



**D**EAR READERS,

*Ganga Aarti, Hari Ki Puri, Haridwar,  
North India, April 2008. Photo Robert Moses*

We set out in 2002 with the idea to create a non-commercial magazine through which we could present articles, art and interviews on Indian practices and philosophies. Beseeking our friends and colleagues, we were able to collect articles of great depth and knowledge and inspiring photographs; we were able to record historic events, such as the meeting of Sri K. Pattabhi Jois and Sri B.K.S. Iyengar after a gap of sixty years.

However, as many of you may know, to maintain a magazine that does not rely on advertisers' money is a very difficult endeavor, and we have now reached a financial point where it is no longer possible for us to continue. Our choices are limited to one of just a few options. First, we could try to fundraise. Second, we could accept advertisements. Third, we could try to sell the magazine to a bigger company that may take us on.

None of these ideas appeals to us. We already depend on our subscribers for support and do not wish to ask for more from you by way of fundraising. We do not wish to compromise our principles and begin to accept advertisements. And lastly, we would probably have to compromise a lot more by subsuming ourselves to a larger company.

So we have decided to try to maintain the magazine ourselves, in a slightly different form. From this issue onwards, we will be sending out the magazine to all of our subscribers as an online magazine. Each month we will send two to three articles, interviews and photo spreads as a PDF to each of you. Throughout the course of the year, there will end up being a larger selection of articles than we have been able to present to you in the printed magazine. And you won't have to wait six or eight months for the next issue to appear.

We realize that there is no substitute for holding the magazine in your hands and being able to read through it at leisure. For that, we are deeply sorry, but the cost of paper, and the wildly increasing cost of shipping from the Post Office, is a burden that we are unable to shoulder anymore. Additionally, in our rapidly wasteful ecological environment, perhaps it will be a slightly more responsible approach, in that we will not waste resources such as trees for printing, and gas for truck deliveries of the magazines as well as driving back and forth to the Post Office.

Because we still have a love for printed material, we will continue to produce once a year, or every eighteen months, a carefully thought-out publication with the same type of inspirational material that we have been attempting to produce for the past six years. This will be the extent of our printed matter, and we will only print the amount required to fulfill our subscriptions, rather than waste paper and resources by printing thousands of copies in hopes of selling them all.

We sincerely hope that our new direction is not a disappointment for you. We understand if you do not wish to continue receiving our magazine in this format, and have kept aside a small amount of money in our bank account, before we approached a zero balance, in order to offer any who wish it a refund of their subscription.

We hope that you will continue with us, but understand if you decide not to, whether due to the new format or the difficulty of receiving a PDF magazine. If you do decide to continue with us, which we sincerely hope you will, your subscription will continue to its limit, and you will be receiving articles from us each month until your subscription runs out.

*Namārūpa* is a joy for us to produce and be a part of, and we look forward to continuing in our new incarnation, and hope that you will continue along with us.

**nāmarūpa**   
CATEGORIES OF INDIAN THOUGHT

# Take this lying down...



*Hari Puri Ashram, Haridwar, North India,  
April 2008. Photo Robert Moses*

## OUR NEW FORMAT

We will continue to offer six-month, one- and two-year subscriptions to the magazine with our newly-modified format. Each month we will release one volume of the magazine which will consist of two to three articles and/or photo spreads, composed by well-respected experts and practitioners in the fields of yoga, tantra, jyotish, ayurveda, philosophy and art.

If you do not wish to purchase a subscription, you will still be able to purchase a single volume, or single articles from within the volume, if you prefer. Every six months, we will compile those volumes into one single issue, and make them available as a back issue PDF. Our earlier print editions of *Nāmārūpa* are currently available as back issues in PDF format on our website. Print copies of Issues 4, 6 & 7 are still available via our website—collectors items!.

SUBSCRIPTION PRICES	
6 months	\$10
One year	\$18
Two years	\$35
SINGLE VOLUME PRICES	
One article	\$1.08
One volume	\$2.16
ONE BACK ISSUE	
	\$10

Your current subscription will be fulfilled via our new online format. You need not do anything, but *please make sure we have your current email address*. If you have any questions, please do not hesitate to contact us.

Yours sincerely,

Robert Moses and Eddie Stern

### CREDIT FOR CURRENT SUBSCRIBERS

We will credit the balance of your current subscription towards the PDF format. The amount you have already paid (including s&h) will be applied to the new subscription rates. For example, if you paid \$48 for four issues (previous Canadian 2-year subscription) and have not received any print magazine, you will now have a credit of \$48, equal to 18 months plus 1 volume with a few cents credit.