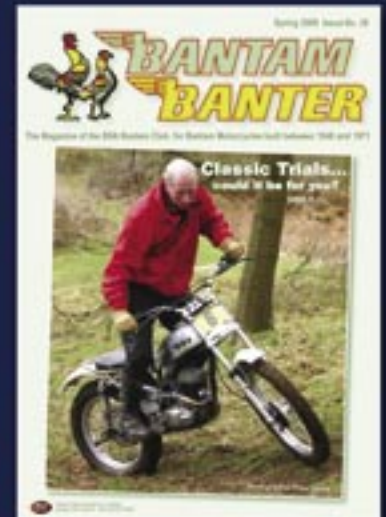
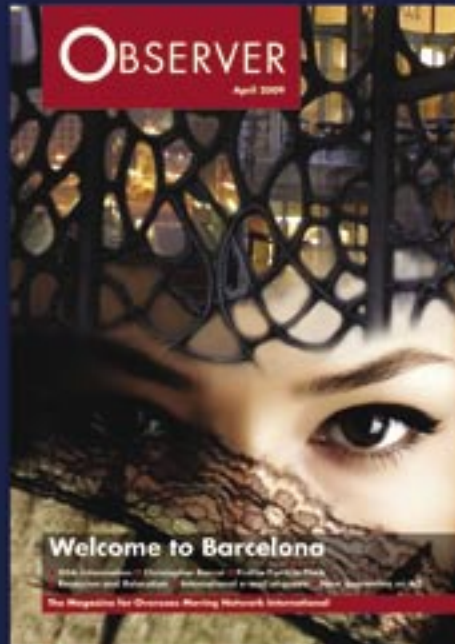


The Magazine Workshop

October 2009



Does your magazine need a little specialist help?

The magazine specialists

Is your magazine really doing your organisation justice, or does it need a bit of a revamp? Are you sure you're getting the best deal from your supplier? Are the stories of interest to your readers, or could they do with a charge of new energy to bring them to life?

The Magazine Workshop

We're a team of professional writers and graphic designers who specialise in creating publications, working from the UK's creative hub – Milton Keynes.

If you're looking for someone to take the heat off by managing the advertising, the features, the design, or to completely project manage the entire process from start to finish, talk to us. We can help you keep your magazine at the top of its game.

We can even help you modernise the face of your organisation by turning your magazine into an E-mag to be sent out electronically, saving you printing and distribution costs, helping you meet your environmental obligations, and giving your organisation a fresh, modern look.

What we'll do for you

Publishing a magazine is a complicated business, but we'll do everything for you from writing the stories and handling the design and printing, to selling the advertising and distributing the final copies to your readers. Our service includes:

Copywriting

We'll research the stories, interview staff, talk to customers and keep our ears to the ground for anything interesting to bring your magazine alive. Then we'll write the words, in whatever style you like, to keep your readers turning the pages right to the end.



In Touch

Size: A4
Pages: 16
Frequency: Quarterly

In Touch is the publication of Social Enterprise East of England (SEEE), a membership organisation whose primary aim is to support and promote the social enterprise sector in the East of England. The publication includes features on the Social Enterprise sector as well as relevant government policy updates.



Removals & Storage

Size: A4
Pages: 64
Frequency: Monthly

Removals & Storage magazine is the membership publication of the British Association of Removers, the UK trade association for the domestic, international and commercial moving industry. The magazine reaches approximately 750 members in the UK and 250 members abroad.



Advertising

You'll probably want to take advertising in your magazine to help cover its cost. We'll help you attract advertisers, design advertisements for them if necessary, and manage the whole process. We can even handle the billing and credit control.

Design

You'll want your magazine to be stylish, modern and eye-catching. Our graphic designers will work with you to make sure it looks good, enhances your brand and matches your corporate guidelines.

Photography

Every picture tells a story and no magazine is complete without plenty of good images to help get the message through. We will source imagery to illustrate the stories and, where appropriate, take photographs of specific events. Of course, if you have your own pictures, we'll use them too.

Print

We work with printers that are specialists in magazine production. We'll help you choose paper that fits your company image (glossy, expensive, practical or environmentally sustainable), and we'll manage the whole print process to make sure quality levels are maintained and publication schedules met.

Distribution

You want your readers to get the magazine hot off the press wherever they are, so, whether you want to distribute your publication locally, nationally or internationally, we'll work with your own database to make sure everyone gets their copy on time, every time.

Project Planning

Producing a regular magazine is like a production line: no sooner is one completed than the next one's being planned. We run an efficient tracking system to make sure we are all fully aware of exactly where we are in the production process from one issue to the next. Throughout the whole process, you stay in control. We never forget that it's your magazine.



OMNI Observer

Size: A4
Pages: 36-40
Frequency: Quarterly

Overseas Moving Network International (OMNI) is a global consortium of 250 of the most professional independent moving companies in the world. The OMNI Observer covers all the latest news from members and the worldwide removals industry as well as lifestyle and company profile pieces.



Broadsheet

Size: A4
Pages: 16 - 18
Frequency: Quarterly

Broadsheet is the electronic magazine of GEA Process Engineering distributed internally to the company's staff. The E-mag is the company's primary method of communicating with its employees, informing them of news and upcoming events.

Bantam Banter

Size: A5
Pages: 32
Frequency: Quarterly

The Bantam Banter is the membership magazine of the BSA Bantam motorcycle club, distributed to around 800 members throughout the United Kingdom. The magazine carries stories about restoration projects, technical matters, touring and club events.





Any publication, any organisation

From 60-page magazines to four-page newsletters, we can make sure that your publication represents your organisation and keeps your readers up to date with everything that's going on.

So, if you think your magazine could benefit from a bit of a face-lift, or you want to turn an amateur publication into a professional journal, please get in touch. Let The Magazine Workshop take the strain.

Get your magazine produced free of charge

The Magazine Workshop may be able to produce and distribute your magazine at no cost to your organisation. We do this by selling advertising on your behalf and retaining all or part of the revenue to pay the production costs of the magazine and our editing fee.

Although it won't suit every organisation and publication, it's an option well worth considering, especially if you're on a tight budget.



To find out more about what The Magazine Workshop can do for you call us on:

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or you can e-mail us at:

info@thewordsworkshop.co.uk

or visit our website at:

www.themagazineworkshop.co.uk

