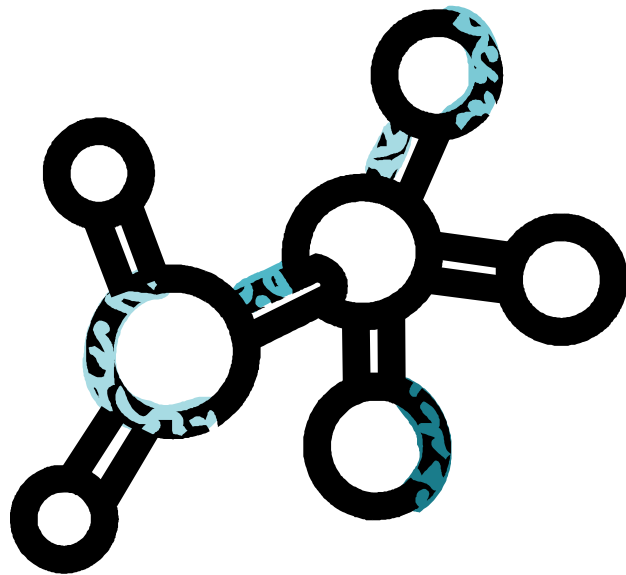


The fundamentals of magazine production



MTIOnline

A publication of Magazine Training International



Magazine Training International

...encourages, strengthens, and provides resources to Christian magazines in the Developing World.



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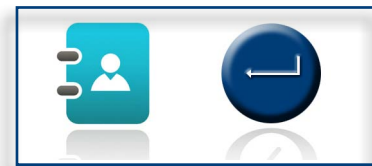
Manuals



DVD Courses



Conferences



Magazine Directory



Resources



The fundamentals of magazine production

Written by Kent Wilson and Dave Wilson

“The Fundamentals of Magazine Production” is a unit in the “Managing the Magazine with Confidence and Skill” manual. The entire manual may be purchased at www.magazinetraining.com.



Magazine Training International

5376 Tomah Dr. Suite 210
Colorado Springs, CO 80918

Tel: +1 719 598-9743

FAX: +1 719 598-1007

Email: mti@magazinetraining.com

Web site: <http://www.magazinetraining.com/>

Facebook: <http://www.facebook.com/MagazineTrainingInternational>

<http://www.facebook.com/MTI.In.India>

Blog: <http://www.magazine-mavin.com>

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About the Authors

Kent Wilson

Kent Wilson is chair and executive director of Vistage International and president of Nonprofit Leadership Exchange, a position he took after serving for 13 years as executive publisher of NavPress. At NavPress Kent oversaw the overall operation of the Christian publisher with its three divisions: NavPress books, the Bible division, and the Periodicals Group. Before accepting the position as executive publisher, he served as circulation director for the *Discipleship Journal* and then as associate publisher for the magazine group, which included *Discipleship Journal* and *Pray!* A graduate of Stanford University with degrees in electrical engineering design and psychology, he later studied for the ministry at Denver Seminary, pastoring a church in the Denver, Colorado, area for seven years. He is also a member of the board of the Colorado Rockies Bible Camp and Conference and is chairman of the board of Magazine Training International. He has taught MTI publishing business courses in Russia, Ukraine, Hungary, Slovakia, Bulgaria, Hong Kong, and the United States.



Dave Wilson

Dave Wilson is former director of operations for NavPress Periodicals in Colorado Springs, Colorado, where he worked in all aspects of circulation development and advertising sales/management. His responsibilities included managing all phases of the production process—from prepress to printing—for *Discipleship Journal* and *Pray!* magazines, developing directly-related spin-off products for the Periodicals Group and overseeing business relationships with distributors. He was also involved in the Web development and marketing strategy for the NavPress Books and Periodicals divisions. Dave is a graduate of John Brown University with a degree in business administration and a minor in biblical studies. He has taught MTI publishing business courses in Hungary, Ukraine, and Slovakia. He is currently working in China with a microenterprise and economic development team.



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SECTION I

Basic production decisions

CHAPTER 1

Examining what you value





Examining what you value

The successful production of a magazine begins with some basic fundamentals, including important production decisions and ways to save money.

