

## BECOMING INDEPENDENT

So the printed magazine *Prophecy Today* began in March 1985, with copies on saline Christian bookshops and complimentary copies sent to clergy across the UK. This resulted in about 5000 signing up for the next issue on subscription. This number is steadily increased as did bookshops sales, and churches ordering copies to be sold on their bookstores. By the end of the first year we were printing about 10,000 copies and at that point prophecy today became independent from Marshalls.

The editorial content of the first issue had been written by a small editorial team of Clifford Hill, Edmund Heddle, Julian Ward, and Monica Hill. By the third issue they had been joined by Jeanette Webster as Associate Editor. Each issue contained an editorial policy statement along the lines of the statement published in the first issue, but the editorial team were soon joined by other writers with different interests and specialties. There was no shortage of writers eager to have their work published in the new magazine that was increasing its distribution monthly.

By the beginning of the second year of publication in 1986 Prophetic Word Ministries (PWM) was now firmly established as a charitable trust with *Prophecy Today* as its window to the world. The international gathering of leaders with prophetic ministries at Mount Carmel, followed by the gathering of 5000 in Jerusalem was held in April 1986 and given maximum covering in *Prophecy Today*.

The magazine by now was being available on church bookstores in churches of all denominations in the UK and its sales in Christian bookshops were increasing steadily. By now the editorial team had been increased by the appointment of an Administrator and an advertising team, but financially the magazine was struggling to survive. We called a team meeting to spread the whole situation before the Lord and during a time of prayer, to our astonishment, there was a prophetic word given saying that we should cancel all advertisements from the magazine and put our trust entirely in the Lord.

It took a lot of intercession and discussion before this word was accepted as the revenue from advertisements plus income from sales was the only means of maintaining the publication. Nevertheless, the word was accepted and all paid advertisements were removed – only notices of events were allowed, which were non-paying.

The result was incredible – instead of the magazine becoming bankrupt – it sales began to soar and exceeded 20,000 copies. It soon became the largest selling Christian magazine in the UK, and that continued through to 1994 at the time of the Toronto Blessing when the magazine took a position that was not popular with some churches who banned it from their bookstores. However, the magazine continued publishing for another 10 years, to 2004.