Dear Exchange Reader,

With the appearance of the UFO Research Australia Newsletter Vol.4 No.1, July-August 1983, you will be aware that UFORAN Vol.3 Nos.4 & 5 were not published. Accordingly, I wish to advise that these issues will not be published. The reason for not producing these magazines and for commencing Vol.4 with the July-August edition is as follows:

The economic climate over the last couple of years has resulted in an increasing rise in the cost of living. This rise has, of course, also extended to the publishing industry. However, because we wished to provide a high-quality, low cost, magazine, which we felt would be more attractive to potential subscribers, we did not follow the trend of price increases. In fact, we heavily subsidised UFORAN to cope with these increases in the hope that subscription levels would rise sufficiently to compensate for the growing discrepancy between cash in hand and escalating production costs.

UFORAN was going all around the world, subscriptions were increasing and every-one had the highest confidence in the professionalism of the magazine. Nonetheless, we inevitably came to realise that we must reassess our subcription rates and seek a more economical form of production which would not detract from the standard of the magazine.

Accordingly, we delayed production to fully assess the effectiveness of our promotional and publicity policies and to review our subscription rates against the perspective of the current economic climate.

We apologise for any inconvenience that UFORANs non-appearance may have caused but hope you will appreciate that the production delay was necessary. We have increased our subscription rates, found an alternative printer, and hope to be back on schedule by 1984.

We thank you for your past support and confidence and invite you to continue with the exchange of our respective publications.

Vladimir Godic
(Editor-Publisher)