

# Magazine Solutions

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A resource guide for  
**magazine start-ups**  
or **existing magazine publishers**

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## AN OVERVIEW

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Many people have a “Great Idea” for a magazine but before you begin your magazine launch there is a lot you need to know and plenty of financial support that will be required.

There is no guidebook, startup course, or specialized business consultants to help new magazine developers learn the terminology of the industry or the perils that could lie ahead. Unless you have been involved in the magazine business in some form - everything will be new and unfamiliar.

Approximately only one out of ten new magazine ventures will ever be successful. If a individual or business entity cannot absorb the loss of investment in starting and growing a magazine venture, then such a venture should never be undertaken. Magazine publishing is both speculative and risky.

With the technological advancements in magazine printing presses along with the ability to design magazines in digital computer programs has made for the ability of magazines to become more profitable in smaller circulation numbers.

### **Still every magazine success comes down to this simple fact:**

**What are the costs associated with publishing?**

vs.

**What are the total revenues earned?**

This Startup Guide is only an overview. It was written to help individuals and businesses looking to develop a magazine get a better understanding to what is involved and required in a magazine startup. It is intended to give a better overview of the new challenges ahead and a better understanding of magazine requirements and terms. After which you can find more detailed and useful magazine information on the web site [www.MagazinePublisher.com](http://www.MagazinePublisher.com)

## THE FINANCIALS

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Owning a magazine may seem fun or even glamorous but the fact is: magazine publishing is a business. If it does not make more money than it spends it will not last long.

Before you ever turn a page you must evaluate your projected **revenue** and analyze your magazine operational **expenses**.

Determining these numbers associated with publishing your magazine title you will have a good barometer of how successful you will be. The average magazine can take years to become profitable - so you need to be prepared to have plenty of financial resources to cover the costs during the start up period of building your magazine brand to profitability.

Many factors contribute to the risks and failure of magazine publishing including, but not limited to the following:

- Poor magazine focus
- Under capitalization
- Over-estimation of circulation
- Over-estimation of advertising revenue
- Lack of significant advertising base
- Lack of focused editorial concept
- Lack of “mission”
- Overstaffing
- Understaffing
- Poor management
- Demographic too small

With the proper planning and execution these risks may be minimized, neutralized, and even avoided.

### **Money Coming In (Sources of Revenue)**

To be successful publishers need to address the following: a. is there a market big enough to support the magazine? b. are there subscribers willing to pay for such a magazine? and c. how much are they willing to pay? Are advertisers interested in reaching this market and willing to pay for ads to do so?

Magazines are still driven by three main sources of revenue:

- #1 Advertisers - (who buy ads)
- #2 Subscribers - (people who pay in advance to receive the magazine)
- #3 Newsstand Sales

There are a wide range of different kinds of magazines incorporating various combinations of revenue sources from free magazines that rely totally on ad revenue to the niche subscriber magazines that carry no advertising and rely totally on subscriber revenue.

### **Money Going Out (Understanding the Expenses)**

There are two forms of costs associated with owning a magazine: the magazine’s operating expenses and fixed or general expenses.

Operating expenses are costs associated with producing each magazine issue.

Fixed expenses are costs associated with beginning and running a new magazine title much of which can be incurred before even the first issue is printed.

#### **Fixed Expenses:**

- Location Costs - Rent an office or work out of the home.
- Staff Costs - Hire employees or do all the work yourself
- Advertiser Promotional Costs - Do you need presentation materials and rates sheets/samples/etc. to target potential advertisers?
- Direct Mail List Costs - For targeting subscribers
- Design & layout Costs - of Mailing Piece/Advertising Rate Card
- Mail Postage - for soliciting subscriptions
- P.O. Box - or personal mailbox to accept solicitations and subscriptions
- Newsstand Development/distribution contract fees

These are a few of the start-up costs that need to be factored into your business development plan. Once all of the beginning and fixed costs are established and you can see the overhead associated with your title - it is then time to begin budgeting your individual magazine issues and see what numbers have to be achieved not only to cover the costs of producing, printing, and distributing each issue but to cover the other associated costs as well.

### **The Per Issue Costs**

Per Issue Costs will repeat every time you do an issue: monthly, bimonthly, quarterly or annually. They include:

- Content: Stories, Photographs, Features (this you will need to provide or have access to)
- Design and Layout of Magazine & Ads: first issue & subsequent issues
- Magazine Printing: printing costs will vary vastly depending on:
  1. The type of paper used
  2. The number of pages in the magazine
  3. The number of magazines printed
  4. The size of the magazine
- Distribution: (mailed to subscribers or trucked to one or multiple locations, or a combination of the two)
- Database Management: costs to update and maintain your subscription database
- Advertising Sales: staff and materials to solicit new advertisers

From an outside perspective it seems like an unimaginable amount of effort and planning to get a first magazine issue to market. It does require organization. It can be long term rewarding experience if you properly plan and have the “market” to support your title. There can be some comfort in knowing that a professional magazine production and printing resource does exist ([MagazinePublisher.com](http://MagazinePublisher.com)) and is willing to accept work from serious start ups.

## TIPS FOR FUTURE PUBLISHERS

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We frequently meet and talk to people who are thinking of starting a new magazine. Often such people spend most of their time worrying about how their publication will LOOK, not how it will SELL. Sadly, more than two-thirds of new publications started by first-time publishers flop within a few issues. Luckily, there are some simple steps you can take to increase the odds that your own publishing ideas will succeed.

### **1. Concentrate on markets that you know very well.**

For a small publisher with limited resources, the best strategy is to stick to a market you already understand very well. If you really know what you're talking about, then your magazine is probably going to be useful to it's readers. In addition, you'll find it easier to manage your magazine business if you have a deep connection to your field.

### **2. Listen to your readers and advertisers and develop products responsive to their needs.**

The worst mistake people make is this: They concentrate on what they want to WRITE, not on what the audience wants to READ. Of course, great communicators listen as well as they speak. Give your customers plenty of opportunities to tell you what they think. For example, use polls or e-mail to solicit their comments and suggestions. Study the information habits of your audience before you design your magazine.

### **3. Aim for readers who have continuing information needs.**

It takes money to find new readers and earn their trust, so look for people who will need your magazine years from now as much as they need it today. For example, you should focus on divorce lawyers not individuals going through a divorce.

### **4. Get help from experienced people.**

The quicker you learn the magazine trade, the sooner you can expect to succeed. Experienced people can help you learn quickly. Sometimes you can get excellent advice for free from people right in front of you like your magazine printer or your banker. If you come across someone you respect, don't be shy about asking them for business suggestions. As soon as you can afford to do it, hire people with magazine experience to advise you.

### **5. Adopt good ideas whenever you find them.**

In other words, don't reinvent the printing press. Study other magazines and get to know other publishers. One fast way to master the business is to study what's already working from other publishers and what is not. For example, collect media kits from other magazines or renewal promotion letters from other magazine and see if you can borrow some good tactics from them.

### **6. Befriend influential people in the market you are targeting and ask them to support your magazine.**

Key people in your field can support you in many ways: sharing their thoughts in a column or interview, introducing you to their colleagues, or simply helping you understand trends and new developments. Reach out to them!

### **7. Study the results of your actions.**

Especially if you are new to magazine publishing you'll learn much more quickly if you keep track of what you're doing. Concentrate your efforts where you are most effective. Code your subscription order forms, for example, so that you can see which direct mail letter or advertisement produces the most orders. Then concentrate your money on the top producers.

### **8. Be prepared for change**

Save some of your resources for the proverbial rainy day and always consider alternative strategies ahead of time because the one thing you can count on is change. New competitors will come along, readers will change their reading habits, and your organization will need to continually evolve. Many inexperienced publishers lock themselves into a single strategy and they fall apart when their circumstances change. Can you keep publishing even if a key editorial contributor decides to quit for example? What ever happened to all those "Dot Com" magazines?

### **9. Look for ancillary profit opportunities.**

Once you've got a trusting relationship with advertisers and subscribers, look for add-on or spin-off products you can sell to the same customers. Many magazines make profits from special reports, seminars, books, videos, and other ancillary products.

### **10. Plan well before you leap into print.**

Magazines are relatively easy to launch but hard to maintain. The best insurance is to do a lot of homework before you launch: learn as much as you can about publishing, study your audience and your competitors, and carefully define your own goals and aspirations. Don't go forward until you've got a long-term plan you can live with.

Questions?

If this page sparks additional questions or comments, please feel free to direct them to: [info@magazinepublisher.com](mailto:info@magazinepublisher.com)

## COMMONLY ASKED QUESTIONS

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### ***Q. How much will it cost me to start up my title?***

Many factors are involved with Magazine start up costs. Some are outlined in the text above. A lot of costs depend on what “kind” of magazine you wish to start, how large a circulation you are going to have (another words how many magazines you print), how many pages your are going to have in each issue, as well as your marketing and overhead. A small niche, subscription-based magazine can probably be launched for under \$50,000 - a full featured newsstand consumer magazine would require millions of dollars to successfully launch. You need to run the numbers and do the financial planning involved in your magazine start up specs.

### ***Q. How long will it take before I make money?***

The hard facts are most magazines never make money. Magazine success rate is 10-20% of new titles will ever be successful. While successfully magazines can make money quickly, generally magazines take 3-5 years to become profitable.

### ***Q. How do I begin to reach subscribers?***

There are various ways to reach the end use audience. Many publishers buy databases of the demographic groups their magazine targets and solicit there subscriptions via postal solicitations such as postcards, letters, advertising materials or even sample magazines. Advertisements in targeted media publications such as newspapers or magazines or electronic means such as putting up an internet site or running targeted TV ads is ways of getting your title exposure to it’s intended market. Newsstand distribution is an added way of getting your magazine title noticed and purchased with subscriptions coming from people who like the magazine. Newsstands approve and accept new magazines on an individual basis and do not commonly accept unproven titles.

### ***Q. Who sells the ads?***

There are very few publishers’ reps around that will sell ads for start up magazine titles. Unless you have a million dollar budget you are probably going to have to do the calling and ad sales on your own from the beginning.

### ***Q. How do you reach advertisers?***

Get out the phone book and call on them. Compile a list of targeted advertisers and send them a media kit. Follow-up with a personal contact or phone call. The hardest part of a startup is to get advertisers who are willing to advertise in a new unproved media outlet. As time and magazine recognition increase - so will advertisers acceptance.

