

Start Your Own Magazine

Lay The Right Foundation



Kent Wilson



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by Kent Wilson

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How to Start Your Own Magazine is a unit in the *Managing the Magazine with Confidence and Skill* manual. The entire manual may be purchased at www.magazinetraining.com.

About the Author

Kent Wilson

Kent Wilson is chair and executive director of Vistage International and president of Nonprofit Leadership Exchange. As former executive publisher of NavPress, Kent oversaw the overall operation of the Christian publisher with its three divisions: NavPress books, the Bible division, and the Periodicals Group. Previously, he served as a circulation director for the *Discipleship Journal* and later associate publisher for the magazine group.



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. Kent also serves as director of the not-for-profit Wilson foundation started by his grandfather. The foundation prints and distributes literature for Christians in the Developing World. 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.

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Chapter 1

Before you begin

So you're thinking about starting a magazine. Perhaps you feel God calling you to produce a printed product that impacts your community. Or possibly it's a digital product with the potential for worldwide influence. Or maybe you're called to do both. Whatever you decide, take the time to think and plan carefully now.

Questions to consider:

1. Is it the will of God for me to start a magazine? If so, how do I know?
2. Are there other magazines that have the same or a similar focus? If yes, should I join forces with them instead of starting a similar magazine?
3. Do my target readers really want a new magazine and are they willing to pay for it? How do I know?
4. Can a new magazine survive financially in my country's economy at this time?
5. Who will support our initial startup and for how long will we need their support?
6. Are there enough good writers who can support this magazine? If not, how will I train them?

What does the Bible say about planning?

The plans of the diligent lead to profit as surely as haste leads to poverty. — Prov. 21:5

Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it? For if you lay the foundation and are not able to finish it, everyone who sees it will ridicule you, saying, 'this person began to build and wasn't able to finish.' — Luke 14: 28-30

Any enterprise is based on wise planning, becomes strong through common sense, and profits wonderfully by keeping abreast of the facts. — Prov. 24:3-4

Good plans shape good decisions

Every magazine startup is different. Thus, every business plan will be unique. The following list of elements of a magazine business plan is included not to imply that every plan needs to contain every element, but to provide a complete list from which to create your own unique plan. Nevertheless, you should have as complete a plan as possible.

Crafting a magazine business plan does not stop with the creation of the first issue. A comprehensive business plan also serves as a road map that guides the direction of the magazine through its years of production and provides new staff with a concise understanding of the magazine. If you are working on an existing magazine, then this list of elements can assist you in creating your first business plan or in further developing an existing plan.

A complete magazine plan:

1. Forces a publishing team to think through every aspect of publishing and the publication.
2. Is the process of planning that helps you make important decisions that will affect the publication.
3. Is the product of the entire publishing team's agreement on the publication's content, direction, and policies.
4. Is a business plan that can be shared with potential donors as an effective fundraising proposal.
5. Can be read quickly by future staff members so they understand the publication.

**Crafting a business plan does
not stop with the first issue.**

Chapter 2

Develop your magazine's identity

There's so much more to your magazine's identity than a catchy motto and some coordinated colors. Careful planning is required to develop a firm foundation for your magazine.

Strategic description

The strategic description should include:

Purpose statement

Explains what your magazine is trying to accomplish for your readers. The mission of your magazine generally doesn't change with time. A useful mission statement can begin with the phrase "the mission of my magazine is to..."

Vision statement

Explains where you want your magazine to be or be doing in the distant future (three to five years away). It is your dream of the future. Your vision generally will change over time. A useful vision statement can begin with the phrase "in three to five years my magazine will be..."

Goals

Statements that explain how you will accomplish your mission and reach your vision. Goals are short-term steps along the way and may be rewritten every year.

Editorial description

Your editorial description should include these elements:

Name and logo

Describes why you selected the final name of the magazine and why its logo is designed the way it is.

Editorial objectives

Specific statements that explain how the content of your magazine will accomplish its mission and change readers' lives. These objectives focus on change in the reader's life, not what happens in the editorial process or department.

