

Starting & Running a Successful Newsletter or Magazine



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Expert insight from the co-founder of PC and Macworld magazines Starting and Running a Successful Newsletter or Magazine gives you the practical know-how you

need to put together a profitable publication. Whether you're creating simple newsletters, or publishing a sophisticated magazine and website, it provides all the information necessary to start and run your business. Starting and Running a Successful Newsletter or Magazine covers the ins-and-outs of raising start-up money, attracting the best help, choosing the right marketing strategies, creating a solid subscription base, building loyalty among readers and advertisers and competing effectively against even the biggest adversaries. The 5th edition explores the latest trends in Web publishing -- including blogging -- and how to integrate online and print strategies into a unified front. It also provides tips on selling ads on your website and other ways to make money online.

作者介绍:

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