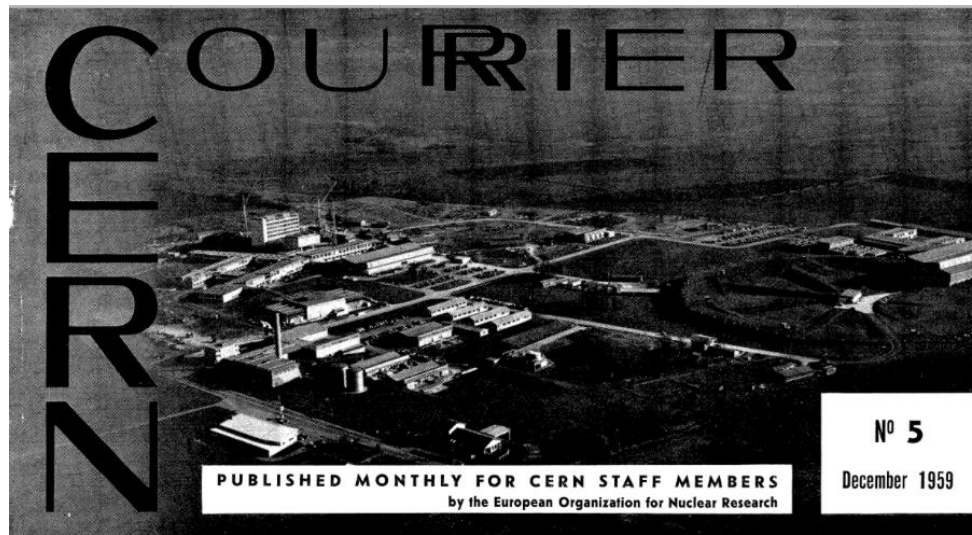


The future of *CERN Courier*



A Message from the Director-General

At the close of 1959, a year which, as a result of CERN's achievements, will stand out in the history of science, I am happy to send my best wishes for Christmas and the New Year to you and your families. At the request of the President of the CERN Council, I should also like to convey to you on his behalf the congratulations of the Council and its thanks for the excellent work you have accomplished.

It was thanks to the efforts and loyal cooperation of all its staff that CERN succeeded in bringing its proton synchrotron into operation. The whole world of science has paid tribute to the joint scientific effort which made this achievement possible.

We now have to remain in the forefront of scientific progress. To do this we must preserve the team spirit which is typical of our Organization, and keep up our efforts to ensure the full success of our joint venture.

A happy Christmas and New Year to you all!

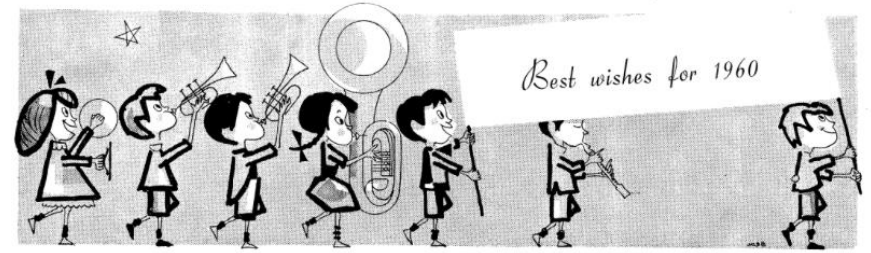
C. J. Baker

Last month at CERN

Hardly had the **proton synchrotron** reached an energy of 24 thousand million electronvolt, as planned, when particles were accelerated to a kinetic energy of **28 GeV** during tests on 8 December. This figure was obtained by increasing to 14 500 gauss the magnetic field holding the protons on their orbit. For the first time, the poleface windings for correcting were used; they correct saturation effects in the magnets, which perturb the magnetic field at such high levels.

At 28 GeV, the particles can however only be accelerated every five second, instead of the three second cycle which is possible at 24 GeV. The particle current could not be accurately determined. It is estimated at a maximum of

(continued on page 6)



Comment

Organization for
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for collaboration
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No. 1 Vol. 9 January 1969



programme is based
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European Univer-
CERN itself, take
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physicists draw
from CERN.

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Ten years ago in August 1959, the first issue of CERN COURIER was published. It was intended as a 'house journal' for staff members and concerned itself mainly with conveying news about CERN inside CERN. A few years later the journal became also one of the main channels for informing people outside CERN about the work of CERN. More recently its character has evolved further to take in information on the work of related Laboratories.

During this time the number of copies distributed each month has grown steadily (the growth rate over the past three years has been 12% / year) 8300 copies are

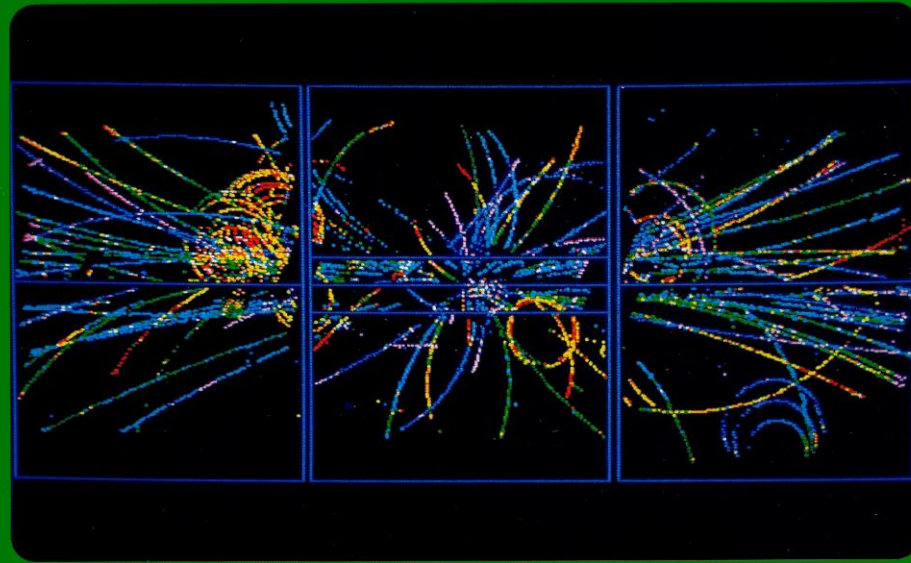
expectations but produced a few surprises.

