

Zeitschrift: Swiss express : the Swiss Railways Society journal
Herausgeber: Swiss Railways Society
Band: - (2014)
Heft: 118

Vorwort: Editorial
Autor: [s.n.]

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SWISS EXPRESS

THE MAGAZINE OF THE SWISS RAILWAYS SOCIETY
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EDITORIAL

Not for the first time at an SRS AGM the question of taking *Swiss Express* into a digital format was raised, and a wide-ranging discussion ensued. The Committee have considered this issue previously and with the subscription renewal request last year we asked if a digital magazine would be of interest to the general membership. Just some 16% responded that you might be interested in seeing the magazine in such a format. This confirmed that a printed magazine was still preferable to the majority of our members. Those who choose to live their lives through a computer screen see going digital as 'the way forward' but it is a move that is fraught with potential problems and unintended consequences. The US journal *Newsweek* stopped printing and went on line, suffering a massive fall in circulation, headed towards bankruptcy, and is now reverting to print. With hindsight, this was hardly surprising for once a publication is available on-line, even only by subscription, it can be copied and freely circulated to others who pay nothing towards its compilation and publication. This produces readers who become 'free' subscribers, gaining the benefit of the publication without any financial input. Some people will always want print copies to keep, pass on and refer back to, but the fewer copies printed the higher the unit costs of these will be. Our printers distribute *Swiss Express* - once they mail-out over 1000 copies we gain a substantial discount on our postage bill. If just 20% of our members opted for only a digital copy we would lose this discount and the cost to all other members would rise. Another issue is that of the author's, photographer's and the Society's Copyright. With a printed journal this is relatively easy to control, once it goes on-line there is no control. Suffice to say you can expect *Swiss Express* to remain a printed publication for the foreseeable future. ☒

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Publication Dates: *Swiss Express* is published quarterly in March, June, September and December.

Copy Dates: Closing dates for the receipt of all copy material are the 1st of January, April, July and October respectively. Any queries concerning distribution of the magazine should be addressed to the Membership Secretary.

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If you are not currently a member of the Swiss Railways Society, and have only just discovered *Swiss Express*, why not join so you can keep up to date with railways and the transport scene in Switzerland? For a modest UK subscription of £17/year in addition to receiving four quarterly issues of this splendid publication you can also take part in the other activities organised by the Society.

For a Society Prospectus you can either write to
Steve Buck, 55, The Boulevard, Wylde Green, Sutton Coldfield, B73 5JB,
or email him at membership@swissrailsoc.org.uk

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COVER PICTURE: Ae 6/6 11507 near Mülhelenen.

Photo Bryan Stone

