



April 14, 2011

Dear VegNews Readers:

The entire VegNews family is deeply saddened with the dialogue that has transpired over the last 12 hours. As an ethical vegan magazine, owned-and-operated by vegans since its inception, VegNews is a labor of love, totally motivated by our dedication to ending animal suffering. Please understand the following:

—VegNews is a privately owned, independent publication with no funding or investors. Publishing a magazine is extremely costly—with exorbitant costs for printing, postage, paper, and production. In fact, the majority of independent magazines fold within three years. Eleven years ago, we recognized the power of the media in spreading a compassionate message that vitally needed to be heard, and committed to producing a vegan magazine that could compete with mainstream publications.

—Eleven years later, we are proud to say that VegNews has won numerous major magazine awards, sits on the newsstand next to titles such as *O*, *The Oprah Magazine* and *Martha Stewart Living*, and is fulfilling its mission of packaging veganism in an appealing and accessible way so that we can reach as many people as possible. Through our family of properties, we now reach more than 1 million readers each month.

—Yes, from time to time, after exhausting *all* options, we have resorted to using stock photography that may or may not be vegan. In an ideal world we would use custom-shot photography for every spread, but it is simply not financially feasible for VegNews at this time. In those rare times that we use an image that isn't vegan, our entire (vegan) staff weighs in on whether or not it's appropriate. It is industry standard to use stock photography in magazines—and, sadly, there are very few specifically vegan images offered by stock companies. In addition, it's exceedingly challenging to find non-stock imagery that meets the standard necessary for publication. We would love nothing more than to use only vegan photography shot by vegan photographers, and we hope to be there soon.

At VegNews, we are working hard to change the world for the better, and do whatever we can within our means to make that happen. We deeply appreciate your years of readership and support, and look forward to working together to create a more compassionate future.

With gratitude,

The VegNews Team