

## A Sign of the Times

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There is no denying that we live in a digital age. As much as I would like to put that genie back in the bottle sometimes, I know it is not going to happen. As our Editor, Dr. Bonato, mentioned in his editorial last month [AMHP 2022; 93(1):1–2], big changes are coming to the journal.

For years I have resisted defaulting to the online journal as the journal of record and the primary member benefit. I still believe in print and think it is better for reading and retention, but let's face it, everybody is reading more and more online. Therefore, beginning with the July issue, the online journal will become the default member benefit and members will be asked to opt in and pay to receive a paper copy.

Decisions such as this are not made lightly. Many factors are taken into consideration. For example, the pandemic has exposed some weaknesses in our print model. The basic element of any print journal is paper. But because pulp mills have been focused on cardboard boxes for shipping our online purchases, there is a shortage of paper for books and journals. This has led to significant increases in the price of printing paper over the past 2 years. We do not have any way to offset these increases, so that had to be taken into account. Postage has also increased over the past several years. Rather than raise membership dues,

which have not been increased in over 10 years (!), we have decided to ask members to pay \$100 per year for the print version of the journal, if they so choose. Subscribers already pay extra for print, as do Emeritus Members and Students who want a paper copy.

The silver lining in this change is that by moving to a different type of printing (a digital printer—like a high-end copier), we can actually print in color for a lot less money. This is a boon to authors and readers alike. Where we used to have to charge authors the full cost of color printing on a 4-color web press, we can now charge a modest fee for processing and printing. We hope that most authors will take advantage of this and choose to publish all of their figures in color. The end result should be a very handsome 4-color journal and I hope that many of you will see the value in paying a bit more for it.

Bottom line: As of July, members will no longer receive the paper (hard) copy of the journal unless they opt in and pay an additional \$100. I had hoped to be retired before this change took effect, but I am still here, at least until the end of the year!

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