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The Magazine: Everything You Need To Know To Make It In The Magazine Business



Synopsis

For 20 years this book has been in the forefront as the prime source of information on succeeding in the magazine business. Leonard Mogel shares his expertise gained from more than 35 years of magazine experience in this thoroughly revised and updated, full-color edition. It is an excellent primer for starting a magazine, and also provides the facts, figures, and concepts needed to enter and become successfully employed in the magazine business. Features include: *fundamentals of how to prepare a dummy issue and write a business plan; *descriptions of job opportunities in the various phases of magazine publication; and *candid interviews with industry leaders, as well as case histories of failures and successes. --This text refers to an out of print or unavailable edition of this title.

Book Information

Paperback: 215 pages

Publisher: Globe Pequot Pr; 3 Sub edition (October 1992)

Language: English

ISBN-10: 1564400867

ISBN-13: 978-1564400864

Product Dimensions: 0.5 x 8.8 x 11 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #5,234,338 in Books (See Top 100 in Books) #47 in Books > Humor & Entertainment > Pop Culture > Magazines #24582 in Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies #395695 in Books > Business & Money

Customer Reviews

Leonard Mogel is the founding publisher of Signature, Weight Watchers Magazine, and National Lampoon magazines; the executive producer of Heavy Metal, the animated movie; and author of seven career books, including The Newspaper: Everything You Need to Know to Make It In the Newspaper Business, The Magazine: Everything You Need to Know to Make It in the Magazine Business, Creating Your Career in Communications and Entertainment, Making It in the Media Professions, Making It in Advertising, Making It in Public Relations, Making It in Broadcasting, and Making It in Book Publishing. The Magazine, now in its fourth edition, is widely considered to be the best book on the subject. --This text refers to an out of print or unavailable edition of this title.

I've read this book cover-to-cover twice. Once to get an overview, and once to commit to memory so many of the useful tidbits and statistical studies. Then, I also re-read each of the interviews and sidebars to gain an understanding of how others have dealt with the various issues. Chapters 5 through 9 will be of benefit to first-year journalism students in understanding magazine organization and lines of authority. I found, however, the greatest benefit for me came from chapters 14 and 15, Starting A New Magazine, part I and part II. Also, Establishing A Circulation Base and Magazine Promotion, chapters 10 and 11, explain the process without getting overly technical. Actually, I found the explanation of the various markets and methods of achieving magazine sales to be the best concise treatment I have yet found. If you are a journalism student getting prepared for entering employment in magazines, or are an experienced writer wanting to start your own magazine, this book will be a valuable asset that you will read again and again. If you are an investor considering funding a new magazine this is a MUST buy, MUST read book.

This is a good primer with a short introduction on the early days of magazines up through today and, perhaps, the future. Leonard Mogel shows us how magazine publishers have adapted to the times and how they thrive more today than in during the Golden Years. This book is not as helpful as others in starting a new periodical, but it is more helpful for the college student wanting to enter the field for a living. A definite must have for people wanting to understand magazine trends.

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