### ***Q. Where can I get content?***

The quality of the content/editorial are what drive the success of subscriptions and advertising support within a magazine! Many make the mistake of not making the editorial and content focused or abundant enough to appeal to the targeted end user.

Most magazine publishers focus on niches they have knowledge, interest, and contacts in. But with modern

developments in technology the traditional magazine editorial model is now not always the same. We now see magazine content generated in many different ways:

- Traditional staff of editors and copy writers, photographers
- Outsourcing and hiring of freelance writers
- Friends and associates with professional expertise in the field
- Web site submissions
- Public submissions
- Stock stories and photos
- Partnerships with other content providers
- Publishers developing all content themselves

This is what defines and makes each magazine unique. The content plays an important role in the success or failure of magazine titles.

### ***Q. How do I get my magazines on the newsstand?***

The newsstands are controlled by very few companies both in America and abroad. The companies that control the newsstands are always interested in new products that have a large audience and high sell rates, but more importantly they like established titles with proven track records of publishing. These firms will generally charge a fee to evaluate your magazine title and decide if they will accept for their to service a new magazine on the national newsstands.

There are also Circulation Service companies that are a bit more responsive to start ups as they do much of the ground work and have the contacts and systems in place to get magazines on newsstands. A circulation specialist can get your new title some limited newsstand exposure to see the sell ability and potential growth for the new magazine. It may take a couple of issues and 4-6 months of build up before your magazine title ever gets to a newsstand.

To fill out a newsstand request form go to page 22.

## THE NUTS AND BOLTS OF PUTTING TOGETHER A REAL MAGAZINE ISSUE

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Once you have done the research, planned your costs, put your finances in place and are still determined to proceed with your new magazine title - it is time to execute production of your 1st issue.

### Content

Organizing content for your issues can be a detailed application. It is your responsibility to pull together all editorial and advertising content to be used in each issue. If you have multiple writers it is important to convey to them how you want their stories submitted. It is important that advertisers supply their ads in proper formats. Clearly communicating on the front end what you expect will help eliminate headaches.

It is best to first organize all advertisers that will be included in the upcoming issue of your magazine. Identify placement (if the advertiser has requested a specific location like inside the cover) and verify that all the digital art for each advertisement is complete. Any ads needing creation by the digital department will need to be done first so the advertiser has time to approve the layout. The next step is to categorize your articles and pull together the text files and accompanying photos to be used. Having the text keyed-in and thoroughly proofed before it goes to production can help reduce errors and costs associated with revising proofs. Once completed and organized it is time to turn over the files for issue production to your production staff. Remember a clear identification of stories text, photos, captions and ad placements can help direct production artist as they begin to digitally create each page for the magazine. A small hand-made "mock-up" magazine can even be put together with notations on what goes where to help direct the production artist.

### Design & Layout

You can hire a professional production company to design and layout your magazine pages...or do the work yourself. Keep in mind there are technical specs in which magazines must be submitted in order to print. Only a few layout software programs will produce quality magazines. For complete details see Magazine Production.

### Printing

Select a company that is a publication printer or a magazine specialist. These printers run web presses that are designed for the optimal costs and quality in magazine printing. A publication printer will have standard magazine sizes, page counts, and paper stock that can help simplify your print process and reduce your costs - yet deliver a high quality magazine. Use their professionals to get the information and options that can save you money.

Minimum press runs will generally start at 5,000 or more and the plants will employ state-of-the-art technology. There are many so called 'printers' who claim they can print magazines. Beware: Many are small sheet-fed print plants that try to print everything from business cards to paperback books. If you understand the magazine print industry and educate yourself to the print process, the more you will appreciate the need to use a

publication printing plant. To meet the specialized needs of magazine publishers, many printing plants have even been designed to specifically service the short and medium run magazine market. A real magazine publication printer will invite publishers to tour their press facilities.

A dedicated publication printer will have distribution and mailing methods in-house to support the destination requirements for each magazine title.

### Distribution

Producing a quality magazine title is only part of the process. Timely distribution is equally important. Depending on your title's method for getting into people's hands there are various means of 'distribution'. Mailing to subscribers both domestically and internationally is best done from the print facility for speed, cost, and accuracy. Printing plants that specialize in magazines have in-house mail facilities that handle distribution tasks so your title will not have time lags or double shipping bills. It also means you deal directly with one facility rather than many. Bulk permit and labeling applications directly from your supplied database information should also be offered.

Distribution can also mean truck shipping to newsstand distributors or to your facilities. Often newsstand companies require shipments to multiple warehouses. Again, direct and accurate labeling and transportation assures newsstand dates will not get missed by transportation or shipping errors.

## THE PRINT PROCESS MADE EASY

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Changing print firms or selecting a new press for a magazine or any publication can be a major decision. A professional sales and customer service center can mean quick answers, and provide a comforting introduction to the services and requirements from the potential Magazine Plants you are considering. At Magazine Publisher we have developed a division dedicated solely to serving the printing needs of Magazines and Catalogs. We have become a recognized brand leader in the field of magazine printing.

To help understand the magazine job flow from introduction to delivery - Magazine Publisher has compiled this Print Process Made Easy overview:

### **The Print Process:**

- 1. The Introduction/Get a Cost Quote**
- 2. Selecting a Firm & Setting a Target Print Date**
- 3. Personal Plant Print Rep Assigned**
- 4. Preparing & Submitting Digital Files**
- 5. Approve Color Proofs**
- 6. Personal Customer Service Rep Assigned**
- 7. Print**
- 8. Mail/Ship**

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### **1. The Introduction:**

To begin the print process an introduction or inquiry needs to take place. You have begun the process by visiting and touring this web site.

Magazine Publisher offers a quick and simple on-line form for a publisher to discretely request initial pricing for a Magazine title.

As well as the automated on-line introduction form - Magazine Publisher offers a 1-800# for one-on-one magazine servicing and questions. A new business sales representative can begin the process of offering the best solutions to your magazine needs.

If you currently publish an existing magazine it would be additionally helpful to send our offices the last issue you printed. A sample will give our staff an idea of the kind of title your currently producing - even if your planning to upgrade. Our staff is eager to make suggestions or recommendations that can be helpful to your title and to get the best configuration to optimize pricing for a magazine printing press.

Magazine Publisher will provide you initial cost quotes for your magazine title. The costs are generally returned to you via e-mail. You will be provided a new business sales reps' personal e-mail and phone extension for future questions or clarifications.

### **2. Selecting a Firm**

Whether you publish an existing magazine/catalog or starting a new title Magazine Publisher can provide a variety of creative and production alternatives.

Magazine Publisher understands one of the most important decisions made by a publisher is selecting their printing partner.

Many publishers receive cost quotes from a variety of firms - comparing the numbers and services can

sometimes be tricky and confusing. Some 'printers' try to print everything from business cards, to napkins, and even multi-page magazines.

To meet the specialized needs of magazine printing, Magazine Publisher has designated plants and personnel designed to specifically service the short and medium run heat set Magazine market.

Factors that drive every magazine title:

**TIME:** With deadlines, print schedules, and advertisers late submissions - days cut off the finishing cycle can make a great final impact.

**MONEY:** Every dollar saved on pre-press, printing, and mailing is profit in your corporate account.

**QUALITY:** Magazine Publisher offers quality Newsstand style (Heat set web) magazine print options.

Further, Magazine Publisher understand that printing a quality publication is only part of the process. Timely distribution is equally important.

Being a leading publication printer we are proud to send product samples of magazines we have printed and the impressive plant facilities are always open for potential publishers to tour. It can be comforting selecting a printer that knows magazines and provides hands on customer service. There can be a lot to consider when selecting your printing partner other than just cost. You have a lot invested in the final results.

### **3. Plant Print Rep Assignment**

Once you have finalized your magazine specs, set a target publishing date, and decided to use Magazine

Publisher as your printing partner, your New Business Sales Representative will assign your account to a Print Representative from the plant your job will be printed in. Your assigned Print Rep will contact or visit you introducing themselves and give you an overview of the press facilities. Your Plant Print Rep will become a valuable contact. They will review your print proposal, can suggest options, work with setting up your payment terms, and in time visit you regularly. The Print Rep will become your one-on-one permanent sales contact and can service all your publication needs as your title evolves.

#### **4. Preparing & Submitting your Digital Files for Print**

Once you have finalized your printing specs it is time to prepare your magazine files for print. This is critical factor in preparing a quality digital file that is in hi-resolution format that will deliver a quality magazine publication.

Magazine Publisher has posted in detail on-line the best ways to set up magazine print files and many of the pitfalls that can make files corrupt or unusable. Our digital center can also provide answers and services to magazine or graphic personal that have questions.

It is recommended that you are clear on the files preparation before you build your magazine layout which can avoid any possible delays in print file submission.

Even if you have already mastered hi-res digital file preparation Magazine Publisher encourages seasoned publishers to send test pages for our staff to review and approve or offer suggestions.

The major magazine design programs generally submitted in magazine layouts are Quark Xpress, Adobe In-Design, Adobe Pagemaker (quickly being replaced by In-Design) and Hi-Res PDF.

Magazine Publisher has found the highest quality final product is produced by having pages submitted in single page layouts. Your files are remitted to our Tennessee digital center on CD along with page print outs (black and white laser printouts are fine).

Magazine Publisher will let publishers who have printed past issues with properly formatted files or a history of preparing proper source files post future issue files via FTP.

#### **5. Approve Color Proofs**

Once your digital files have arrived - Our staff will flight check, postscript, paginate, and Fed Ex you color print proof sheets for your final OK. We require customers to review, sign and return proofs including any new files for changes made. Keep in mind changes made at this stage could result in additional charges from the digital department. We highly recommend that your job is thoroughly proofed before ever submitting initial files for print, however, this is your last chance to make changes.

#### **6. Customer Service Rep Assigned**

Once your magazine job is in the plant to print - your Print Representative will assign your account a Customer Service Representative (CSR). Your CSR is located and works daily in the plant. Your CSR will track and service your publication from the arrival of

digital files through the print and bindery cycle preparing all the final shipping and mailing documents for your magazine. The CSR is always available to coordinate and schedule every aspect of your title and is your eyes and ears as each magazine flows through the printing plant.