Reader profile

A detailed description of your target reader. It describes a composite of the ideal reader in great detail (usually several pages long) and includes:

1. Demographic information—age, education, denomination, family status, employment, etc.
2. Personal information—how they think, how they feel, spiritual interests and struggles, values, what they read, etc.
3. Rationale for reaching this reader—why it is important to reach them.
4. Description of what will characterize your readers five to ten years from now.

Product positioning

Describes how the magazine is unique and how it offers more value than its competitors. Every product has competition, either from existing publications or from other factors that influence the reader. A product positioning statement includes a detailed description of each publication, activity, or force that competes for the reader's attention and finances.

Research results

Specific statements that explain how the content of your magazine will accomplish its mission and change readers' lives. These objectives focus on change in the reader's life, not what happens in the editorial process or department.

Editorial plan


Detailed explanation of the publication's content. It accounts for every page of editorial in the publication including:

1. Description of the writing style and editorial philosophy.
2. Purpose statement for every column, section and department.
3. Suggested article topics for at least two years' worth of publications.
4. Description of special features such as cartoons, graphs, author biographies, sidebars, etc.

Sample articles and columns

Include at least one complete general article and a sample for every unique column or department.

**It's not only the plan
that is important, it's the
planning process.**



Chapter 3

Get ready for production

It's important to have a vision and a plan for every aspect of your magazine—especially its appearance. This creative description of your magazine serves as a guide for future issues of your publication and helps maintain your magazine's look and feel.

Creative description and format

The creative description includes the following information:

Proposed format

Description of and rationale for the publication's size, number of pages, binding style, ink colors, and frequency.

Printer bids

Include at least two actual printer bids (estimates of cost) for a typical issue (not based on the first issue, which may have a different page count or quantity). [See pages 16-17]

Creative description

Detailed explanation of the visual look of the magazine including:

Graphic style and philosophy

Layout grid, color palette, and typography (with explanation justifying each).

Sample pages

Actual designed cover, article, and column.

**Every product has competition, whether
from existing publications or other
factors influencing the reader.**

Sample printer bid

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
 Main City, USA 12345

May 3, 2012
 Invoice No. 75432
 Customer No. 1234

17,100 copies – June 2016
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
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Bindery:

17,200 Saddle stitch 1-4 pockets	\$365.88
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Addressing/ mailing:

10,457 Processing mail lists (7,000 copies and above)	\$208.20
--	----------

257 Hand apply return address labels

@ .10 each	\$25.70
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2,453 Special mailing with invoice and envelope	\$363.76
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Miscellaneous:

1 Jiffy envelope @ 2.40 each	\$2.40
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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
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Postage/Shipping:

Periodicals (see supporting postal forms)	\$2,306.06
Federal Express, UPS, USPS (see supporting documentation)	\$610.30

INVOICE TOTAL **\$8,729.04**

DUE UPON RECEIPT

To insure proper credit please remit copy of invoice with payment

Printer questionnaire

(Should accompany your request for a bid)

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:
8. Do you offer storage facilities for previously printed magazines?
9. Do you offer prompt payment discounts (10 days)? If so, please clarify available terms:
10. Can we lock in contract rates for manufacturing-related charges?
11. Briefly describe your current paper buying practices and pricing philosophy:
12. 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:
13. After reviewing the enclosed production schedules, please briefly discuss any potential problems you see or any improvements you could bring to our current schedules:
14. 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)

Chapter 4

Finance your publication

Gather your team. It's time to discuss the foundation of your publication—money. How much will your magazine charge for a 1/2 page color ad? Do you know how much your readers are willing to pay for your magazine? You and your team will need to do some number-crunching to develop a financial plan that works for you.

Financial plan

Financial policies

Describes your financial philosophy and values. (Includes how you will handle debt, protect subscribers' money, when you will pay bills, etc.)

Potential fundraising sources

List all potential donors. (Individuals, churches, organizations, foundations, etc.)

Fundraising plan

A detailed plan indicating how you will raise the needed funds, who will participate in the fundraising appeals, and your estimated timeline.

Financial plan

A detailed accounting of expected income and expenses by source for at least a one-year period.

Marketing description

The marketing description includes the following:

Potential audience size (universe)

The number of people in your target audience (with supporting research).

