

Magazine Production



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Magazine Production is a guide to the practical processes of taking a magazine from initial idea to final print, and is aimed at those who wish to produce a title as part of their studies or for distribution on a small scale. It gives readers an overview of the essential elements to take into consideration when creating a magazine, including legal issues, the relation between editorial and design, and preparation for print. Magazine Production explains the business of magazines in the UK, Europe and North America, and the roles of marketing, publishing and advertising in establishing a successful title. With information on professional bodies such as the Periodical Publishers Association, this book will provide readers with a clear understanding of what is needed to succeed in a career in magazines.

作者介绍:

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