#### **7. Print**

When your proofs are returned - it is time to print. Magazine Publisher's technical expertise and commitment to innovation ensures your access to the latest technologies in magazine production and printing. High speed, full web color offset presses produce your title on printing systems that expand publications flexibility and deliver quality finished magazine titles.

#### **8. Mail/Ship**

Magazine Publisher understands that producing a quality publication is only part of the process. Timely distribution is equally important. Your CSR will oversee all the final distribution requirements your title has to reach its end destinations. We offer in-house labeling & mailing that takes advantage of the best postal rates to service your subscribers. For bulk shipments, we offer a variety of delivery options to meet your newsstand or shipment requirements.

From an outside perspective it seems like an unimaginable amount of effort and preparation to get a magazine printed and into the market. The whole print process generally takes less than 10 working days from file submission to delivery. It can be reassuring to work with a recognized magazine printing facility and professionals that provide hands on support every step of the way.

You can find more detailed information herein on all of the services our magazine group offers. At any time you can talk to a New Business Sales Representative at 1-800-487-3333 - or by all means begin your introduction with the use of any of our On-Line Interactive Request services.

## TIPS FOR MAGAZINE DESIGN

First-time publishers will, through inexperience, make a few technical mistakes building their magazine. Many magazines come through MagazinePublisher.com, some look great, others, lets say... could use some help. The following tips for magazine design can make your magazine a real “page turner.”

### Get Inspiration

Before you start your magazine, go to a newsstand and purchase a few magazines that catch your eye. Take them home and try to decide WHY they caught your eye. What is it... the photos? the layout? the subject of the magazine? Use elements you like in other magazines to inspire your magazine’s layout.

### Use a Great Masthead

The “masthead” is your magazine’s logo. It is most often located at the top of the cover and should be the first thing your reader sees. It must be legible and tell people about your magazine. You have looked at your magazine thousands of times but your readers have not. If the masthead is developed with illegible fonts, people won’t view it as you intended.

If your magazine is on the newsstands, there are other considerations of which you need to be mindful. Unless your magazine is on the front row, readers will see only the top 2" of your magazine. Does that area in your design lock in the reader’s attention? Try testing your magazine by printing out the cover and putting another magazine in front with the top 2" showing. Now take a look from across the room. This is how future purchasers will be seeing it.

Remember, your cover design will be fighting all the other covers for attention. A well-designed masthead visually entices the buyer to choose one magazine over others in its’ category.

### Use a Great Cover Photo

DON’T try to save a few bucks on the cover. A well-designed cover can get your magazine noticed and even more importantly, picked up! Therefore, all cover photos must be of a good, high quality photo (in the proper resolution).

Choose a photo that is interesting to your potential readers or which tells a story. Showing the unexcited face of an unknown person will not do much to get the potential customer to read your magazine. Choose a photo that is recognizable to your target readers or shows action, unusual colors, taken from unusual angles, or combinations of all these.

Remember, your magazine only gets one chance to make its first impression. Well-chosen photos are powerful in making that good first impression.

### Design Your Cover with the “End in Mind”

The cover of your magazine should grab readers’ attention. The less that detracts from the photo and the captions, the better. You do not want or have to ‘mess up’ the design and cover art with a big mailing label area. If your magazine will include a barcode, mailing label, etc. keep that in mind when you lay it out. It should be considered another design element.

While many covers do include the UPC bar code it is not necessary to have your mailing label and indicate on the cover. The method of mailing/sale will dictate its location.

### Careful Font Usage

The choice of fonts can have a major impact on the overall professionalism a magazine conveys. Using too many font faces is visually confusing to the reader. He may have trouble distinguishing the subject from the ads, not to mention that too much “stuff” can be tiring on the eyes.

Consider using only one to two font families in your articles; one for the headlines and subheads, one for the body text.

Research shows that serif fonts, especially small ones, are easier to read than san-serif fonts. The eye tracks across the serifs of the letters making reading easier.

<b>SERIF</b> San Serif
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ALL CAPS are difficult to read. If you want to emphasize a word consider using bold versions of that font as an alternative.

Stretching/compressing fonts look awkward. Consider the extended or condensed version of that font or even another font family.

### Multi-column Layouts

One trick for having your stories look professionally built is to use a multi-column grid to the page. For regular sized magazines try using three columns, digest sized magazines use two. Not only does it look more professional but text will flow better on the page and you will have more options for placing photos.

### Don’t Be Afraid of “White Space”

Although it can be difficult, consider leaving some areas of the page blank. Stuffing as much as you can onto a page is visually overwhelming to the reader. Experiment with leaving some column white space in your new multi-column layout. Try running text in one of the columns only with a photo or graph covering the other two columns. Try starting your article halfway down the page with the top half being reserved for a photo. Experiment - computers make that easy.

### Don’t Get Trapped by Computer Tricks

Many softwares have the ability to add “cool” effects to your design with a click of the mouse. For instance adding a drop shadow to your text may be as easy as hitting a button. If you *need* a drop shadow to make text more readable, use a drop shadow. Don’t just use one because it is easy to use. Readability needs to be the primary concern.

Do your best to not let the computer dictate the look or direction of your layout. Remember, the software works for you not the other way around.

### Stay Away from the Edge

Many magazines that come through our facilities have layouts with text too close to the edge of the page. Again, don’t try to fill up the entire space. 1/4” margin

is the minimum suggestion but better 1/2" or even more, page margin is suggested. Again, it looks more professional adding more white space and you will not worry about the possibility that text might be cut off when the magazine is cut down to size after printing.

### **Avoid Clip Art**

Market research has shown that cartoons do not sell to adults. In this case you are selling the story to the reader. He has not read the story and is deciding whether to or not based on the graphics. If hokey, cheap clip art is used there is a good chance he will not read the article.

Of course if your article deals with child-related subjects then clip art MAY be acceptable.

### **Learn to Color Balance your Photos**

If your photos look terrible on screen and you have no clue how to make them look good... visit this link (pdf). It will explain how to color balance your photos "by the numbers".

### **Remember...It's Only a Magazine**

You have invested a great deal of time, creative energy and perhaps money in your magazine. Because

of this, you will be dismayed to have your work judged harshly BUT it still won't be perfect when your time deadline comes around. Keep in mind - you may be the only one that ever notices minor imperfections. You don't hyper-analyze other peoples' magazines - your readers won't hyper-analyze yours! It is only a magazine...not a work of art.

### **Don't Forget Contact Info**

Now that you have a reader you of course would like them to be a long-term reader. We see many magazines come in that forget to tell readers how to subscribe. Your contents page is a good place to list the following info:

- your physical address
- your web and email address
- subscription price
- how to subscribe

Now get to work and good luck.

Today's magazines are "built" using computer technologies unimaginable only a few years ago. In the past a one person would write a story, another would print the text out on long strips of paper, and still another would literally paste the text onto boards. Then the boards were photographed as negatives and burned onto the plates that transfer the ink onto the paper. And this does not even begin to go into how a photo is added.

Today, all the above jobs, plus photography can easily be done by the same person. Software gives all the power to the "artist". This greatly expedited the process. Today's production artist can do in a few hours what took many people several weeks 10 years ago. But, in the same light, there are fewer eyeballs to catch and fix any problems before going to press. The artist needs to be educated in all aspects of production he is involved in.

Because today's software is so powerful with many ways to do something, exact settings need to be known up front. A tiny mistake in the beginning can cost big in the end, in both money and time lost. Just because something looks good on your computer screen does not mean it will look good in print.

If you plan to do your magazine's production you will need to know a few necessary requirements to ensure you produce a trouble-free publication.

### Digital Production

Today magazines are built completely digital. This means anything you wish to have in your magazine will need to be in your computer. Photos will need to be scanned or taken with a digital camera. Text will need to be "keyed in".

Then the photos, any other art and text are combined in a page layout software where it resembles the finished magazine. Once complete the pages are saved out, in a digital format called pdf, and sent to the printer.

It is an amazing process that starts by sitting down in front of your computer with only an idea and a few weeks later an 18 wheeler pulls up with a finished, paper magazine.

### The Software

Building your magazine will require that you have two kinds of software: a layout software and a photo editing software. Each has particular strengths and weaknesses that you need to be aware of during the magazine-building process. Below are listed brands that are industry standard software. They were created for high-end production such as magazine production. While there are other brands many are not ideally suited for magazines and can complicate the process and increase the chance for errors.

### Photo Editing Software - An Overview

If your magazine is to have photos and what magazine doesn't, you will need to have a way to edit them. Photos will need to be sized/resized, converted to CMYK, possibly edited (color balanced, lightened or darkened, focused) and saved out in formats that are compatible with the layout Software you use.

There are many brands of software on the market

but the one designed for doing this highly critical editing is Adobe's Photoshop. It will do these required conversions and thousands more. Photoshop is the undisputed industry leader.

The drawbacks of Photoshop are that it uses large amounts of computer memory and is very expensive to purchase. And because the program is so powerful with many saving options you must know the exact settings required before saving.

### Layout Software - An Overview

Once your photos are cleaned up and saved correctly, you will need to merge them, along with your text, into your magazine's pages.

The two leading layout software programs on the market are Quark's Xpress and Adobe's InDesign. All major magazine agencies and printers use one or both of them.

While technically it is possible to build your magazine in a photo editing software, the page layout software makes it much easier. Think of it this way: Photoshop makes the puzzle pieces and Quark is the table top where you put the pieces together. Photoshop is unmatched in working with photos, but text editing is very basic. Quark and InDesign are great at dealing with your text. You have almost infinite control over word size, space between words/letters/paragraphs, spell and grammar checking, etc. Quark and InDesign's strength is their ability quickly move the text and photos on the page. Photoshop can be very slow when dealing with large numbers page elements.

And the finished Quark/InDesign page will have a file size many times smaller than a Photoshop page of exactly the same dimensions. Small means fast: fast saving, fast transfer and ultimately, fast printing.

Lastly, there is another type of software that can be useful for the graphic artist: vector software such as Adobe's Illustrator. This software is the best for drawing sharp-edged art such as logos. Because items built in Illustrator are done using mathematical formulas rather than colored dots like Photoshop, art can be scaled to almost any size with no degradation of quality.

Vector software is only required if you plan to create from scratch logos or "clip art" styled art. It can be very difficult to learn and will have limited applications. Plus, their art can often be "faked" in Photoshop/Quark.

