

mushing

The Home of Dog Powered Adventure

Dear Mushing Magazine Reader,

The Mushing Magazine team is excited to announce that in early May, we will be launching our reimagined print magazine. You can still expect the same informed reporting, accurate testing, and irreverent commentary that has become synonymous with *Mushing Magazine*-- only better. Starting with our March/April 2024 issue, we are changing our publishing cadence to four issues per year. When we bought the magazine in late 2023, printing challenges were persistent due to a variety of factors including decreased advertising across all print media and the proliferation of free content online.

We shifted to a robust online presence as well and ramped up our content. Our business model now includes access to our digital library that includes every issue since 1988, *Team and Trail*, and other assets yearly versus the number of print issues mailed. But we have heard from a lot of you that the print magazine was still important. Therefore, these will be larger print issues, featuring more pages, more photos, more in-depth reporting, and more stories you want to read.

With our reimagined format, we aim to give you, the dog-powered adventure enthusiast, more of the writing and reviewing you want. Because you are ambassadors of the mushing world, the people who advise your family and friends on the latest trends, gear, tours, and races, and who follow the developments in the sport and the mushing lifestyle as carefully as we do. As always, we will continue to deliver all the mushing news, podcasts, up-to-the-minute reporting, and guidance on **Mushing.com**

We would like to extend a big "thank you" to you--our community of passionate readers--for your continued loyalty. We always strive to ensure that when *Mushing Magazine* arrives in your mailbox, it is a special event.

If you have any questions about any of these changes, please reach out to the editors at **editor@mushing.com**.

-- The Team at Mushing Magazine



PO Box 84, Willow, AK 99688



907-715-4202



info@mushing.com