



## Thinking Magazine Printing? 10 Things You Need to Know

*Magazine publications can be very successful, if correct planning is done. Understanding the how's, what's, and whys are key elements for ensuring that starting a printed magazine is worth the time and energy put into getting one's great idea off the ground. The following illustrates ten key points that entrepreneurs and publishers need to consider before beginning a magazine launch.*

### **Point #1- Any Promising Venture Has Its Share of Risks**

It's never wise for one to put all of their eggs into one basket. Magazine printing ventures, no matter how brilliant the idea, have a one in ten chance for success. It's important to know how a potential loss, as well as a return on investment will impact one's finances.

### **Point #2- There's No Magical Fairy to Guide the Way**

Unfortunately, there seems to be a limited amount of research and professional assistance for helping entrepreneurs wishing to start a color magazine find their way. Treading through unfamiliar territory of this kind takes lots of planning and self-education to learn the different aspects of the industry.

### **Point #3- Know the Costs**

Costs associated with starting up a magazine can be on the expensive side; when one factors in expenses for advertising and distribution, as well as production. Understanding the costs associated with this type of venture is vital for effective budgeting.

### **Point #4- Consider All Potential Revenue**

Costs that seem to be over one's budget, as well as others, can be offset by different revenue resources. These include pre-sales for advertising spots within one's magazine, magazine subscriptions, and additional income.

### **Point #5- Know the Market**

One of the most important things to take stock of when starting a magazine is the current market. Who are potential competitors, and what makes them stand out? Furthermore, who are the competitors of one's competitors and what makes them stand out? It is also necessary to understand the wants and needs of magazine buyers of every type.

### **Point #6- Become Knowledgeable About Printers**

Trusting one's hard earned money to a magazine printer that one has obtained little information on is never a good idea. Much of a magazine's success depends on presentation, therefore it's important to make sure one's printer selection has a reputation for delivering superior quality results and meeting all necessary deadlines.

### **Point #7- Test the Target Market**

Pre-testing creative ideas (stories, music reviews, and etc.) on sample market segments is a good way to get an understanding of the general response for a new magazine, as well as get an idea of what possibly needs to be changed, added, or left out.

**Point #8- Stand Out in a Big Way**

The most successful color magazines are those that have identified their niche, or what differentiates them from others on the market. In other words, it's vital to know what will make one stand out in the crowd.

**Point #9- Remember That Production's Only Half of It**

Many entrepreneurs get too comfortable after a successful production stage, from which they've created a brilliant magazine masterpiece unlike any other. Distribution channels and planning are equally important. A masterpiece can only be appreciated if it can be shared with someone else. Getting the final product to the masses needs to be a top priority.

**Point #10- Sometimes Patience is Key**

Some get discouraged if their magazine isn't an instant success. Like every successful business venture, these things take time. A determined attitude and perseverance are what separate the successes from the rest.

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