

CR-5C JJ and Website Advertising Report

The 2022 advertising revenue remained constant with little fluctuation. All advertisers renewed their advertising for 2023. The Jaguar Journal is fortunate to have a loyal base of advertisers. As usual, there were a couple of new advertisers that placed small ads for one or two issues. The rates and specs sheet remains unchanged for 2023.

The 2022 year-end print advertising revenue total was \$84,409.50 which is \$7,866.00 more than 2021 year-end print revenue.

The Jan/Feb 2023 issue is \$1,185 over Jan/Feb 2022 so we're off to a good start.

The following are the print revenue numbers for the past three years:

The 2021 year-end print advertising total was \$76,543.50.

The 2020 year-end print advertising total was \$78,562.00.

The 2019 year-end print advertising total was \$70,611.00.

All the year-end totals listed above are booked/billed revenue - not collected revenue - and do not include website banner ad revenue.

A word of thanks to Peter Crespin who always makes room for last-minute advertisers. I appreciate Peter's grace and patience with these requests.

The print/website banner ad package continues to be used as an incentive to book a 6-time print ad schedule. Banner ads without a print component are available for clients who only want an on-line presence or have a limited budget. Banner ads also have the advantage of no deadlines, which works well for time-sensitive material. The only stipulation is a 4-month commitment prepaid via PayPal. This eliminates collection issues.

The premium positions (inside front cover, centerspread, inside back cover and back cover) are currently booked through 2023. There are waiting lists for these positions which is a good sign going forward.

Respectfully submitted,

Diane L. DuFour