



Letter from the Publisher

Just the fax, please

This month we say goodbye to the traditional reader service card- or “bingo card”- in the pages of *CEP*. Instead, we introduce a printed page with the same information as the old style card, but one that is to be faxed, rather than mailed, to our readers service processing company. The new form can also be mailed, in an envelope, if that is your preference. You can see the new form on page 95.

We and a host of other publishers have seen a marked decline in the number reader inquiries via these cards. By retiring the reply card, we acknowledge the change in the way you and other readers seek information from advertisers. We think this small change is one of many that positions *CEP* as forward thinking business magazine publisher.

We also think *CEP* looks better without an anachronism like the bingo card.

David H. Colby, CBC
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