Circulation test

Explanation of how you will test the willingness of your target readers to pay for an issue or buy a subscription to the magazine. (Use of focus groups, actual sample issues, mail survey, sample mailing, etc.)

Circulation plan

The different marketing sources or channels that are available to you and how you will reach your readers. Should cover several years of circulation plans with specific quantities and response rates.

Subscriber record management

Describes the actual method you will use to maintain subscriber records (name, address, expiration date, etc.) Such as the use of a computer fulfillment program, standard database, 3x5 cards, or a manual system.

Distribution plan

Describes where the magazine will be stored and how you will distribute it. (Postal mail, churches, private courier, kiosks, etc.)

Circulation growth plan

An issue-by-issue estimate of how many subscribers you hope to have and copies distributed (listed by circulation type) for at least a one-year period.

Advertising description

The advertising description takes into account the following information:

Advertising policies

Describes your advertising philosophy including:

1. The types of ads you will accept.
2. How the ads will serve readers.
3. Who will design the ads.
4. Whether ads will be sold, traded or free.

Potential advertisers

Compile a list of all potential advertisers.

Advertising projections

An issue-by-issue estimate of how many ads you hope to sell (listed by ad size) for at least a one-year period.

Rate card

An actual rate card with pricing schedule. [See pages 22-23.]

**Go ahead and tackle your plan.
A good plan today is better
than a perfect plan tomorrow.** }

Sample advertising rate card

Pray! magazine rate card

Circulation – Rates are based on an average circulation of 35,000 copies per issue during the term of this rate card.

Black & White	1X	3X	6X
Full Page	\$1255	\$1215	\$1175
2/3 Page	\$1025	\$995	\$965
1/2 Page - Vertical	\$925	\$895	\$865
1/2 Page - Horizontal	\$825	\$805	\$775
1/3 Page	\$615	\$595	\$575
1/6 Page	\$415	\$405	\$395
Two Color (ROP)	1X	3X	6X
Full Page	\$1445	\$1405	\$1355
2/3 Page	\$1215	\$1175	\$1145
1/2 Page - Vertical	\$1115	\$1085	\$1045
1/2 Page - Horizontal	\$1015	\$985	\$955
1/3 Page	\$785	\$765	\$735
1/6 Page	\$565	\$545	\$535
Premium Pages	1X	3X	6X
Cover 4	\$1775	\$1725	\$1665
Cover 2	\$1705	\$1655	\$1605
Cover 3	\$1665	\$1615	\$1565
We Print	1X	3X	6X
Bind-In Card (2C/1C)	\$1045	\$1015	\$985

Mechanical Specifications

Publication Trim Size: 8-1/4" x 10 3/4"

Printing Process: Web offset; saddle-stitch binding; high folio lap; jogs to head.

Bleed: Allow 1/8" for bleed trim.

Screens: Maximum 133 line screen for ads.

Advertising Reservations

Phone: 719-531-3558

Fax: 719-598-7128

Email: bob.yates@navpress.com

Magazine Issue & Theme	Space Closing & Materials Due
Issue 19 Jul/Aug 2015 Prayer and Worship	May 11
Issue 20 Sep/Oct 2015 Developing a Practical Prayer Life	July 13
Issue 21 Nov/Dec 2015 Making Your Church a House of Prayer	Sept 14
Issue 22 Jan/Feb 2016 Revivals in History	Nov 9
Issue 23 Mar/Apr 2016 Cultural Aspects of Prayer	Jan 11
Issue 24 May/June 2016 Three Essential Prayer Promises	Mar 13

Discounts & Ad Policies

1. 25% discount for new advertisers.
2. 15% agency discount.
3. 2% 10 days payment discount.
4. No cancellations after closing.
5. Net payments due in 30 days.

Chapter 5

Gather a great team

Surround yourself with a good team to ensure your publication makes it off the ground and continues successfully. Every staff member is important, and each should receive a detailed description of his job with the publication in order to minimize confusion in the workplace.

Personnel Plan

Think through your personnel plan and include the following elements:

Startup Personnel

Startup personnel—Who will be involved in starting the magazine (including their qualifications).

Personnel Plan

A specific list of staff who will be needed to produce the magazine for at least a one-year period.

