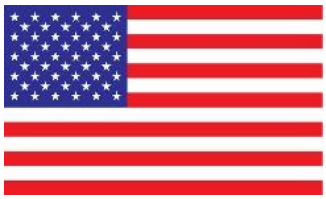


Report Of *The Urlar* Editor

To The 2026 US Branch General Council Meeting

& 2026 Annual General Meeting



By George McPherson

Since we last met in Dunedin in 2025, I am pleased to report that we have published four more quarterly issues; and distributed them to our members on the seasonal solstices. The following table shows the vital statistics for the last four issues, since the 2025 US Branch AGM.

Issue #	Quarter	# Pages	# Views	# Downloads		
198	Winter 2025	145	477	18		
View Device	Desktop %	68.9	Mobile %	27.7	Tablet %	8.4

Issue #	Quarter	# Pages	# Views	# Downloads		
199	Spring 2026	73	381	16		
View Device	Desktop %	68.2	Mobile %	28.1	Tablet %	10.6

Issue #	Quarter	# Pages	# Views	# Downloads		
200	Summer 2026	54	1200	22		
View Device	Desktop %	91.2	Mobile %	7.6	Tablet %	1.2

Issue #	Quarter	# Pages	# Views	# Downloads		
201	Autumn 2026	98	390	11		
View Device	Desktop %	71.8	Mobile %	20.5	Tablet %	7.7

Note: Data as of 10-6-2026. The Autumn 2025 issue was only published about two weeks ago. The view count will increase over time.

Do not fret about totaling the numbers for the entire year, because here is the chart you want.

URLAR TOTALS

4 Issues	4 Quarters	# Pages	# Views	# Downloads		
198 - 201	2025 & 2026	370	2360	67		
View Device	Desktop %	72	Mobile %	21	Tablet %	7
As of 10-6-2026						

Of interesting note is that the usage of desktop computers increased year over year versus other viewing devices. Desktop computers increased from 67.8% to 72%. Mobile phones decreased from 34.5% to 21%. Tablets decreased from 10.2% to 7%.

Also more readers downloading *The Urlar* as a PDF file. We continue to produce *The Urlar* as a PDF format for archive purposes, so our readers can always view all issues in this format on the US Branch web pages.

Beginning with Issue # 201, we made significant changes to the format of *The Urlar*. 1. The page size was changed from 5 X 7 to 81/2 X 11, allowing us to use larger fonts and to use larger photos. 2. We employed the use of AI , allowing us to make *The Urlar* more creative and more interesting to read. The Editor is very careful not to use any AI that distorts or misrepresents the Clan Macpherson in any manner.

The Fettle

Issue #	Quarter	# Pages	# Views	# Downloads		
Fettle	Autumn 2026	24	95	0		
View Device	Desktop %	89.5	Mobile %	9.5	Tablet %	1.1

During this current report period, we published one issue of *The Fettle* in the FlippingBook format. The above chart shows the stats for it.

As with *The Urlar*, viewers are looking at *The Fettle* with desktop computers more, than previous issues of *The Fettle*.

I have been your *Urlar* Editor for the last 20 years and 80 issues. It has been a challenging, exciting, and rewarding job. Over the course of 20 years, we have taken *The Urlar* from sending storyboards to the publisher, to using desktop software (Word) but still using a publisher, to creating digital PDF versions of *The Urlar* and eliminating the use of a publisher, to creating and using the interactive Flippingbook version of *The Urlar*, and now finally incorporating the use of AI into *The Urlar*. I also scanned previous issues of *The Urlar* and generated a PDF file for each issue, so now all 201 issues are available to our readers in a digital format.

I respectfully ask for your vote to be your *Urlar* Editor for the calendar year 2027. Also, I respectfully ask the Council to approve me as the Publication Committee Chairman for the calendar year 2027.

It is my honor to serve you.

Respectfully submitted,

George McPherson