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# MAGAZINE EDITING

SECOND EDITION  
HOW TO DEVELOP AND MANAGE  
A SUCCESSFUL PUBLICATION

JOHN MORRISH

SUMMER SIZZLER

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# Magazine Editing How To Develop And Manage A Successful Publication

**Jenny McKay**



## **Magazine Editing How To Develop And Manage A Successful Publication:**

**Magazine Editing** John Morrish, 2003 Magazine Editing examines and explains the job of the magazine editor in both its journalistic and managerial aspects. Written by an experienced journalist and former editor, it draws upon the experiences of a number of magazine professionals who were interviewed during the research for this book. Approaching the editorial role from a practical perspective, this book provides advice on such areas as: Becoming an editor; Working with publishers; Creating a successful editorial strategy; Managing the editorial team; Design and Production issues; Drawing up an editorial budget; The Legal Framework; New Technology and on line publishing. John Morrish's book will serve as an introduction to aspiring newly appointed and experienced editors.

**Magazine Editing** John Morrish, 1996

**The Routledge Handbook of Magazine Research** David Abrahamson, Marcia R. Prior-Miller, 2015-06-05 Scholarly engagement with the magazine form has in the last two decades produced a substantial amount of valuable research. Authored by leading academic authorities in the study of magazines, the chapters in *The Routledge Handbook of Magazine Research* not only create an architecture to organize and archive the developing field of magazine research but also suggest new avenues of future investigation. Each of 33 chapters surveys the last 20 years of scholarship in its subject area, identifying the major research themes, theoretical developments and interpretive breakthroughs. Exploration of the digital challenges and opportunities which currently face the magazine world are woven throughout, offering readers a deeper understanding of the magazine form as well as of the sociocultural realities it both mirrors and influences. The book includes six sections: Methodologies and structures; presents theories and models for magazine research in an evolving global context; Magazine publishing: the people and the work; introduces the roles and practices of those involved in the editorial and business sides of magazine publishing; Magazines as textual communication; surveys the field of contemporary magazines across a range of theoretical perspectives; subjects genre and format questions; Magazines as visual communication; explores cover design, photography, illustrations and interactivity; Pedagogical and curricular perspectives; offers insights on undergraduate and graduate teaching topics in magazine research; The future of the magazine form; speculates on the changing nature of magazine research via its environmental effects; audience and transforming platforms.

*Magazine Production* Jason Whittaker, 2016-11-10 *Magazine Production* presents a guide to the practical processes of taking a magazine from initial idea to final product. This second edition provides important revisions on these production processes by examining the technological and business advancements which have reshaped the magazine industry in the last decade. Brand new chapters document the rise of digital media and identify its impact on magazine creation. They also include new guidance on designing online, tablet and mobile editions as well as 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. This edition also addresses the move by publishers towards e-commerce, multimedia content and events to promote their brands and sell products. With information on professional bodies

