

So You Want to Publish a Magazine?

Angharad Lewis

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So you want to publish a magazine? This is your guide. It will show you how to take your concept from idea to proper

publication, step-by-step. It covers all the nuts and bolts of magazine publishing, from budgeting and distribution to design and print. It also acts as an inspirational resource, with case studies from magazines across the sector from the most niche indie titles, through the main players of the independent scene, to the most innovative and successful larger scale publications. How many people do you need? Do you want to take advertising? Should you hire a distributor or focus on subscriptions? Interviews with industry insiders editors, art directors, printers, distributors, retailers and more are filled with expert tips and examples so you can make the right plan for every aspect of your publishing project. Both print and digital magazines are represented, with a focus on navigating the pitfalls associated with transitioning a print title to digital platforms (and vice versa), mastering social media and creating content specifically for digital readers.

About the Author Angharad Lewis is a writer, editor, and author interested in design and culture. She is co-editor of Grafik magazine, contributes to various publications and is a tutor at The Cass School of Design.