



TADDLE CREEK

P.O. BOX 611, STATION P TORONTO, ONTARIO M5S 2Y4

March 15, 2017

Dear future subscriber,

Do you love a good quality story? Does the book-sized thickness of literary journals scare you away? Well, does Taddle Creek have a magazine for you! It's called Taddle Creek and...ugh.

Sigh. Look, Taddle Creek won't try to con you. It's not a good time to be a magazine. Everyone's "cutting back" on their subscriptions or reading everything for free on "the Internet." Taddle Creek's not going to pretend its own coffee table isn't littered with the paper-thin corpses of recently deceased friends. No one wants a well-packaged magazine anymore. And why should you?! The whole notion is absurd when you can have a faceless algorithm randomly place stories in your social-media feed.

Taddle Creek doesn't blame you for your indifference. As advertising dollars have vanished, magazines have gotten smaller, staffs have been cut back, and the value of the printed product has gone in the opposite direction of its cover price....But you know what? Taddle Creek has never cut back on pages or staff. In fact, it's continued to get bigger and better. And do you know why? Because Taddle Creek never had any money to begin with—it was built to weather this storm!

Damn it, if magazines' days are numbered, Taddle Creek is going to go down swinging! If you know anything about Taddle Creek already, you know it's long embraced print. When it does a comic issue, it throws everything out and makes a proper-looking comic book. It devoted an issue entirely to kids, complete with sheet music and a punch-out paper squirrel. It even once turned itself into an old-timey newspaper broadsheet!

Tell you what: If you give Taddle Creek **\$15**, it'll send you four of the best print magazines you've ever seen. You'll still get everything Taddle Creek

is known for best—striking a balance between modern-day writing and old-school production values—but each issue also will be a different genre-loving tribute that celebrates the genius of print in a way no other magazine will dare.

Taddle Creek isn't asking for any favours here. You'll get your money's worth. You don't lose as many National Magazine Awards (fifteen as of this writing!) as Taddle Creek has without printing some quality fiction, poetry, comics, long-form journalism, original photography, and profiles. Best of all: because it only publishes twice a year, you'll never end up with a giant pile of unopened Taddle Creeks on your coffee table. In fact, it would take twenty-four years for your Taddle Creek subscription to form a pile equal to that of just one year's worth of the New Yorker subscription you bought and don't read.

Take a chance: send Taddle Creek **\$15 for four issues today!** That's **more than 45% off the newsstand (the what?) price** and 17% less than the magazine's regular subscription offer. And just in case you need one more mathematical equation to convince you, that's a mere **\$3.75 per delivered-to-your-door issue**. You're welcome.

Help Taddle Creek make magazines great again!

Your partner in magazine anarchy,

A handwritten signature in black ink that reads "Taddle Creek". The script is fluid and cursive, with the first letters of "T" and "C" being significantly larger and more stylized than the rest of the letters.

Taddle Creek

P.S. Those failing magazine companies always add a P.S. at the end of their junk-mail letters because they think it will increase the chance you'll subscribe. Taddle Creek respects you too much for that.

P.P.S. What the hell: Order today, and you'll also receive Taddle Creek's special Canada-themed issue—free! **That's five issues for \$15.** Tabernac!

Please reconsider writing *Taddle Creek* a nasty note saying you didn't give it permission to send you junk mail. You're right: *Taddle Creek* rented your address for a one-time mailing from another magazine you subscribe to. If you'd rather not get mail like this in the future, just tell all the magazines you have a relationship with not to rent your address. Yelling at *Taddle Creek* will only make the magazine sad.