such as the Professional Publishers Association an expert overview of magazine markets and a breakdown of roles within editorial and design departments this book offers readers practical steps to achieving success in magazine publishing today Magazine Production includes an introduction to the history markets and audiences of magazines explanations of the roles of publishers and advertising teams as part of the business of magazines a comparison between print and new systems of digital circulation with particular focus on mobile platforms guidance on setting up editorial teams and best practice for producing feature news and review copy information on designing and laying out a title for print or digital distribution legal and ethical issues affecting magazine editors and publishers a consideration of the future of magazines *Magazine Editing* John Morrish, Paul Bradshaw, 2012-03-12 Including comprehensive coverage on both print and online consumer and free magazines Magazine Editing looks at how magazines work and explains the dual role of the magazine editor John Morrish and Paul Bradshaw consider the editor both as a journalist having to provide information and entertainment for readers and as a manager expected to lead and supervise successfully the development of a magazine or periodical Looking at the current state of the magazine market in the twenty first century the third edition explains how this has developed and changed in recent years with specific attention paid to the explosion of apps e zines online communities and magazine websites Featuring case studies interviews with successful editors examples of covers and spreads and useful tables and graphs this book discusses the editor s many roles and details the skills needed to run a publication Magazine Editing offers practical guidance on how to create an editorial strategy how to lead and manage an editorial team researching a market and finding new readers dealing with budgets and finance working with designers and production staff legal technological and ethical dilemmas online distribution social media and search engine optimisation managing information overload how to become an editor *The Magazines Handbook* Jenny McKay, 2013-03-05 The Magazines Handbook has firmly established itself as the essential introduction to the theories and practices of the modern magazine industry This fully updated third edition comprehensively examines the business of publishing magazines today and the work of the contemporary magazine journalist Jenny McKay draws examples from a broad range of publications to explore key jobs in the industry covering everyone from the sub editor to the fashion assistant as well as analysing the many skills involved in magazine journalism including commissioning researching interviewing and production Updated specialist chapters discuss the growth and development of electronic publishing and online journalism new directions in magazine design photography and picture editing and the most up to date legal frameworks in which magazine journalists must operate The Magazines Handbook includes Interviews with magazine journalists editors and publishers Advice on starting out and freelancing in the magazine industry An analysis of new journalism and reportage A glossary of key terms and specialist concepts Information on contacts courses and professional training **Official Gazette** Philippines, 2010 **Transforming Magazines** Carla Rodrigues Cardoso, Tim Holmes, 2022-07-21 This book is a vital contribution to the development of Magazine Studies It shows the urgent need for

industry and academia to jointly find solutions for the challenges faced by magazines as they transition to digital formats The spirit of magazines is to create communities and interconnections between human beings and the global appeal of this subject matter is shown in contributions from 19 authors from four continents and 10 different countries The book disseminates fresh research into a wide variety of periodical types and will appeal to communication and journalism scholars but also to historians digital media and visual studies researchers Magazine professionals will also find significant insights into practice that will deepen their understanding and sharpen their craft

Magazine Journalism Tim Holmes, Liz Nice, 2011-11-10 For those of us who long ago experienced the magazine love bite and have been battling the prejudice and scant attention shown this beautiful medium ever since here at last is the book to set the record straight Nicholas Brett Deputy Managing Director BBC Magazines At a time when magazines are undergoing active redefinition this book represents a welcome intervention It engages with a host of pressing issues in a manner alert to professional priorities while at the same time encouraging new ways of thinking about the challenges shaping this fast moving field Holmes and Nice are trustworthy guides taking the reader on what proves to be a fascinating journey Stuart Allan Professor of Journalism Bournemouth University Magazines are the most successful media format ever to have existed so begins Magazine Journalism as it traces how magazines arose from their earliest beginnings in 1665 to become the ubiquitous format we know today This book combats the assumptions among media academics as well as journalists that magazines somehow don't count and presents a compelling assessment of the development and innovation at the heart of magazine publishing In magazines we find some of the key debates in journalism from the genesis of marketing to the reader to feminist history subcultures and tabloidization Embedding these questions in a thoroughly historical framework Holmes and Nice argue for an understanding of magazine journalism as essential in the media landscape Moving beyond the semiotic and textual analysis so favoured by critics of the past the authors complete the story with an exploration of the production and consumption of magazines Drawing on interviews with more than 30 magazine journalists across the industry what emerges is a story of resilience innovation and a unique ability to embrace new markets and readerships Magazine Journalism takes the reader to the heart of key questions in the past present and future of journalism and is essential reading for students across journalism and the creative industries

How to Get a Job in Publishing Alison Baverstock, Susannah Bowen, Steve Carey, 2009-01-01 Careers in the media have always been popular but publishing is particularly competitive with thousands of graduates trying to get a foot in the door This targeted practical guide is ideal for anyone who wants to work in publishing whether on traditional books and magazines or online publications It will help readers to get that all important first job and includes Working out if publishing really is for you Overviews of different types of publishing Explanations of different roles and departments editorial production sales marketing and so on Top tips on how to make it in the industry Advice from leading industry figures

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