

October/November 2025

# HISTORY in MOTION



## History in Motion Update: 2 Oct 2025

1. Vol 8 no.2 October / November has mailed—2 weeks after the scheduled date due to HQ closure
2. 1<sup>st</sup> issue without affiliate listings or numerous house ads promoting HQ sales resulting in MORE edit pages.
3. Cost to service authors jumped to \$2279. That is \$779 over the amount the MVPA allots to me to pay authors. Not a sustainable model.
4. Next edit/advertising deadline is **22 October 2025** for the **Dec/January issue**. This is our holiday iss and will kick off our 50th Anniversary.

THE OFFICIAL JOURNAL OF THE MILITARY VEHICLE PRESERVATION ASSOCIATION

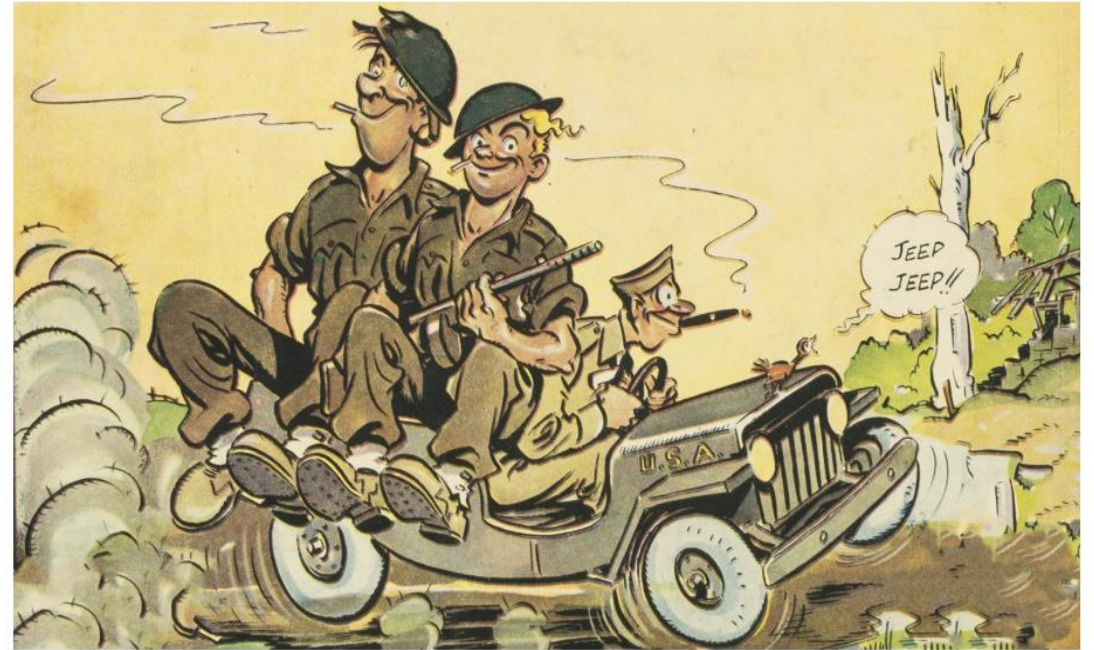


# History in Motion E-News

\*We have emailed 6 issues. Of the approximately 3400 per issue sent, only 2600 were delivered—about 75% of all members. Open rates have been hovering around 50%.

\*Sponsorships and ads have been sold. Revenue coming from new source that doesn't cost the MVPA anything

\*We are now using the enews to notify members who signed up for electronic delivery of History in Motion that the issue is available.



*History in Motion* is the Premier, Members-only Magazine of the MVPA

...but news happens between issues

Welcome to the MVPA History in Motion E-Newsletter! We're here to fuel your passion for historic military vehicles with updates, insider insights and must-know info. We will see you every couple of weeks, keeping you in high gear between issues of of History in Motion!

Send your comments or suggestions to [Headquarters](#). Put "ENEWS" in the subject line.



# Social Media

1. MVPA Facebook PAGE (public): 53,291 followers, 40% in USA (next largest is FRANCE with 3.7%)
2. MVPA Facebook GROUP (private): 8,114 members
3. MVPA Historic Convoys (private) 7,200 members
4. MVPA INSTAGRAM: 6,796 followers, 22% in USA (next largest is IRAN with 7.4%)