As these decisions are made, keep in mind what the reader values and what is best for your publication.

Start by deciding which of the following statements you think are true or false:

A four-color magazine is better than a one-color or two-color magazine.





Examining what you value

2 The bigger a magazine is, the more money readers will be willing to pay for it (the more they will value it).

3 Publishing a magazine more frequently is better than publishing it less frequently.

4 The more money I spend on printing and paper, the more readers will notice and appreciate the quality.

5 Publishing a publication online does not require production expertise.

You will find the answers to these questions in the following pages.



CHAPTER 2

Publication frequency





Publication frequency

HOW OFTEN IS BEST?

The right frequency for a publication is based on:

- The availability of quality editorial content.
- The size and capacity of your staff to consistently produce a quality publication.
- The willingness and ability of readers to pay for each issue.
- Your ability to fund in advance the creation (print or digital) of each issue.



MTIOnline
presents
**Changing the Frequency
of Your Magazine**

Instructor:
Tim Gilmour
Executive Vice-president and COO
Group Publishing, Inc.

A clip from
Managing the Magazine with Confidence and Skill DVD Course
Unit 9: Production Fundamentals





Publication frequency

More
is not
necessarily
better in regard
to publication frequency,
color, or size.

Different frequencies are proper for different magazines.
(Look at examples of various magazines and their frequencies.)



Application:

- Based on the factors listed above that determine magazine frequency, do I have the best frequency for my magazine?
- If I had to save money, would I be able to lower the frequency and still have a quality product?



CHAPTER 3

Publication color





HOW MANY COLORS SHOULD YOU USE?

The effective use of color in a publication is based on:

- The expectations of your audience and what they are willing to pay for. (Example: Expectations of children versus pastors.)
- The type of editorial content (news versus highly-visual content).
- How the publication is distributed (kiosk versus church distribution; physical versus digital).
- How much readers are asked to pay for the publication (free versus paid).



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Publication color

Different color decisions are proper for different magazines. (Look at examples of various magazines and their use of color.)

Application:

- Based on the factors listed above that determine magazine color, am I using color economically for my magazine?
- If I had to save money, would I be able to use less color and still have a quality product?



Tip: Don't overuse color. It is very acceptable for a publication to have a mixture of four-color, two-color, and black/white in the same issue. If you increase the use of color, do so in very small steps.



CHAPTER 4

Publication size





HOW BIG IS ENOUGH (NUMBER OF PAGES AND SIZE)?

- 1 The correct size for a publication is based on the same factors as frequency.
- 2 Different sizes are proper for different publications. (Look at examples of various magazines and their sizes.)
- 3 Often significant amounts of money can be saved by changing the magazine size by small amounts so that the pages fit standard sizes of paper.





Publication size

Application:

- Based on the factors above that determine magazine size, do I have the appropriate size for my magazine?
- If I had to save money, would I be able to reduce the size and still have a quality product?



Tip: It's better to be smaller in size with high-quality editorial and graphics than bigger with inferior editorial and graphics. Don't add "filler" to make your publication bigger.





Publication size

Evaluate your own publication based on the following questions:

1 Would subscribers be willing to pay more for our publication if we made changes to it?

a. If yes, what would we change?

b. If no, in order to reduce cost is there anything that could be left out that readers would not miss?

2 How effectively are we using color in our publication?

3 If we had to reduce the number of pages, frequency, or use of color in order to survive, which would we do first and why?



SECTION II

Production
ideas that can
save
you money

CHAPTER 5

Choosing. a printer or digital partner





Choosing a printer or digital partner

- Visit a printer or digital partner to learn the production process
- Compare the extra services, ability to make deadlines, and quality that printers provide—not just the price they charge.
- Find out if they have the right equipment to handle your specific needs and publication. (See sample printer questionnaire on pages 25-27.)



MTIOnline
presents
**Should the Magazine Publisher
Become the Printer?**
Instructor:
Tim Gilmour
Executive Vice-president and COO
Group Publishing, Inc.
A clip from
Managing the Magazine with Confidence and Skill DVD Course
Unit 9: Production Fundamentals





Choosing a printer or digital partner

- Work with printers who correct their mistakes without consistently making excuses.
- If possible, trade advertising space, design services, computer time, etc., for printing.
- Insist on an itemized bill that separates charges for paper, ink, press-time, binding, etc. (See sample printer invoice on page 28.)