Job Descriptions

Separate job descriptions for all staff members. [See pages 28-29]

Helpful Tip

Assign each section of this business plan to the appropriate staff members to develop over the next month. Then meet as a staff to review the work each staff member has done, and compile a final draft of your complete business plan.

Sample job description

Title: Circulation Manager

Supervisor: Publisher

Date Written: May 24, 2015

Qualifications

1. Maturity of character and Christian spirituality.
2. At least two to four years experience in marketing, preferably with experience in direct marketing and magazine circulation.
3. Full agreement with our statement of faith and enthusiastic support of our mission, vision and values.
4. Good writing and communication skills as demonstrated by previous marketing copy writing. A good communicator.
5. Analytical skills as demonstrated in marketing or sales data analysis and project management.
6. A strategic planner and implementer of that strategy. A market-sensitive strategist.
7. Demonstrated administrative skills with a high degree of personal organization and followthrough.
8. Strong computer skills.

General Description

The circulation manager manages the process of acquiring new subscribers and readers of the magazine as well as renewing them. He/she develops the overall circulation strategy, develops the marketing pieces and programs, and analyzes their results for maximum effectiveness.

Responsibilities

1. Oversee, direct and develop the circulation strategy and programs. 25%
2. Develop copy, graphic design and printing of all promotional elements. 25%
3. Manage and maintain analysis and interpretation for all

circulation campaigns, maximizing their effectiveness. 25%

4. Manage the budgets and administrative affairs of the circulation department. 10%
5. Contribute as a member of the magazine publishing leadership team. 15%

Performance Criteria

1. On at least a semi-annual basis, produce a satisfactory management report that demonstrates the profitability of all marketing campaigns.
2. At least 90% of all deadlines are met.
3. Meet all annual department budget goals.

Chapter 6

Set Critical Decision Goals

While you will do everything in your power to ensure that your magazine succeeds, it's a sad fact that not every magazine startup is successful. It is difficult to give up on a dream, but it's important to know when it's time to "pull the plug" and let your dream go, at least for the time being. For this reason, you need to decide ahead of time how much time, money, and effort you will expend in trying to bring your magazine to life.

Critical Decisions Goals

Specific dates and major events that will trigger "go/no-go" decisions concerning the future of the magazine. Such decision points might include requirements for things such as:

1. Management approval deadlines
2. Research findings
3. Circulation test results
4. Fundraising goals
5. Renewal rates

**Set dates that will trigger
go/no-go decisions.** }

Chapter 7

20 Steps to a successful magazine start-up

Magazine Week: Management Advisor

by Donald L. Nicholas and S. Thomas Low, Jr.

What should we consider in starting a new publication? To answer this question, we at Lighthouse are relying on our experience in launching or re-launching more than a dozen publications in the last two years.

To round out our commentary, we've called on two publishers who have recently launched new publications, Steve Voit, Vice President/New Products Division for IDG Communications, and Robin Wolaner, publisher of Parenting magazine.

The 20 steps in a successful start-up are broken into three phases. First is the Concept Phase, when an editorial idea is focused to its target readers. Next is the Test Phase, where these ideas are examined and a business plan is developed. Finally, there is the Launch Phase, when everything is ready to go.

Concept Phase: Ideas Focused, Competition Analyzed

Step 1: Focus Product Idea

Without a very strong product concept you have nothing. What will you provide your readers? And why are they going to want it? Get the concept down in a simple position statement of one to three sentences. Identify your editorial competitors and gather at least six month's worth of their magazines. Look at what they're doing and figure out how your concept is different—how it will position you against them.

Step 2: Focus Market Niche

Who's going to take time out of their life for your product? Who exactly? You must provide a simple and logical explanation of who wants to read your magazine. Why will they need your magazine? You should arrive at a market target focused numerically on that universe (group) of people who (1) have

an established interest in what you'll be writing on, (2) are proven magazine readers, (3) are part of either a growing or very stable audience, and (4) are not adequately served by an existing magazine.

Step 3: Gather and Analyze Circulation Data

How often will you publish? What type of circulation will you need (free, controlled, paid)? How will you market your magazine (subscriptions, single copies)?

