Change Comes to *QST*

*QST* magazine is more than a century old and it has remained mostly unchanged over the last couple of decades. A major exception was the introduction of color printing throughout the issues beginning in December 2000.

The feedback we had been receiving during the last few years, however, hinted at significant shifts in media preferences within the Amateur Radio community. So, to learn more about how our readers felt about *QST* weconducted extensive research beginning in late 2016. As we suspected, the results revealed an undeniable mandate for change.

A majority of survey respondents told us that the “look” of *QST* was becoming stale, that it wasn’t in step with modern publications. Readers also said that they desired different types of articles that spoke more to the needs of the average amateur.

We listened and we’re responding. That’s why *QST*, beginning with the January 2018 issue, will look different from what you’ve seen in *QST* before. The new design is modern, eye catching, and easier to read.

Effective with this issue, we are also reducing the total number of pages by 10%, and we are adjusting the overall dimensions of the magazine to match publishing industry standards. These changes will save us about $90,000 in terms of the cost of ink and paper and postage.

The *QST* staff is going to use these cost savings to fund the development of more of the types of the articles readers told us they want. According to our research, that means articles that provide practical information that readers can use right away, as well as articles that guide them to new activities that they may not have yet tried. Readers also told us that they wanted to know more about what their fellow amateurs are doing in our great avocation, with an emphasis on personal stories that inspire.

We will also use the savings to create more engaging social media content, which is something else that members clearly desire. *ARRL Letter* readership, for example, exceeds 100,000 each week. The *Doctor is In* and *ARRL Audio News* podcasts are among the most popular programs in the amateur community, both nationally and internationally. And we’re gratified to see that more than 75,000 members now follow our activities on Facebook. Many also follow ARRL on Twitter, Instagram and other platforms. All these statistics send a very strong message.

While we will continue to publish *QST* in digital form each month, our research, and the research conducted by other publishers, has shown that a clear majority of readers still prefer books and magazines printed on paper, and so do our advertisers. So, thanks to the support of our advertisers, we will continue to publish *QST* on paper for the foreseeable future.

The *QST* changes won’t end here. We will keep doing research and we will continue to listen. As our members needs change, we will, too.