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Starting & Running A Successful Newsletter Or Magazine



Synopsis

Written by the co-founder of three of the most successful magazines of all time PC Magazine, PC World and Macworld, this practical, informative book discusses: • raising start-up money • attracting the best help • choosing the right marketing strategies • creating a solid subscription base • building loyalty among readers and advertisers • competing effectively • publishing successfully on the Internet. The book also includes an expanded resources chapter sprinkled with websites and software and publishing services.

Book Information

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Customer Reviews

Been dreaming about starting your own newsletter or magazine? Did you know that more than half of the thousands of new publications started every year in this country fold before the second issue? Now, do you still think it's a good idea? It can be. You don't have to depend on blind luck if you follow some of the guidelines offered in this comprehensive and well thought out book by the co-founder of three of the country's most successful new magazines. --This text refers to an out of print or unavailable edition of this title.

I wish I had this book when I started ...the only book I've seen that provides crucial information publishers need. -- Tim Keck, Publisher, The StrangerIf you have the will to publish...let this book show you the way...absolutely teeming with essential, practical information. -- Peder C. Johnson,

Publisher of Desktop Journal
The business expertise that all publishers need is well-presented in this book...a must-read for would-be publishers. -- Minneapolis Star-Tribune

Don't let the raw art of the cover deceive you: this is a very good book. It complements Samir Husni's *Launch your Magazine*, with solid information on the commercial side of a magazine: how to study your market before you launch that dream magazine, what circulation is (and how to target for your audience), how to estimate your fixed and variable publishing costs (and how to balance them with your estimated revenues so as to break-even and then make a profit), and lots of other details. There are a few obvious pieces of info, but I read it twice, and marvelled at the insights and expertise which Cheryl Woodard offers us for a bargain price. Now I guess I'll read it a third time.

I must disagree with the comments made by the reader from Bremerton, WA. The book is not intended to teach the process of conducting interviews and writing articles and creating a layout. If that is the kind of book you need, I suggest "Make a Zine" by Bill Brent. The very first line of Woodard's introduction states "this book is a step-by-step guide to the business side of publishing". In my opinion, Woodard does a fantastic job of just that. Based on the tips and methods presented in this book, I have prepared a business plan for a publication and will actually begin printing a mag in the near future. The financial section of the book was clearly presented and should be easy enough for anyone from any discipline to grasp if they work at it. However, the true value of this book is in the development of ad and subscription revenue and strategy creation. Great read, very informative and relevant.

'Starting & Running A Successful Newsletter Or Magazine' is a perfect and very practical guide to the magazine publishing. In the book you will find:---how to run a profitable publishing business---how to rise start-up money---how to find the best readers and turn them into loyal customers---how to use ancillary products to boost the bottom line---how to develop a circulation strategy---how to use the most efficient marketing channels---how to attract top-notch talent---how to find a publishing home on the Internet and much more others 'how to'. Cheryl Woodard has an excellent experience in this field. She is a co-founder of PC Magazine, PC World, Macworld and Publish -- all the magazines are also publishing now in Russian language. Cheryl writes a very interesting, useful, nice and inspiring book. I like the book very much and recommend it to anyone who is starting up his/her magazine or newsletter. Making a magazine is quite possible even you haven't a half a million dollars account.

This book is exactly the book I have been searching for - for the past five years! It is well written, easy to read, full of useful and timely information and it's design makes the reader stop and think about what they are planning to do, have done and hope to do. The author is upbeat but realistic - she really lets the reader know when to beware and gives very useful tips on being aware of all the variables of the magazine publishing business. There are many, many examples and useful tips for problem solving. I was especially impressed with how clear, concise and easy it was to read - AND still quite interesting and enjoyable. A book for beginners and those already involved in the magazine publishing world.

For some people, they're only interested in publishing their own writings, only making a zine. For others, they want to make magazines full-time. The only way to make a living off of publishing your own magazine is to make it a business, and this book is PERFECT for those who really are set on organizing their publications. If you wanna do a zine and don't care about getting any money off of it, don't get this book. But if you want some sort of reward for your efforts, you *must* consider getting this book and organizing yourself like a business. I learned a lot from this, and it helped me see and plan on what kind of financing I would need to start my own magazine.

Admittedly, I was disappointed when I sifted through the pages to find that many subjects listed in the content pages had been barely discussed in depth. Although this is a book about the business of publishing it fails to cover adequately the subject of editorial schedules and disseminating information. The layout makes it difficult (I found) to take in the information and use it to your benefit. There are very little illustrations or visual examples of layouts to guide the inexperienced publisher. Much of the information is written in a general nature and is basically just common sense. I found myself, after reading a few chapters, asking many questions and the answers, I'm afraid, are not in this book. As someone new to the publishing business I was looking for something that I could use as a reliable guide taking me through the process step by step. Alas, this book did not meet my needs.

If you're looking for a book that covers every inch of the magazine publishing industry, look no more... This book has it all! It's filled with realistic information that will help get you started with your own magazine. From how to develop a successful publication in today's marketplace to dealing with subscriptions and obtaining advertising commitments to building circulation to internet

publishing--this book covers everything... Altogether, it's the book you need to help get you started!

Woodard does an excellent job of explaining the financial aspects of magazine publishing. She also gives the reader many ideas on targeting an audience and advertisers. However, the book may fall a little short on creativity, such as how to color outside the lines in finding new ways to sell subscriptions and gain advertisers. Direct mailing and newstands can only go so far. Overall, the book allows the reader to get a good handle on the basics of starting a magazine.

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