## THE SOFTWARES' REQUIRED SETTINGS

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We have already established that specific softwares have specific jobs. Now we will talk about the specifics required in each.

### Layout Software - The Requirements

Most magazine printers have specific requirements about page size. The most cost-effective page size is 8.375 x 10.75. But here is one of those "tiny mistakes in the beginning that can cost big in the end" examples: most layout softwares default (are automatically set) to 8.5 x 11. If you build your magazine the wrong size it is very difficult to make it smaller after it is completed.

Another requirement of high end printing is use of bleeds. If any artwork, photo, whatever goes to the edge of the page, the layout need it to go off the page (bleed off). Most printers' standard bleed requirement is ".125" off the page.

The reason for this is to insure that when the magazine is cut to its final size there will be plenty of "fudge factor" for the person cutting it. If the art did not bleed you would see a paper-colored line running down the edge of all sides of your magazine.

Speaking of insurance, the farther from the edge of the page your text/art is, the less of a chance of it getting cut off.

### Photo Editing Software - The Requirements

With so many low cost, high resolution digital cameras on the market today many of the photos you will work with will be taken with digital cameras. But the file format these cameras produce will need to be converted to a different format for color printing.

**Color space:** digital cameras take photos in RGB (the three colors your monitor uses to show color: Red, Blue and Green). Your photos will need to be converted to CMYK (the four colors printing presses use to produce color: Cyan, Magenta, Yellow and Black). With Photoshop, changing the color space is only click of the mouse.

If RGB files are used in your layout then the printer's rip software might not know how to handle it and pull out all color. Some printers' rip software will convert for you as the files are ripped but converting before it leaves your hands will eliminate another variable that can take time to fix and add to your printing costs.

Another problem using RGB color space is it can show many more colors than CMYK. Converting it before it goes to press allows you to see exactly how a photo will look when printed and determine if that look is acceptable.

**Resolution:** digital cameras almost never take photos at the preferred magazine resolution of 300dpi. Most older cameras shoot at 72 dpi but some newer ones shoot at other resolutions.

Photos in your magazine at a resolution lower than 300 dpi will print blurry or pixilated. Any higher photos will have a much larger file size and printed results will be no better than using 300.

When a photo is brought into the layout software it can easily be resized. If a photo is brought in 100% then

its output resolution is 72 dpi, which is way too low. It will be very blurry when printed in the magazine. If you resize to 50% (half size) the resolution will jump to 144 dpi... getting better. So to have your photos at the best resolution you need to reduce every single photo in Quark to below 24%.

It is less taxing on your brain to convert the photos to 300 in Photoshop before bringing them into Quark. You can use them at 100% or smaller.

**File Format:** digital cameras typically take photos in a file format called JPG (j-peg). JPG is a compression applied to photos that greatly reduces the photo's file size allowing many more to fit on a camera. The JPG process looks at all the pixels (colored dots) in the photo and thinks "that pixel is practically white... I will just make it white". Two white dots takes less memory than trying to remember a white dot and an almost white dot. The more compression, the farther from white the pixels will be changed to white.

The down side is that every time a JPG photo is saved the quality of the photo is diminished. If you open your photo to change the resolution and convert to CMYK you WILL damage the photo... how much is dependent on how much compression the JPG is set to use. It is best to save your photos as another format such as TIFF or EPS... formats designed for printing. Formats other than these might have compressions like JPG with unexpected and/or undesirable results.

## THE ABC'S OF PAPER

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Many variables must be considered when selecting the right paper for your publication such as the overall look of the printed piece, ink coverage, the shelf-life, or if it mails.

There are many different paper grades, weights and brands on the market from a variety of mills. Publishers select the type of paper that not only meets their customers' requirements, but also works well in their machinery. Talk to your print sales representative as he can provide further recommendations and options for your publication.

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### Paper Making: The Process

Most people can tell you that paper (or stock) is made from wood, but many don't know how a tree is transformed into a sheet of paper. The basics are pretty simple and perhaps you have made paper for a science project or craft project before. While all paper starts out as wood, the end result, be it high gloss free sheet or uncoated offset paper, is determined during the manufacturing process of the paper.

Perhaps a brief overview and education of paper and the paper making process will enable you to better understand the differences in paper.

Logs are stripped of their bark, then chipped into very small and thin pieces. The small pieces of stripped logs are placed in a large cooker with chemicals and steamed under pressure until the wood fibers are removed from the lignin (the glue that holds the individual wood fibers together). The resulting pulp is then processed through several machines which will separate the fibers, remove the chemicals, and bleach to proper shade of whiteness.

After the pulp has been refined and other additives added to give the finished paper the desired properties, water is added. The result is called furnish. The furnish is spread over a mesh screen which forms the paper and lets the water be extracted. The paper then travels through different processes and machines designed to remove the water from the paper.

After the paper is dry, it is run between steel drums to give the desired smoothness. This process is called calendaring the paper. The more times paper is calendared the less bulk it has but the smoother it gets. To create glossy paper, uncoated paper is coated with a paint-like product and buffed by rollers under very high pressure, to create a shiny appearance. This process is called supercalendering. Coated paper is used for magazines.

### Weight

Paper is categorized by weight in pounds of a ream (500 sheets) of paper cut to a standard size, 25" x 38" for text paper, 20" x 26" for cover weight papers. For example - 500 sheets 25" x 38" of 70# coated paper will weigh 70 pounds.

Weight has not only an effect on the feel of the magazine (heavier paper will feel thicker and less easy to fold) but also shipping/ mailing costs of the final magazine. More weight costs more to ship/mail.

### Grade Specifications

A grade is a way of ranking paper by certain composition and characteristics. For example, brightness is one of the characteristics used to determine a paper's grade. A number 5 paper grade has the lowest brightness, from 69-73. A number 3 grade paper has a brightness from 81-84.5. Number 1 grade paper has 89-96 brightness.

Most magazines run on #3-#5 grade stock.

### Uncoated Offset Paper

Uncoated Paper is designed to generally run in offset presses and is a non-coated sheet of #50 or 60#. Also-return card offset stock is run on a 75# uncoated stock to meet postal requirements.

### Free sheet Paper

Free sheet paper is free of ground wood pulp and has a bit higher brightness (whiter) than ground wood paper. Free sheet starts at a number 3 grade. Magazines commonly use 50#, 60#, 70# text weight free sheet options on the interior and 80#, 100# text weight or 66# cover weight free sheet stock on cover options. Free sheet paper is more costly than Ground wood.

### Ground Wood Paper

Characteristics of ground wood paper are higher bulk, smooth feel, lower brightness (whiteness) and good printability. It is usually lower in cost than free sheet paper. Magazines commonly use 36#, 40#, 45#, 50# and 60# ground wood paper. Ground wood is available in number 4 or number 5 grade.

### Coated Offset Paper

Coated papers are described by their finish: matte, dull, or gloss.

### Gloss

The majority of magazines today use gloss paper, the property responsible for coated paper's shiny or lustrous appearance. Gloss papers are less opaque and have less bulk and are less expensive than Dull & Matte papers.

### Dull

Smooth surface paper that is low in gloss. Dull coated paper falls between matte and glossy paper.

### Matte

A non-glossy, flat looking paper. Matte papers are higher in cost and in bulk.

### To summarize:

Magazines generally use a 50-60# Groundwood #5 grade paper for a good balance between cost and quality. Plus-cover magazines generally select a 70-100# Freesheet cover for "curb appeal". Many new publishers tend to go "overkill" on paper selections. They often opt for the thicker and more expensive grades and weights which may add needless costs to each magazine issue when the end user will never notice a lower grade.

## MAILING MAGAZINES

Mailing magazines can be very expensive. There are ways you can control or perhaps reduce your mailing costs while keeping good delivery times. Mailing costs are affected by four factors: the weight of the magazine, the magazine size, where it is put into the postal system, and the kind of presort address used. The number of U.S. Postal Service regulations for mailing is mind-boggling but let's focus on what can save you money.

### The Right Weight

If a piece weighs more than a pound it is processed differently by U.S. Postal service and have different regulations. Since most magazines weigh less than a pound we will review the policy of these regulations.

Any magazine that weighs less than 3.3 ounces, the mailing rates are fixed but determined by how the mail is sorted. This is where knowing the ins and outs of the regulations can save you some money. (For reference: generally 3.3 oz's consist of a 32 page magazine on a 60# paper.)

If your publication weighs more than 3.3 ounces, the postal cost will increase as the weight increases.

### The Right Size

The Post Office's term for a magazine is a "flats" (because they lie flat!) Flats should be no larger than 12 by 15 inches in size (the standard newsstand magazine in the USA is 8 3/8 x 10 3/4). An option for mailing flats is it can also be mailed in a clear plastic envelope (otherwise referred to as polybagged) with labels. Most magazines are sent as printed and labeled either by ink jet or with a Cheshire label.

### The Right Mailing Location

Where your mail makes a difference. The basic rule is: the closer to the final destination your mail is put into the postal system the less expensive it will be. Sorting mail is the key to selective proper magazine mailing. The most precise sorts available are through the BCC "Mail manager Z010" postal software. With this all mail is sorted to what is grandly termed the "enhanced carrier route line of travel sort" in other words, how the mail carrier actually travels to deliver the mail. The more closely your mail can be sorted to agree with the route the mail carrier travels, generally, the cheaper the cost to you.

### The Right Method

There are three major methods magazines can be mailed; First-Class Mail (fast and expensive), Standard or Bulk Mail (slow and cheap) and Periodical (fast and cheap but difficult to achieve).

There is an application fee associated with a periodical permit and several audits will be conducted annually to verify periodical standards are being met (subscriber limitations, percent advertising and other circulation requirements apply). A Periodical Permit's mailing costs are based on advertising percentages within each issue.

### Indica

The indica is a special "postage stamp" that tells the Post office the method that your magazine is being mailed and who to charge for that mailing. It is printed

either right on the magazine, on its mailing label or to the outside of the package the magazine rides in. There are very strict requirements about indica content, placement locations, size and design.

Nothing remains the same particularly postal regulations. That's why we encourage you to review the Domestic Mail Manual available from the Post Office or on line at [www.usps.com](http://www.usps.com).

