

Paper C2

Communications and editorial committee
Update on *Reform* subscriptions
and marketing

United Church 2016
Church 2016
Reformed Church 2016
Church 2016



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Update on Reform subscriptions and marketing

Basic Information

Contact name and email address	Peter Knowles peter.knowles@bbc.co.uk
Action required	For information
Draft resolution(s)	None

Summary of Content

Subject and aim(s)	Report on sales of <i>Reform</i> at February 2016
Main points	Update on figures not included in paper C1
Previous relevant documents	Paper C1 at Mission Council, March 2016
Consultation has taken place with...	N/A

Summary of Impact

Financial	The denomination's investment in <i>Reform</i> , of up to £90,000 a year, as agreed by Mission Council in November 2014, continues until November 2017; it is already in the budget
External (e.g. ecumenical)	None.

Update on Reform subscriptions as of February 2016

1. As Paper C1 made clear, we are currently (at the time of writing) in the midst of the subscription renewal season (the majority of subscriptions lapse in December). As *Reform's* annual renewal season continues, in February 2016 *Reform* had 3,701 subscribers. This number is decent for February – when overdue renewals are still being chased – though significantly below the average for 2015 (which was 3,973, as reported in paper C1).
2. As the table below shows, the subscriptions figure for February 2016 is just 27 less than in February 2015, after several years when the decrease was between 300 and 500 subscriptions.

Month	Subscriptions to <i>Reform</i>
February 2013	4577
February 2014	4037
February 2015	3728
February 2016	3701

3. The subscription figure for February 2016 includes 210 subscriptions to the digital edition.
4. Overall, we continue to see the decrease in subscriptions slowing down, and hope to see them increase by 2017.

