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Cost-benefit ratio

Do our magazines provide you with real value and if the answer is yes which one in particular and how much is it worth to you? Recently, the f2m team discussed this subject as we will be asking you to accept a small increase in subscription rates. For almost ten years, we have absorbed all the cost increases but we now feel this is the time to ask you to accept a moderate rise which will become effective January 1, 2010. For more details please refer to our contents page.

By the way, during the aforesaid editorial meeting we could not agree on a valid definition of the value that we provide because the information we deliver can only be a part of the preparatory work that you need for your planning, decision making and concept development.

This is an important aspect to us as an information provider. We do not wish to tell you what to do but would rather provide information, as much as possible, as comprehensibly as possible, as independently as possible and as compatible as is possible to your information structures.

This includes that we also continually expand all the possibilities for spreading our information. We have taken the generation of on-line readers into consideration with the result that you can read our features and articles in the archive section of our website. Our project for the year 2010 is the further linking of our magazines throughout the world. I am personally convinced that technical information will continue to need the printed medium in the future as it is easier to read long texts including pictures and graphics when printed on paper. The magazines are available any time and do not require a power cable or a monitor which might not always be at hand. It is also a pleasant tactile experience to hold a magazine in one's hands because the pick-up of information is often connected to emotions.

Our on-line activities are therefore not a competitor to our magazines but rather an extension. It is also a bit of an experiment which we would like to undertake together with you. This is the reason why we always appreciate hearing your opinions and listening to your suggestions.

Maybe it is your point of view which finally results in that added value.

Seasons greetings to all of you. I wish you a prosperous and a very happy New Year.

Sincerely yours,



++ Hildegard Keil, editor-in-chief
Your comments or suggestions are always appreciated:

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