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Choosing a printer or digital partner

Printer Questionnaire

(SHOULD ACCOMPANY YOUR BID SUBMISSION)

1. Can you accept electronic files? If yes, what formats and transmission methods do you prefer?
2. Can your bindery operation handle bind-in cards and pre-printed inserts?
3. Can your bindery operation handle blow-in cards?
4. Do you have the ability to cost-effectively print bind-in cards and inserts in-house? Please explain.
5. Briefly explain the mailing (lettershop) services you offer.
6. Do you have a full-line in-house film operation? If so, please give us an estimate of current film charges.
7. What type of labels do you require for efficient labeling of magazines? Please list specifications for all label formats you can accept.



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Choosing a printer or digital partner

8. Do you offer storage facilities for previously printed magazines?
9. Briefly explain how you handle the processing and distribution of supplemental magazine updates,
10. Do you offer prompt payment discounts (10 days)?
If so, please clarify available terms.
11. Can we lock-in contract rates for manufacturing-related charges?
12. How do you issue credits on billing/invoicing/printing errors?
13. Briefly describe your current paper buying practices and pricing philosophy.





Choosing a printer or digital partner

14. After reviewing the enclosed sample copy of our magazine, please describe how your company's production, film, printing, binding and distribution processes might improve our magazine and/or save us money.
15. After reviewing the enclosed production schedules, please briefly discuss any potential problems you see or any improvements you could bring to our current schedules.
16. Please include at least three current magazine client references (must include contact name, name of company, mailing address, phone number, and—if available—e-mail address).





Choosing a printer or digital partner

REALLY GOOD PRINTING COMPANY

Magazine and Book Printing
P.O. Box 123, Anytown, USA 12345
Telephone (456) 123-4567

Great Christian Magazine
Attn:Accounts Payable
777 Anystreet
1234
Main City, USA 12345

May 3, 2011
Invoice No. 75432
Customer No.

17,100 copies – April 2011		
GREAT CHRISTIAN MAGAZINE		
40 pages, self-cover		
Printing:		
2	16-page signatures 2/2	1,329.71
	8-page signature 2/2	619.54
Output imposed film:		
40	2-color @ 20.00	800.00
Bindery:		
17,200	Saddle stitch 1-4 pockets	365.88
Addressing/mailing:		
10,457	Processing mail lists (7,000 copies and above)	208.20
257	Hand apply return address labels @ .10 each	25.70
2,453	Special mailing with invoice and envelope	363.76
Miscellaneous:		
1	Jiffy envelope @ 2.40 each	2.40
13	Cartons @ 2.90 each	37.70
257	9"x12" mailing envelopes @ .15 each	38.55
17,100	Insert handling fee @ 3.00 per thousand	51.30
2	Alterations @ 19.10 each	38.20
Paper consumption:		
4,385.33#s	50-pound Husky Offset @ 44.05 cwt.	1,931.74
Postage/Shipping:		
	Periodicals (see supporting postal forms)	2,306.06
	Federal Express, UPS, USPS (see supporting documentation)	610.30
INVOICE TOTAL		<u>\$8,729.04</u>



DUE UPON RECEIPT

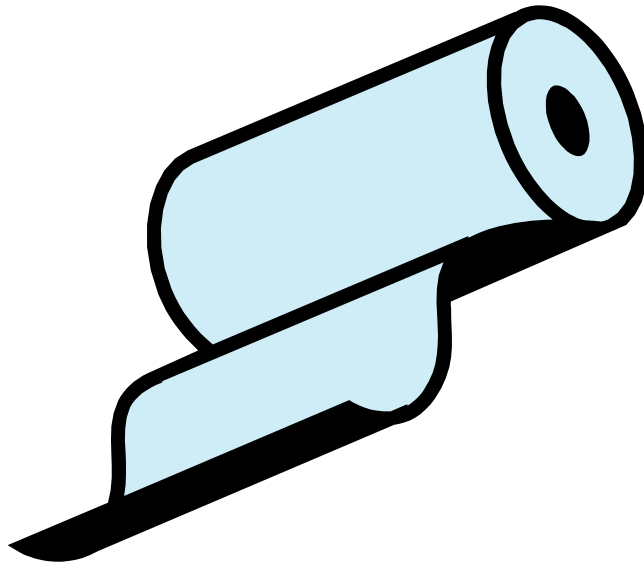
To insure proper credit please remit copy of invoice with payment

