

Statement from Chris Greer, our President & CEO

December 2024

Dear TR Supporter,

Tobacco Reporter is an important part of the tobacco and nicotine infosphere. It is a responsibility all of us at TMA (www.tma.org), as the current stewards of the magazine, take very seriously. Therefore, and as good stewards, our Board and leadership team undertook a comprehensive review of *Tobacco Reporter* and our operating model for our trade publication program. This review was done against a background of constricting sponsorship budgets and rapidly rising costs for old-fashioned publication models like *Tobacco Reporter*.

The conclusion, unfortunately not uncommon in media, is that getting *Tobacco Reporter's* operations to a sustainable level requires urgent and significant changes to address structural imbalances in costs and operations. These changes are as follows:

- *Tobacco Reporter* will cease operating as a trade magazine with the December 2024 issue. This necessitates reducing our staffing levels. You may have heard from our colleagues who have already been informed of the impact. I wholeheartedly recommend all my impacted *Tobacco Reporter* colleagues.
- After January 2025, *Tobacco Reporter's* website (www.tobaccoreporter.com) will transform to feature our sought-after news and special features. Over 90% of our 1 million plus visitors come for our news program. *Tobacco Reporter* will meet this 21st century demand and serve our stakeholders as a place to obtain open-sourced curated news and information augmented by special features sourced from thought leaders around the global stakeholder community. Advertising opportunities will continue to be available online (see michelle@tma.org for more information).

As we contemplate this transformation, I find myself contemplating how we got here and with that the emotion that rises above them all: gratitude. Firstly, I'd like to extend my and the organization's deepest thanks to our team who brought you trade journalism at its finest: our chief Taco Tuinstra, our man in the field Tim Donahue, our intrepid beat reporters Steffani Roussel and George Gay, our sales and marketing guru Will Rasmussen, and our behind the scenes copy editor Kaylin Warpole and graphic artist Dan Kurtz. I wish you all the best in your future endeavors.

We still contemplate a bright future because of the support we have from you. And so, to our supporters, readers, contributors, and advertisers, thank you for standing there with us through all these years. I welcome you to continue this journey with us as we serve you via the new tobaccoreporter.com and at our conferences ATNF and GTNF.

With my Kindest Regards,



Christopher B. Greer | President & CEO of TMA and The GTNF Trust