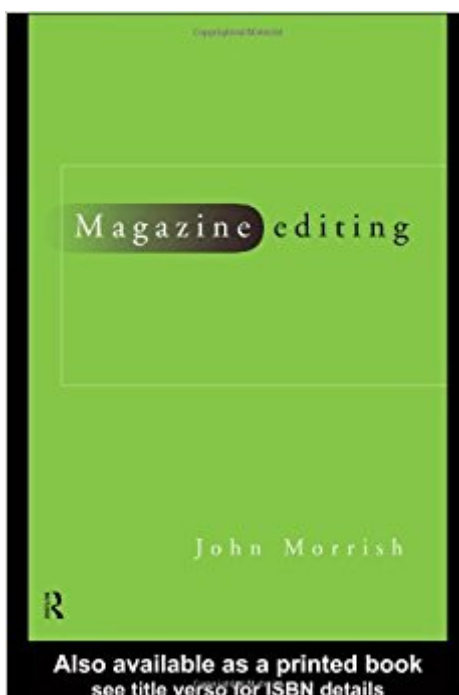


The book was found

Magazine Editing: In Print And Online (Blueprint Series)



Synopsis

This text 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 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 should serve as both an introduction to aspiring or newly-appointed editors and also as a source of information to those who have more experience. It will be of use to those working on a range of publications including consumer and trade titles, weeklies and monthlies, advertising and circulation-driven titles.

Book Information

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Customer Reviews

I purchased this book when my cousin and I launched our web magazine. Two days after I got it, I ordered a copy for her, too. We keep it on the table at all our meetings. Mine is filled with folded page corners and highlighted passages. In a volume that is small enough to carry in a purse, Morrish and Bradshaw break down the parts of a magazine from cover to classifieds, for print and online publication. They explain laws, copyright, production, staffing and accounting. The book is written in a conversational style and it's filled with small case studies. Many of the examples and

case studies are about publications in the UK, so keep in mind that the US may have some differences in law and readership statistics.

The information contained in this book will help anyone learn about both print and online magazines. As many magazines move towards the digital world. This book helps the reader understand the functions of the magazine in both print and online.

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