather torn and frayed. When we started putting poppies up some years ago we put two on each lamppost, one on each side. The more recent brackets for the hanging baskets make this difficult, so we will now put only one poppy on each lamppost, facing oncoming traffic.

With annual subscriptions renewals slowing down, Dave will have heartening figures to report on the many members who top up their paltry £4 subscriptions with very welcome contributions towards our costs. I mention this because we printed 100 extra copies of the magazine for the ASPRA Roadshow on 4 September outside Vic Gibson's shop on Lower Addiscombe Road.

We are achieving a good balance of editorial and advertising pages in the magazine. Our policy, as eagle-eyed readers will have spotted, is broadly to keep ads on left-hand pages and editorial on right, but we are getting to the point where we cannot take new advertisers unless current ones leave us. We are being noticed by outside outfits keen to use our magazine – see Croydon Council's fostering ad – and putting on extra pages is not really an option.

Ho hum.

Colin Gamm

Colin Gamm
23 August 2021

