



2013: IT'S A WRAP

Another volume of *Adventure Cyclist* in the rearview mirror



→ EACH YEAR when we begin working on the December/January issue of *Adventure Cyclist*, the last of the volume, we reminisce a little bit. In any given year, there's a lot to look back on and be proud of, but there are always lessons to be learned about how we can publish a better

magazine and produce a better service for the members of Adventure Cycling Association. When we look back on the 2013 volume, I think we'll see it as a pretty special one for us. For the first time since 2002, we completely redesigned *Adventure Cyclist* with the idea that the magazine needed to enter the modern age.

We've always maintained that we want to keep *Adventure Cyclist* from becoming a house organ or glorified newsletter. Instead, we want to publish a magazine about adventurous bicycle travel from and for as many perspectives as possible, and we think we've been able to do that, but *Adventure Cyclist* is published specifically for the members of Adventure Cycling and its continued development and publication wouldn't be possible without your support. So how do we maintain and strengthen these connections while also maintaining that healthy level of independence? The answer leads us back to the redesign. The redesign was not just an update of how the magazine looked, although that was obviously important, but a full reconsideration of the relationship between *Adventure Cyclist* and the members

of Adventure Cycling Association (read *Adventure Cyclist* readers). In recent years, Adventure Cycling has blossomed into an influential cycling organization whose activities have become very diversified and far reaching, all for the benefit of our members, and we want our readers to be able to connect to all the great things that the association is doing for them. During the creative *Adventure Cyclist* 3.0 process, one of our chief goals was to better utilize the magazine to connect readers to these many organizational activities via our expansive (and also redesigned) website and our various other media and communications channels, so that's what we'll be working toward in 2014.

Now, there's no denying that the *Adventure Cyclist* pages have not been the most dynamic area of Adventure Cycling Association's website, and the reason for this is simply that we haven't had the resources or the ability to make much happen there. Yes, since the redesign, we have been able to add some additional content online as well as include some supplemental information from articles in the print magazine, but our goals go beyond that, and I'm hopeful that in 2014 the *Adventure Cyclist* pages will become a more lively place to visit.

We've been kicking the tires on a lot of ideas but we're always open to suggestions. Stay tuned, it's going to be a fun ride.

Michael Deme

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