



ONE FORMAT TO RULE THEM ALL

And in the darkness read them



→ BEING the editor of *Adventure Cyclist* magazine for the past 10 years has been quite an experience. We have undergone many changes organizationally and within the Publications Department as well. The questions we've asked ourselves concerning the past, present, and future of *Adventure Cyclist* have resulted in many stimulating conversations

which have guided many of our actions. A good portion of the conversation has been related to the role of this magazine in the digital age. As the mass media world has drunkenly careened and lurched to and fro in an effort to recreate itself since the world became the web (and particularly after the release of the iPad), we have watched somewhat quietly from the sidelines. Sure, we made available a digital edition of *Adventure Cyclist* and have published web-only content, but the printed version of *Adventure Cyclist* has remained the axis about which everything else spun.

When I first broached the idea that *Adventure Cyclist* was in need of a redesign in 2011, many people wondered why we would make a further investment in print when the format, industry-wide, was so clearly circling the drain, nothing more than a dying anachronism. From our perspective, while it may have been true for many magazines, especially those in the general readership category, we didn't think it was true for enthusiast and association magazines such as *Adventure Cyclist*. Think of just about an activity — any activity — and I

bet you'll find a magazine being published by an association promoting it.

Further evidence comes from a recent email I received letting me know that the fine people at *GOOD*, the magazine “for people who give a damn” have decided to begin printing a magazine again after a brief hiatus during which they invested all their efforts into promoting giving a damn through a social media platform only. Their editor, Casey Caplowe, states, “This is about larger stories and bigger pictures to wrap your head around. It's about the unique and wonderful feel of turning pages with your hands. It's about creating a more calming pace and contemplative experience where we can take our readers on a journey without the distraction of one million other options a click or tap away.” We agree.

The news about *GOOD* comes just over a year after the once-venerable *Newsweek* also decided to return to print.

So, for the many people that have recently written to let us know that the digital edition of *Adventure Cyclist* is no match for the printed version, I'd say this, it's actually too close of a match, and that's not a good thing. We're currently investigating other opportunities to better present *Adventure Cyclist* content in a non-printed format because we believe there's a place and a purpose for it. But whatever we decide to do, the print version remains king and I'm convinced will be for many years to come.

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