



“Together, we can weather the storm and make this industry stronger.”

# Changes on the Horizon

*Crafttrends* to come to you electronically

**B**eginning August 1, *Crafttrends* magazine will be replaced by *Crafttrends E-News*, the monthly e-mail newsletter we've been distributing since February 1. This issue is the last print edition of *Crafttrends*.

Economic times have finally caught up with us. As you may know, *Crafttrends* is solely supported by advertising revenue. And, unfortunately, there has been a tremendous downturn in that over the last couple of years. That, along with rising postage and paper costs, have forced us to close the book on a magazine that's been published since 1982, and one I've been proud to be a part of since 1991.

This was a tough decision to make and one that we struggled with for quite some time. But it's time to move on.

Although I'm quite sad to see *Crafttrends* magazine go, I'm excited that we'll be able to bring you *Crafttrends E-News* on a monthly basis. That means we'll be in touch 12 times a year instead of six times as we were with the magazine. We'll still bring you ideas on how

to improve your business, as well as book and product reviews and commentary. And, we plan to make significant improvements on our Web site to complement the newsletter. And for vendors who want to get the word out to buyers, we do offer advertising opportunities in the newsletter and on our Web site.

We've been sending *Crafttrends E-News* to everyone on our mailing list for whom we had an e-mail address as of February 1, along with those who have signed up for it since. If you're not receiving it (it's distributed the first of each month), send your name, company name, and e-mail address to [bgardner@ckmedia.com](mailto:bgardner@ckmedia.com).

Remember, we want to do our best to serve you, so please keep in touch. Let me know how we can help you through our newsletter and Web site. I know from e-mails received in the last month that many of you are struggling, too. Together, we can weather the storm and make this industry stronger. ■

EDITORIAL DIRECTOR