Editorial

The future

The sad demise of SkinDiver is a stark reminder of the precarious nature of specialist publishing - even in a country such as the USA with a huge diving fraternity.

The events of September 11th 2001 have affected us all but no more so than the travel industry and especially dive travel. Magazines rely primarily upon advertising revenue and the effect of 9/11 has seen a dramatic downturn in the advertising dollar.

The concept of UwP uses the world wide web to dramatically reduce costs by eliminating printing and postage yet be able to be distributed internationaly for free. I believe that being free is the future for I am certain that the readership of UwP would tumble dramatically if a subscription fee, however small, were introduced.

To remain free and in 'production' UwP needs support in two main ways - advertising revenue is obvious and we are working on that slowly but the main support must come from you, the reader. We need you to spread the word, put links onto your web sites and tell as many people about us as you can. This will require virtually no financial input on your part but will ensure that UwP remains free.

If UwP cannot remain free I think it will flounder so I hope you appreciate UwP enough to link to us from your sites and promote us for I don't have the budget to do that through external advertising.

As someone very wisely said "There no such thing as a free lunch" so, if you want UwP to remain free, do something about it and make your contribution by linking and promoting.

Feedback

It never ceases to amaze me that UwP, which is downloaded over 20,000 times per issue worldwide, receives virtually no feedback.

Either we are doing what you want or, because it's free, you don't think you have a right to offer constructive criticism. Well free it may be but we want to make sure we offer what you want so don't hesitate to tell us what you like and dislike and, if we agree, we'll do something about it. Whatever you suggest, we will always listen.

Peter Rowlands

