

IMP

EUROPEAN
CHAMPIONSHIPS



HOW TO GET THE MIDAS TOUCH

Stories from
HELEN ERICHSEN
ANDY ROBSON
BRIAN GLUBOK
&
MARK HORTON

TURNING CARDS INTO GOLD

Editorial

The need for (at least a couple of) bridge journals

Over the past two decades the majority of bridge journals has gone out of business. Even The Bridge World had to close shop, and is now trying to resurface. Is there no need for bridge journals in the era full of online bridge fora, blogs, vlogs, quizzes, tournaments bulletins, and the like? Phrased differently, is there a role a bridge journal can still play?

Well, we definitely think there is. One example: on the Web you will hardly find any systematic analysis of technical bridge subjects, written by experts. Where do you find a comparative analysis of different versions of Gazzilli? Where can you find a theoretical study of opening leads? Bridge is a strange game. Unlike chess, computers are still poor bridge players. But also, bridge theory is still poorly developed, mostly anecdotal. A journal is a place where you turn to read and publish new results, to move the science of bridge forward.

Our mission is to provide such a publishing venue, with articles that cannot be easily found elsewhere: interviews, a bidding forum, technical articles, anecdotes, columns, combined with reports of recent top tournament, all written by experts. A must-read for the ambitious bridge player.

Who are we? This initiative comes from the editors of IMP, the Dutch bridge journal aimed at the ambitious player. We are financially solid, with a stable subscriber base. We have an efficient electronic production process, which keeps costs to a bare minimum. We are not in it for the money; we love bridge and we want to make our resources and experience available to a global audience. The staff is in the process of being internationalized. We will publish every six weeks, around 50 pages per issue, electronically distributed, readable in Heyzine, where every page opens like a real, flowing publication. Far more enjoyable than a static PDF and for a monthly subscription fee of only 3 euro. Come on board - the ride starts by pressing the button!

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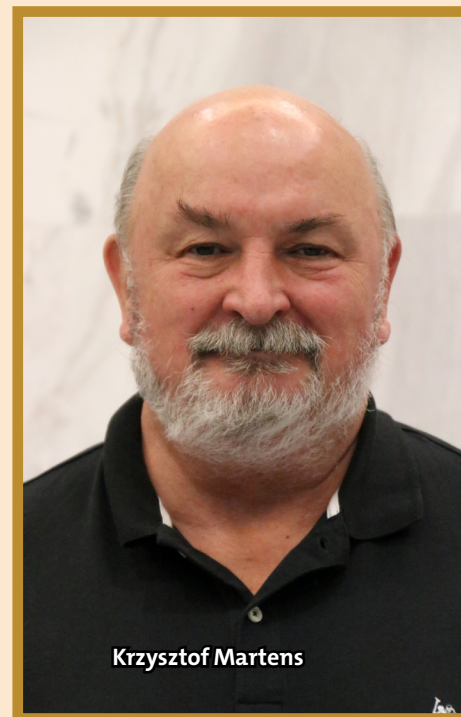
Mark Horton



Huub van der Wouden

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Bridge Legend Kerri Sanborn



English women win gold



Andy Robson

Colofon



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Zia Mahmood

"I think the bridge community is ready for a sparkling, affordable online magazine."

Michael Berkowitz

"Learning how experts think about bridge is invaluable for all players looking to improve their games."



Sjoert Brink

"Nothing is better than read about bridge around the world. I love the initiative."



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