Taking some of the results from the external readership: 50% of the 2800 questionnaires which were sent out were completed and returned (surveys of this type might reasonably expect 15% response) and 36% of those who replied said that they are 'cover-to-cover' readers. In addition, 86% find the level 'about right' — but then maybe they would not take CERN COURIER in the first place if it were not 'about right'.

The breakdown of the readership into activities showed that 75% are graduate staff in science and engineering. The division into disciplines revealed 30% in

CERN COURIER

International Journal of High Energy Physics



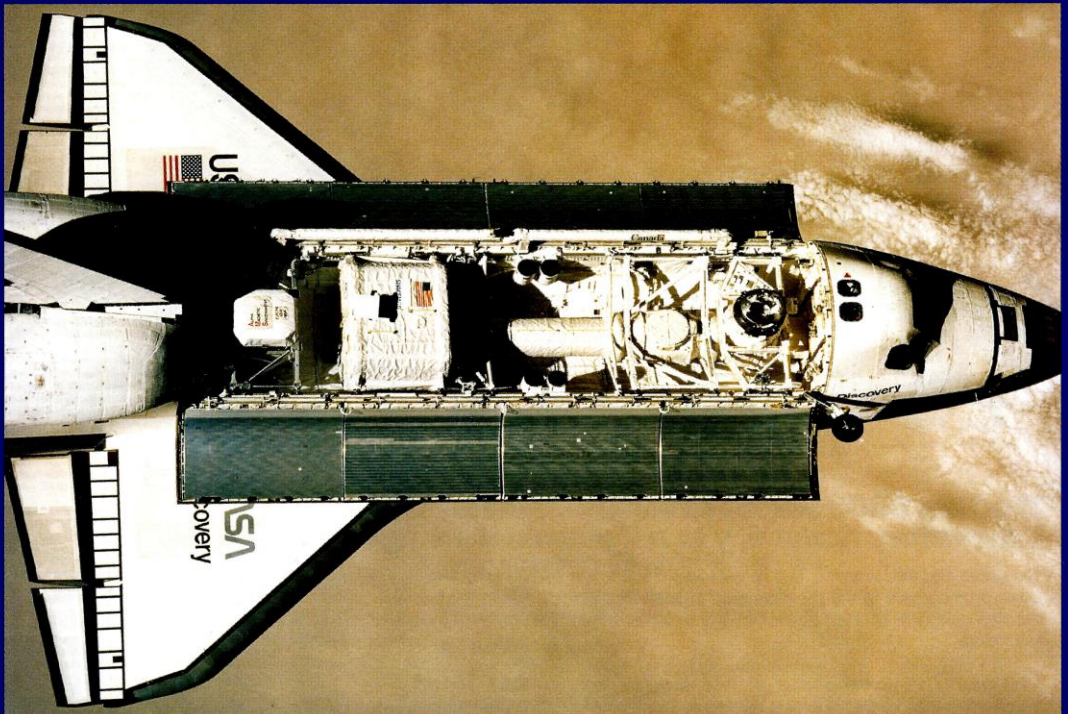
VOLUME 23

JANUARY/FEBRUARY 1983

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POTTER Keith TEC-S/EST-LEA

CERN COURIER

VOLUME 38 NUMBER 7 OCTOBER 1998



Particle physics detector in space

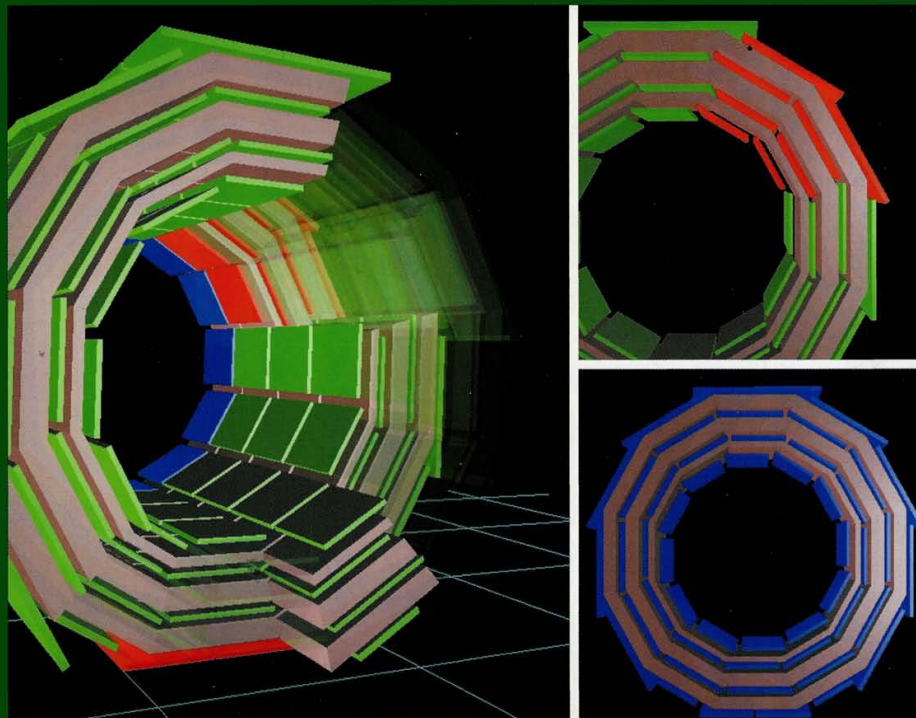
QED IN BULGARIA
Researchers are still pushing at the frontiers of QED, as a workshop in Bulgaria revealed

STARING AT THE SUN
How will Gran Sasso's Borexino experiment work and what will it tell us about the nature of neutrinos?

