



An Cosantóir Subscribers,

Upcoming Changes at An Cosantóir

From 01 August 2020, the business model that allows An Cosantóir magazine to be produced, edited, printed and distributed to nearly 2,000 print subscribers, 750 copies for retail sale and over 140 digital only (e-copy) will change for several reasons, among them; vacant NCO appointments in Public Relations Branch, Defence Forces HQ, the forced closure of our external print company, Turners Printing, increased competition for readers and declining subscriptions and – therefore - an increasingly difficult cost model.

The magazine and its name – which is part of our military heritage for over 80 years – will continue. However, you will see some changes later this year.

Summary of current model

- ✓ Currently, the magazine is produced 10 times annually, is written in-house, designed externally, printed externally, with issues also held digitally on www.dfmagazine.ie

What will change?

- ✓ An Cosantóir will move to a digital only production that will be available online and free (no subscription, no hard copy). This will increase the potential readership beyond paid subscribers.
- ✓ After August 2020, An Cosantóir may be produced up to six times per year, with occasional posters and special editions. From time to time, some hard copy of the magazine may be produced by the DF Printing Press. For many years the magazine has had 10 copies annually.
- ✓ From May 2020, An Cosantóir will not take any new paid subscribers.

What will stay the same?

- ✓ An Cosantóir will continue, but will incorporate Connect and the more recent Internal Comms Digest and will still produce articles, reviews, posters and information that interest serving and retired soldiers, sailors and aircrew and the wider Defence Forces family.
- ✓ An Cosantóir will continue to play a central role in the Annual DF 10 km Road Race run in conjunction with the Director of Defence Forces Training & Education in October each year.

But I am a subscriber, will I get my money back?

- ✓ If you have paid by **standing order** YOU need to cancel this payment with your bank, which can be done online or in writing. For a refund please send an e-mail to magazine@military.ie outlining the approximate date of your last payment and please provide a BIC and IBAN. (Cut-off date for refunds is 01 August 2020).
- ✓ If you subscribed online via **PayPal** you do not need to do anything and will see a refund to your PayPal account prior to August 2020.
- ✓ If payment of An Cosantóir is **deducted from your pay cheque** at source you do not need to take any action, this payment will automatically cease from 01 August 2020. Public Relations Branch will contact Finance Branch DOD to cease all payments under this code.





- ✓ If you have **paid by cheque** please send an e-mail to magazine@military.ie outlining the approximate date of your last payment and please provide a BIC and IBAN for a refund to be paid to. (Cut-off date for refunds is 01 August 2020).

Why is there a need to change?

- ✓ Most recently and importantly, our contracted printer (Turners Printing, Longford) went into liquidation in March 2020. Our printers not only printed the 3,000 final products, but also packaged and distributed the magazine via An Post as part of the contract.
- ✓ In the last number of years staffing the magazine has become increasingly difficult. Currently, there are two NCO vacancies in Public Relations Branch linked to the magazine. All have been repeatedly advertised since last year and no NCO has indicated interest in these vacancies. Clearly, without adequate staff the magazine becomes untenable.
- ✓ Over the last 10 years there are a number of changes to the market and increased competition for readers. Both PDFORRA and RACO produce their own high quality, hard copy magazines, both of which compete for readers and content. This competition has resulted in a decline in subscribers to the magazine. Also, our readerships have moved online.
- ✓ Young soldiers, sailors and aircrew want their information online and – really – on their smartphones. Our award winning social media caters for some of this already and PDFORRA have their useful smartphone information app.

Conclusion

From 01 August 2020, the magazine will move away from its subscription-based model and will become a digital publication. This will enable us to communicate to our younger soldiers, both Permanent and Reserve, their families and allow us to increase our readership and reach. This decision will be of benefit to serving members and their families, to veterans, potential recruits and the general public. All back issues, reaching back to 1940 will also be available free of charge online.

An Cosantóir has been in existence for the past 80 years, charting the evolution, history and heritage of Óglaigh na hÉireann throughout that period. While we are dis-continuing printing the magazine, for reasons outlined earlier, we remain fully committed to retaining the magazine, albeit digitally. Thank you for your loyalty to An Cosantóir over the years. For updates and to be the first to receive our updates and content please follow us on social media- www.facebook.com/ancosantoir


J Whittaker
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Officer in Charge
Public Relations Branch

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