

A PRACTICAL GUIDE FOR WANNABE PUBLISHERS

PUBLISH YOUR FIRST MAGAZINE

S E C O N D E D I T I O N



LORRAINE PHILLIPS

Publish Your First Magazine Second Edition A Practical Guide For Wannabe Publishers

Bruce Juell



Publish Your First Magazine Second Edition A Practical Guide For Wannabe Publishers:

Publish Your First Magazine (Second Edition): A Practical Guide for Wannabe Publishers Lorraine Phillips, 2015-05-01

Have an idea for a magazine but don't know where to start Find out everything I learned about the magazine publishing business that enabled me to go from idea to newsstand on my first attempt This quick easy guide is packed with useful information on how to Publish Your First Magazine I'll not only show you my process but also provide you with the documentation I created and used along the way Now you can learn in a weekend what took me two years to research it's exactly what's needed for anyone who's contemplating producing a print magazine in today's highly volatile and competitive marketplace In this new and expanded edition you will learn Magazine business fundamentals The necessary start up costs How to manage the editorial process How to brand and design your publication The different ways a magazine can be monetized How to set your ad rates and sell ads Great sources for content and photography How to effectively use social media to connect with your audience And much much more

Publish Your First Magazine Lorraine Phillips, 2009-06-01

Lorraine Phillips former publisher of SisterPower magazine went from idea to newsstand after landing three distribution deals on the very first attempt and has now created a practical guide for potential publishers that demonstrates her process and provides details on exactly how she did it With a conversational tone to put newcomers at ease the book covers such topics as magazine business fundamentals how to brand and design a publication how to plan a magazine business start up costs why a web site is needed and what it should contain where to find great sources for content and imagery how to work with printers the importance of distribution and the legalities of publishing Phillips provides examples of the actual documents she created and used e.g. production schedule media kit letter to distributors which can be easily adapted by readers for their own particular publishing needs In addition there is a comprehensive appendix filled with hundreds of resources and links to web sites that help answer start up questions as well as an extensive glossary of publishing terms that allows even fledgling magazine publishers to communicate like pros For more information on Publish Your First Magazine A Practical Guide for Wannabe Publishers visit www.publishyourfirstmagazine.com

The Complete Idiot's Guide to

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How to Publish Your Own Magazine, 1978

Clinical Practice to

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Kathleen George and others *Indyfest Magazine #94* Ian Shires, 2016-04-10 The 94th issue of IndyFest Magazine is here This April 2016 issue is one you need to read Inside you will find in depth interviews with Cover story on Dirk Manning Cover Art by Marlanna Pescosta Additional artwork this issue by Lee Milewski L J Dopp Shawn Skvarna and Dario Iannaccone Interviews with Troy Vevasis Chris Auerbach Brown Sneak Peeks Caligula Imperatore Insanum vol 1 by James Kelly Christie Shinn HoraTora Studios Wind and Fire 1 By Travis Ware Jose Henrique Ani Ghosh Mithun Roy Christopher Ruiz JC Fubal Bryan Magnaye and Aris Sutanto Lintang Pratiwi Also included in this issue Douglas Owen continues his A Written View series and we take a look at MORE Hall of Fame developments Last but not least a Reviews and Distribution article Join the continuing Indyfest Evolutions Published by Ian Shires Dimestore Productions Managing Editor Ellen Fleisher Circulation Coordinator Douglas Owen IndyFest Magazine spotlights the creative efforts of artists taking control of their work Each month you will find interviews how toos and great advice from talented artists Not stopping there the magazine interviews the most amazing people and uncovers what it takes to be on the cutting edge of Self Publishing

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