

New Edinburgh News – 2023-2024 Report

By Karen Squires and Sharon Nyangweso

With Co-Editor positions transitioning from Christina Leadlay and Karen Squires to Sharon Nyangweso and Karen Squires, much consistency was maintained while new ideas continue to be brought forward. Thankfully, our two proofreaders Inge Vander Horst and Adrienne Blair plus our bookkeeper Nicholas Galambos are all continuing in their roles. We now have several new members of the team including Michelle McLean as Ad Manager, taking over from Joana Chelo and John Leefe as Distribution Manager taking over from Karen Harrison. Additionally, we are pleased to have Philippe Marchand now on board to support our photography efforts providing more images, more consistently to support content and our community! Dave Rostenne, our production manager is our longest serving team member so hats off to Dave and we are grateful for his ongoing support! Transcontinental Printing in Montreal is our printing company and the move to this company was taken to keep our costs down, several years ago.

While we are seeing new advertisers, it is worth noting that our 2023-24 net income is lower than 2022-23. However it is also worth noting that 2023-24 is higher than the 3 years prior - 2019-20, 2020-21, 2021-22. Therefore 2022-23 is a bit of an outlier year due to a higher level of advertising combined with increased advertising rates. The total revenue generated by *New Edinburgh News* for past four years is as follows: - 2023-2024 was \$33,242.19, 2022-2023 was \$36,351.61, 2021-2022 was \$31,010.17, 2020-2021 was \$30,618.55.

As a result of increasing interest from our community, our core team of consistent contributors grew and while we won't include all names, we are pleased that both Randy Mar and Jane Heintzman continue on with Burgh Business Briefs and now John Leefe supports both BBB as well as Beechwood Development. Some NECA board members also contribute content focusing on our key strategic priorities such as Traffic and Safety, Parks, Environment, Heritage and Development, Beechwood Development, Community Events among other emerging trends. We are grateful to have the ongoing support of Cindy Parkanyi, Gemme Kerr, Rosalyn Butler, Carolyn Brereton and the entire NEN team as our advisory committee to assist with editorial, administrative and financial decisions.

Our amazing distribution team now led by John Leefe delivers to approximately 1950 households and 40 businesses and we would like to thank each of our volunteers who make this possible five times per year – **October, December, February, April and June**. While there's been recent adjustments made, we would like to thank the following team and **please know we are open to having more distribution support from students needing school hours for volunteer work moving forward, please connect with John at jparkerleefe57@gmail.com**.

Thanks to our Distribution team including Gavin Power, Larry Doshen, 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, Carrolyn Johnston, Mateo Deslauriers, Madeleine Close, Beatrice Dupasquier, Kathy Steward and student Christopher Leefe.

Some statistics for 2023-24 include readership at 3500 (1950 households plus 40 businesses). Average number of pages range from 32-36 pages. Average number of advertisers per edition is 45 and Average ad value per edition is 5369.00 (not including colour). For contact information check out 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 as always we look forward to hearing from you!