Step 4: Gather and Analyze Advertising Data

What are your target advertising categories? Who are your potential advertisers? What will your rate structure be? First, research competitors or similar publications, examining rate structure, active advertisers and advertising categories, staffing, and promotion.

Step 5: Conduct Reader and Advertiser Surveys

Steve Woit is a believer in talking with potential readers and advertisers. "Probably the single most amazing thing about the way people launch a publication is how little they really do talk to advertisers," he says. He suggests that actually surveying potential readers and advertisers can be most revealing. The survey can be as simple as impromptu talks at events or gatherings frequented by your targets or as complicated as telephone surveys. Your potential readers gladly share their preferences concerning content, layout, frequency and design. And potential advertisers can tell you about their future advertising plans.

Step 6: Determine Circulation Type and Frequency

Historically, the three methods of distribution had very specific uses. Free distribution was used by publishers whose circulation needs, market, and advertising base were small and locally oriented. Controlled distribution was used by trade publishers. Their readers' management and purchasing responsibilities meant that your advertising pages were as interesting and important to the reader as your editorial pages. Paid distribution was used by consumer publishers with a regional or national audience whose payment for a magazine was the best gauge of its reading habits.

The feelings of your potential readers and advertisers about frequency of publication are nearly as important as their opinions about the editorial content. To reduce costs,

Talk with potential advertisers and readers before launching Your publication

your first year or two of publishing should be at the lowest frequency acceptable to both readers and advertisers. You can always increase frequency as you gain financial strength. And remember that only advertisers will pay for increased frequency; readers, as a general rule, will not.

Step 7: Quantify the Economics of Your Idea

We are not looking for details here, but big-picture data: circulation size (subscription and single-copies) and pricing, total advertising pages and pricing. This data will allow you to perform a rough analysis of the economic possibilities for your publication.

Step 8: Grade the Concept: Pass or Fail?

How does your concept stack up? Is someone already doing 50% of your editorial idea? Or 75% or 80%? If most of your ideas already exist, you probably need to rethink everything and return to Step 1. You also know approximately how much revenue competitors are bringing in. Will your concept go after that same revenue group, displacing competitors? Will it expand the group, bringing in additional readers and advertisers? Or will it make a new group, targeting a different group of readers and advertisers? Make your decision to move on to the next stage simple: Does your concept pass or fail?

Test Phase: Markets Tested, Business Plan Prepared

Step 9: Determine Phase Needs and Costs

You should end this phase with a full, professionally-prepared business plan with which you can raise funds for the final Launch Phase. Consequently, you need to realize just how much money and time the Test Phase will require. A complete business plan usually requires you to perform a direct mail test, to determine advertising categories and target buyers, to line up key personnel, and to prepare full sample tables of contents (or actual prototypes). This is all in addition to preparing the financial projections and writing the business plan itself.

Step 10: Raise Test Capital

If you are looking for outside funding, financial support for detailed research and market testing usually comes from three sources: your savings, your friends' savings, or your families' savings. If you are internally funded, (ie: your company is adding a magazine) there are two prime possibilities: your company's cashflow or a secured bank-loan. If you have a product-specific market, you may also find support from a key advertiser.

Step 11: Identify Key Personnel

"The most important thing is to have the ability to identify the right opportunities and to find the people who can make those opportunities happen," says Steve Woit.

The key functions include editorial (the product), advertising and circulation management (the revenues), and finance (the bottom-line). Your managers must be willing to be completely dedicated to your product during its first year or so. Their dedication and enthusiasm must be complete. But they should also be experienced in start-ups.

Step 12: Prepare a Detailed Editorial Prospectus

Outline your editorial content and design in as much detail as possible. Provide descriptions of article types and special editorial sections. A few sample tables of contents are a must; an actual prototype or two is even better. Also make it clear who will be writing your magazine: how much will be written by staff, how much by freelance writers. Make a few exploratory calls to well-known writers and experts. Consider adopting a board of advisors. This lends credibility to your effort and its members may just provide some very valuable advice.

Your name should draw readers naturally to your magazine. The design must do two things. First, it must match up to the demographics and advertisers you are trying to reach. And it must also set your magazine apart from your competitors.