HADRON THERAPY
The Proton-Ion Medical Machine Study is exploring how particle physics can benefit medical treatment

CERN COURRIER

VOLUME 45 NUMBER 5 JUNE 2005



Control systems enter a new era

RESEARCH POLICY

Europe takes steps to shape the future p7

COMPUTING NEWS

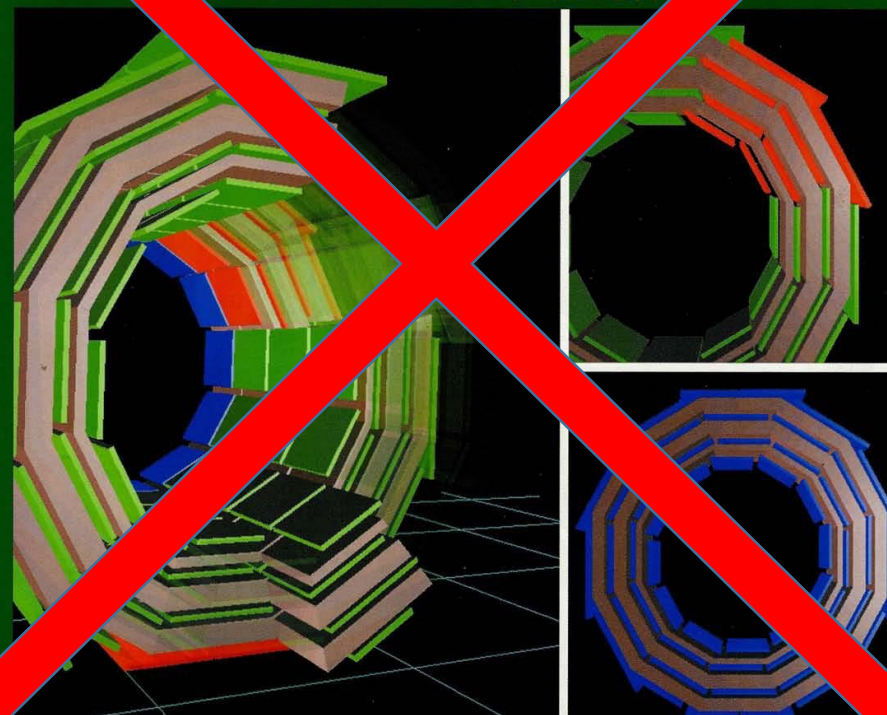
Geological exploration goes on the Grid p17

ACCELERATORS

Cornell breaks records with superconducting RF p32

COURRIER CERN

VOLUME 45 NUMERO 5 JUIN 2005



La nouvelle ère des systèmes de commande

POLITIQUES DE RECHERCHE

Décisions européennes pour façonner l'avenir p7

NOUVELLES DE L'INFORMATIQUE

L'exploration géologique opte pour la Grille p17

ACCELERATEURS

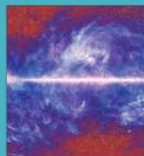
Cornell bat des records en RF supra p32

INTERNATIONAL JOURNAL OF HIGH-ENERGY PHYSICS

CERN COURIER

VOLUME 51 NUMBER 1 JANUARY/FEBRUARY 2011

Forty years on: the legacy of the ISR



COSMOLOGY

Planck satellite reveals a stellar first year
p14

CELEBRATION

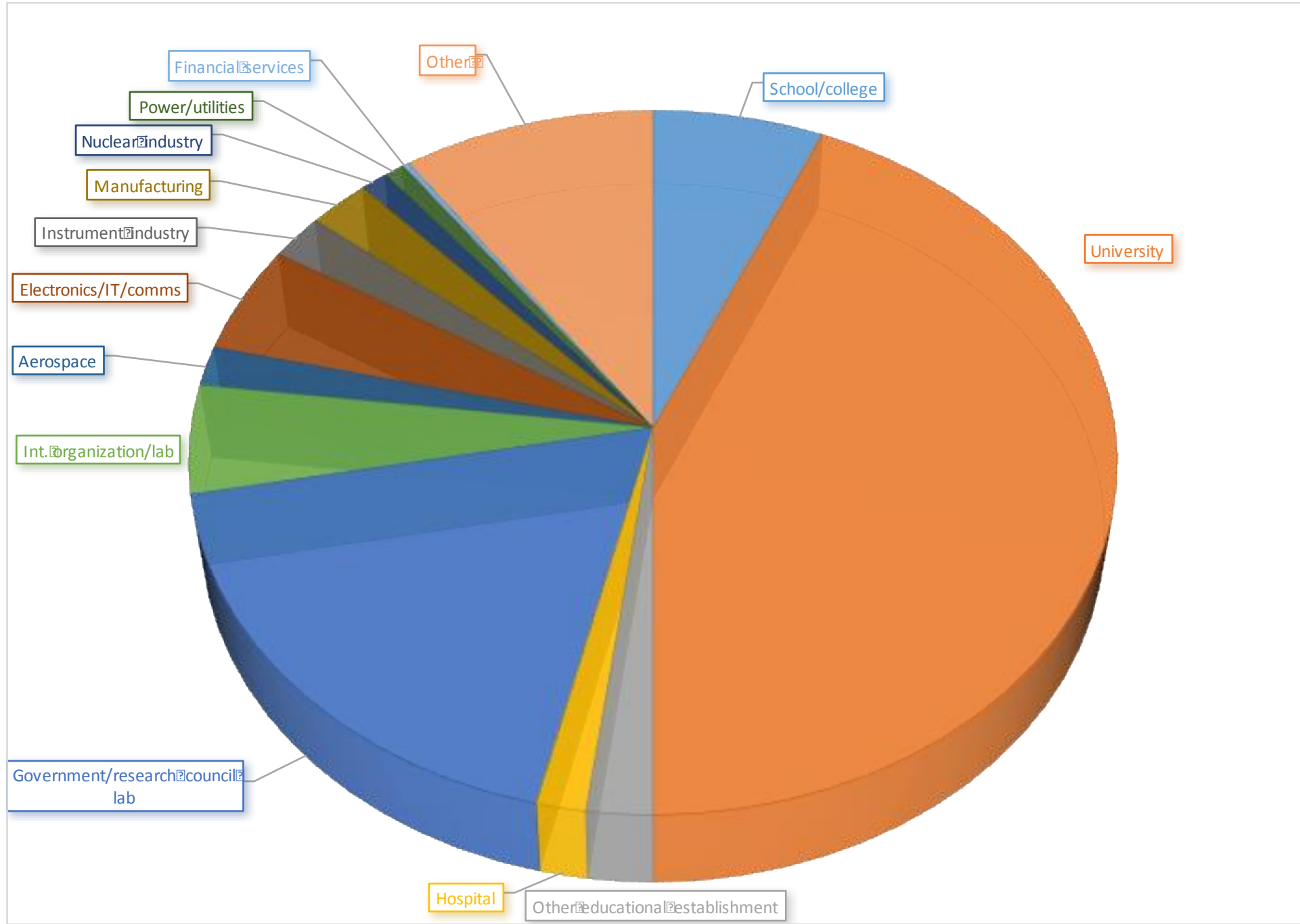
François de Rose, a founding father of CERN, turns 100
p44



