Going Forward

James Maurer, *ACM Queue*

What an amazing group of readers you are. You now number well over 30,000, and we have been diligently observing your writing on the demographic wall. It's clear that you care about *ACM Queue* and the role it plays in your work and professional lives. We appreciate your feedback and have taken steps to address some of your many fine suggestions.

Before I describe new directions, however, let me alleviate any concerns you may have that we're going to retool our approach to *Queue's* content—because we're not. It's clear from your thumbs-up feedback on *Queue's* articles and columns that you have great confidence and interest in the magazine's editorial content and that you consider them to be unique, relevant, and useful. So don't worry, the magazine's core editorial mission is not going to change.

You *have* pointed out ways in which *Queue* could offer its readership a more substantial value proposition—particularly by making better use of the Web and digital media. We have heard your request and have a response.

If you haven't visited *Queue's* Web site (<http://www.acmqueue.com>) in a while, you might be surprised to find a complete indexed library of all articles ever published in *Queue*. We've also added downloadable audio (Queuecasts), video, and other practical content including supplementary articles, blogs, columns, interviews, and whitepapers. Fuller use of the Web site will also permit us to publish extra articles we would not otherwise have had printed-page space for.

We're also planning to enrich our digital version (which is now the choice of a rapidly growing percentage of subscribers) with the addition of supplementary materials and special enhancements such as direct links to related articles, blogs, and Web sites.

If you haven't checked out the digital version, please take a look at http://acmqueue.com/special/ftpfiles/queue_vol5no2.pdf. You'll note that the digital edition is a page-per-page match to the print edition you've been enjoying. We hear that readers like the digital *Queue* because:

- Instead of waiting for the print magazine to arrive by

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mail, they can now receive it via e-mail the very same day it is published. (Each time an issue is published,

a digital subscriber receives an e-mail letting him or her know when and where the current issue is posted, what is in it, and a link to access it.)

- They are able to download the entire magazine as a versatile Adobe Acrobat PDF file (no proprietary technologies are necessary to get or read *Queue*), which means that they can archive all or part of it on their desktop or laptop to read or reference whenever and wherever it's convenient.
- They can easily share the digitally formatted issue—either the whole issue or specific articles or advertisements—with friends or colleagues, without the hassle of tearing out pages and photocopying.

Along with *Queue's* enhanced Web site and digital version, we're changing our print frequency from 10 times per year to six times per year. Beginning with the May/June issue, the print edition of *Queue* will now be published every other month. Given the rising costs of printing and distributing a print publication, this is one way to free up the extra resources required to improve and bolster our Web site—and to give readers more of what they're looking for *where* they are looking for it—namely, online.

But that doesn't mean you'll have to wait two months for new *Queue* content. With more emphasis on our Web site, we will increase the amount of content regularly available and refresh it at shorter intervals.

We hope you'll like this new direction and that you'll visit the *Queue* Web site often and consider the digital version of *Queue* as well. This is just the beginning of our work on creating a growing and tailored set of options for *Queue* subscribers. We hope you'll continue to contact us with your suggestions and advice. In particular, please let us know what you think of these most recent changes, and, above all, please stay tuned. ☺

JAMES MAURER is publisher of *ACM Queue*.