

Managing Magazine Publishing



This book covers all aspects of a publishers role and responsibilities within the periodical publishing industry. John Wharton looks at the function of each department within a publishing company, explaining the way it works, the systems used, and what is needed in terms of management expertise. Particular attention is paid to planning budgets; cost control; editorial, advertising and circulation policies, as well as production and marketing. Modern competitive pressures, the effects of the world economy and new technologies all emphasise the need for skilled, effective and innovative management if the periodical publishing industry is to maintain growth and prosper. This book contains a valuable insight into the skills a would-be publisher needs to develop. Published in conjunction with the Periodicals Training Council this work should be relevant to all managers and executives in magazine publishing, those aspiring to be magazine publishers, and anyone wishing to understand how periodical publishing works.

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