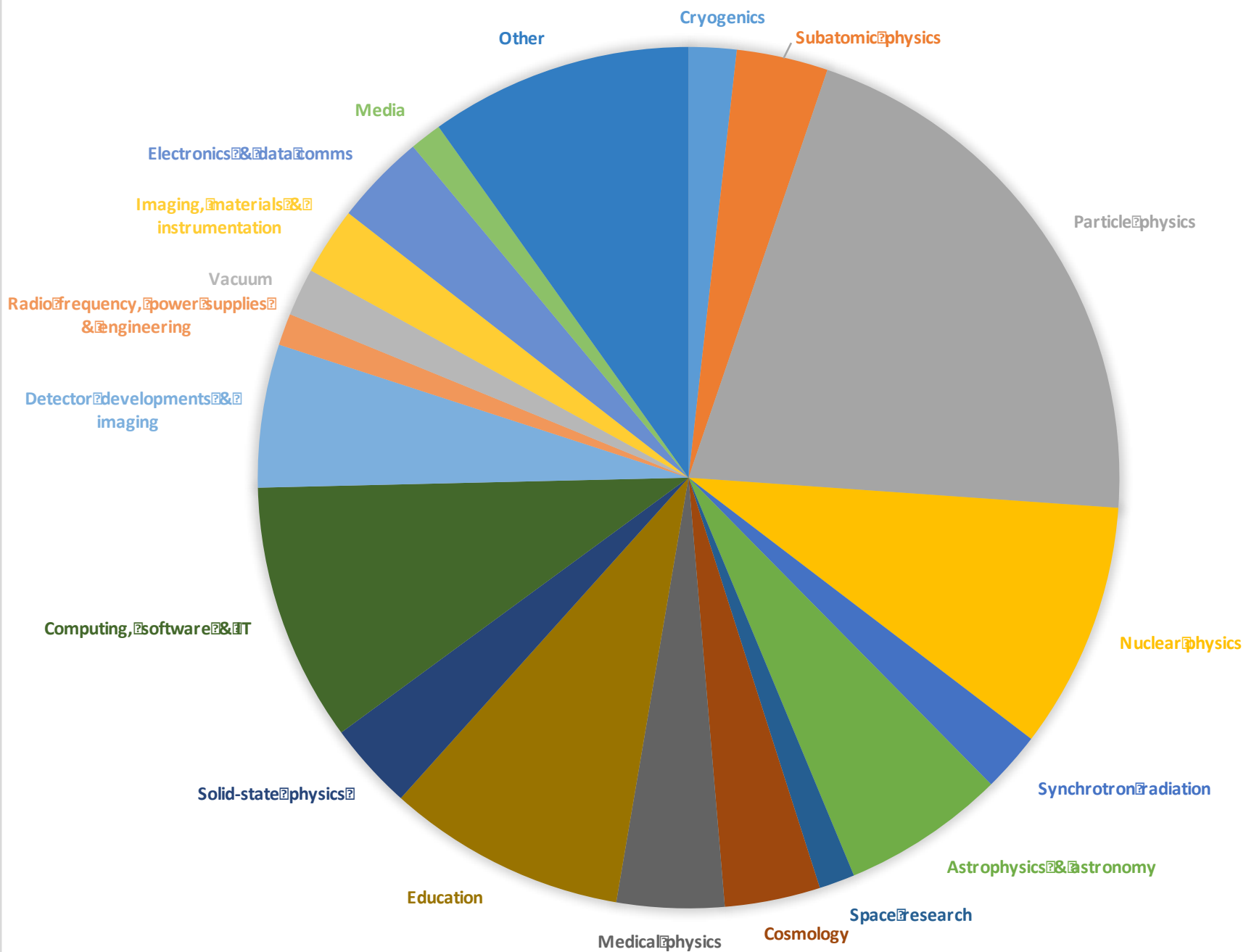
COSMIC RAYS

New evidence supports origin in remnants of supernovae p21

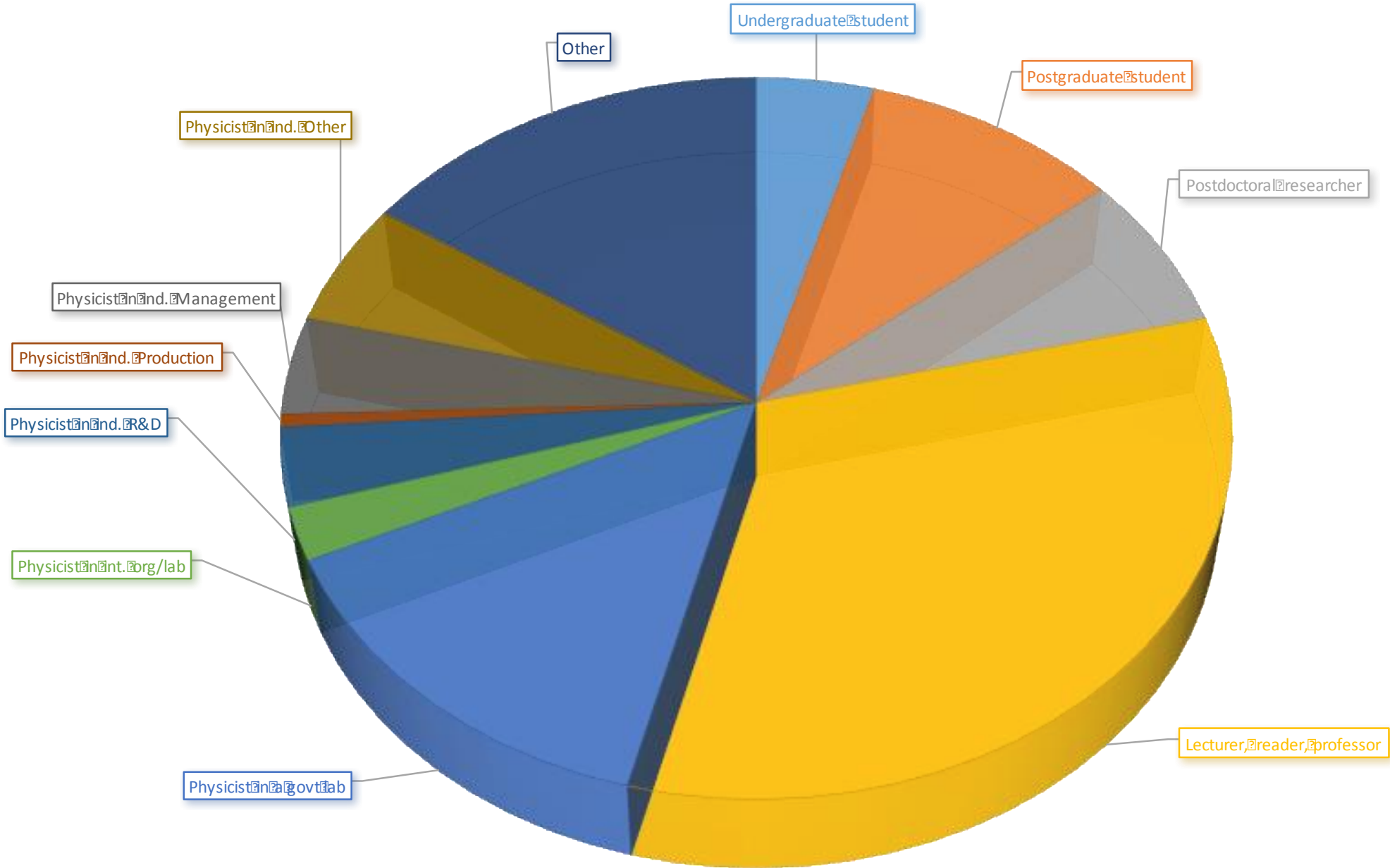
Courier readers by employer (2002 reader survey)



Courier readers by sector (2002 reader survey)



Courier readers by position (2002 reader survey)



Q. What do you like most about CERN Courier?

- Nicely written paper. It gives an overview of what happens in a comprehensive way.
- Its wide and informative coverage of physics news in my field or fields connected to mine.
- I have been on the CERN Courier mailing list since 1971, it has been my companion through all my job and continent hopping. As a physicist turned engineer in the mining industry, the magazine has been helping me to stay in touch with developments in physics. As an editor-in-chief of Journal of Magnetic and Electrical Separation I use your information on latest developments in magnetism in the snippet section (News Briefs and New Products) of my journal. Overall, I find your magazine of great value.
- I can receive hot topics on particle and nuclear physics through CERN Courier.
- Covers the entire HEP community, i.e. all the labs worldwide.
- Informative presentation of new projects which is very important for educational purposes.
- I've received the Courier since 1966. The articles are always of interest and have gotten better. A fine way to keep up on the world of HEP.
- Efficient, easily accessible overview of many developments in our field, both in terms of physics results, and in terms of other relevant developments concerning facilities, detectors, meetings and people.
- It is the single, internationally comprehensive news journal of particle physics. (Only the SLAC periodical approaches the Courier, and very weakly at that).
- It keeps me current so that as a non-physics major I can discuss with my students new developments in nuclear physics.
- Objectivity from a source outside the US.
- Pleasing distribution and presentation of advertisements in between articles.
