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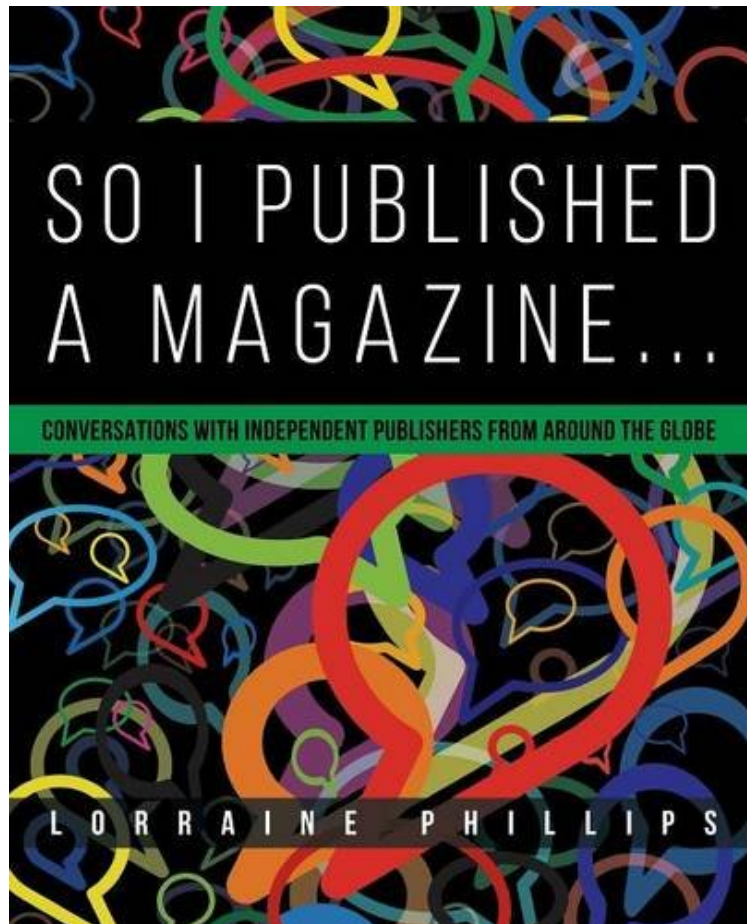
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Lorraine Phillips

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So I Published A Magazine: Conversations with Independent Publishers from Around the Globe

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2 of 2 people found the following review helpful. Great addition to my library! By Y'na What a wonderfully made publication. I love the author's choice in the voice of the book, interview style. It is as if you were sitting down having a one on one conversation with an old friend. The imagery and style will capture its readers alone. So I Published A Magazine is informative and inspirational simultaneously, a very pleasant synergy. It's encouraging to know that these publishers are all Independent, giving reference to the increase in independent publishing. Their back-stories pull you in and Lorraine Phillips' questions seem to be exactly what I wanted to know the answers to. The cover design concept is creatively done. The hardcover gives it a high quality. I would recommend that this book as a tool to teach in high

school colleges in Design and journalism courses. The effortless communication and details, down to the size of the in-house staff, really blew me away. Each publisher has diverse content for their magazine, yet their stories have a similarity. The So I Published A Magazine definitely has me curious about the magazine industry and subscription commerce. My interests are totally peaked. Its delivery and content makes it unique and this book has respectfully created a space of its own on bookshelves everywhere.

Have you ever thought about publishing a magazine and wondered what it would take? How would you like direct access to independent publishers who have done just that? What questions would you ask? What would you want to know? Where would you even begin? Lorraine Phillips has done all the hard work for you by taking the time to sit down with sixteen publishers from around the globe in order to find out exactly what it takes to start and run a magazine from the ground up. She asked questions like: How did you fund your magazine? Did you do any market research or create a business plan prior to launching? How do you attract readers? What do you do to attract advertisers? How important is social media to your operation? Who handles distribution? What factors do you think contribute to the success or failure of a magazine in general? And much more. Together, these publishers will help you create the blueprint for your own publication. Featured magazines include: Blow, Cereal, Concrete Wave, Delayed Gratification, Disegno, HOLO, IdN, Katachi, Lionheart, Little White Lies, PAPER, Sneaker Freaker, Things Ink, 3x3, Very Nearly Almost (VNA) and Wax Poetics.

"So I Published A Magazine" should be considered a "must read" for anyone contemplating or already involved in establishing a magazine. Thoroughly 'reader friendly' in composition, content, and presentation, "So I Published A Magazine" is very highly recommended for professional, community, and academic library Writing/Publishing instructional reference collections. ~ Midwest Book