

Re: Bad year for magazines.

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*Source:* <http://sci.tech--archive.net/Archive/sci.electronics.repair/2007-02/msg00180.html>

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- *From:* "Arfa Daily" <[arfa.daily@xxxxxxxxxxxxx](mailto:arfa.daily@xxxxxxxxxxxxx)>
  - *Date:* Sun, 04 Feb 2007 01:22:55 GMT
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"ian field" <[dai.ode@xxxxxxxxxxxxx](mailto:dai.ode@xxxxxxxxxxxxx)> wrote in message  
[news:322xh.94371\\$UC.61952@xxxxxxxxxxxxxxxxxxxxxxxxxxxxx](news:322xh.94371$UC.61952@xxxxxxxxxxxxxxxxxxxxxxxxxxxxx)

"Arfa Daily" <[arfa.daily@xxxxxxxxxxxxx](mailto:arfa.daily@xxxxxxxxxxxxx)> wrote in message  
[news:5yPwh.60057\\$RL5.45783@xxxxxxxxxxxxxxxxxxxxxxxxxxxxx](news:5yPwh.60057$RL5.45783@xxxxxxxxxxxxxxxxxxxxxxxxxxxxx)

"ian field" <[dai.ode@xxxxxxxxxxxxx](mailto:dai.ode@xxxxxxxxxxxxx)> wrote in message  
[news:FkNwh.68464\\$V4.48576@xxxxxxxxxxxxxxxxxxxxxxxxxxxxx](news:FkNwh.68464$V4.48576@xxxxxxxxxxxxxxxxxxxxxxxxxxxxx)

At the beginning of the year I discovered that  
Technology--at--Home was  
suspending publication, at which point I enquired about the  
likelihood  
of payment for fault reports I'd submitted, I was assured that  
these  
payments had been budgeted for and told to send an invoice.  
A month has  
passed with no reply so I emailed again -- also with no reply,  
so I did a  
bit of googling to see if I could find any info on what's going  
on.

Among the hits was a forum on which it transpires that  
Television  
Magazine has also gone tits--up!

So far the messages coming out of Technology--at--Home  
suggest a modicum  
of optimism that they may yet return to the market place the  
Television  
link redirects to Saint John Patrick Publishers "site under  
construction" -- I wondered if anyone out there had any  
further news on  
either publication?

Hi Ian

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I spoke to John R on the phone last week, and he had been told by one of the contributors that stayed on with TeleMag after we left, that it was definitely finished for good. My copy was always got in for me by my newsagent, so I didn't have a subscription, but apparently, Nexus have written to all the subscribers to tell them that publication had ceased. As far as T @ H goes, I also had an invoice in for fault reports and an ongoing article series that I was doing for them, but as soon as I found out the level of financial problem that the owners were suffering, I cancelled it. I am still in touch with them, but I don't know yet if there is any definite intention to continue publishing by whatever method, in the future. I know that Steve has not personally ruled it out, but I don't know how it will stand with the other two. I have told them that if they do get it going again, I will continue to contribute for free for as long as it takes. The way I look at it, with the sad decline of TeleMag after the editing team were changed, and now its demise, I'd rather contribute my time for free, if it gets a valid publication for the trade, going again. What is your take on this ?

Arfa

There are certain times of day that I like to get away from the PC and read articles printed on paper so I miss T\_at\_H and will miss TeleMag – even what it became under Nexus!

For this reason web based publishing wouldn't appeal to me unless its very low priced, after all most of the likely content can be found on the net anyway – even if it is a little hard work running searches to find it.

As T\_at\_H is partly made up of the team I dealt with when I used to be a regular contributor at TeleMag, I would like to see them return from publication suspended, although I feel that they tried to cater too much for the technically minded man in the street and less so for the "down to the metal" service engineer. Under the Nexus flag TeleMag was severely weakened and T\_at\_H might have done better to have taken them head on!

The link re-direct from TeleMag to SJPP seems to hint they've already been sold and may re appear in due course – hopefully better than it was under Nexus.

Actually, the T @ H editorial team, was only anything to do with the original team of John and Tessa, for a very brief period, before they decided that it was not for them, due to a conflict of personalities with one of the owners.

Originally, when the editing of TeleMag was brought in-house, John and Tessa were summoned to the offices ( they were both freelancers ) and just told that their services would no longer be required. No notice period, no sorry.

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Their contracts were just terminated. Both of them were actually very upset about the way that they were treated, and that was a lot to do with why Steve, Michael and Elaine got together to start T @ H. They felt that John and Tessa still had a valuable contribution to make to a trade magazine. They were thus hired to edit the new mag, but unfortunately, the owners' ideas for it didn't really match with John and Tessa's editing style, so there came a parting of the ways. That left the owners with the whole task of both running and editing the magazine, as well as dealing with the contributors. This on top of their normal work.

This is the main reason that it went to bi-monthly publication, which I think was perhaps a contributory factor in its current status. I also found that having Elaine as a " commissioning editor " made it difficult to write for them. With John and Tessa, they always accepted everything I wrote ' as was ' and tended to fit it in to the magazine without making many if any changes to the running length. I'm pretty sure that you probably used to find the same thing, as your monitor fault reports, which I always enjoyed reading, used to be relatively long and detailed. When I was contributing fault reports, I only used to bother sending in the interesting ones, and used to make a point of detailing the diagnostic methods that I had used to arrive at the cause of the problem. I could never see the point in the " This one wouldn't play discs, so I replaced the laser ... " variety of report.

However, my descriptive style of writing didn't work well with Elaine, and she was forever trying to cut down the length and content, which in turn, didn't sit well with me, so I finished up dealing exclusively with Steve, who was the technical editor.

At the end of the day, I think that they had to appeal to too wide an audience to make it financially viable. This led to the mag having a bit of an identity crisis I think. I continued to write my stuff as technical articles, aimed at service engineers, but whilst 'on the street' technophiles might have found the content of them interesting, I fear that the detail would have gone over their heads. The final nail in the coffin of T @ H in its paper form, was the distribution costs via W.H.Smith wholesale, and for this reason, I can't see it ever re-surfacing as a mag in print. Like you, I also like to read 'proper' paper journals, but I don't think that we are ever going to do that again for a trade mag serving our business ....

Still, hats off to the T @ H team, and I am very sorry that in the end, they didn't get to fully realise their dream, and ended up personally so far out of pocket on the venture. It took a lot of guts to have a go, and it was a shame that it came to an end just as I felt it was beginning to find its place in the market.

Arfa

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