

Copy editing



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Definition Magazines are printed and bound publications offering in-depth coverage of stories often of a timeless nature. Their content may provide opinions and interpretation as well as advocacy. They are geared to a well-defined, specialized audience, and they are published regularly, with a consistent format. - What is a magazine now? Magazine Structure Part 1: Introduction to magazines Apart: Magazine Jobs Part 3: Editorial Part 4: Publishing Part 1: Introduction to Magazines Magazine's Function / Purpose Inform Interpret Entertain Advocate Service Largest component of a consumers magazine

Missionaries is Canada's best kept secret... Art, culture, politics and stunning visuals, four times a year in English. Content: Magazines offer in-depth coverage and are highly specialized. Audience: " Editors and editorial teams think of content and audience is tandem. " Information Collection MAP: Print Measurement Bureau MAP Print Measurement Bureau is " Canada's leading syndicated study for single- source data on print readership, non-print media exposure, product usage and lifestyles. " (MAP Website) " Offers single- source data on print readership, non-print media exposure, product usage and lifestyles.

Demographics and Chirography's Magazine poll readers for demographic and cryptographic profiles of their readership Demographics are the statistical identifiers of a population Chirography's are the less easily quantifiable information Demographic profile is a market segment that has similar statistical traits. For instance male, readers, 18 to 21 Persona Marketing AM: Alliance for Audited media (FORMERLY: BBC, Audit Bureau of Circulation) "

Provides independent, third-party circulation audits of print circulation and website activity.

Magazine Reach Local Regional National International Magazine Categories
 Consumer Business-to-business (trade) Association National Geographic (You pay and subscribed) Special interest (niche) Distribution: The form of distribution is dependent on the category of the magazine, but usually there are three ways a magazine reaches its readers. Subscription Newsstand Controlled Circulation Frequency " A magazine's publishing schedule is known as its publishing frequency. Magazine Measurement A magazine's reach can be measured in a number of ways: Print run Circulation The actual numbers of the magazines are in readers' hand Print run is higher than the circulation 0% will sell at the news stand, 70% will return them Readership (RPC * Circulation) Readership is a measure of the number of people who read the magazine each issue. (It is also a term used to describe the demographic and cryptographic make-up of a magazine's readers. Readership is the highest part involve People shares magazines Reader's copy (RPC) 2 reader per copy Readership per copy Readership measures the pass-along value or number of readers per copy (RPC) and multiplies it by the number of magazines circulated. The latest Print Measurement Bureau MAP/Commodores (reflect both print and digital), shows online readership limning. According to the 2013 study, magazine websites representing 30 titles generated an incremental audience of 25%, a 15% rise from figures reported in 2010.

As digital rises, print falls. Most of the top 10 titles reported less print readers compared to the corresponding period last year. The only title... Major

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Magazine Publishers Rogers publishing is the largest magazine publisher in Canada Circulation Size Comparison *Keep your magazine small! * Magazine Structure Part 2: Employment Ageist is smart, funny and Canadian, with high-caliber, user-friendly writing, photography; commit, found stuff and the notorious Ageist crossword.

Home of the Honorary Canadian Award, the Distance Writing Prize and the Menstrual Map of Canada, Ageist was named Western Canada Magazine of the Year in 2001 and 2003. Masthead The Masthead is where the magazine lists the staff member of the magazine. Magazine Jobs / Employment Magazine staff must perform the following functions: Planning, writing and editing articles, designing pages, overseeing the production (manufacture) of the magazine, promoting the magazine to reader and advertisers, managing fulfillment, and pay the bills. The main Job functions of magazine employees: Publish / Publishing

Edit (print and digital) / Editorial Art director follow the edit Design (designer; art director) / Art Direction Comes out the look of the magazine Direct Advertising / Advertising Direct Circulation / Circulation Magazine Structure Part 3: Editorial Environment & Voice Forty-two years and still going strong, This Magazine focuses on Canadian politics, pop culture and the arts, but in keeping with its radical roots never pulls punches. Subversive, edgy and smart, This Magazine is the real alternative to that. Magazine Failure or Success? Failure Lack of market research Lack of audience interest (e. A divorce magazine)³ Lack of editorial focus Success Highly focused editorial Clearly defined formula Communicating with audience WEEK 3 Online SIFT library search Browse search guide PUB Magazine Publishing MAP Product <https://assignbuster.com/copy-editing/>

Data (demographic) www. Lib. SF.

