

Building a Better Dragon®

As 1995 draws to a close, DRAGON® Magazine—the “old” DRAGON—also comes to an end. With the January issue, #225, you will see the “new” DRAGON. The long-promised relaunch is coming.

Actually, an old formula for a successful wedding seems the most appropriate description. “*Something old, something new, something borrowed and something blue.*”

Let’s start with the *something blue*. As of January 1996, DRAGON Magazine will have a cover price of \$4.95. Try as we might to hold the line on price increases, outside factors have forced this change upon us.

In the last year, paper prices have gone up by 80%. Predictions for 1996 forecast an additional increase of, at least, another 20%, and 12% more in 1997. The era of computers and the “paperless office” is upon us. Paper use is skyrocketing and demand from the European and Pacific Rim markets are driving prices to new heights.

Recycle, folks, it’s our only hope. Currently, however, recycled paper is still

much more expensive than virgin paper. Computer use is generating so much waste paper that recyclers are referring to areas like Washington D.C. as “urban forests.” As more paper is recycled, prices will drop. At least, they will drop relative to virgin paper costs. A team effort is the only way to curb upward spiraling prices.

Then there are postal rates. New, recommended rates, due to take effect next spring, will reduce postage for the “big boys,” the large periodical publishers, up to 14%, while penalizing us “little guys” by as much as 17%. Raising our price was an agonizing decision, but an inevitable necessity.

Well, enough singing the blues. The *something borrowed* is you, our readers. Although I said “our” readers, you are only ours as long as we listen to you and provide for your needs. That’s a major reason for the relaunch. You let us know what you wanted in your DRAGON Magazine and we are responding.

Now, as to the *new*, there’s plenty. I’m not going to spoil the surprise with

specifics, but, a brief overview is in order:

1. More color—Full four-color capability, will give you a new, livelier DRAGON without sacrificing readability.
2. More articles—We’re tightening our articles, removing fluff and leaving the meat, thus room for more information.
3. New features—Features intended to be more directly useful at the gaming table.
4. New attitude—Definitely a dragon’s attitude. Feisty and opinionated.

Finally, we come to the *old*. Although we are putting forth a mighty effort to give you a new DRAGON, we cannot ignore your favorites. DragonMirth, Forum, Letters and popular features will remain. Also, the classic style for which DRAGON Magazine is known will not change.

Welcome in the New Year with the new DRAGON, and welcome to the wedding, or, rather a renewal of vows between us and you.



Editor-in-Chief