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# The Magazine From Cover To Cover



## Synopsis

The leading textbook on how to turn a budding idea into a full-fledged magazine has evolved, adapting to the current trends in the industry. Now in its third edition, *The Magazine from Cover to Cover* has been thoroughly updated to include the effects of technology and current events on magazine publishing. In this comprehensive overview, authors Sammye Johnson and Patricia Prijatel provide a fascinating perspective on the rich history of magazines in America, an overview of present publication practices, discussion of groundbreaking research, and a look forward to the challenges and opportunities in store for the industry. They use case histories from selected magazines and interviews with editors, designers, and other publishing professionals to showcase the creativity that is propelling magazine publishing forward.

**WHAT'S NEW IN THE THIRD EDITION?**- A new Chapter 2, "The Magazine in a Digital World," written by Lori Blachford, Peggy Fisher and Larry Stelter Chair of Magazine Journalism at Drake University, delves into the constant evolution of the magazine industry in this digital age - Updated throughout to reflect the impact of technological change and the economic crisis on all aspects of the magazine field

## Book Information

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## Customer Reviews

"It's one of the few magazine-publishing texts that I've used in academia that also is beneficial to magazine-industry professionals. While the entire new edition remains an excellent tool, I think the authors' discussion of digital publishing, tablets and apps makes it especially current and significant, and the presentation of profitability tables and spreadsheets is also an important addition. The

Magazine: From Cover to Cover is a special publication."- Frank Dexter Brown, editor-at-large, Prince George's Suite magazine, and the founding editor of YSB magazine, has taught for more than 20 years. He operates a media-consulting business in Washington, DC. "In terms of scope and depth, no other textbook can hold a candle to The Magazine from Cover to Cover. The authors accurately and vividly describe how the industry is evolving in the digital age. It's the only book I'd recommend for a course on contemporary magazine publishing."-Jennifer Rauch, Long Island University "If you are looking for a text that covers the magazine industry from start to finish, top to bottom, this is it."-Ana Garner, Marquette University

Sammye Johnson is Professor and Carlos Augustus de Lozano Chair in Journalism at Trinity University. Patricia Prijatel is Professor and E.T. Meredith Distinguished Professor Emerita of Journalism at Drake University.

Good book for starting out and having a basic idea of what to expect and what roles for any magazine startup but if you're looking for a purely digital magazine or "new media" type of magazine this book is not what you are looking for. This will give you valuable information enough to create a business plan and roughly estimate what you will be earning. It also has real life examples and interesting takes on different magazine styles.

it covers the history of beloved magazines and virtually everything you need to know to start as a magazine person. And the examples are great. Though you need more than a little patience to read it! It's long and sophisticated in some way.

Good

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Lifestyle Magazine) Life Magazine September 8, 1947 -- Cover: Duke's Daughter MUSIC CITY NEWS magazine March 1980 George Jones on cover (The Sound of a City Heard Around The World, Volume XVII No. 9, Country Music, Bluegrass Music,) Wizard Magazine 90 Cover 2 of 2 Cave Story: An Underground Adventure (Cover-to-Cover Books Series) Guitar Tab Paper: Blue Cover ,Blank guitar tab paper Notebook featuring twelve 6-line tablature staves per page with a "TAB" clef, 8.5 x 11, Durable Cover, Perfect Binding Cover Me: The Stories Behind the Greatest Cover Songs of All Time Daily Planner To Do List - Marble Cover: (6x9) Daily Planner, 90 Pages, Smooth Matte Cover Playboy Cover to Cover -- the 50's: Searchable Digital Archive--Every Page, Every Issue Persuasion (Cover to Cover) Northanger Abbey (Cover to Cover) The Daily Power Journal - Deep Blue Cover: A Powerful Tool For Personal Transformation, Productivity, Happiness & Daily Gratitude, 6" X 9" (Durable Cover) Knock 'em Dead Cover Letters: Cover Letters and Strategies to Get the Job You Want

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