

# Editor's Rave

**To go digital or not to go digital? That has been the big question here at VCM HQ lately.**

Over the past few years, there's been a lot of talk amongst journalists and media organisations about the future of media in the digital age. I've watched as one by one, every form of media exhibits what appears to be a desperate urge to keep up with the emerging social networking sites. Mainstream television newsreaders now boast their Twitter accounts on air while standing up in high tech studios. The move from traditional print media to digital continues with relentless force and whole magazines are converting to completely digital and ceasing print altogether.

What does this have to do with vintage caravanning you ask? One thing that has come up since Vintage Caravan Magazine's inception is requests for us to create a digital version for those who prefer to read their magazines on iPads, kindles and the like. I've had quite a few enquiries to be honest, and some very logical justifications too. One grey nomad couple argued that their mobile lifestyle lent itself to being paperless where possible. Fair call. Another young lass was very convincing in her save-the-trees argument and, naturally the preservation of the environment is a very big concern of ours here at VCM. And that's where the answer becomes obvious. Just as we love to restore our caravans and fill them with treasured mementos from simpler, more aesthetic times, most of us are keen preservers of all things from the past. In my case, being a writer that extends to the preservation of the written (or typed) word in its original and tangible form.

So, after much thought on the subject over the past two years, I have come to the conclusion that I am going to buck the trend somewhat in terms of what other magazines are doing, and there will be no digital version of Vintage Caravan Magazine - for the moment anyway.

My reasons are this: I think that the brain relaxes more and takes more pleasure in reading words on paper than on a screen, and I want reading Vintage Caravan Magazine to be a totally enjoyable experience for you. Because of its subject matter, and the less complicated times and leisure that these old caravans represent, I think it is in keeping with that philosophy to ensure that the method in which we deliver your magazines stays in the realms of the way things have always been too.

I'll admit I am a bit opposed to all of our memories being stored in cyber space or on some microchip in a computer hard drive these days. Remember photo albums? I haven't filled one for years!

The last ten years of my life are in digital and stored on an external hard drive and somehow that makes it feel less real to me. I miss photo albums, and I miss getting real letters in the post too. Since starting the magazine, real letters are arriving once more in my letterbox, and often with real photos inside them too. I've been given original photos of caravan holidays from decades past and had customers come to the office to tell me all about their childhood memories of caravanning and to share their photos and memories with me, and what a delight that has been!

I want Vintage Caravan Magazine to always be a real, tangible thing. I want reading it to remind you of the same kinds of feelings that our caravans give us; the ability to turn back time and remember what life is really about – slowing it down, exploring new territory, smelling the roses, enjoying the view and taking time out away from the TVs, computers and mobile phones to enjoy company with the people that you love.

Don't get me wrong; the Internet has been a great marketing method for us. It has enabled us to reach a lot more of you than we could have had without it. But, I believe that's all it should be – a marketing platform. Digital communication should not be the method of delivery of the information itself, but simply a way of letting you know that the information is available.

So, now you have it in your hands, I'd like you to grab a comfy spot on the couch, or go chill out in your caravan, switch off the mobile and the computer and enjoy the very real pleasure of relaxing and reading issue 12 of Vintage Caravan Magazine.



*Photo by Mitzi Valenzuela*

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