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Subject: I'll get on that right away  
Posted by [GarMan](#) on Wed, 04 Aug 2004 18:22:09 GMT  
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I received a letter from AudioXpress yesterday telling me to renew my subscription soon because it will expire in Mar 2005. Wow, these guys plan way in advance don't they?

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Subject: Re: I'll get on that right away  
Posted by [colinhester](#) on Wed, 04 Aug 2004 22:53:01 GMT  
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GarMan, Did you read the editorial in the the August 2004 issue? It sounds like there may be a financial crunch going on at aX. They are going to cut down on the number of pages published, and are encouraging (as they should) authors to specify sources for parts, for obvious reasons. To be honest, I do not see how aX has set themselves apart from the web. Their articles are not that unique or are so technically out there as to be meaningless. Don't get me wrong, I want this magazine to be a success for many years to come (yes, I have a subscription for 4 years), but they must do more to set themselves apart. I suggested, via their web site survey, that they need to offer a value above and beyond their main competition - the web. I would like to see a beginners' corner where a step is taken back and the basics explained in detail - both in theory and construction. I think they can also solícite audio DIY web authors to submit articles and the editors help polish and improve the information being sold. Sorry about the rant, but I think there is more to the early call for subscription than meets the eye.....Regards, Colin

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Subject: Re: I'll get on that right away  
Posted by [Wayne Parham](#) on Wed, 04 Aug 2004 23:29:44 GMT  
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Hi Colin,I'm all for AudioXpress. They have some top-notch authors and I like their attention to detail and facts. So I just wanted to say kudos to them before I said anything else. That said, check out Vacuum Tube Valley too. They're a sponsor here, so that's one thing about them, to be sure. But it's way more than that, they have some really great articles. I was really impressed. I like magazines that are more technical than editorial. I like "hands on" stuff with schematics and tuners tips, stuff like that. So that tells you what kind of stuff I like, and if that's the way you are too, you'll probably like VTV magazine. Just my two cents. Wayne

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Subject: Re: I'll get on that right away

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Posted by [colinhester](#) on Wed, 04 Aug 2004 23:47:34 GMT

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Wayne, I hope I did not come off sounding too harsh about aX. I think it's a great magazine, and I will continue to subscribe. I agree, their articles are well written and insightful. I guess I'm just looking for something with a little more to offer the beginner, apart from what I can get on the web. I will subscribe to VTV tomorrow, and I'll tell them where the recommendation came from.....Colin

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Subject: Re: I'll get on that right away

Posted by [Wayne Parham](#) on Thu, 05 Aug 2004 00:26:33 GMT

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I didn't think you were harsh at all, and I don't think anyone else would misunderstand you. Same thing goes for Gar. March 2005 is just good planning. I just think VTV is a good magazine, so I wanted to mention it.

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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.

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