

The Business of Magazine Publishing

by *Tan Chee Teik*

COURSE OBJECTIVE

This workshop will provide all those with an interest in magazine publishing and production an understanding of the processes involved. They will learn both the overview and details of what makes a magazine successful.

COURSE OUTLINE

With the help of lectures, case studies, group work, this workshop provides the practical applications of the intricacies of magazine publishing and production.

TARGET AUDIENCE

Publishers, editors, writers, booksellers, and all those with an interest in magazine publishing and production.

DATE & TIME

8 – 10 May 2007 (Tue – Thur), 9am to 5pm

VENUE

The Blue Room, the Arts House
(at the Old Parliament House)

COURSE PROGRAMME

Organisation, Design, and Production of Magazines

- Overview of magazine publishing in Singapore
- Analysing magazines: Parts of a magazine
- Types of magazines: General consumer magazines, business publications, literary reviews and academic journals
- Magazine organisation; Departmental chart: Circulation; Advertising and sales
- Producing the magazine
- Magazine organisation: Editorial, production, distribution and retail sales
- Production process: From typesetting to finished product; process flow
- Economics of magazine publishing; circulation; readership
- Magazine audiences; readership surveys
- Dependence on advertising; media rates; advertorials
- Designing a magazine: Cover design; page design, use of the grid in design, design elements; balance in design
- Typography: Using fonts to get the right impact; marking up copy
- Use of illustrations: Linework and halftones
- Photojournalism: Digital photography; photo selection; sizing of photos
- Using software to assist in production
- Role of the Editor and Subeditors
- Commissioning: Getting people to write; getting good story ideas
- Substantive editing: including essential information; checking facts
- Copyediting; consistency; housestyle; editing story structures; shortening stories;
- Proofreading: Aiming for word perfection
- Laws relating to publishing: Permissions, Copyright, Libel, Defence for libel
- Caption writing and placement
- Headline writing skills
- Technical side of magazine production: colour separation; offset printing; binding;
- Choice of paper

Organised by:



Supported by:



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ABOUT THE WORKSHOP LEADER

MR TAN CHEE TEIK Tan Chee Teik has more than 25 years' experience in book and journal publishing, journalism, subediting, technical writing, and print production. He has worked for newspapers, multinational publishing houses, and regional magazines. He has conducted in-house programmes for the civil service, statutory boards, and multinational companies in the pharmaceutical, automotive, and information technology industries. He is the managing director of Surwin Associates, and consultant to a bi-monthly business and management magazine.

ABOUT THE ORGANISER

NBDCS is a non-profit society, established in 1969, that is committed to promoting storytelling, reading, writing and publishing in Singapore. CLAP, the training arm of NBDCS, is dedicated to upgrading professionals in publishing and literary arts. NBDCS has also been organising the annual Singapore International Storytelling Festival and Asian Children's Writers & Illustrators Conference; bringing together local and foreign expertise to share their very own unique tips and techniques.

COURSE ADMINISTRATION

Registration Fees

Registration Fee : SGD\$450 per participant
Early Bird : **SGD\$390** per participant (received and paid on/ before **18 April 2007**)

Ways to register

1. Register online by visiting www.bookcouncil.sg/clap.htm
or
2. Complete the form below and fax it to **(65) 6742 9466**.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for substitution must be made on/before 2 May 2007. A cancellation charge of 25% of the course fee is applicable for cancellations made after 2 May 2007.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS" and mail the payment together with your form to us. Alternatively you may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
Geylang East Community Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg
Tel : (65) 6848 8290

REGISTRATION FORM - THE BUSINESS OF MAGAZINE PUBLISHING

Mr/Mrs/Ms/Dr _____

Organisation _____

Designation _____

Address _____

Tel _____

Mobile _____

Fax _____

Email _____

Signature _____