



# How to Start Your Own Free Magazine: Full Colour Edition: Make Money From Adverts

*Joshua Jogo*

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# How to Start Your Own Free Magazine: Full Colour Edition: Make Money From Adverts

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**How to Start Your Own Free Magazine: Full Colour Edition: Make Money From Adverts** Joshua Jogo

"How can I start my very own community, national or even international magazine?" IMPORTANT NOTE: The examples and case studies on starting a magazine in this book are based on actual practical experiment in the UK. However, this process is generic and can be used to start your own magazine anywhere in the world. The purpose of this book is to help you do exactly that. With help from the pages of this book you will have all the resources and training required to start your own magazine. Your magazine can feature a wealth of local news, views, information & topical issues of interest to the community and is delivered free or at a minimal price to community households each month or weekly. Each magazine is also published online to provide residents & advertisers ease of access and you, the business owner, further revenues. Local businesses have an opportunity to advertise in the magazine and reach their critical target market of local residents. "How will I get paid & how much?" A typical magazine contains 40 pages. Each paid page will generate an average of £130 income from advertisers. Advertisers should pay you directly before you go to print. The total revenue for a typical magazine is £3,475 from an average of 30 -40 advertisers. Magazines can, of course, grow much larger than 40 pages and generate more income & profits. The additional revenues you will collect include residual fees, commissions & online advertising fees. All of these are added directly to your magazine revenues to create your overall profit. Costs will vary dependent on the number of pages & distribution but will normally average £1470 including printing, distribution\*, support\* and insurance. This means your profit from an average magazine averages £2,005 each month excluding additional income. "Sounds great, but I've never published a magazine before" That's why I have written this book to help you. All you need to do is add advertisements. The two key skills you will need are a willingness to follow a successful system & a commitment to succeed. "Why will businesses advertise in my magazine?" The single most important market for all local businesses is their local community. Your magazine will offer advertisers an opportunity to promote their products or services in a high quality, beautifully presented magazine that is delivered free to local households each month and retained for at least a month due to the local news, views, listings & useful information contained inside. "My community only has a limited number of businesses located within the community, will these provide me with enough business?" It's not just the advertisers located in your community that will wish to market to your community but any advertiser regardless of their location who wants to sell their goods & services to your community. This might mean businesses from neighboring villages, towns, cities, regions or even national based businesses. Most communities in the UK are serviced by between 900 - 2,900 businesses within 20 miles. To be successful you need to ensure an average of just 40 advertisers each month! Don't forget that the majority of your advertisers will place 3, 6, 9 or 12 month contracts, so any new advertisers each month increase your profits further! "How do I attract advertisers?" If you decide, for instance, that you are going to offer 10% off standard advertising rates for customers choosing to purchase a Full Page advert for a 12 month contract you can send it to every prospective advertiser in your database at the click of a button! As well as meeting with potential advertisers, send prospects a copy of their magazine with a standard letter outlining their offer.

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