- That is presents facts clearly and in a compact fashion, and that the spectrum of articles is like a nice bunch of flowers.
- It exists
- All!
- It is the only good magazine for HEP.
- It covers necessary areas to all that are in love with physics.
- Conciseness and quality of the papers.
- Up-to-date research explained in understandable language.
- It is difficult to specify which one in particular. I am an old reader for about 20 years. I enjoy most of the articles.
- 'Astrowatch' and 'Physicswatch' provides us with most mesmerizing news...most tantalizing and most interesting.
- Staying in touch with the physics community.
- Feeling of community suggested by contents.
- Keeps me up to date.
- It's free.

Current model

- All editorial content provided by *Courier* editor, equating to one CERN FTE
- Some regular contributors but no budget for professional writers, images, graphic design etc.
- IOPP takes care of magazine production, advertisements, printing, distribution & marketing
- IOPP owns and manages cerncourier.com, which is a static site updated with each issue, and also provides pdf and flip-viewer versions
- IOPP collects all advertising revenues up to 350k and CERN receives a royalty for sales above this amount (traditionally resulting in 10 issues for the price of 9, but now zero)
- CERN pays for worldwide postage costs, equating to ~100k
- Approx 22,000 printed issues distributed free to individual subscribers and all major relevant labs & institutes, and also present at major trade shows and events in the field
- Publishing contract has been rolled over from year to year and is ripe for renewal

Covering current developments in high-energy physics and related fields worldwide

CERN Courier is distributed to member state governments, institutes and laboratories affiliated with CERN, and to their personnel. It is published monthly, except for January and August. The views expressed are not necessarily those of the CERN management.

