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INTRODUCTION TO MAGAZINE PUBLISHING

ACCRA, GHANA 13-17 NOVEMBER 2022

HANDS-ON WORKSHOP

18 NOVEMBER 2022

COURSE DESCRIPTION

In this overview of the magazine publishing, students will gain a basic understanding of the elements of magazine business, editing, and design. You will discover how to apply sound business principles to establish your periodical on a solid foundation. You will determine how to work with writers and craft articles that touch the lives of readers. And, you will learn principles and tips to design an engaging publication that entices readers and communicates the magazine's mission.

SESSION DESCRIPTIONS

An international team of six experienced publishing professionals will teach the following sessions:

FINDING READERS FOR PRINT AND ONLINE

Learn how to identify a target audience, tailor your content, define a circulation model for your magazine, and grow your circulation. Discover how to build your audience, develop a variety of circulation sources, get paid subscriptions, and achieve the best ROI for your promotional efforts.

EDITORIAL PLANNING

A well-crafted magazine is the result of careful and consistent planning which ensures a stream of fresh, significant article ideas. Learn how to hold successful editorial planning meetings and develop a magazine skeleton on which you can build. Discover how to find article ideas and how to create an editorial plan for your magazine.

COMBINING WORDS AND IMAGES

Words and images are equally important, working together to communicate an idea. Learn how the various editorial elements relate to images and how the designer can use the philosophy of semiotics to visually translate editorial content.

PRINCIPLES OF TYPOGRAPHY

Explore the elements of typography and learn how to use typography effectively in page design to enhance communication. Discover the art of letter spacing and how to fine-tune type selection and employ typography to achieve both readability and beauty.

MANUSCRIPT EDITING

The magazine editor's job is to help the writer communicate in a clear, compelling, and accurate way. Discover the four steps of manuscript editing and learn how to edit manuscripts for clear focus, logical flow of ideas, concise expression, and accuracy.

DESIGNING THE MAGAZINE COVER

The magazine's cover is the primary battleground for attracting readers. Explore the role and characteristics of each element of a typical magazine cover. Discover how to design compelling covers that draw in readers and deliver the editorial promise.

BUILDING A PUBLISHING MODEL

Establish a solid foundation for your publishing ministry as you build your publishing model. Learn how your mission, target audience, brand concept, revenue sources, and distribution strategies inform your publishing concept and make it possible to create a viable business model.

PRESENTING THE MATERIAL

Skillful use of titles, callouts, and sidebars help catch readers' interest and coax them into articles. Examine the role of each of the magazine's elements and learn how to make each communicate compellingly. Discover how to write a wide variety of titles and callouts and how to find and develop sidebar ideas.

DESIGN SUCCESSFUL SPREADS

Discover the principles of successful spread design, using white space, color, typography, and graphics to create spreads that while unified, provide distinction and beauty to engage and invigorate your readers.

WRITING LEADS AND CONCLUSIONS

The leads and conclusions are among the most important elements of an article. Learn how to write strong leads and powerful conclusions and take home dozens of ideas to help draw readers into your articles and leave a convincing impression.

DISTRIBUTION AND FULFILLMENT

Explore the principles of magazine fulfillment and gain the tools you need to deal with subscription orders to keep your customers happy. Learn how to develop multiple distribution methods for both print and online publications.

THE MAGAZINE PROFILE

Discover how to design your magazine's profile, as you identify your target audience. Learn how to write a reader profile and mission and values statements; examine your market position, and decide on format and design.

MAGAZINE REDESIGN

Learn the purpose of magazine redesign, how to re-evaluate the magazine's voice, and how to redefine editorial objectives in the light of a prospective redesign. Discover principles of redesign strategy and process, and whether a radical or evolutionary redesign is appropriate for your situation.

CONDUCTING AUDIENCE RESEARCH

Learn how to perform and analyze reader research to provide a source of unbiased data to help the editor adjust content strategy, and the publisher plan a magazine that better appeals to the audience.

OVERCOMING THE DIGITAL PUBLISHING HURDLE

Explore the benefits and challenges of digital publishing and decide on a digital model that best fits your situation. Learn how to monetize your digital publication and how to use analytics to provide valuable feedback on how readers interact with your content.

PRODUCTION FUNDAMENTALS

Discover how the cost and limitations of production impact your decisions as to frequency of publication, use of color, paper quality, size of publication, and number of pages of a print publication. Learn principles of printing and production to reduce your production expenses.

PHOTOGRAPHY FOR PUBLICATION

Examine the characteristics of a successful photograph and learn some of the more important technical aspects of the medium. Learn the principles of visual editing, framing and composing, quality of light, perspective, and the keys to seeing photographically.

DEVELOPING WRITERS

The skill of your writers greatly impact the quality of your magazine. If few excellent writers are available you will have to take initiative to find and develop new writers. Learn where to find prospective writers and how to train them. Discover how to make article assignments, how to produce a writers' guidelines, and how to handle writers.

DEVELOPING A BUSINESS PLAN

A comprehensive business blueprint serves as a road map that guides the direction of the magazine and requires that the entire publishing team come to agreement as to the publication's content, direction, and policies. Discover how to produce a business plan that includes strategic, editorial, and creative descriptions, as well as marketing, advertising, financial, and personnel plans.

HANDS-ON WORKSHOP

Participants in the Introduction to Magazine Publishing course may apply to attend the Hands-on Workshop following the course. Staff members or volunteers of only 10 existing or planned magazines will be invited to register for the Hands-On workshop. Each magazine may send up to three of their staff or volunteers to the workshop. The purpose of the workshop is to give participants an opportunity to spend an entire day working on key projects for their magazines under the guidance of trainers and with their expert consultation. During the Introduction to Magazine Publishing course, those registered for the workshop will identify the key areas in which they would like help during the workshop.