

PLATFORM TENNIS MAGAZINE 2017-2018

During the 2017-2018 season, five issues of Platform Tennis Magazine were published. Each issue contained feature articles, multiple instructional articles, health and fitness articles as well Board profiles and the regular columns Hut of the Month, Emily NetPost, and the Rules Guru. Response to the magazine from the membership has been extremely positive.

Digital Version

2017-2018 marked the piloting of the digital version of the magazine. Members who joined or renewed on-line were given the option of receiving their magazine either digitally or by hard copy. When the Fairfield County Women's League joined the APTA, they were given the digital version. Feedback from FCWPTL has been positive.

Issue	1	2	3	4	5
# Digital	79	1,417	4,177	4,239	4,239
# Printed	12,482	11,870	11,700	12,125	12,214

Financials

The cost of the magazine is a large line item in the APTA budget and unfortunately, advertising revenue continues to decrease as the endemics have chosen not to advertise in print. Only two companies – Court Pro and Baseline advertised in all five issues and neither of them met the minimum \$4,500 to be able to have a presence at the Grand Prix or Nationals. PTM expenses came in under budget due to the FCWPTL receiving the digital version.

Year	15-16	16-17	17-18
Revenue	\$19,388	\$16,720	\$8,345
Expenses	\$144,635.45	\$118,543.05	\$114,823.35

Proposal

Wayne Dollard, who publishes the Platform Tennis Magazine, is putting together a proposal to convert the magazine so that all members receive the digital copy unless they opt to receive the printed version for an additional fee. This will cut by about 50% the cost the APTA incurs to produce the magazine. The proposal leaves control of content with Nindy and Ann but will lead to an increase in the quality of the photographs. The details of the proposal will be passed on to the Board for their consideration when it is received.

Archives

A goal that we have not yet achieved is to have all past copies of the magazine digitally preserved on-line. We hope to accomplish this in 2018-19.

Congratulations to Nindy and Ann for an excellent magazine that reflects the very best of the APTA.