
Subject: Re: I'll get on that right away
Posted by [lon](#) on Fri, 06 Aug 2004 04:23:12 GMT
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I've been a subscriber to _ax_ ne Speakerbuilder for about 5 years. Back then, before it was integrated with Glass Audio and Audio Amateur it was a lot less "slick" meaning paper quality was low, graphics were low and even the ad copy was pretty primitive. Their cover layout still needs work. But I'm writing because I too mentioned specific things like the beginners corner for them to create. My analogy was _Cook's Illustrated_ where each time they say "cut up a chicken" there is a side bar with the procedure. I like print a lot more than web pages. Compare it to going up a ramp instead of stairs. Also with a collection of mags you can thumb through them not really knowing what you want. With web search it's much more choppy and there is (for me at least) a retention factor of near zero. I remember things I've seen in old issues of _aX_ more readily than most any web search. Even a large bookmark file does not have the look and feel of print mags. If _aX_ had to somehow make a dual subscription to their online material I don't know if it would be better or worse. What I cannot understand is how Ed Dell can be having these problems with a very secure subscriber base, if not many newsstand sales. I first found _aX_ accidentally at a Barnes and Noble and then subscribed. But I don't see it at B&N lately.
