

Feedback request on our PDF downloads

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We published my alternative budget as a [PDF download](#) on Wednesday. Six hundred people have accepted our invitation to [download it for free](#), and some others have made a donation, for which the team here are grateful. We did, however, have some questions for those who might have downloaded this, as we wish to know whether this publishing format does work.

In particular, we want to know whether we are using the correct page size. A4 is conventional, but that size is a print convention, not necessarily designed for the web. Would a smaller page size be better?

In addition, we are using a 12-point font, which would be entirely reasonable for a printed publication but may not suit readers who read this document on phones or other mobile devices. Would a larger font be better?

We are also curious about using a PDF format. This is by far the easiest and quickest for us, but we have tried an e-book format, and whilst we have not, as yet, either mastered the art of doing so, or been very comfortable with it, pushing ourselves outside our comfort zone is something we might have to do. Would an e-book format be better? We would need some indication of significant demand to make that effort worthwhile.

Should we also think more broadly? In particular, if we were to use an e-book format, should we also make publications available on Kindle and provide them with proper ISBNs, and so on, and should we, in that case, also publish them as actual books using the Amazon print-on-demand service? We did this for my book, *'Money for Nothing and My Tweets for Free'*. That was not a very cost-effective exercise, if I am honest, but traffic on the blog has increased threefold since then, and so things might have changed by now.

There are too many nuances in these questions to turn them into a poll, but I would appreciate your comments. They would help, as would confirmation that the publication was helpful just as we made it available, if that was the case.

We have more plans, and knowing which direction to go in would really help.