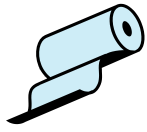


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CHAPTER 6

Selecting paper

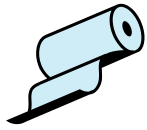




Never buy a more expensive paper than you need.

- Know the various types of paper that you can use. Compare actual samples.
- Some grades of paper are more stable in price over time than others. Low-to-medium grades of paper as well as generic grades typically are more stable.





Selecting paper

- Buy paper in advance if you can possibly afford to do so in order to guarantee availability and lock in inflationary prices.
- Be careful of hidden costs such as paper shipping and printing waste.
- Consider mixing different paper stocks in the same publication to reduce costs.



MTIOnline
presents
**Buying Your Own Paper:
Is it cost effective?**
Instructor:
Tim Gilmour
*Executive Vice-president and COO
Group Publishing, Inc.*
A clip from
Managing the Magazine with Confidence and Skill DVD Course
Unit 9: Production Fundamentals



CHAPTER 7

Color and ink





Color and ink

- Don't overuse color. The careful placement of color makes your publication clean and easy to read.
- If you take advertising, don't mix two-or four-color ads with four-color editorial on the same page.
- If you want to print in four-color, consider printing in two PMS colors instead. If you choose the correct combinations of PMS colors, the combined effects can look like four-color printing.





PMS Ink Combinations for a Two-Color Magazine

Text Color		Accent Color
PMS 2695	←————→	PMS 144
PMS 281	←————→	PMS 124
PMS 281	←————→	PMS 186
PMS 262	←————→	PMS 582
PMS 350	←————→	PMS 179
PMS 281	←————→	PMS 179
PMS 3272	←————→	PMS 2627
PMS 2627	←————→	PMS 144



CHAPTER 8

Use of signatures





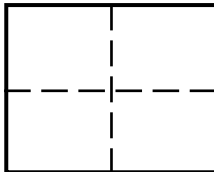
Use of signatures

What is a signature in printing?

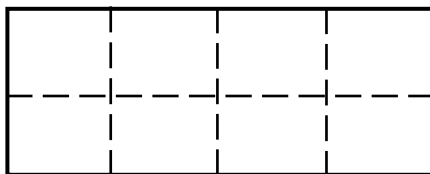
A signature is one unit of a magazine comprising a group of printed sheets that are folded and stitched together.

Understanding what kind of signatures your printer uses is critical to saving money.

