

EDITORIAL SET - UP OF A MAGAZINE

Magazines operate very much like newspaper, with departments, editors, space budgets, and advertising, but magazines differ in a few important ways. The potential lifespan of a news release is much longer for a magazine. A monthly publication might not use your news for several months. Depending on the printing and preparation schedule, your release could appear as soon as a week or two after you send the release or as late as six-months later. The nice thing is that whenever your news appears, the information remains in front of the reader for a full month instead of just one day.

The editorial focus and format of a magazine are usually more specialized than those of newspapers. "Focus" refers to the subjects a magazine covers; for instance, *Linux Journal* focuses on Linux in general while *Computer World* might focus on Linux in the enterprise. "Format" refers to the way in which a magazine's news and information is presented, usually as a particular mix of regular columns, articles, features (main stories), shorter pieces, and editorials (opinion pieces). Magazine stories don't have to be as "newsy" as newspaper stories. To a greater degree, a magazine researches and creates news rather than relying on current events.

General-interest magazines try to appeal to a large segment of the population. (Examples are **Macleans**, **Readers' Digest**, and **People**.) Special-interest magazines target a limited, well-defined community of readers who share a particular interest along with associated activities and concerns. Special-interest magazines are good targets for the Linux community, especially those focusing on Linux, operating systems, storage, security, computers, and information technology.

Whether special interest or general interest, the closer your news release relates to the audience of a publication and the greater the impact on that audience, the more likely an editor will choose your news to publish. The key factors are editorial relevance and appeal to the publication's target audience. News Bureau is an accomplished national public relations firm that declines retainers, shares risk, quantifies performance and delivers publicity results before it collects its fees. News Bureau breaks the rules of traditional PR agency relationships, in which clients assume all financial risk with no assurance of results. By shifting the burden of performance, News Bureau indemnifies qualifying clients from the consequences of rain-or-shine consulting fees and unfulfilled expectations.