Ca/help/subject-guides/publishing/bespatters: Browse search guide >

Publishing > PUB 375 Mission The magazine's mission (mandate or

philosophy) is the magazine's focus. It is what defines the magazine, and

what sets the magazine apart. Editorial Mission A mission statement should

include, Purpose Content, And voice. Editorial Voice What it is:

The magazine's unique character or essence. Where it comes from: Who is

talking Whom they are talking to Why they are publishing the magazine

Where is it relate to: Everywhere The editorial content reflects the editorial

voice through Written Features Title Author Genre Subject Length Apparatus

Ads Art Direction Images Graphics Layout Color Images and other graphics

Type The editorial voice is less obviously expressed in all aspects of the

magazine The magazine and Circulation Format / size Paper Binding

Frequency ; print Advertising Content Tone Ad-editorial ratio Website Design

Number of staff

Positions Place of publication Who's who Mission Statements (example of

how mission statement affects the editorial voice) Bust " The magazine for

women with something to get off their chests. " Manacle's " A Canadian

weekly news magazine, reporting on Canadian issues such as as politics, pop

culture, and current events. " Debaters " We are a global network of culture

Simmers and creative working to change the way information flows, the way

corporations wield power, and the way meaning is produced in our society.

BC Business " By focusing exclusively on business in BC, BC Business

magazine provides unparalleled behind-the-scenes coverage, chronicling

major deals and putting faces to the major players. " Magazine Title A

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magazine's title should reflect the editorial content (but not always), and it does so in as few words as possible.

Examples: Literal BC Business Canadian Art Interpretive Ageist subterranean Smart Debaters Worn Named after... Immenseness Front Tool Kit (how to evaluate) The SOOT analysis is a tool used to evaluate a new project of business by reviewing its Strengths Weaknesses Opportunities Threats Reiterate WEEK 4 Magazine Structure Part 4: Magazine Content (Print and Digital) and Production The

Book Cover Table of contents (TCO) Front of book (FOB) Feature well(s) Back of book (BOB) Department Smaller, front or back of the book different parts of magma Types of Article Service: expert advice, how-to information, news and trends Profile: biography, " New Yorker profile," personality sketch, Q & A, self-as- interviewer, institutional profile Investigative reporting: literary Journalism Essay: critical, personal, editorial, and photo Fiction: serialized novel, short story, excerpts (& adaptation) Going into Production Production is when all the parts on magazine or book are pull together.

Articles for he current issue are made ready, usually they have been: Substantively edited Fact checking Line edited or a copy edited Print Output Magazines are printed on Digital Html Pdf edition Flash HTML Native app Mobil Off-set Web presses (off-set and web presses are printed on the signature) Magazines printed on off-set and web presses are printed on signatures: A signature is one sheet of paper that has (usually 8 pages) printed on it.

Large presses such as a web press, print larger signatures. Digital Content A digital content editor works much like a magazine editor. They acquire and edit content for the web. Often, the online editor re-purposes content from the magazine and puts it onto the website - but not always. Metrics Digital content editors must know how content functions on the web, (and they can view it almost immediately), in order to select and format the right content.

Cold versus Warm We know that readers go to a magazine's website for a different experience than they go to the magazine. Reading on the web is a cognitive pursuit, offering a interactive experience whereas, readers choose magazines for an emotional experience, like relaxation. Digital Structure Online readers are scanners. They stay on a web page for an average of 25 seconds Web content and design guidelines: In order to facilitate the online reader, information must be organized to be easily Schnabel.

Use of heads and subheads: think micro-content, Small text blocks good, but bullet lists better, Use of bold in text blocks to highlight key words, And remember keywords, use lots and don't make up new ones. Never use design features that resemble advertisements, Never use typical advertising placements such as the banner or side scrapers for placement of important information, Never fix the font size, Judicious use of labels and tags, Never stray to far from the norm, Open a page in another window, And never pun or tease readers. Every second one hour of video is uploaded to Youth.

The Print First Workflow Magazine APS Mobile Web Old Model Several creative teams print web mobile New Model = multiple platforms 1995: Creative Magazine Team Skills writing editing design production 2013:

Creative Magazine Team skills illustrating photography photography sound editing HTML programming HTML 5 programming developers web servers app development Old Paradigm one editor: one article one story at a time New Paradigm (dames Megs, Popular Mechanics) an editor: an article on every platform every story an evolving platform The key issues are not technical but what they have always been: Journalism and design.