Dear Subscribers:

Thanks to a brave step taken long ago by our founders, Bert & Cordner Nelson, when they decided the world needed a dedicated track & field magazine, T&FN has been faithfully serving the track & field community since February 1948.

That's almost 70 years of being "The Bible Of The Sport," with our World Rankings becoming the gold standard in that department.

Unfortunately, ink & paper is an economic model that is no longer working. As we're sure you have noticed, old standby newspapers and magazines have been folding left and right in this digital age.

We're not immune. For too many years now, steadily decreasing T&FN subscriber numbers and the flight of advertising revenue to the electronic world have combined to forge a scenario of our running significant deficits.

So, we must change, as the Editor's column first predicted back in November of 2004 with a piece titled, "The 500lb gorilla on T&FN's back: how can we remain relevant in today's Internet world?".

Welcome to the e-world

We've made many changes in the last decade-plus, but unfortunately the print model is no longer financially feasible, leaving us with the harsh reality that the December 2017 edition was the last one that you'll ever receive in that format.

Starting with January 2018, T&FN will become a digital-only production.

Those of you who are already digital subscribers well know the significant benefits of not having to endure the lengthy printing and mailing delays which make each issue not reach you until a couple of weeks after the electronic version is available.
But with our changeover, not only will you be getting the quicker delivery, you'll also benefit from a 2-part changeover.

For the indoor season, what you'll be receiving electronically is what current digital subscribers already get: a digital magazine that mimics the print version of the magazine and comes out once a month. But to enhance that experience, however, we won't wait until the full magazine is ready for publishing before you get to see some of the constituent parts. We'll "leak" as much as we can ahead of time, so you'll be farther ahead of the curve than ever before. For a sneak peek at the records section of our January issue click on the image below.

When we segue to the outdoor campaign we'll be moving away from the "monthly" concept and closer to what you'd expect from a "daily" version. While we'd love to say that means you'll get fresh material every day, that would be impractical. You will be pleasantly surprised, however, at how much you do get.

And at the end of each month you'll get a magazine-like composite with links to all the material we've prepared for that month. You'll still be able to rely on T&FN as a well-ordered chronicling of the sport, just as we've always done. We have not lost track of our original mission, serving the nation's track fans in the best method possible.

The other shoe drops

There's no way to sugar-coat this: starting now the price for a 1-year subscription becomes $79 per year--our first increase in subscription price in 18 years.

That's the cold hard fact: we have no option but to hit you with a double whammy if we are to stay in business. You lose the print version and you have to pay a significant amount more for an electronic version that may well at first feel rather alien to many of you.

The nuts & bolts

Current print subscribers will be converted to digital with the January 2018 issue. If we do not already have a valid email address for you (i.e., you do not currently receive eTrack or the digital version of T&FN), you'll need to provide us with your e-mail address right away so we can make the change. You can do this online by logging in to your account at www.trackandfieldnews.com using the "For Subscribers Only" link. Or you may email us at subs@trackandfieldnews.com with your email address. Please be sure to include your full name and address including zip code (and customer number if you have it available) with your email.

If you recently subscribed or renewed--before January 15, 2018--we'll honor your subscription over the term of the old rates. Subscribers at the new rate automatically get eTrack, our weekly e-mail listing of all the major results of the previous weekend.

- As mentioned, if you are already a digital subscriber there will be no change for you, in that you need take no action now. If you are a print-only subscriber and do not receive eTrack, make sure we get your e-mail address right away.
- If you are a first-class mail subscriber, or a foreign rate subscriber, your current subscription term will be extended accordingly.
• If you are a digital + print subscriber, your current subscription will be extended accordingly.

So, you'll have to ask yourself if the greater cost (less than 7 dollars a month) is worth it to you--to keep abreast of your favorite sport... A year's subscription is cheaper than a ticket to a Broadway show or a concert. Or--if you prefer to think of us as one of your pet charities, like NPR or the Red Cross, we won't mind.

Again, for those who renewed or signed up at the old rates before January 15, 2018, we will honor your subscription--digitally, of course--until renewal time. The new rates will kick in for you then. There are details to work out in the next few months and we'll keep you posted as everything is firmed up. We are extremely grateful for your past support and hope you'll weather these changes with us.

All good wishes.

Janet Vitu / Publisher        Garry Hill / Editor