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A WORD FROM THE PUBLISHER

f it's true that life begins at 40, this publication may have some truly exciting days ahead. With this our 40th issue we have certainly demonstrated that we are here to stay and in the volatile world of alternative publishing that is no small achievement.

When, in November of 1994, we published Atlantis Rising #1, our hopes were high that we would ultimately find our

place in the sun. And so far, thanks to the support of readers like you, it seems that we have made some strides in that direction.

Now, almost nine years later, it is interesting to reflect on some of the discoveries made along the way. Here are a few:

The enthusiasm of readers has been even greater than expected. We knew our potential audience was relatively small and we were prepared to find among these enlightened few a greater intensity of interest than is enjoyed by most publications. We had no idea, however, just how strongly our efforts would be embraced. From the outset readers reported devouring the magazine from cover to cover, waiting eagerly for each new issue and then carefully saving every one—if they could get their friends and relatives to return them, that is.

The standing of the publication, among the community of writers and researchers on which we report, seemed to rise instantly to the top. Most appeared quite ready to accept us as the 'magazine of record' for ancient mysteries, alternative science, unexplained anomalies, etc. Consequently we have been literally inundated with material, of which, unfortunately, we can publish only a small part.

Even the quantity of our readership has shown signs of eventually catching up with the quality. During the last couple years, as our commercial newsstand distribution has accelerated, we have made significant strides toward reaching a truly sizable audience. And while we may never catch *Time Magazine* and the like, we can confidently say that all our trend lines are up, which is more than many much larger publications can truthfully say.

All of this is not to suggest that we no longer need your enthusiastic support. On the contrary, we want you to know just how much your backing has already achieved and to encourage you to redouble your efforts toward the day when virtually everyone can achieve the same level of reading enlightenment that you have.

Publisher