### Mailing Labels

U.S. Postal Service regulations are pretty picky (and confusing) about label placement. You must comply with the regulations or your piece might be rejected by the post office. If going on the cover, the label must be located in the bottom half with wording upside down. If on the back, it will need to be on the top half with wording right side up. The label may also be parallel to the spine but it must fall in the safe areas (bottom of cover or top of back cover).

The type size must be larger than 8 point.

Mailing labels can be printed by ink jet directly onto the magazine cover or Cheshire (adhesive-type labels) labels can be generated. Designers, keep in mind...where the label is placed on the magazine can affect the overall design and look of your magazine cover. Keep in mind that the USPS's stringent regulations change often. Always check with your postmaster or mailhouse before designing for a location.

**Ink Jetting** is a process in which individual addresses are "jetted" on each individual magazine. There must be a white space provided to ink jet either on front or back cover area. The ink jet image does not have to be very large but it must be at least 1 7/8" X 3 1/2" and should be at least 1/2" from the spine. A common use of Ink Jet space is the bottom two inches of the back cover.

**Cheshire labels** are similar to "peel & stick" labels. They will have the receiver's address and may also include the postal permit. If the indica is not printed on the Cheshire label then you must provide clear space for the label.

## MAILING LISTS (DATABASES)

Magazine print and mail facilities generally have a Mailing Service Manager who can generate your labels and can clarify and verify that your design and labeling meets postal regulations.

Duplicate names on a mailing list will cost you money. Make sure before submitting your list to the mail facility that you have already de-duped, purged and or merged and list is ready for importing into the mailing software.

Many mailing files contain much more information than what is needed for just addressing labels. Therefore, be sure the field and label layouts clearly identify each field (column headings) that are needed to create the address label. Each label line allows for up to 30 characters so be sure to set your field length at 30 characters to avoid information getting cut off.

Labels can include up to six lines of copy. That means you can even include a special message along with the address. The mailing program will generate the USPS bar code so you won't need to include that in your files.

## DATABASE SUBMISSION GUIDELINES

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Before you send a database the following specifications are required for Mailing Services to process your submitted disks. Mail data files are usually submitted via e-mail.

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### Comma Delimited ASCII Format

The records should be in a comma delimited-ASCII format. A double quote can be used as the delimiter.

*Example:*

“Joseph Smith”, “Acme Chemicals Inc.”, “241 Yellow Brick Road”, “Quincy”, “FL”, “32351”

When there isn't information in a particular field, that field is to be left blank and should be submitted as following:

“Joseph Smith”, “”, “241 Yellow Brick Road”, “Quincy”, “FL”, “32351”

### Excel Format

The second submission method is to put the information into individual fields when using EXCEL. You will not need the double quote delimiter. Make sure to leave the space blank whenever information is not submitted in any particular field.

*Examples:*

Name	Sheri Hill	Sheri Hill
Company	YourBusiness.com	
Add 1	1066 Broadway	7777 Creek Rd
Add 2	Suite 3	
City	Atlanta	San Francisco
State	GA	CA
Zip	32351	32351

If you choose this format a Field Layout for each file submitted is required to correctly identify the data received. This layout can be in the header of each column in EXCEL or listed on a separate instruction sheet.

### Label Layout

A label layout for each file submitted is required to correctly identify which fields in the file are to be used in construction of the address label. There are 4 lines of print available for construction of a 3 or 4-up Cheshire one inch printed label and 8 lines available for an 1" height label. There are 6 lines of print available if the address is to be applied by inkjet.

The following is a sample of a label layout for either Cheshire or Inkjet labels with 30 characters available per line:

Line 1: Customer Info Line (Order #, Customer #, Expiration Date, etc...)

Line 2: Full Name (Prefix, First, Middle, Last, Suffix, Title, etc...)

Line 3: Company Name

Line 4: Delivery Address

Line 5: City, State, ZIP Code

### Questions?

If this page sparks additional questions or comments, please feel free to direct them to: [info@magazinepublisher.com](mailto:info@magazinepublisher.com)

## THE ABC'S OF MAGAZINE SHIPPING

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You send materials to the printer, see the proofs and wait until it is printed and bound. But the process is not complete until the magazines arrive at their final destination. Shipping is an extension of the printing process and integral to your overall satisfaction of the printing experience. Shipping companies are independent operators commissioned on your behalf by the Printing plants. As the customer, you can select the shipping company of your choice. However, every printer has relationships with selected carriers and generally has negotiated special pricing that you may not be able to get on your own. Quality service standards - delivery reputation and schedules are important factors in selecting a carrier to complete this process.

It is important that you understand shipping terminology and use it when communicating your shipping requirements. This way the best possible solutions can be applied for the shipping and destination carrier selections.

Here are definitions of commonly used terms in the ground transportation industry.

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### Shipping Options:

Ground freight shippers offer many options for printed matter that allow you to choose the speed vs cost in which your magazine is trucked.

**Standard** - Standard service is the basic service where the shipment will travel from one point to another within as specified time frame.

**Expedite** - Expedite service is more costly than the standard service but is quicker, for example, a route that typically takes three days would take two days with expedited service.

**Guaranteed** - Guaranteed service is used to guarantee a specific day or time for delivery. This is used mostly for conventions or trade show deliveries where there is a window of time when deliveries are accepted. The guarantee is for the time and/or date. If that is missed, then you don't have to pay the shipping, but you cannot collect for any other residual damages and printing services will still be required to be paid.

**Hot Shot** - A truck leaves the printing plant and goes directly to the delivery destination, usually same day with your magazine only (no stops along the way).

**Air Freight** - Air freight is also a shipping option, although it is more costly than ground transportation. Air freight usually delivers within 24 hours however it uses commercial carriers and is restricted by the airlines 'flight schedules'. Delivery services are available from the airport to the final destination for an additional fee. Air forwarders generally understand the time-sensitivity of the shipments.

**Fulfillment Services** - Many publishers require fulfillment services where your product delivery is required to go to multiple locations and is broken into multiple shipments. For example part of the shipment might go UPS to numerous locations and the balance shipped by

truck to another. Customized shipments where various counts are placed into the cartons are available.

### Shipping Terms:

**Door to Door (or dock to dock)** - From the manufacturer's shipping dock to another industrial-type shipping dock; the receiver is responsible for unloading the truck.

**Inside Delivery** - When the shipment arrives at its destination the driver will assist with unloading the truck (if stairs are involved, be sure to let your Customer Service Rep know).

**Residential Delivery** - A delivery to a residence but does not include unloading; if unloading assistance is required be sure to specify and be sure to check to make sure there are no local ordinances or road conditions that would prohibit a truck in a residential area.

**Lift Gate Delivery** - A truck with a hydraulic lift gate to assist with unloading is used for the delivery.

**Straight Truck** - Small truck (20 foot bed) not a tractor-trailer. This is used for small deliveries, usually locally for residential or small confined delivery locations such as mini-warehouses or strip malls.

**LTL (less than a Truckload)** - Other freight is traveling on the same truck and might go to a centralized distribution center for further routing.

**Cartons/Boxes** - Printers have standard cartons but also offer special order sizes. The standard magazine carton is 11 5/8" X 8 5/8" X 11" and holds 35-40 pounds. Cartons are stacked on a pallet (skid) and shrink wrapped. Each Pallet can hold 68 cartons, four layers of 17 boxes each.

Being as specific as possible when communicating your shipping and packaging requirements will only help simplify the final stage of your magazine delivery process.

## INTERNATIONAL MAIL

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International mail from the USA has a few more requirements. A big requirement is that magazines being mailed internationally can not be mailed without some kind of covering. A return address must also be visible. Depending on the number mailing this is best accomplished by poly bagging or having 9 x 12 return addressed magazine envelopes made. The USPS is not

the only option for International magazine mailing. A couple other competitive companies such as Spring and DHL offer competitive rates with quick delivery times. With world wide trade expanding expect services to continue to improve. Expect to pay between \$6-8 per pound for International magazines to be mailed. This usually equates to between \$2.50-\$4 per magazine.

## THE NEWSSTANDS - THE HISTORY

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After World War II, single copy sales were dominated by the American News Company, which had a monopoly on the business. In the 1950's an antitrust action broke this monopoly. Replacing it was the system

involving National Distributors and wholesalers. This was a confusing, awkward, and sometime inefficient means but somehow accomplished the job of distributing millions of magazines each week.

## THE NEWSSTANDS - THE PLAYERS

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**The Publisher-** The publishers only job is to publish a magazine.

**The National Distributor-** The distributor is the agent of the publisher(s) and acts as:

**Banker-** billing and collecting for the magazines it handles and remitting the publisher's share to the publisher. On some instances for established magazines the distributor will advance the publisher payments on the anticipated sales.

**Administrator-** Taking care of all record keeping and paperwork

**Marketer-** Opening new outlets and wholesalers for magazines, developing marketing and retail programs.

**Buffer-** Provides an instant access for titles to all the

nations' wholesalers. Most wholesalers will only work with distributors.

**Wholesalers-** There are approximately 200 wholesalers across the US and Canada. Wholesalers do the physical handling and delivery of the magazines to retailers. They receive copies to their warehouses and then place them on the newsstands, handle returns, collect from the dealers or retailers, and do promotional location marketing. They report all activity on their accounts to the distributors.

**Retailers or Dealers-** Their only function was to take care of the actual sale to the customer. Bookstores, convenient stores, Super Centers, etc.

## THE NEWSSTANDS - THE OVERVIEW

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The newsstand is a challenging place for any magazine publisher, let alone a start up. Securing newsstand space is hard enough but coping with the slow flow of newsstand information which gives a publisher a true sense of if and why or why not their titles are performing, can even be worse.

Magazines are among the highest profit items many retailers sell, with an inventory turn much higher than just about anything else in the store. Major retailers have come to understand this, and also to appreciate the fact that a broad spectrum of different titles covering different reader interest is important. It offers retailers more inventory. Bookstores have vastly expanded magazine titles and offerings.

Over 90% of the single magazine copies are sold in stores where the principal activity has nothing to do with magazines –supermarkets, convenience stores, and mass retailers.

Magazines are different from any other products in these stores. There are a lot of magazines that come from many different publishers. They differ in nature of content and each appeals to people with different interests. Magazines have issues that have to be displayed at different time intervals. The methods of handling and selling magazines is different from anything else.

