



**GOT A COMMENT  
YOU THINK  
WE CAN PRINT?**

**E-MAIL  
MAIL@GXD.COM**

**OR FAX  
416-961-0941**

**OR SNAIL MAIL TO:  
C/O THE PUBLISHER  
GRAPHIC EXCHANGE  
25 ELM AVENUE  
TORONTO ONTARIO  
CANADA  
M4W 1M9**

Just keep surprising me with ways I can keep surprising my client.

**PETER MORGAN  
MORGAN NEWSLETTERS  
VANCOUVER BC**

This mag is my most anticipated and it is very well produced.

**KEITH MCKEEN, OWNER  
SEC GRAPHICS  
KAGAWONG ON**

Love your publication. It's one of the few that offers specific industry information. The info is always relevant to what our field needs to know.

**DIANE LIVINGSTON, GRAPHIC DESIGNER  
DESIGNTYPE  
WINNIPEG MB**

I'm a huge fan of the mag—read it cover to cover every issue. Keep up the excellent work. I think the covers could be a bit sexier—less dependence on computer generated images—maybe some great art (traditional)/type.

**DUNCAN CAMPBELL, ART DIRECTOR  
COTEAU BOOKS  
REGINA SK**

Magazine covers have been improving.

**JEFF HARRISON, PROD. CO-ORDINATOR  
PRECISION MARKETING GROUP  
CALGARY AB**

Your covers, while creative, do not reflect the editorial intent of the magazine.

**SCOTT DUTTON, ART DIRECTOR  
ALBERTA VIEWS MAGAZINE  
CALGARY AB**

Very informative, some exciting graphics, covers sometimes look cheesy.

**KAREN THODY, ART BUYER  
WEAVER TANNER & MILLER INC  
KITCHENER ON**

Nick Shinn's column is informative and interesting.

**NIGEL SMITH, PRINCIPAL  
HAHN SMITH DESIGN  
TORONTO ON**

Appreciate the software production tips—clear, concise, practical things to know especially when upgrades come along so frequently.

**CHRIS ASIMOUDIS, ART DIRECTOR  
RADAR CONCEPT & DESIGN INC  
ANCASTER ON**

There are too many people who know various software [apps] quite well and can do amazing things, but unfortunately, don't know how to design a good ad. Please present some basic advice for them.

**GARY NELSON, DESIGNER  
LONDON FREE PRESS  
LONDON ON**

Although the info for the PDF version sounds as though it would be informative, by the end of the day I'm just too tired and "eye-weary" to read an online document and to print it out is too expensive. I do however, enjoy your magazine. It is well designed and covers most current topics.

**CHRISTINE SMITH, GRAPHIC DESIGNER  
IDEZINE  
LETHBRIDGE AB**

The advantage to a print magazine is I can look at it anywhere, anytime...especially when my computer is busy processing something or restarting. When I'm not near my computers, I avoid doing anything but work on my computers and keep as much leisure and research to off-computer activities. Thanks for such a great magazine! Keep up the print version.

P.S. Add more design and typography.

**TOM BROWNE, ART DIRECTOR/OWNER  
BALLYHOO COMMUNICATION  
TORONTO ON**

As a photographer I am biased; however, there is no magazine in Canada that assists and informs commercial photography. I would like to see more along this line and then would consider a paid subscription.

**DALE WILSON  
PHOTOGRAPHER  
EASTERN PASSAGE NS**

By far the best graphic arts publication anywhere.

**WILLIAM GELLARD, GRAPHIC DESIGNER  
HALIFAX REGIONAL MUNICIPALITY  
HALIFAX NS**

**SURVEY SNIPPETS**

[Editor's note: Last issue we sent out our annual reader survey questionnaire. Here is a representative selection of your comments and criticisms...]

I love your magazine and find it very informative. I greatly appreciate your complimentary issues. Working as a production supervisor for a daily newspaper, I quite often clip and post articles that are of interest to my staff.

**LORIE DOUGLAS, PRODUCTION SUPERVISOR  
THE INTELLIGENCER  
BELLEVILLE ON**

I'm surprised and not a little irritated as to how often you have editorial content in reverse type, often in hard to read colours. AFAIC, that may be okay for headlines but not for regular copy. Not in a design publication.

**ROGER GAUTHIER, SIS MANAGER  
COMMUNICATION CINQ SUR CINQ INC  
LORRAINE QC**

Readers are all mid-level—so happy there is little beginner's stuff. Gallery is too conservative. Pop art is not fine art. Expand the horizons a little. Love your magazine!

**DAVID FOWLER, PRESIDENT  
DAF GRAPHICS  
TORONTO ON**

I wish you focussed more on print (i.e. layout, "traditional" graphic design). The magazine is more and more digital, while some of us remain as print designers. I find less of interest in each progressive issue of GX, sadly!

**MARSHAL MCLERNON, GRAPHIC DESIGNER  
DGPA THE MAPLE LEAF  
HULL QC**

Look forward to getting the magazine—excellent quality, like the Mac slant and articles.

**JOSEPH SCOZZARO, WEB DEVELOPER  
MOHAWK COLLEGE  
HAMILTON ON**

I would like to see a more even perspective between Mac and PC computers. A few more articles by people with extensive PC experience.

**DOUG MACPHERSON, SYSTEMS ADMIN.  
TEKMAR CONTROL SYSTEMS  
VERNON BC**

We're a small group but we do find the articles useful and enhance our experience. We often refer back to articles when looking for an extra edge.

**SHERRING AMSDEN, MANAGING EDITOR  
FREEFALL MAGAZINE  
CALGARY AB**

Either some of the type is too small or my arms are getting shorter. And why are most prices in reviews in US dollars?

**JEFF RANKIN-LOWE, OWNER  
SIRIUS PRODUCTIONS  
LONDON ON**