

# ONE LAST TIME!

**T**he question asked most often from current MCA members is, "Why do the other Mustang magazines get delivered to my house on time, and *Mustang Times* is late?" So, I decided to explain the Publishing Facts of Life—one last time.

*Mustang Times* is the news magazine of the Mustang Club of America. As such, you will not find it on any newsstand. The only way to receive a copy is to become an MCA member. Other Mustang publications are business ventures only. They are all on newsstands through the USA, Canada, and some even overseas. Newsstand presence dictates deadlines. That being said, the other publications have a deadline that is far ahead of ours at *Mustang Times*. One of their issues you may have received with a cover date of May, for example, was produced at other publishing houses during the month of February. In fact, as I am working on the May 2009 issue, I know that at least one of the other magazine editors, if not all, is working on his July issue. Thus, when they go to press, and then the magazine is mailed, you will receive their July issue probably in early to mid May.

Take a look at the current news in those magazines and it will become apparent that they work on a schedule far ahead. In fact, I remember working with several of those wonderful Mustang publications and never really knowing what the actual date was. We always worked at least two months ahead.

*Mustang Times* is meant to give you the latest news from the MCA in a timely fashion. That means that you receive the May issue generally the first few days of May. The same scenario applies to each monthly issue. Not having the newsstand to deal with is a blessing for me and for you. You are able to receive the latest news and happenings within the club and the Mustang Nation must faster.

Let me give you an example. Look at the January issue of *Mustang Times*. There was coverage of the 2010 Mustang Long Lead, which is an official introduction of the vehicle to the Media as a two-day event. On a recent trip to San Francisco, I saw one of the high-profile Mustang publications on the newsstand at the airport (my second home). It was the May issue (it was barely April 1st), and the cover story was the 2010 Mustang Long Lead—months after the event happened. (More on the reason for that San Francisco trip next issue. Suffice it to say that Carroll Shelby will be more than happy with my comments in the next issue, and I've chosen my new car. Enough hints for you?)

I'm not picking on the other publications. They are awesome, have great content, wonderful tech stories, and great features. But, they also have schedules that dictate much earlier deadlines.

I feel fortunate to have worked there, but I feel so totally blessed to be working as your editor. I know you'd all like to have your magazines weeks earlier, but at what expense? All that would change is the cover date. We'd have to skip one month, and date the next magazine June 2009 instead of May 2009. Basically, that's the same thing the others are having to do. I also know that having a presence on the newsstand is a huge thing for them, and one that we don't want to address for MCA.

*Mustang Times* belongs to you, the membership. The only way for anyone who's not a member to read it is if you decide to share your copy, which isn't a bad idea. Who knows, you might be able to answer President McCarley's Challenge. Show the magazine to a prospective member and you might just sign up a new member!

In any event, I hope you all understand that this is just quite simply Publishing Facts of Life. And, you should know that the April issue was late all over the country. It just couldn't be helped and it wasn't the printer's fault or that of the Postal System. It just happened! Hopefully it was a one-time occurrence and won't happen again. Just don't look for the June issue to arrive at the beginning of May and we'll all be happy!

See you on the show field.

Your perpetually optimistic and slightly off-center editor,

*Mary Jean Wesche*

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