- Magazines do not go thru store's warehouses but are brought in by wholesalers directly.
- Displays are arranged by wholesaler's rather than the stores staff.
- The magazines that are displayed- and the number of copies of each- are determined by the wholesaler.
- Special racks to hold magazines at checkouts are paid for by magazines that use them.
- Each magazine has an on-sale and off-sale date to which the retailer must adhere. At the time of off-

sale, the remaining copies are returned to the wholesaler. This requires another handling and accounting operation. Publishers do not get the copies that do not sell returned.

- Stores do not purchase magazines, as the case with most other products but accepts them from exclusive wholesalers on consignment. The store keeps a portion of the selling price.
- Most publishers are also interested in gaining circulation by selling subscriptions and indirectly competes with the retailers selling single copy sales. Some view the newsstand as a marketing means to get exposure for advertisers and subscriptions.
- Over the last several years major changes have taken place in the retail area. Major chains now dominate most magazine retail business, with an ever increasing trend toward national rather than regional chains. This has brought greater interest in retailers controlling the way magazines are handled and payment percentages they require for selling.

### Single Copy Sales

There are several questions you should ask about your overall circulation plans before you leap head first into newsstand sales.

It's essential to understand that established magazines are purchased at the newsstands either by impulse or by habit. Most impulse buys require a celebrity, cleavage or some other radical cover visual. Most publications rely on loyalty. Reader's become conditioned and will buy their favorite magazine off the newsstand regardless of what is on the cover. New magazines commonly get lost in the crowded and confusing newsstand shuffle.

If you feel your magazine's content can generate a habitual following, you can count on receiving subscrip-

tions from your newsstand readers. If not, then you will need to place an obscene amount of importance on the cover design.

The newsstand serves as an important research for the public's acceptance and need for a new magazine. New technologies have splintered distribution a bit - but the magazine newsstand is still the ultimate resource and research bed for new magazine releases.

Some newsstand detractors claim the newsstand are

too crowded, any new magazines will not stand a chance as they will get lost in the system. If your competitor or similar genre magazine is on the newsstands, then your title should be too! You need to be next to the other title(s) offering your viable content alternative. If your competitive magazine titles are not on the newsstand, might want to ask yourself why? Use good old fashion common sense when assessing your distribution options.

## THE NEWSSTANDS - HOW IT RELATES TO YOUR MAGAZINE

Launching a magazine would be a very expensive venture were it not for the national network of distributors, wholesalers and retailers.

A magazine's journey begins when the publisher sends the digital files to the printer. (MagazinePublisher.com is a good source to print). The printer creates the final masterpiece and boxes and pallets the issue for the market. From there your magazine will rely on a completely amazing logistics system that gets the titles to market.

### Distributor

If you're looking for National or International distribution and newsstand coverage you will need a National distributor. There is a very limited number of National distributors that handle magazines with only a few that accept new magazine titles. A Newsstand Evaluation Form can be found on page 22 that enables your magazine access to have a newsstand evaluated by one of these National Distributors to see if they will pick up your new title.

Your National distributor will serve a vital role for your magazine title. The distributor will oversee the delivery and marketing of your magazine in the marketplace. They will service the broad network of wholesalers and provide your printer with one galley report (shipping instructions) for the shipping of all magazine orders going to the complete national newsstand network. The National distributor will also serve as a money collector and deliver your company the earned payments and sell thru reports for the complete order. Most National newsstand distributors look for titles that have potential to service 25,000 or more magazines per issue, however, with technology and niche markets a very few distributors will take boutique titles that have newsstand numbers as low as 5,000 per issue.

Think of your newsstand distributor like that of a Hollywood talent agent, your National distributor represents your magazine title in the marketplace of unlimited opportunities. The distributor should know where your publication should be displayed and has the marketing know-how to get it in there. The distributor will serve as a liaison between your title and the hundreds of wholesales. Can you imagine coordinating the delivery of 40,000 magazines to 150 wholesalers who bring it to 10,000 newsstands. You need a distributor to do this tedious work.

### Wholesalers

The wholesalers' job is to receive the magazines to their warehouses and perform the physical delivery to the predetermined newsstands. Currently there are in the

area of 250 or so wholesalers around the country, each with a specific territory of store category into which no other wholesaler may enter. The wholesaler also collects the money due from retailers and picks up sales records as well as unsold copies that go out of date. The unsold copies do not get returned - they are shredded and paper generally recycled and the reports and payments are sent to your National Distributor. As you can see you could work fulltime trying to contact to have wholesalers pick up your new magazine title. Most wholesalers rely and work predominantly with the credible national distributors only. One exception is - if you have a local or regional themed title or are looking for just a small specific market to sell your new magazine in you may be best served contacting a wholesaler directly that services in your area. A list of the wholesalers is included on page 23.

### Take a Look at the Numbers

Currently, newsstand sales average (sell-through) is about 25%. So, out of every 100 magazines you place in the newsstand system you can expect to sell 25. Of that 25% sell-through, retailers claim 20-30%, wholesalers cut out another 20-25%, and distributors take about 10%. The total distribution process will take out 55-60% of your revenue. As publisher you will get about 40-45% of the revenue from the newsstand sales...on only the issues that sell.

Because the magazine trade is done on consignment you will be required to front ship your magazine issues to the newsstand network based on the quantities and outlets scheduled to carry the title. What's worse, you do not see a dime of that newsstand sales revenue for nearly 6 months after the point of sale! If you're a monthly magazine you may find you have supplied a lot of issues into the system before you get a first report or payment on the success or non-acceptance your magazine title has had in the marketplace.

Let's look at a simple scenario based on some general numbers using some realistic numbers:

- You ship your bi-monthly ABC magazine 30,000 copies into the newsstand system
- The retail price on the magazine is \$4.95
- Your company reaches the average sell through rate of 25%

30,000	x	25%	=	7,500 magazines sold
7,500	x	\$4.95	=	\$37,125 taken in
\$37,125	x	45%	=	\$16,706.25

Your remittance share on the 30,000 magazines would be \$16,706.25 that you would see 6 months after

you shipped in the magazines.

You can play with the quantities, sales percentages, and remittance share to determine your own financial projections.

### **More Distribution Options**

What you have read so far was the traditional newsstand distribution set up. A single national distributor represents your magazine, determines where it should be placed, and tells the printer how many copies to send to the wholesalers warehouses. It can be expensive but the power and effectiveness of this time-proven network removes any headaches and provides a simple solution to the barriers a start up would face getting acceptance.

However, in recent times ambitious niche publications are beginning to have alternatives. New independent distributors are bypassing wholesalers and placing magazines into retailer outlets direct. And not just any magazine racks but more specialty stores or departments. Not only do the magazines get more targeted focus to their niche audiences the nontraditional means can support shorter press runs and quantities. For instance if your launching a magazine on Pet Birds you do not want to throw 5,000 copies away at every Wal-Mart in the states. You'll want a specific number delivered to hand picked pet supply or pet feed stores. This is where an independent distributor could provide a useful resource.

### **What is RDA?**

It doesn't take a brain surgeon to notice that some magazines get better newsstand placement than others. Some are fully exposed on the front row, other are tucked away in those sometime hard to find places. Still others get their own pocket next to the cash register. What makes for this difference? The answer is your wallet. R.D.A. is known as 'Retail Display Allowance'. This is what a magazine publisher will pay a retailer for favorable placement. Typical R.D.A. is about 10% above what the retailer already charges. This may get you special placement. Real special placement comes in the "pocket rentals". Pockets are the rack locations separate from the mainline regular newsstand section. In a grocery store, it's on the check-out line. Most instances it is point-of-purchase locations.

Pocket rental can cost up to \$25 per month per pocket. That may not sound like much until you think about how many retail outlets there are. How many magazines could you sell in a good pocket, multiply that by the cover price, less the distribution fees....does it make financial sense to buy them?

In some cases, yes it makes perfect sense. You can look at the pocket as a billboard. People can pick it up and ask first do I want to buy this title or would they like to subscribe to it. It serves as a very captive audience. The R.D.A. and pocket rental is an issue your national distributor can iron out. Once you decide you can afford something of this nature, your distributor will find the best deals and negotiate on your titles behalf.

## NEWSSTAND REVIEW FORM

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To begin our staff's evaluation of your title for newsstand representation we will require the following information to be remitted:

What is your magazine's name? \_\_\_\_\_

What are your magazine publishing frequency and dates? \_\_\_\_\_

What is your magazine's cover price? \_\_\_\_\_

Do you have a cover bar code (Bi-Pad) and retail price? \_\_\_\_\_

What issue number could you begin distribution? \_\_\_\_\_

Projection of how many magazines you are looking to get on newsstands? \_\_\_\_\_

Do you have contracts with any wholesalers? If so please list them. \_\_\_\_\_

\_\_\_\_\_

Complete contact information of the person(s) we will interact with. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other comments. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail this form with at least 3 samples of your magazine to:

Magazine Publisher Newsstand Review  
P.O. Box 30159  
Knoxville, TN 37930

After we review - if we feel there could be newsstand distribution potential for your magazine you will be contacted. Please allow 3-4 weeks for review.

