



## Inside Magazine Publishing

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Inside Magazine Publishing is an engaging and practically-focused textbook exploring all aspects of the contemporary magazine industry. Editors David Stam and Andrew Scott present a detailed analysis of the key elements of the magazine business today with both a look back to the past and a projection of the future. The role of digital and new media platforms and their effect on all aspects of publishing is explored in detail.

The book features a broad range of case studies, written by industry experts, providing readers with accessible examples of key issues in magazine publishing. Additional micro essays also expertly apply theory to practice, and the book is further supported by a companion website ([www.insidemagazinepublishing.com](http://www.insidemagazinepublishing.com)).

Subject areas covered include:

- UK magazine publishing today
- changing business models
- originating and managing creative content
- magazine writing and design
- circulation sales and advertising

- distribution and marketing
- the magazine in the digital age.

There are useful appendices on printing, paper selection and legal matters as well as a detailed glossary.

Inside Magazine Publishing provides a comprehensive overview of magazine publishing for students and all those wishing to understand this dynamic and complex industry.

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