



# Magazines: A Complete Guide to the Industry (Media Industries,)

*David E. Sumner, Shirrel Rhoades*

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**Magazines: A Complete Guide to the Industry (Media Industries,)** David E. Sumner, Shirrel Rhoades

Here is a concise overview of everything you want to know about the magazine production process, from the conception of article ideas through printing and distribution. Looking at magazine publishing from the «micro» view - individual magazines - to the «macro» view - industry trends, history, and issues - this book contains chapters on how to launch a new magazine and write a business plan.

*Magazines: A Complete Guide to the Industry* is ideal for students in magazine editing, management, and publishing courses; entrepreneurs who want to launch a new magazine; or magazine staff members who are new to the industry.



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