## STATE AND REGIONAL MAGAZINE WHOLESALERS

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### **Alabama**

Anderson News 205-252-9265  
Great News 334-297-2223  
Media Solutions 615-213-0081

### **Alaska**

Anderson News LLC - Anchorage 907-336-2064  
The News Group 907-563-3251

### **Arizona**

Anderson News - Glendale 623-939-6511  
Anderson News - Tuscan 520-622-2831  
Desert News 520-747-0428  
Dexter Sales 480-804-1148

### **Arkansas**

Anderson News 501-455-5500  
The News Group, Fayetteville Div. 479-442-6441

### **California**

Alco Magazine Distributors 562-633-4850  
Anderson News LLC - Modesto 209-577-5551  
Anderson News LLC - Los Angeles 714-901-5110  
Anderson SCN Serv. LLC - Ontario 909-975-7400  
Armadillo Distributors 323-937-7674  
Aubry Magazine Wholesaler 323-723-1010  
Chas Levy Circulating Co. 626-854-8414  
Chico News Agency 530- 895-1000  
Gonzalez Distributing Co. 626-531-7028  
Lucky Distributors 818-779-1400  
Mason Distributing Co. 323-962-8506  
Milligan News 408-298-3322  
The News Group-W Sacramento 916-561-3700  
Newsways Distributors 323-258-6000  
The Primary News 858-547- 1292  
San Oak Distributors 415-468-5600  
Serendipity Couriers 707-747-9400  
Speedimpex USA Inc. 310-410-1015  
Speedimpex USA Inc. 650-583-2058  
Tri-County News 805- 925-6541  
Tulare County News Agency 559-734-9206

### **Colorado**

Anderson News LLC 303-371-1833  
Anderson News LLC 303-288-7177  
Kent News Co. 877-290-4740  
MK Distributing 303-363-8166  
One Source Magazine 800-541-5542  
Sundial Enterprises 303-744-1801

### **Connecticut**

Eastcoast News Inc. 860-747-6666  
Hudson RPM Distributors LLC 860-549-6210

### **Delaware**

Current News Company 877-CNC-5050

### **District of Columbia**

Current News Company 877-CNC-5050

### **Florida**

Anderson News 305-592-8260

Anderson News LLC 407-841-8738  
Anderson News LLC 850-477-0920  
Anderson News 850-575-8070  
Anderson News LLC 813-622-8087  
Anderson News - Lakeland 714-901-5110  
Anderson News - Pensacola 850-477-0920  
Anderson News - Tallahassee 850-57-8070  
National Service South 941-624-0288  
Speedimpex USA Inc. 407-933-5339

### **Georgia**

Dixie News 404-768-2727  
DK News 706-863-8282  
Metro News 404-691-2800  
The News Group 404-691-2800  
Select Media Services 678-380-9880

### **Hawaii**

Anderson News 808-836-5555  
Hokulele Distributing 808-775-0150

### **Illinois**

Anderson-Austin News 618-983-6976  
Anderson-Austin News 217-222-0833  
Capital News Agency 773-794-1194  
Chas. Levy Circulating 312-440-4400  
Diamond Comic Distributors 410-560-7100  
M & M News Agency 815-223-2754  
The News Group, Illinois 309-673-4549  
Speedimpex USA Inc. 847-640-9913

### **Indiana**

Anderson-Austin News 812-867-7416  
Anderson-Austin News 812-332-4775  
Beaver News Co. 219-866-8114

### **Iowa**

Anderson News LLC 515-244-0044  
Norton News Agency 563-556-8300

### **Kansas**

Anderson News LLC 913-541-8600  
Anderson News Wichita 316-945-7108

### **Kentucky**

Anderson-Austin News 270-843-8003

### **Louisiana**

The News Group - Central 504-467-5863

### **Maine**

Magazines Inc. 207-942-8237  
Portland News 207-883-1300

### **Maryland**

Anderson News LLC 301-864-6853  
Anderson Mid Atlantic LLC 410-239-4007  
Current News Company 877-CNC-5050

### **Massachusetts**

Adart Sales Inc. 781-821-0470  
Atlas News Co. 508-869-2195

Fall River News Co. Inc. 508-679-5266  
Holyoke News 413-534-4537  
Interstate Distributors 617-328-9500  
Mullare News Agency 508-580-1000  
North Shore News Co. 781-592-1300  
Pittsfield News 413-445-5682  
TV News Sales 617-471-8306  
Video International Periodicals 888-847-6247

#### **Michigan**

American Midwest Distributors 248-380-6566  
Great Lakes News 313-359-1001  
HSI Inc. 313-259-3300  
Moonlight News Circulating 248-543-9112  
The News Group-Jackson 517-784-7163  
News Wholesalers of Michigan 734-728-5299  
Platinum Paradise 989-288-4970  
Surburban Magazine Distributors 248-945-4900

#### **Minnesota**

Chas. Levy Circulating 218-829-0362  
Don Olson Distribution 612-724-2976  
Gopher News 763-546-5300  
Valley News Co. 507-345-4819

#### **Mississippi**

Anderson News LLC 228-864-1044  
Anderson News LLC 601-355-8341

#### **Missouri**

Anderson News LLC 228-864-1044  
Cowley Distributing Inc. 573-636-6511  
Francis Distributing 636-724-1999  
Jayco News Corp. 314-457-9442  
Midwest Adult Book Distributor 816-221-8811  
The News Group 573-636-6511  
Ozark News Dist. 417-862-9224

#### **Montana**

Benjamin News Group 406-721-7801

#### **Nebraska**

Kent News Co. 308-635-2225  
Nelson News 402-734-3333

#### **Nevada**

Anderson News 702-795-4600

#### **New Hampshire**

G. Paulsen Co. 603-225-9787  
Manchester News Co. 603-623-6112

#### **New Jersey**

Acosta News 201-487-7988  
Current News Company 877-CNC-5050  
Hudson News 201-867-3600  
Off the Wall 732-388-2058  
Total Circulation Service 201-342-6334

#### **New Mexico**

Anderson News 505-345-5508  
VC Distributors 505-341-4400

#### **New York**

Benjamin News Group 315-455-2856

DSA Direct 718-628-3500  
Empire News of Jamestown 716-487-1125  
Empire State News Corp. 716-681-1100  
Hamilton News 518-463-1135  
Hudson Valley News 845-562-3399  
Maariv Promotions Ltd. 212-406-5885  
Magazine Dist. Inc. 631-753-2200  
Media Marketing Research 718-472-5488  
Niagara County News 716-433-6466  
Onondaga News Agency 315-475-3121  
Southern TierNews 607-734-7108  
Speedimpex USA Inc. 718-392-7477  
Trans Alliance Dist 718-545-4149

#### **North Carolina**

Anderson News LLC - Fayetteville 910-483-4135  
Cardinal News Co. 336-993-1270  
Current News Company 877-CNC-5050

#### **North Dakota**

Saks News Inc. - Bismark 701-223-0818

#### **Ohio**

Anderson News LLC - Cincinnati 513-847-1813  
Brunner News Agency 419-225-5826  
CrossRoads News LLC 937-312-1116  
LaBelle News Agency 740-282-9731  
Landrum News Agency 614-272-0388  
Mahoning Valley Distribution Agency 330-788-9661  
North Coast News 440-816-1490  
Portsmouth News Agency 740-353-5760

#### **Oklahoma**

Anderson News LLC - Oklahoma City 405-843-9383

#### **Oregon**

48 States News Dist. Co. 541-476-7828

#### **Pennsylvania**

Abranovic Assoc. 724-543-2005  
Chas. Levy Circulating 717-392-8800  
Current News Company 877-CNC-5050  
Easton News 610-252-3151  
Harrisburg News 717-561-8377  
Lakeport Distributors 814-455-4461  
McKnight Sales Co. 412-761-4443  
Mid-States Distributors 717-263-2413  
National Magazine Service 724-898-0001  
Newborn Enterprises 814-944-3593  
Sharon News Agency 724-342-7331

#### **Puerto Rico**

Adencia de Publicaciones de Puerto Rico 787-788-8300

#### **Rhode Island**

Metro Inc. 401-461-2200

#### **South Carolina**

Anderson News LLC - Greenville 864-848-0560  
Carolina News Co. 864-299-3698  
Kerhulas News Co. 864-427-3002

#### **South Dakota**

Dakota News Inc. 605-336-3000

**Tennessee**

Anderson-Austin LLC 615-445-4534  
Anderson News LLC NPC 865-584-9765  
Anderson News LLC M+Memphis 901-383-2821  
Anderson News - Memphis 901-373-6397  
Anderson News - Knoxville 865-670-7575  
Diamond Comics Distributor 410-560-7100  
Ingram Periodicals Inc. 615-793-5522  
Media Solutions 615-213-0081  
TV Readers Service 865-986-7575

**Texas**

Anderson News - Austin 512-447-6026  
Anderson News LLC - M+Dallas 714-901-5110  
Anderson News Company Dallas 972-501-5500  
The News Group 210-226-9333  
The News Group Grand Prairie 972-606-1993  
The News Group Houston 713-748-8120  
The News Group Lubbock 806-745-6000  
The News Group San Antonio 210-226-9331  
Premier News Corp. 512-389-3441

**Utah**

Anderson News 801-972-5454  
The News Group 801-887-7194

**Vermont**

Burlington News Agency 802-655-7000

**Virginia**

Anderson News - Richmond 804-222-7252  
Anderson News Roanoke 540-992-5356  
best Cntinental Book 703-280-1400  
Current News Company 877-CNC-5050  
Speedimpex USA Inc. 703-778-2141

**Washington**

Anderson News - Tacoma 253-581-1940  
Galaxy Wholesale Dist. Inc 425-315-8223  
Small Changes Inc. 206-382-1980  
The News Group - FIFE 253-922-8011

**West Virginia**

Anderson-Stephan News 304-428-1441  
Anderson-Stephan News Limited 304-757-8831  
Current News Company 888-CNC-5050

**Wisconsin**

Chas. Levy Circulating Co. 920-731-9521  
Southern Wisconsin News 608-884-2600

**Canada - Alberta**

Newswest Corp. 403-253-8856  
The News Group - Calgary 403-203-4935

**Canada - British Columbia**

Monahan Agency 250-545-3235  
The News Group - Richmond 604-278-4841  
The News Group Vernon 250-503-5568  
Pacific Periodicals 604-522-2469  
Select Distribution Services 604-888-6714

**Canada - Manitoba**

NewsWest - Winnipeg Div. 204- 786-3465

**Canada - Newfoundland**

The News Group - St. Johns 709-368-9940

**Canada - Nova Scotia**

The News Group - Atlantic 902-454-8381

**Canada - Ontario**

Media Logix - Toront 416-631-5652  
The News Group - Arnprior 613-623-3197  
The News Group - Burlington 905-681-1113  
Teck News Agency 705-567-3318  
Sudbury News Service 705-673-3643  
Central News 807-623-9577  
Metro News Ltd. 416-631-5650

**Canada - Quebec**

Benjamin News 514-364-1780

### **Binding or Bindery:**

A method of attaching pages together into a magazine. Some options are stitching (stapling) or perfect binding (glue back like a paperback book).

### **BiPad Number:**

Bipad numbers are unique numbers assigned to magazines and displayed in the magazine as UPC or barcodes. When a magazine is purchased at a retail store the barcode is scanned by a clerk. The computer looks up the number in the database telling the cash register such information as magazine name, issue number, retail price, inventory available, and date magazine should be removed from their racks. A Bipad number is required to have a magazine barcode.

