

The End of an Era



Over the years, *Tobacco Reporter* has devoted numerous pages to the “tobacco endgame,” the final push to eliminate tobacco from society. The concept included ideas such as annually increasing age limits, taking control of the industry and making it put itself out of business, and lowering the nicotine in cigarettes to nonaddictive levels, along with outright prohibition.

One can argue about the success of endgame initiatives. While smoking rates have indeed plummeted in many markets, more than 1 billion people worldwide continue to light up. With the exception of Sweden, where smoking incidence recently dropped below 5 percent (ironically due to the availability of safer nicotine products rather than regulatory interventions), the endgame remains a distant prospect in many markets.

For *Tobacco Reporter*, however, the game will be over on Dec. 31, 2024. Having served the industry for exactly 150 years, this issue will be its last.

The decision to cease publication is indirectly related to the tobacco endgame initiatives, which have created an increasingly challenging business environment for the companies that we rely on to support our operations. After assessing the outlook for the global tobacco and nicotine sectors, our parent organization, TMA, decided that it no longer wanted to invest in its trade magazines. Our sister publication, *Vapor Voice*, will also cease operations at the end of this month.

As my coworkers and I prepare for the next chapter in our professional lives, I would like to thank you for welcoming us to your fields, factories and offices over the years. Without your stories and insights, we would have been unable to produce the quality coverage and analyses that characterized *Tobacco Reporter*. I would like to thank our advertisers for their financial support and our readers for their constructive feedback, which helped us raise our editorial standards time and again.

Last but not least, I would like to recognize my colleagues, many of whom will be looking for work come Jan. 1. Should you have a need for a communications professional in your operations, please consider our gifted reporters Stefanie Rossel, George Gay and Timothy Donahue; our talented graphic designer, Dan Kurtz; and *Tobacco Reporter*'s eagle-eyed copy editor, Kailyn Warpole. (And should you require an award-winning tobacco editor, I would love to speak to you as well!) Please direct any interest to opportunity@tacotuinstra.com. I will make sure your message gets to the appropriate person.

That leaves me to reiterate my gratitude and say goodbye after nearly three decades. The demise of *Tobacco Reporter* makes me sad, but it also allows me to reflect on a truly remarkable episode in my career. The decision to discontinue *Tobacco Reporter*, I have been assured, was based on business considerations rather than any editorial shortcomings, and I am proud to have been associated with the industry's leading publication for nearly a fifth of its existence.

As we part ways, I wish each of you the best in your personal and professional endeavors and would like to remind my colleagues that every ending also contains the seeds for a new beginning.

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