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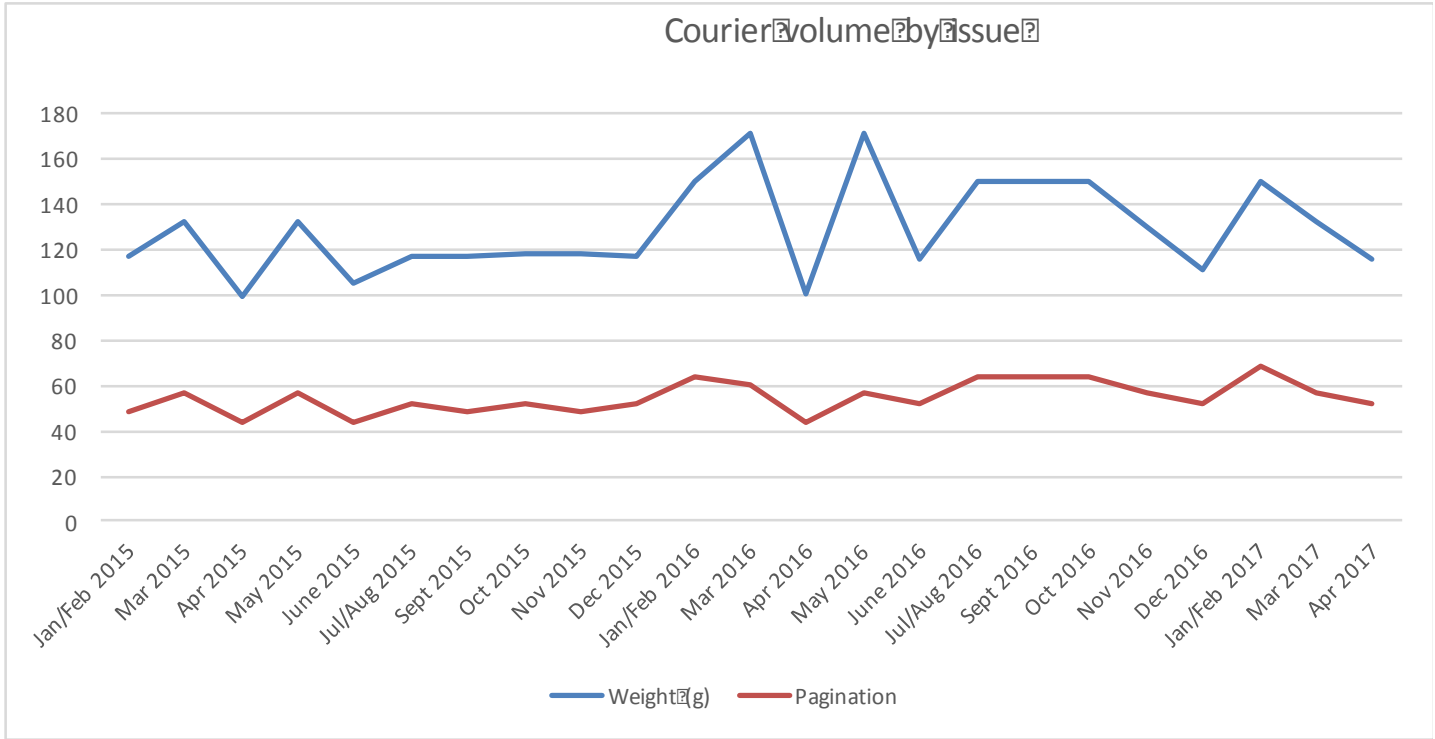
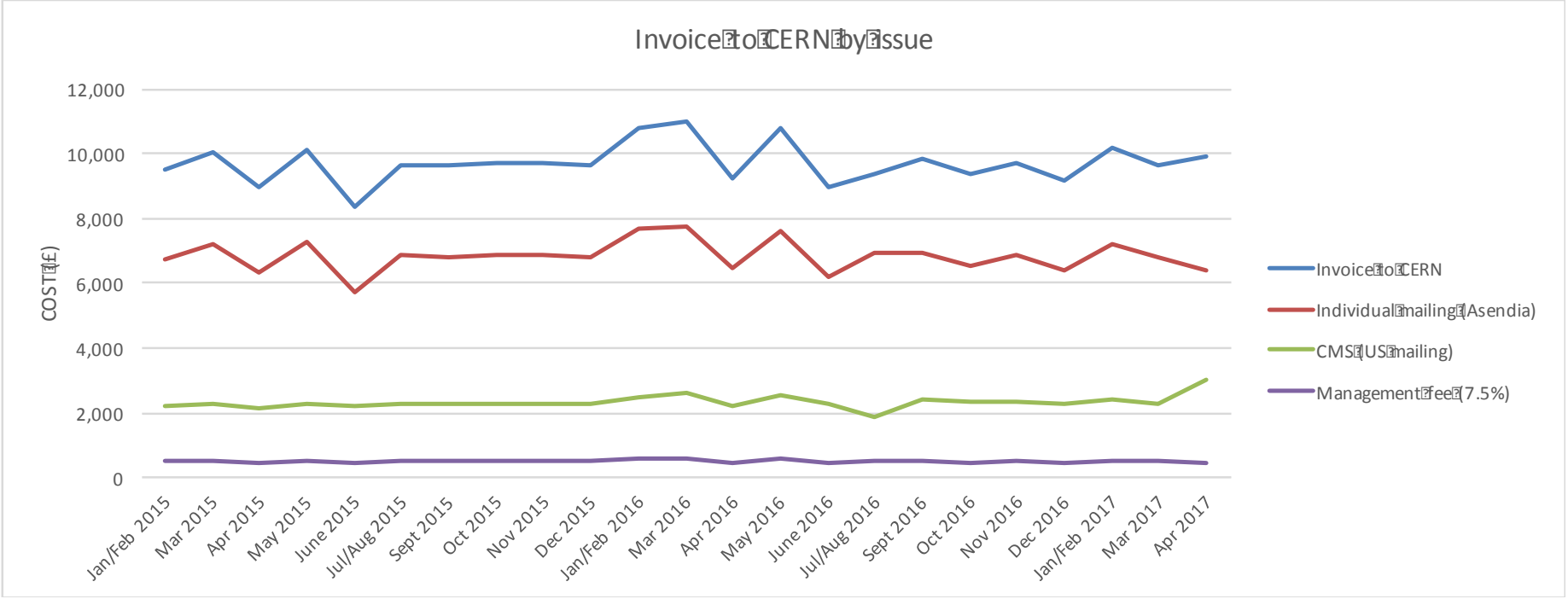
Produced for CERN by IOP Publishing Ltd
IOP Publishing Ltd, Temple Circus, Temple Way,
Bristol BS1 6HG, UK
Tel +44 (0)117 929 7481

