

The book was found

# Magazine Editing: In Print And Online (Blueprint Series)



## Synopsis

This text examines and explains the job of the magazine editor in both its journalistic and managerial aspects. Written by an experienced journalist and former editor, it draws upon the experiences of a number of magazine professionals who were interviewed for this book.

Approaching the editorial role from a practical perspective, this book provides advice on such areas as: becoming an editor; working with publishers; creating a successful editorial strategy; managing the editorial team; design and production issues; drawing up an editorial budget; the legal framework; new technology and on-line publishing. John Morrish's book should serve as both an introduction to aspiring or newly-appointed editors and also as a source of information to those who have more experience. It will be of use to those working on a range of publications including consumer and trade titles, weeklies and monthlies, advertising and circulation-driven titles.

## Book Information

Series: Blueprint Series

Paperback: 288 pages

Publisher: Routledge (November 8, 1996)

Language: English

ISBN-10: 0415136725

ISBN-13: 978-0415136723

Product Dimensions: 1 x 6.2 x 9 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.0 out of 5 stars Â Â See all reviews Â (2 customer reviews)

Best Sellers Rank: #5,380,782 in Books (See Top 100 in Books) #87 in Â Books > Reference > Writing, Research & Publishing Guides > Writing > Newspapers & Magazines #2676 in Â Books > Textbooks > Communication & Journalism > Journalism #6717 in Â Books > Politics & Social Sciences > Social Sciences > Library & Information Science > General

## Customer Reviews

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

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

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

[Download to continue reading...](#)

Magazine Editing: In Print and Online (Blueprint Series) REI Automation Blueprint The A-Z Blueprint To Automate Your Real Estate Business: REI Automation Blueprint The A-Z Blueprint To Automate Your Real ... Brittney Calloway of Top Notch Consulting Print's Best Logos and Symbols: Winning Designs from Print Magazine's National Competition Clinical Procedures in Primary Eye Care: Expert Consult: Online and Print, 4e (Expert Consult Title: Online + Print) Clinical Cases in Anesthesia: Expert Consult - Online and Print, 4e (Expert Consult Title: Online + Print) Complications of Urologic Surgery: Expert Consult - Online and Print, 4e (Expert Consult Title: Online + Print) Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Primal Blueprint Quick and Easy Meals: Delicious, Primal-approved meals you can make in under 30 minutes (Primal Blueprint Series) The Primal Blueprint Cookbook: Primal, Low Carb, Paleo, Grain-Free, Dairy-Free and Gluten-Free (Primal Blueprint Series) Wood® Magazine: Scrollsaw Patterns (Wood Magazine) Earl Scruggs: Pickin Magazine January 1977 (The Magazine Of Bluegrass & Old Time Country Music) The Editor's Companion: An Indispensable Guide to Editing Books, Magazines, Online Publications, and More Print & Stamp Lab: 52 Ideas for Handmade, Upcycled Print Tools (Lab Series) Print's Best Letterheads and Business Cards 2 (Print's Best Letterheads & Business Cards, 1992) ONLINE ARBITRAGE: How to Make Money Online From Sourcing and Selling Retail Products On Or Ebay with Online Arbitrage Print is Dead. Long Live Print: The World's Best Independent Magazines The Red Tent (Wheeler Large Print Press (large print paper)) The Underground Railroad (Oprah's Book Club): A Novel (Large Print) (Random House Large Print) Leopard Print: Gifts / Gift / Presents ( Leopard Skin / Fur - Ruled Notebook ) [ Animal Print Stationery / Accessories ] (Contemporary Design) Angelas Ashes PB (Wheeler Large Print Press (large print paper))

[Dmca](#)