



# Welcome to a different kind of news

**H**i there, Epoch VIP! It's a pleasure to finally meet you. We're really excited to have you here so you can experience The Epoch Times for yourself –and see if we live up to the hype.

You may already know that we do journalism a little differently; maybe that's why you're here. In our reporting, we always try to distill a story down to the facts and get readers as close to the truth as we can. We like to think that it's the greatest responsibility we shoulder as media in today's rapidly changing world (and we're quite proud of it!).

But of course, we're not here to tell you what

to think about us. That's not what we think media should do.

Instead, we'd suggest you find some quiet time, take a comfortable seat and have a look at our content – from news and opinion to food, mind & body as well as life & tradition. We're firm believers in letting our work speak for itself, which leaves room for our readers to be the true judges of whether we've done a good joab.

That said, we're always open to feedback as being media isn't simply about disseminating information: it's about participating in a bigger societal conversation. And there'd be no conversation if someone wasn't on the

other side reacting to our articles. The way we see it, we're always in a partnership with our readers—with your suggestions and support, we hope to deliver a more improved reading experience for you every week.

All this is why when you subscribe, you don't just become a subscriber: you become the newest team member in our journey to bring back traditional, fact-based journalism.

And we'd love to have you onboard. Judging by the fact that you're reading this letter now, we think you have excellent taste.

*In truth and tradition,*  
The Epoch Times

## THE EPOCH TIMES

TRUTH AND TRADITION