Publisher Susan Curtis
Production editor Lisa Gibson
Technical illustrator Alison Tovey
Group advertising manager Chris Thomas
Advertisement production Katie Graham
Marketing & Circulation Angela Gage

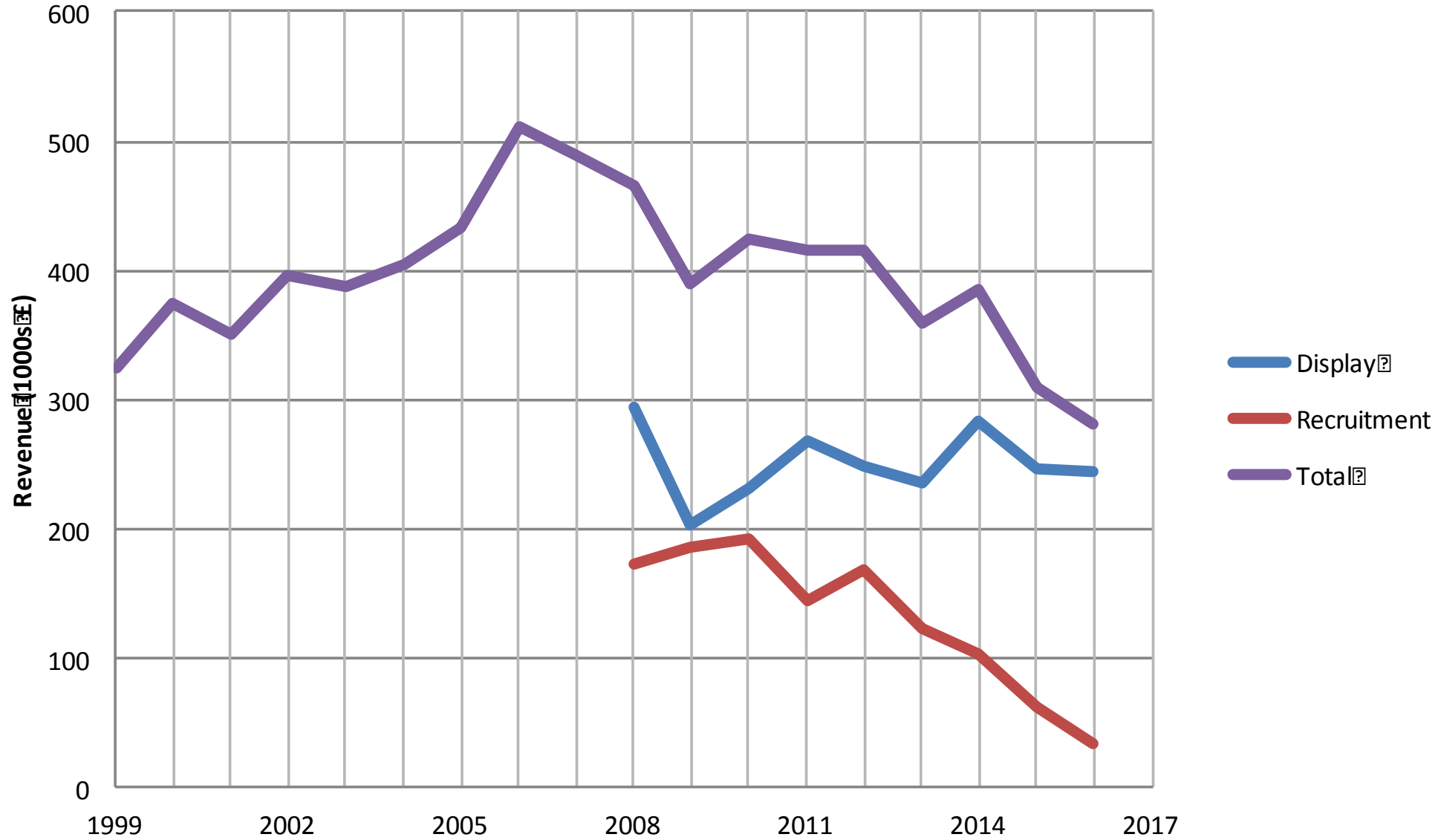
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or +44 (0)117 930 1164 (for recruitment advertising);
E-mail: sales@cerncourier.com; fax +44 (0)117 930 1178

