

IN THE FINAL ANALYSIS

"I think the printed magazine's mission is to curate all of these things that might be of the reader's interest and put it into the perfect format that you don't need to plug in and charge; in fact, you don't need to do anything with it except enjoy it."

—Maria Pardo de Santayana, Editor-in-Chief, *Marie Claire* (as reported by "Mr. Magazine")

One of the many Stephen Spielberg films that I enjoy is *Minority Report*. Thoughtful, polished, and action-packed, the film was released 21 years ago in 2002 and is set 31 years from now in 2054. When the film was being made, I recall much discussion about how Spielberg convened a panel of futurists to advise the filmmaking team on what technologies might be part of daily living 50 years hence. Watching *Minority Report* today, we already have much of the envisioned future tech, including biometrics, autonomous vehicles, drones, and personalized advertising. Less prescient by the futurists: In a crowd scene, a man drops his briefcase; it springs open, spilling out papers and magazines. Forget the world of 2054 or even 2023: Briefcases and print magazines are quaint and rare sights in today's Gorilla Glass society.

When it comes to publishing periodicals, the gradual phase out of printing is ongoing and inevitable. For reasons both professional and personal, that makes me wistful. My feelings aside, e-content delivery is just too convenient, too searchable, too immediate, too aggregated, and too scrollable to resist. What we miss, however, is the sheer tactility of paper in hand. A magazine invites you to study the cover, thumb its pages, and allow your eyes to linger on an intriguing headline, article, or image. Time was that every manner of periodical cascaded from newsstands; now, they are selective boutique experiences where one enjoys not only the content but also the physicality of the manner in which that content is presented.

Within TMS, we are very attuned to the present and future of periodical publishing. We must be as TMS publishes six journals. From that portfolio, every article from every issue of every periodical is available to every TMS member via SpringerLink at no extra cost. Our member journal, *JOM*, is the oldest member of the TMS periodical family and is especially robust, comprising two elements: "The Magazine" (news and features) and "The Journal" (technical articles). I think of *JOM* as the personality of TMS.

Time was that we mailed gratis every complete issue of *JOM* to every TMS member who would have it. Today, we print and mail only "The Magazine" as a member benefit. We started this practice in 2022, delivering 10 issues of "The Magazine" to member mailboxes. Feedback was good, but we continue to fine tune our model because the publishing world is evolving at dizzying speed. Based on lessons learned in 2022, we are making the following adjustments for 2023:

- The number of "The Magazine" issues printed and mailed to members in 2023 will be reduced to eight. Why? Inflation, up-trending paper costs, increases in mailing expense—all things that fall under the umbrella of practical business reality. Plus, we have a better idea to deploy. . . .
- In the four months when a print issue is not distributed, online-only "The Magazine" content will be published on SpringerLink. In this way, there will be fresh "The Magazine" content during all twelve months of 2023. Our editorial team believes that this format will deliver a better overall experience for readers by consolidating smaller issues and providing an opportunity for articles to be published online that couldn't otherwise be part of the print issues, because of space limitations, missed deadlines, or some other reason.

The collective goal is to assure that TMS members can depend on an excellent reading experience when presented with *JOM* regardless of delivery platform. Oh yes, speaking of excellent reading experiences, I will once again write 12 installments of In the Final Analysis rather than the 10 in 2022. So, if you are a ITFA completist, you'll have to lean into SpringerLink for four installments. We get stats on such things, so please do some clicking and keep my ego intact!

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James J. Robinson
Executive Director

 @JJRofTMS

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