

Special Announcement!

PRODUCTS FINISHING Magazine is growing...literally!

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PRODUCTS FINISHING has been digest size for almost 70 years and through this 70-year stretch, we have analyzed changing the size of PF several times, keeping in mind what serves our readers most effectively. Today, we recognize a need for larger visual representation of our editorial. Therefore in August of this year PRODUCTS FINISHING will increase from the original digest size to standard size. This is being done for one reason; we can better serve our readership in a larger format. The finishing industry and the topics discussed lend themselves well to visual representation, which the standard size will permit. We no longer want our size to be a limiting factor in how we graphically represent what has happened in a process.

Listening to Readers and Advertisers

In the end, this was an easy decision. In our seventy year history we have heard many times that our size was a limiting factor. Most of this talk centered on design and how the ad looks in digest size. There is no doubt that digest size served its purpose, but as we continue to evolve everything must be carefully analyzed. In October of 1936, the issues facing a budding finishing industry were far different than they are today. In 1936 we spoke mostly of electroplating and mechanical finishing and everything was in black and white. How times have changed; the recent May issue of PF was as colorful and vibrant as a magazine can get.

GARDNER PUBLICATIONS is a family business, it has always been a central

theme to invest in every product we produce and make that product the best product serving the market. Obviously, since we are not reducing our circulation or increasing our rates increasing our size is an investment in the industry. We know the finishing industry is an important component of the manufacturing process; we also feel as compared to other manufacturing processes, it is under appreciated. We hope to help serve the market more effectively not just through quality editorial, but through useful graphics that will enhance the editorial and thus make our readers more competitive in the market place.

We also know that most advertisers will applaud this effort. The computer age has changed many things and one of them is the quality of the artwork (advertisements) we receive. This change will allow you more flexibility in your artwork and give your agencies/designers more space to tell your story. I know that 99% of them will endorse what we are doing.

Continuity is Important

You will notice when the August issue arrives that several things have not changed. We did not change the editorial focus of PF, nor did we change the logo. In fact the covers will bear a striking resemblance to the covers of years past. Why? Because readership is the most important component of a magazine. We want our loyal readers to know who we are and that our editorial message has not changed. They rely on us for information and they



Digest Size



to



Standard Size

need to know that our content is the same useful content they originally subscribed for. It is our goal to make sure that their very first "thumbing through" the magazine gives them a sense of relief that we have not changed our format.

Investment

Those of you familiar with GARDNER PUBLICATIONS will not be surprised that we are investing in PRODUCTS FINISHING. We were the first on the Internet and we were the first to integrate PRODUCTS FINISHING the magazine with PRODUCTS FINISHING the website (pfonline.com) to create an unparalleled resource for the industrial finisher. The resizing of PRODUCTS FINISHING has only one goal, to make your investment in advertising worth even more than it already is. We preach continuous improvement in our magazine every month and you can take this as a sign that we actually do practice what we preach.

If you have any comments or questions please feel free to contact me directly. ☺