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Magazines and Electronics — We're in This Together

Gary Breed
Editorial Director



In the magazine business, mid-summer is always a little slow. I guess some marketers believe that design engineers take time for vacation and other outdoor activities instead of reading magazines. I've tried to suggest that they use some of the time to catch up on their reading, but the argument doesn't seem to work very well...

This year, however, we're not seeing any change in business during mid-summer—at least the downturn that started at the first of the year has not gotten worse! Just like your company may be experiencing, our advertising sales have been affected by the current recession. Since I haven't found a technology issue that needed editorial comment, this is a good time to give you an update on how the economy has—and has not—affected our business.

First, a review of our role in the industry. We are a conduit, a means of delivering information to our the engineers who read our magazine. Companies announce new products (and advertise them), we summarize industry news and upcoming events such as conferences and short courses, and of course, we publish a wide range of technical articles on many topics, directed to all levels of expertise.

One of the things that has not changed is the quality and variety of material offered to us for publication. We rely on these contributions to the engineering “knowledge base” and are pleased that the writing activity continues. Perhaps some of our authors have a little more time to put their experience into an article. I also know some of them are busier than ever, as their companies prepare new products intended to accelerate business as the recovery progresses. A few forward-looking companies are encouraging their engineers to write articles, as part of a marketing plan that keeps their visibility high when others have cut back.

Our “value-added service” is sorting out the hundreds of new product announcements, press releases, and all the things we find while searching other media for information related to high frequency technology. We get pretty good feedback when we do things well, and also when we miss the mark. Either way, thanks! The choices made when sorting all that information are not just my personal preferences, they are meant to be useful and interesting to all of you. The only advantage I have is that sifting

through information is my full-time job. It would be pretty hard to wade through it all if I had design assignments, team meetings, project reviews and all the other tasks of a working engineer. I know you're busy, and I'm pleased when you find something in *High Frequency Electronics* that helps get that work done!

The reality of today's economy means that all of us need to do more with less for a while. With that in mind, I also want to let everyone know that we're doing OK... for now. We have always been an efficient publishing operation, and recently we have made a few modest cost adjustments, similar to any other business—reduced travel, delayed purchase of supplies, hardware and software upgrades, etc.

There has been only the smallest trimming of things like our cir-

culaton, such as reducing expensive foreign mailing. Many of our international readers have been relying on our Online Edition, so we hope this is a minor (and temporary) inconvenience. We have resisted cutting the core our business—our subscriber mailing list. Like your business, we don't want to make up lost ground later on!

We're looking forward to a promising future. At the recent MTT-S International Microwave Symposium, many of our industry friends were candid about their business slowdown. A 20 to 25% drop in sales was the typical report, with some doing better; only a few doing worse (those doing much worse were probably not attending!). Like economists have been predicting, there is an expectation that the 4th Quarter of 2009 will see the beginnings of increased

business activity. In many markets, technology advances quickly, and too much delay in progress is unacceptable, even when forced by economic concerns.

No one is immune to the effects of a global recession. Although there is plenty of disagreement on methods, there is a total consensus in government, business and by individuals that we need to do ALL the things—big and small—that will fix the problems that created the present situation, so we can move ahead once again. And the high frequency business will contribute many of the things needed for a solid, long-term recovery.

We're all in this together! Here at *HFE*, we will do our part to help you achieve technical innovation and manufacturing efficiency, with a keen eye to your customers' needs.