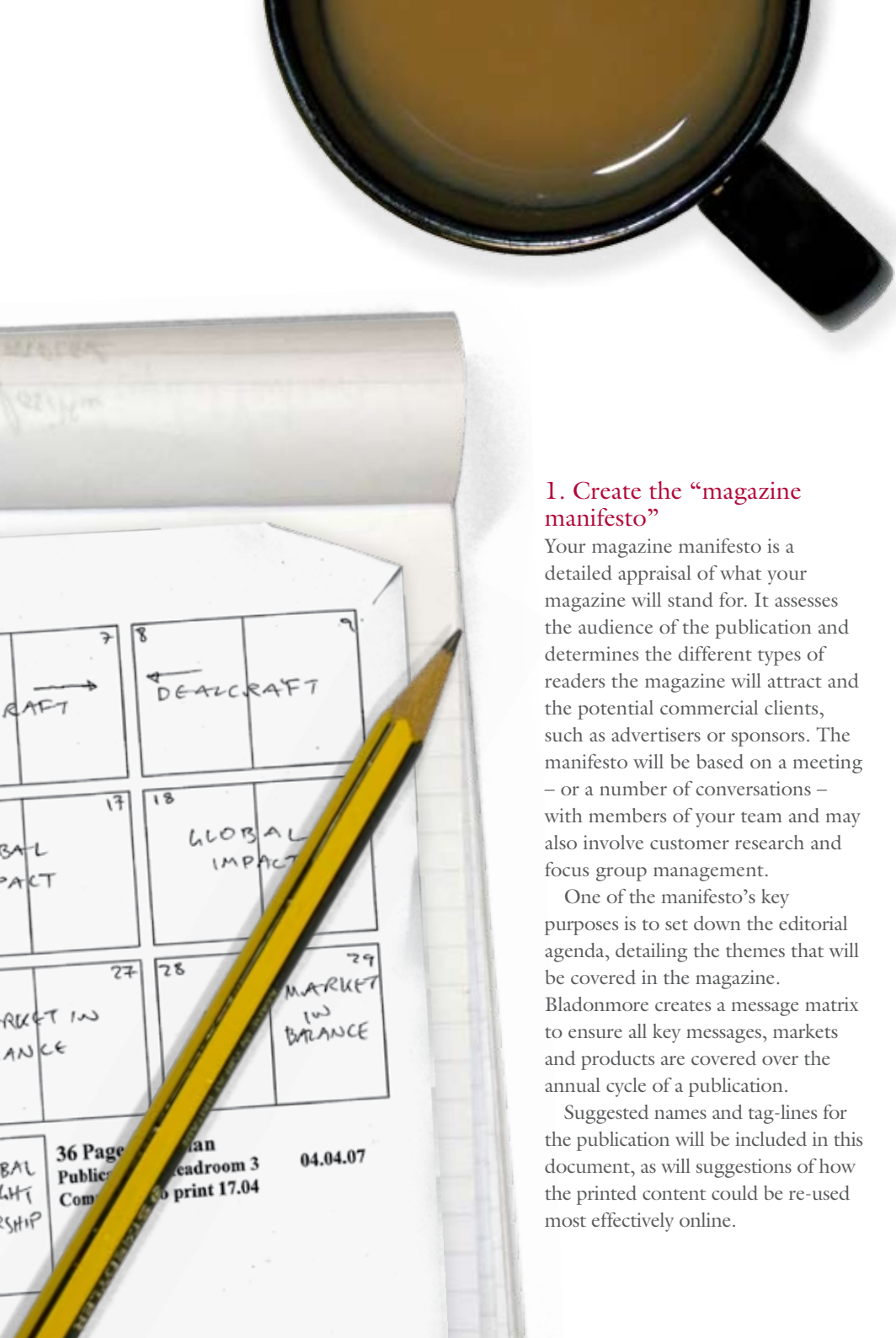


Page turner
The Bladonmore
guide to publishing
a magazine

Publishing a magazine is complex. This shows you how to make it run as smoothly and efficiently as possible





1. Create the “magazine manifesto”

Your magazine manifesto is a detailed appraisal of what your magazine will stand for. It assesses the audience of the publication and determines the different types of readers the magazine will attract and the potential commercial clients, such as advertisers or sponsors. The manifesto will be based on a meeting – or a number of conversations – with members of your team and may also involve customer research and focus group management.

One of the manifesto’s key purposes is to set down the editorial agenda, detailing the themes that will be covered in the magazine. Bladonmore creates a message matrix to ensure all key messages, markets and products are covered over the annual cycle of a publication.

Suggested names and tag-lines for the publication will be included in this document, as will suggestions of how the printed content could be re-used most effectively online.

2. Appoint editor and publishing manager

Bladonmore employs a number of seasoned magazine editors and sector specialists. The editor works closely with the client to ensure the magazine’s direction is consistent and commissions the journalists best suited to each article.

The chosen editor works alongside Bladonmore’s publishing manager to ensure the magazine is created on time, on brief and on budget. Bladonmore’s publishing manager blends diplomatic skills with expert knowledge of the publishing process to ensure the publication is produced to the highest possible standards.

Both individuals will have a deep understanding of the client and will act as an ambassador for the title at all times.

3. Commission, research and write articles

The editor drafts an editorial plan, which is reviewed, tweaked, amended and then signed off by you. Journalists are then commissioned – their briefs are likely to include details of key people within your organisation to contact.

“Clients phone up and tell me they have actually read the articles. That is great. It helps start new conversations and that makes it particularly effective. I am not kidding. Yesterday we won a deal off the back of one of the articles to appear in it. It looks great and is not what people expect from a law firm”

Ian Rosenblatt, managing partner, Rosenblatt Solicitors on *Impact*

4. Commission images

At this stage, the editor and art editor start discussing design ideas. Depending on the style of your magazine and features within it, you may, for example, wish to use illustrations or bespoke photography. These are commissioned now.

5. Begin editing

Articles are “filed” to the editor, who adjusts tone, style and direction as necessary. The editor then passes features to the sub-editor, who amends any spelling and grammatical errors and writes headlines, standfirsts and crossheads.



“It is a good way to demonstrate thought leadership. A snappy, well designed format, that showcases the wisdom of the partners helps keep pushing our name out there”

Simon Witney, partner, SJ Berwin on *Private Equity Bulletin*



6. Design and layout

Bladonmore’s art team creates initial layouts. Art team, editor and sub-editor then refine text and imagery to ensure that each feature works well – both as a single entity and as part of the magazine.

7. Sign off

A PDF of the publication is then sent to you for review and feedback. These amendments are then digested by Bladonmore and any necessary changes will be made.

8. Proofreading

A specialist proofreader reviews the text to ensure it is free of any typographical errors and has a consistent style.



9. Print and distribute

Choices such as the printer you entrust with your publication and the paper stock you print it on can make a huge difference to the impact your magazine has. Bladonmore will happily manage this process for you.

10. Recycle content online?

Bladonmore believes the content created for magazines can play an active role in a client’s online marketing activity. Content we produce for Bridgepoint Capital, August Equity and 3i, for instance, is used online. Bladonmore can provide a series of recommendations to maximise the effectiveness of this content. **B**





“Headroom has helped move KPMG thought leadership into completely new realms. Bladonmore produces a publication which more than meets all of our objectives”

Jane Brundle, UK head of marketing,
KPMG Advisory Services on *Headroom*

Bladonmore
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