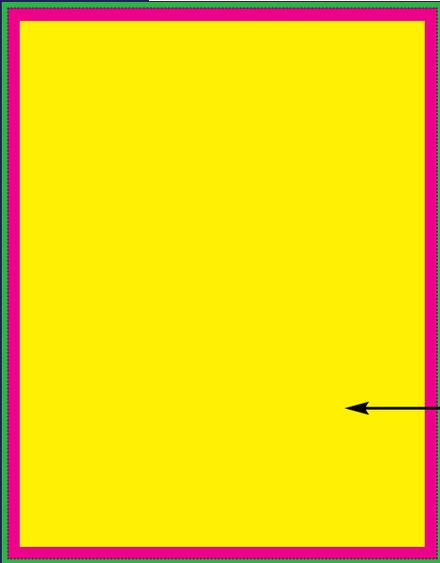
### **Bleed:**

Bleed refers to artwork that goes to the edge of the paper. During the setup of your magazine bleed art must be pulled off the page at least 1/8", not stop at page edge in order to print correctly.

Trimming machines are not as precise as printing presses. When the magazine is cut down (trimmed) to its final size, it is almost impossible to cut along the page edge exactly. Having art go well off the page will ensure no possibility of a white hairline around the edge of page.

Example:

dotted line is where the magazine is cut (the page edge),  
the yellow area is the page's live area  
Green area is the bleed area.



### **C2S/C1S:**

Coated 2 Sides refers to paper that is shiny on both sides. C2S is the paper used by most magazines. C1S is the kind of paper typically used on some nice post cards.

### **Cheshire Labeling:**

The industry term for "Peal & Stick" style labels used in the mailing process.

### **CMYK (same as four color, full color, or process color):**

Most magazines are printed using only 4 ink colors; Cyan (blueish), Magenta (pinkish), Yellow & Black. Layering these colors can produce most colors...but not all.

### **Coated Paper:**

Coated paper is paper that has a shiny surface (has an enamel coating). When printing on coated paper the ink sits on top of the paper and doesn't soak in much. This produces a cleaner, sharper image, however the coating process makes paper more expensive to make.

### **Cold Set:**

Cold set printing is printing what does not use heat to dry freshly printed ink. Because ink takes a certain amount of time to dry uncoated papers are used to speed the drying process.

### **CSR:**

Short for *Customer Service Representative*. Once your magazine is directed to a specific press you will be assigned a CSR to follow your job and will be the person that always knows its status.

### **Dot Gain:**

The concept that ink soaks into paper by different amounts on different types of paper. The more the dot gain, the darker, less crisp the photo will appear. Usually expressed in %'s. Ink on newsprint soaks in approximately 10% more than coated paper.

### **DTP or D2P:**

Short for Direct to Plate. A modern printing process that allows artwork to be converted in the computer to a form that bypasses the film stage and goes directly to the printing press (plate). This process saves time, produces a cleaner image and eliminates expensive film charges. MagazinePublisher.com uses this process on all of their magazine printing.

### **Facing Pages (Reader's Spreads):**

Facing pages are pages built in the computer the way the reader will view the magazine: cover, then pages 2 and 3 together facing each other, 4 and 5 facing each other, etc.

See Reader's Spreads.

### **Film:**

After artwork has been completed, a photograph is taken of it. The resulting film negative is used to transfer the art into a format (plate) that is used by a printing press. A modern printing breakthrough allows artwork to be converted in the computer to a format that bypasses the film stage and goes "direct to plate". This process saves time and film costs.

### **4/1 (four over one):**

A job that is printed using 4 color on front and one color (usually black) on the back.

### **FTP:**

Stands for File Transfer Protocol. It is a method of sending large files via computer modem. FTP is like a large electronic mailbox to post print-ready files. If you send your magazine using this method your printer will give you specific login information.

We recommend the software Fetch for Macs and CuteFTP for Windows. (OS X for Mac can use Safari.)

### **Gutter:**

The center, folded area of a magazine.

**Heat Set:**

Heat set printing is printing what uses a heater to dry freshly printed ink. Drying the ink means very detailed images can be printed at higher printing speeds. This is the process magazine publication printers use.

**Imagesetter:**

A computer device that converts digital information to a form that printing presses can use.

**Linescreen:**

Images on paper are made by printing tiny dots of ink. These dots fool the eye into thinking there is a photo. Line screen is the measurement of these dots in terms of lines per inch. 150 line has 150 lines (or rows of dots) every inch. The higher the number, the more detail an image can have but the more difficult it is to print.

Printing standards are 150 line for coated paper, 100 for uncoated and 85 for newspaper.

A real world example: use a magnifying glass to look at a newspaper photo or any printed image.

**Offset:**

A type of printing press or printing method. The printing press uses paper in sheets of a standard size (offset paper). Economical only for short printing runs.

**Pagination:**

The way pages are placed on a printed sheet of paper. Magazines print 16 pages on top/bottom of rolls of paper. This large sheet is cut, folded, added to others, stitched and recut into the standard magazine size.

**Pages:**

Each *face* of a sheet of paper. The cover (of a “self-cover” magazine) is page 1, inside the cover is page 2, and so on.

**Page Numbering:**

The cover of a “self-cover” magazine is page 1, inside the cover is page 2, and so on. The cover of a “plus-cover” magazine is not numbered, page 1 is the first interior page. See Plus Cover.

**Paper Weight:**

See Pounds.

**PDF:**

Short for Portable Document Format. PDF is a digital file format that was designed to make it possible for viewers to open and view on many computer platforms (Macintosh, Windows or UNIX) without cross-platform problems (if saved correctly). This format is the method of choice when preparing print-ready pages.

**Perf:**

Short for Perforation or Perforating. A process that places tiny holes in paper making it easier to tear out of a magazine. An example would be around a Business Reply card.

**Perfect Bound:**

A binding method. The magazine will have a spine that resembles the spine of a paperback novel.

**Plate:**

The part of a printing press that physically transfers the ink onto the paper.

**Plus Cover/Self Cover:**

Plus Cover doesn't include the cover in the page count (number of pages plus the cover). Self Cover refers to a job that the cover is included in the page count. Example: 16 pages self cover has 16 total pages. 16 pages plus cover has 20 total pages (16 interior pages + 4 cover pages).

Reason for Plus Cover: a magazine cover that requires a process that the interior doesn't (heavier paper or UV coating). The term tells us that there is an added step to the process.

Also, there are page numbering differences in plus cover and self cover.

**Poly Bagging:**

A clear, sealed plastic bag that the magazine is placed into. This protects the magazine in the mail and allows other items, such as catalogs or CDs, to be included with the mailing.

**Postscripting:**

The term for saving magazine pages in a format that is optimal for imagesetters.

**Pounds (lbs.):**

A very old and confusing system of measuring paper thickness. The higher the number the thicker the paper. Newspapers are usually 35-40 lb. and business cards are roughly 80-100 lb. Magazine are usually in between... 50-70 lb.

The measurement is based on the weight of a ream of 25" x 38" (a standard size) paper. Paper weight needs to be a consideration: heavier/thicker paper feels richer and is more durable but is more expensive and can increase mailing/shipping costs.

To make things confusing there is text and cover weights of paper. When talking about interior pages of a magazine, it is assumed to be text weight unless otherwise stated.

In an attempt to end all the confusion, another measuring system has been devised that measures the actual paper thickness (in points) but it has been slow to catch on.

For more information about paper visit the “ABC's of Paper” section.

**Reader's Spreads/Printer's Spreads**

Reader's spreads are pages built in the computer the way the reader will view the magazine: cover, then pages 2 and 3 together facing each other, 4 and 5 facing each other, etc. Most software refer to reader's spreads as “facing pages.”

In the “old days” magazines had to be built in printer's spreads (page one next to page 32, page 31 next to page 2, page 3 next to 30, etc.). The process was confusing especially when building pages where art crossed the gutter. Modern imposition software automatically converts reader's spreads to printer's spreads.

**Resolution:**

Images on a computer monitor are made by tiny dots of light (pixels). These dots fool your eye into thinking there is photo on the screen. Resolution refers to the number of the dots in terms of pixels per inch (ppi). The higher the number, the more detail an image can have. Your computer monitor shows images at 72 ppi. Printing standards need 300 ppi for coated paper, 200 for uncoated and 170 for newspaper.

**Sheet-feed or Sheet-fed Press:**

A printing method in which the printing press uses large, pre-cut paper. Compared to offset web printing it is a much slower process and is much more expensive for larger print runs like magazines.

**Stitching or Saddle Stitch:**

A binding method. The industry term for stapling along the fold.

**Self Cover/Plus Cover:**

Self Cover refers to a job that the cover is included in the page count. Plus Cover doesn't include the cover in the page count (number of pages plus the cover). Example: 16 pages self cover has 16 total pages. 16 pages plus cover has 20 total pages (16 interior pages + 4 cover pages).

*Reason for Plus Cover:* a magazine cover that requires a process that the interior doesn't (heavier paper or UV coating). It must be printed at a different time and possibly another plant location. The term tells us that there is an added step to the process.

**Signature:**

A grouping of 16 pages. Magazine's presses' paper comes from the mills in a size that allows 16 pages to be

printed on a large, single pass through the press. Any more or less, paper is wasted and costs increase. This why we ask that magazines be built in these 16 page increments in standard sizes 8.375" x 10.875" or 5.375" x 8.375" (digest size).

**Tip-on or Tip-in:**

The process of inserting something into a magazine (such as a subscription card, booklet, CD, decal, etc.) by gluing onto a signature, free standing BRC or hanger.

**Uncoated Paper:**

The paper doesn't have a coating to make it shiny or keep the ink from soaking in. Copier paper and newspapers use uncoated paper. Fully recyclable.

**UV Coating:**

A heavy, shiny film coating put on some high-image magazines. It makes for a very classy piece that hides fingerprints and takes abuse well. It can be expensive and the job MUST be a plus cover job because it uses a separate press with size imitations.

**Varnish:**

A shiny coating put on some high-image magazines. Although not as heavy or shiny as UV, Varnish is a cheaper alternative as it is "printed on" as just another ink color, not a separate process like UV.

**Web Printing:**

A type of printing press or printing method. The printing press uses papers that come supplied on a large roll (resembling a paper towel roll). Used for large runs of printing magazines with a minimum run requirement of 5,000.



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