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First year retrospective

This issue marks the end of the first year of *Digital Genealogist*. Since the first issue was offered on the [Digital Genealogist](#) Web site as a freebie for potential readers, I decided to make seven issues in the first volume, instead of six. It's also easier for librarians and cataloguers if my volumes cover a calendar year rather than November to November, so making this the seventh issue in volume one seemed to make sense.

So what's my assessment of the first year of this new digital magazine? I think that the authors have been fantastic, offering new and relevant material to those hungry for this kind of knowledge. I believe this is a quality magazine because of these authors and I applaud them for their contributions. Because *DG* is still a new commodity, I don't pay the authors as well as I'd like to, so that makes their work even more valuable. **Three cheers for the authors!**

Many of the readers are zealous and dedicated to *Digital Genealogist*. I'm sure it's those readers who have responded to the renewal appeal. Other readers probably have their favorite authors and might just skim the other articles for something that catches their eye. I read some magazines that way myself, so I totally understand that reading method. A few readers (so far) have moved on for a variety of reasons. Some don't like reading a digital magazine; some want to read the magazine but are still on dial-up; and I am sure there are others who aren't as interested in the content as they thought they might be.

Because I'm an optimist, I had hoped that my subscriber list would be a lot larger than it is today. And with renewals due, I was hoping that more people would resubscribe than have done so at present. I was also hoping more genealogical vendors would advertise, especially with the ability of readers to click right to their Web sites. But that hasn't been the case and some advertisers are abandoning ship because they have not seen readers buying their products. These two items (low subscriber base and lack of advertisers) do not bode well for the future of this magazine. I am still optimistic that more people will renew, but about half of the original subscribers have not done so yet, a month after the renewal notice went out. At that rate, I won't be able to continue publishing for long.

I am committed to publishing at least one more year of *Digital Genealogist*. If I can't get more subscribers and advertisers during the next year, I will have to close down the magazine, unfortunately. I spend a lot of time working on editing and layout, but take very little money out of the venture so that I can pay my authors. That can't go on forever.

What can you do? Well, if you are a subscriber and have renewed, thank you. Please tell your friends and encourage genealogical vendors to advertise with *DG*. If you are a subscriber and have not renewed, please do so now. I need your support! If you are not a subscriber, but you're reading this editorial, what are you waiting for? Each issue of *Digital Genealogist* is packed with articles that will help you become more proficient in your use of genealogy and technology. So [subscribe](#) today, please! I hope to tell you in another year that the magazine will go on. **DG**