



## Please return the postcard

Printing the *Journal* costs money, as does offering CME credit at no charge to our readers. Another major expense is getting the *Journal* reliably delivered to all of our readers. While we do have plans to increase our presence on the World Wide Web, we recognize that you, our readers, count on the print version reaching you at home or at your office.

For several years we have been working on reducing our mailing costs while improving the reliability of delivery to your mailboxes. In 2002, our former Editor-in-Chief John Clough wrote an editorial describing the purpose of the postcards that we periodically ask you to return to us, to request continued delivery of the *Journal*. When we demonstrate to the US Postal Service that more than 50% of our circulation is either paid for or requested by the recipient, we qualify for special "periodicals mailing privileges." This reduces our postal costs *and* provides you with more reliable delivery.

Through our postcard and telephone solicitation efforts, we have gathered enough requestors to qualify for this special rate. But this list of requesting recipients needs to be maintained at above the 50% mark. Each time you return a card or request that your subscription be continued (when responding to a phone or online request), your name stays on this requestor list for an additional 3 years. Hence, we need to regularly solicit your request for continuing the delivery of the *Journal* to your door. We expect that you will be pleased with the improved reliability of delivery, and we ask that you continue to return these cards so that we can continue to afford providing the same high-quality educational product.

On a personal note, as 2005 draws to a close, I'll take this opportunity on behalf of the entire *Journal* staff to thank you for your support, your returned postcards, your notes of appreciation, and your suggestions for topics. We hope we can continue to provide you with an ever-improving tool to help you better care for your patients.

We wish you and your families a healthy and happy 2006; and we share our more global hope for peace and tolerance.

BRIAN F. MANDELL, MD, PhD  
Editor-in-Chief