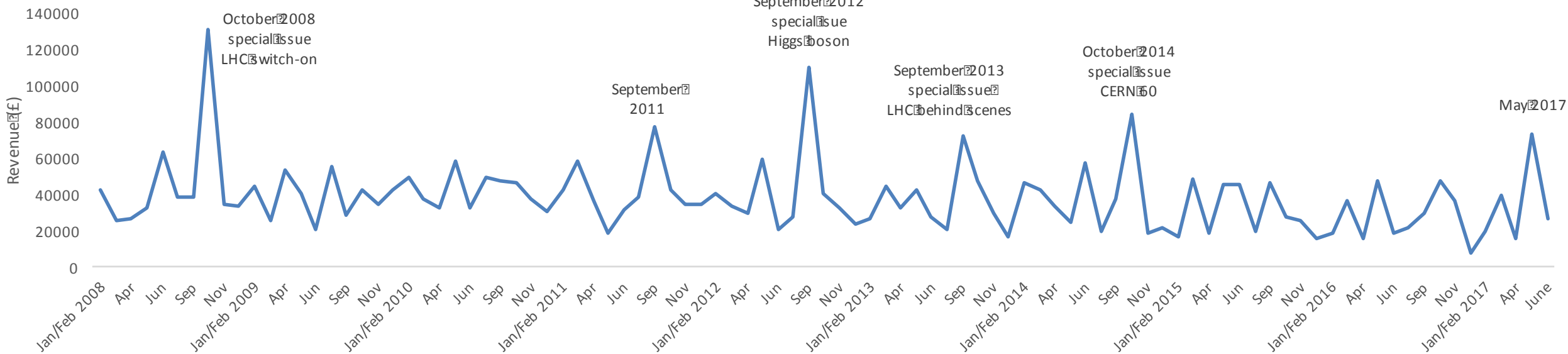
General distribution Courier Adressage, CERN, 1211 Geneva 23, Switzerland
E-mail: courier-adressage@cern.ch
In certain countries, to request copies or to make address changes, contact:
China Ya'ou Jiang, Institute of High Energy Physics,
PO Box 918, Beijing 100049, People's Republic of China
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UK Dave Godfrey, STFC, Polaris House, North Star Avenue, Swindon,
Wiltshire, SN2 1SZ
E-mail: dave.godfrey@stfc.ac.uk
US/Canada Published by Cern Courier, 6N246 Willow Drive,
St Charles, IL 60175, US. Periodical postage paid in St Charles, IL, US
Fax 630 377 1569. E-mail: creative_mailing@att.net
POSTMASTER: send address changes to: Creative Mailino Services. PO Box 1147.



Courier Sales revenue



Courier revenue by issue from 2008



Some stats for cerncourier.com

Over the past 2 years there has been an average of:

- 15,373 unique visitors per month
- 46,455 pageviews per month
- 2.09 pages per session
- Average session duration of 1 minute 37 seconds
- 31.9 % of visitors have been returning // 68.1% of visitors have been new

Top 5 countries visiting are:

- US (21.53%)
- Switzerland (7.82%)
- Germany (7.77%)
- UK (7.71%)
- France (6.09%)

Excellent opportunity to develop Courier

- Renewal of publishing contract long overdue and taking place during 2018
- Overhaul of home.cern on similar timescale
- Chance to reassess how we prioritise & target our audiences
- Key period for HEP and CERN, with discovery potential of Run2 & major decisions about future facilities taking place for European strategy
- New editor in place and other changes to editorial team in the mix

Some considerations

Web:

- > Visually terrible, editorially static, no multimedia, no mobile platform.
- > Little relation to home.cern (although might not be a bad thing)

Print:

- > Limited regarding design/infographics (modest redesign would refresh things).
- > Expensive to print and distribute worldwide, but valued by readers.

Content:

- > Maintain reputation for high standards
- > make more relevant to everyday concerns and interests of HEP community, especially young researchers
- > Look at balance between CERN & RoW content
- > Look at relationship with other CERN channels: *how important this audience?*

General:

- > Workloads, contingency arrangements.

- **Cover** (1 page)
- **Viewpoint** (1 page)
- **News** (~5 pages; 7-10 stories)
- **Sciencewatch** (1 page; 6 or 7 stories)
- **Astrowatch** (1 page; 2 stories)
- **Features** (~15 pages; 3-5 features)
- **Faces&Places** (~7 pages; 10-15 stories across appointments, awards, events, visits, conferences, obituaries)
- **Bookshelf** (2 pages; 4 or 5 stories)
- **Inside story** (1 page)
- **Archive** (1 page)

• **Roughly 35 pages + 80 high-res images with credits to produce each month, involving up to 40 individual stories/authors => approx 2-3 pages (~2000 wds + images) ready for publication per day.**

• **+ research for features, news etc; attending conferences (?); finding & commissioning authors; liaising with IOPP; admin.**

2017

January							February							March						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25	19	20	21	22	23	24	25
29	30	31					26	27	28					26	27	28	29	30		

May							June							July						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
	1	2	3	4	5	6					1	2	3							
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29

September							October							November						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
					1	2	1	2	3	4	5	6	7					1	2	3
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30		

231 working days at CERN per year

?

175 days Courier production with OPP expecting flow of copy during each 3.5 weeks

- Editing
- Writing
- picture research
- dealing with authors
- fact checking
- proof reading

?

23 days for weekly group meetings (0.5 per week)

3 days offsite meetings

7 days annual report duties

10 days non-Courier work in editorial team

??

= 13 days for everything else: ??

- Researching Courier articles, finding and commissioning authors, planning issues; liaising with OPP sales team; admin (post, distribution list);
- Attending conferences / visits;
- Professional development (e.g. language and other training);
- Annual leave (~30 days);
- Unexpected duties/absences; ??
- CERN Courier development.

?

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Some options for discussion

1. Do nothing!
-> *Courier could fade from relevance in long term*
2. Keep magazine as now + new (but still static) website
-> *minimal impact, and IOPP is doing this in Q4*
3. Keep magazine as now + dynamic new website
-> *build a community portal for HEP by offering regular stream of editorial for website, a portion of which will go into the print issue*
4. Reduce magazine frequency + grow even fuller HEP community site
-> *Important to consider 'distribution' and sales*

Things a good publishing partner should do

Other magazines read by Courier readers (2002 reader survey)