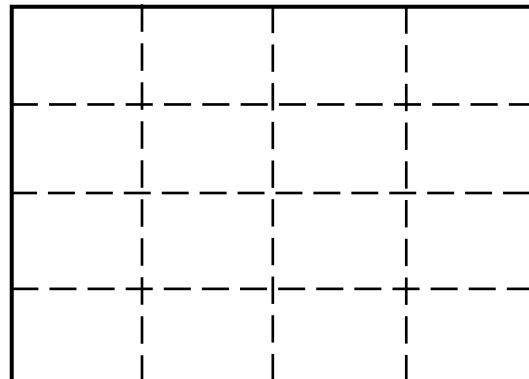
8-PAGE SIGNATURE



16-PAGE SIGNATURE



32-PAGE SIGNATURE





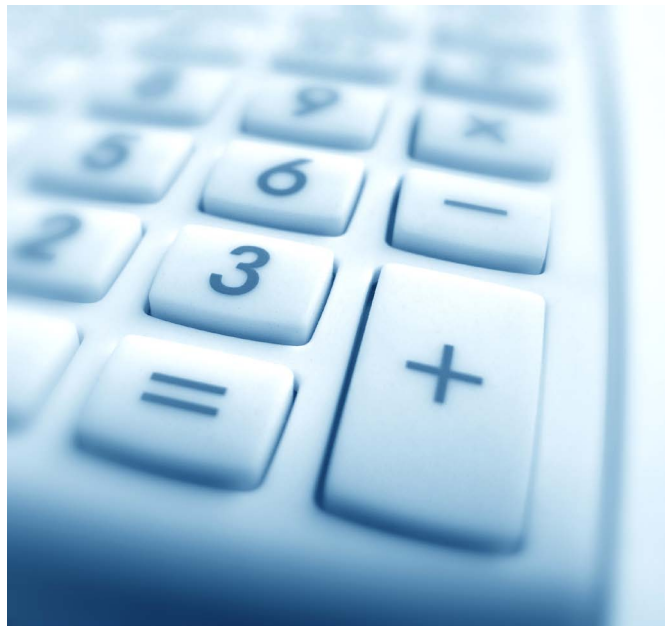
Use of signatures

- Fewer, bigger sections are cheaper than many smaller sections.
- Bound-in inserts can typically be positioned only at section breaks.
- Work with your printer to find the most cost-effective combination of sections for your publication.
- If you mail your publication in an envelope, you may use the same paper for the cover as you use for the inside pages. If you mail the publication by itself, you may need thicker paper for the cover.



CHAPTER 9

Other ways to save money on production





Other ways to save money on production

- Occasionally use the same photos and illustrations multiple times in the same publication or in different issues.
- Print cards or inserts to be bound in the publication for several issues at the same time.
- Use the same design layout for columns and departments from issue to issue.
- Get price quotes in writing. Try not to pay for anything without a written invoice and always check the final invoice for accuracy.



To do:

Look back over the money-saving suggestions given in this eBook and pick the top two or three ideas that you can immediately apply.

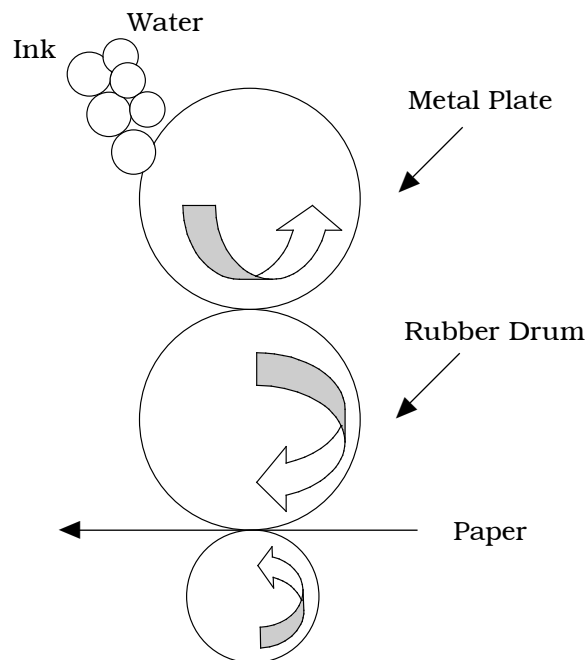




Sample business strategies

- Watch out for “extra charges” and do not pay for anything you did not initially agree to.
- Ask your suppliers (printer, film separator, etc.) to show you how you can save money by doing something differently.

The Offset Printing Process





Publishing resources available from Magazine Training International

Manuals (available in print or in PDF format on CD):

- **Managing the Magazine with Confidence and Skill**

English Bulgarian
Chinese (simplified) Chinese (traditional)
Korean Romanian
Russian Spanish

- **Advanced Business of Magazine Publishing**

English Russian

- **Editing the Magazine**

English Bulgarian
Romanian

- **Design for Magazines**

English Bulgarian
Chinese (simplified) Chinese (traditional)
Croatian Romanian
Russian Spanish

- **Writing Effective Magazine Articles**

English French
Polish Romanian
Russian

Audio/Visual resources:

- **DVD course: Managing the Magazine with Confidence and Skill**

Subtitles available in:
Chinese (simplified) Chinese (traditional)
Russian Spanish

- **DVD course: Design for Magazines**

Subtitles available in:
Chinese (simplified) Chinese (traditional)
Russian Spanish

- **MP3 audio course: Writing Effective Magazine Articles**

