

## Starting Running a Successful Newsletter or Magazine

Cheryl Woodard

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**Cheryl Woodard : Starting Running a Successful Newsletter or Magazine** before purchasing it in order to gage whether or not it would be worth my time, and all praised Starting Running a Successful Newsletter or Magazine:

0 of 0 people found the following review helpful. Solid bookBy Sergio BeckDon't let the raw art of the cover deceive you: this is a very good book. It complements Samir Husni's Launch your Magazine, with solid information on the commercial side of a magazine: how to study your market before you launch that dream magazine, what circulation is (and how to target for your audience), how to estimate your fixed and variable publishing costs (and how to balance them with your estimated revenues so as to break-even and then make a profit), and lots of other details. There are a few obvious pieces of info, but I read it twice, and marvelled at the insights and expertise which Cheryl Woodard offers us for a bargain price. Now I guess I'll read it a third time.25 of 25 people found the following review helpful. Transforms Your Publishing Idea into a BusinessBy A CustomerI must disagree with the comments made by the reader from Bremerton, WA. The book is not intended to teach the process of conducting interviews and writing articles and creating a layout. If that is the kind of book you need, I suggest "Make a Zine" by Bill Brent. The very first

line of Woodard's introduction states "this book is a step-by-step guide to the business side of publishing". In my opinion, Woodard does a fantastic job of just that. Based on the tips and methods presented in this book, I have prepared a business plan for a publication and will actually begin printing a mag in the near future. The financial section of the book was clearly presented and should be easy enough for anyone from any discipline to grasp if they work at it. However, the true value of this book is in the development of ad and subscription revenue and strategy creation. Great read, very informative and relevant. 13 of 16 people found the following review helpful. A perfect guide to magazine publishing for beginners

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

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

.com Been dreaming about starting your own newsletter or magazine? Did you know that more than half of the thousands of new publications started every year in this country fold before the second issue? Now, do you still think it's a good idea? It can be. You don't have to depend on blind luck if you follow some of the guidelines offered in this comprehensive and well thought out book by the co-founder of three of the country's most successful new magazines. I wish I had this book when I started ...the only book I've seen that provides crucial information publishers need. -- Tim Keck, Publisher, The Stranger If you have the will to publish...let this book show you the way...absolutely teeming with essential, practical information. -- Peder C. Johnson, Publisher of Desktop Journal The business expertise that all publishers need is well-presented in this book...a must-read for would-be publishers. -- Minneapolis Star-Tribune

About the Author Cheryl Woodard learned the publishing business like most people do -- by jumping bravely into it without any preparation whatsoever. She co-founded PC, Macworld, PC World and Publish magazines, concentrating her attention on ad sales, circulation marketing and business management issues. In 1993, Cheryl began consulting with book, software, newsletter and magazine publishers. Author of Starting Running a Successful Newsletter or Magazine, she specializes in helping business owners or chief executives sort out marketing and overall business strategies. She lives with her husband and two children in Berkeley, California.