Step 13: Conduct a Direct Mail Test

[In some countries] subscription marketing requires you to focus on direct mail. Despite the increased use of other forms of direct sales (package inserts, billing inserts, in-room copies), direct mail is still the best source of paid circulation of quality and quantity. A direct mail test is also the best way to prove your dedication and the real demand for your product.

Step 14: Conduct a Single-Copy Test

An alternative to testing in the mail is a one-shot on the newsstand. This route is normally open only to publishers who have an existing relationship with single-copy distributors.

Step 15: Prepare the Final Business Plan

This is the last step of the Test Phase, where all findings from the previous steps are put together in a professional, compact form, projecting the first five years of operation. In addition to covering details listed to this point, the final plan should spell out other circulation and advertising strategies. Your entire circulation pricing strategy should be listed, showing cover, basic subscription, new subscription, conversion subscription and pure renewal subscription prices. Your advertising strategy should include a full rate card structure, showing special charter prices, discounts and placement guarantees.

If most of your ideas already exist, you probably need to rethink everything.

Launch Phase: Sink or swim**Step 16: Get Into a Publisher's Mindset**

Your tests point to a valuable product. Now you just need to convince those with the big bucks to back you for the first three to five years. To make this kind of sale, you have to be a publisher. As far as you're concerned, this product does exist. You just have to get it to its readers and advertisers.

Step 17: Raise Launch Capital

Formal investors, such as general venture capitalists, usually aren't the best source of launch capital. In fact, they stay away from publishing.

Other media companies are usually the best place to start. In fact, they may have been interested in a product similar to yours but hadn't found that perfect person with your energy and dedication. If your idea is a good one, they would be silly to "steal" it.

An enthusiastic advertiser may also be approached for financing. Though not an experienced publisher, this advertiser probably has as good a handle on your target audience

and your product concept as you do. If they don't mind competitive advertising in your magazine, they may do just nicely.

Step 18: Build Excitement and Enthusiasm

A feeling of excitement and enthusiasm has undoubtedly been building since the early part of the Test Phase. Don't let the details or problems of the Launch Phase decrease that level of enthusiasm, both outside and inside your office. Gaining outside media attention usually requires imagination to get the most for your limited promotion dollars. Your goal is to simply and clearly get the message out about who you are and what benefits readers and advertisers will gain from your magazine. Without pompous bragging, you want the magazine and your market findings to naturally create a sense of excitement and anticipation among advertisers. You want to create a sense of community with your readers, advertisers, staff and investors.

Consider adopting a board of advisors to lend credibility and provide valuable advice.

Step 19: Remember the "People" Factor

A final word about your staff: Remember that they are just people. Laughter and camaraderie, as any military veteran will tell you, is as important to winning a battle as strategy and tactics.

Step 20: Let it Go

Don't try to control every single aspect of your magazine. This is especially true for editorial, claims Robin Wolaner. "For a start-up, what makes a magazine special and good and true to its readers is that there is an editor who is just focused on those readers and isn't worried about other business considerations (other than generally meeting his own editorial budget)."

You may have a fancy business plan. But don't let the plan control your product. Let the product be what its readers want it to be.

**Adapted from an article produced by Lighthouse Company. Reprinted for educational purposes only.*

More publishing resources available from
Magazine Training International

MANUALS (available in print or downloadable format):

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

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

• **Advanced Business of Magazine Publishing**

English, and Russian

• **Editing the Magazine**

English, Bulgarian, and Romanian

• **Design for Magazines**

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

• **Writing Effective Magazine Articles**

English, French, Polish, Romanian, and Russian

VIDEO & MP3:

• **DVD course: Business for Magazines: Managing the Magazine with Confidence and Skill**

English

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

• **DVD course: Design for Magazines**

English

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

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

English

EBOOKS (available at magazinetraining.com)

Topics include: Magazine design, magazine editing, article writing, and magazine management.

English

Do you have a magazine?
Claim your free listing in the international
Christian magazine directory at:
www.magazinetraining.com

The Mission of MTI

Magazine Training International encourages, strengthens, trains, and provides resources to Christian magazines in the Developing World as they seek to build the church and reach their communities for Christ.



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