

From: David Alexander <david.alexander@msgfocus.rotary.org>

Sent: Saturday, October 7, 2023 12:00 AM

Subject: Rotary Magazine subscription fee adjustment

06 October 2023

Dear Club President and Club Treasurer:

On behalf of Rotary magazine, I'm writing to inform you of a recent Rotary International Board of Directors decision to adjust the magazine subscription fee, which has remained unchanged since 2001.

The RI Board approved a Rotary magazine subscription fee increase from the current US\$1 per issue to US\$1.50 -- the first increase in 22 years. The new annual fee structure will be as follows:

For the print edition:

- US\$18 – USA, Puerto Rico, and U.S. Virgin Islands
- US\$24 – Canada (which includes the Rotary Canada quarterly supplement)
- US\$36 – all other countries (international shipping included)

For the digital edition:

- US\$18 – all countries except Canada
- US\$24 – Canada (which includes the Rotary Canada quarterly supplement)

The change, which takes effect on 1 January 2024, will be reflected on your club's January invoice.

Since its inception in 1911, Rotary magazine has been solely supported by subscription fees from our members and advertising revenue. In recent years, rising inflation and frequent disruptions in supply chains have dramatically increased material, labor, and production costs. In addition, the sagging advertising industry has led to a decline in our advertising revenue. These factors have depleted our resources, posing substantial financial challenges as we expand our digital offerings and widen our reach.

This long overdue adjustment will enable the magazine to continue to invest in high quality content, and accelerate our digital transformation through our new Rotary Voices podcast, a re-envisioned Rotary magazine website that further expands our coverage of Rotary stories on a more timely basis, and a revamped digital replica. Moreover, we'll be able to explore more environment-friendly material for our print publications and utilize professional services to maximize our advertising revenue.

Once again, I want to thank you for your continued support of Rotary magazine as we bring inspiring stories of our great organization to more members and beyond.

Sincerely,

David Alexander  
Chief Communications Officer

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