



Addiscombe & Shirley Park Residents' Association

an independent, non-politically aligned organisation run for and by the residents of Addiscombe

www.aspra.uk

facebook.com/TheASPRA

Magazine Report – November 2023

Still no volunteer(s) coming forwards to take on the Advertising, Editor or Production roles that are required to ensure continued production of **your** magazine.

The Winter magazine has been produced and should have been distributed before we get into the usual December busy period for us all.

Additional volunteers have provided editorial assistance for some of the articles received. Thanks to them this issue of the magazine has been able to be produced on time. At one stage 'we' were light on magazine content but another email request to all did result in a bit of a flurry of articles from across ASPRA. Not sure how often we should remind everyone that this is needed.

We have retained the majority of advertisers, plus some new. The ASPRA magazine seems to be a popular location for our local businesses to use. The placing of 'their' advert on different pages within each edition is appreciated, apart from the centre fold and front/back pages obviously. Invoicing for the majority is for a series of 3 adverts, which nicely spaces the financial part of the work across the 3 issues per year.

TD Print performed their usual good work inserting the high-quality versions of the ads and organising the physical printing.

In order to reduce the heavy lifting this winter issue, as previously, was collected from TD Print and then delivered directly to the reps by counting out the numbers required from a car boot. Takes a while, but gets the job over and done with leaving just the advertisers copies to be hand delivered with our thanks to them for supporting ASPRA.

Much of the work with the magazine is not 'time critical' and can be done as and when. The only 'IT' required is a basic understanding of Word and or Excel.

It is just the final collation and last-minute updates that need a bit of focussed attention for a short time before handing the pages across to TD Print.

This is **YOUR** magazine, please do get in touch to see what you can do to help the ASPRA magazine keep going

Dave Lee (Temporary(!) Editor, Adverts, Production and Distribution)