

DATUM.

THE MARKETING
& PRINT AGENCY

Four easy steps
to supplying a magazine



01707 251 222

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Hello There!

This booklet has been written as a simple guide on how to supply content for a magazine. Whilst most of it is common knowledge, we hope you will find some of the information and advice helpful.

Contact Us

If you have any queries regarding how to provide your magazine content, please contact the design studio:

01707 251 222

studio@datumcp.com

Preparation & Planning

It is important that everyone who will be involved in the magazine agrees on the format and style before you start. You may well have an editorial team or other key staff that may have some input, so discuss your plans with them before you start.

The design of the magazine can be agreed well in advance as the copy and images at design stage don't need to be of the current year. Once you have chosen the design it is important to make sure that it is approved by everyone involved in the magazine. Changing the style once proofs have been prepared will cause delays and additional costs.

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Stage One

Most magazines are split into sections; for example the nursery first, then the juniors, then seniors, followed by subject reports for sport, art, drama, trips, etc. So the first stage is to decide your running order and pagination.

To make your life less stressful, we have set up an Excel document for the pagination.

We sent you a copy of the pagination document with this one. Keep this saved in the folder labelled with your schools name.

Within the document we have listed examples of how the magazine sections could be arranged:

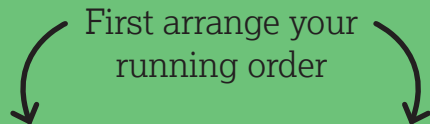
- article running order
- number of text and image files
- any instructions you may need to add
(Example on next page)



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Magazine Running Order



Sections	Article Order	No Text Files	No Images	Instructions
1. Welcome	1. Head's intro	1	3	Make double page spread
	2. Editor's Notes	1	1	Half page only
	3. Head Girl Report	1	2	Please include head shot
	4. Head Boy Report	1	1	Still waiting for copy
2. House Reports	1. House Name	2	8	Please include pupils' quotes
	2. House Name	1	6	Source stock image of cake
	3. House Name	1	10	Highlight charity funds raised
	4. House Name	1	5	Use all 5 images
3. Religious Studies	1. Article Name	2	10	Images are not great please do what you can with them.

We understand some clients like to have a visual aid, so we have also provided you with a flat plan. Just type into the flat plan and start labelling it up. You can then save it back in the original folder we sent you. Save the file under your school name followed by 'flat plan' and send it back to us.



Flatplan?

A flatplan is a page plan of a publication that shows how the articles should be laid out.

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Stage Two

You'll collate content from multiple sources, so it's important to keep organised. Make sure you proofread all the copy you receive, ensuring grammar, spelling and tone of voice are correct. Make sure you save each file to match up with the pagination of the magazine.

If you are sent a large piece of artwork or photos, make sure they are labelled correctly. This includes school name, pupil name, or caption etc and the article it relates to.



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Stage Three

When you receive copy from your contributors please make sure the writing style, grammar and punctuation is edited into a consistent style before it is supplied to us. It is also very important to check spellings of pupil and teacher names and be consistent with the spelling of Year/Yr.

Any specific instructions about an article need be included in the article's Word document and in the Excel document we have supplied called 'Magazine Running Order.xlsx'.

Sections	Article Order	No Text Files	No Images	Instructions
1. Welcome	1. Head's intro	1	3	Make double page spread
	2. Editor's Notes	1	1	Half page only
	3. Head Girl Report	1	2	Please include head shot
	4. Head Boy Report	1	1	Still waiting for copy
2. House Reports	1. House Name	2	8	Please include pupils' quotes
	2. House Name	1	6	Source stock image of cake
	3. House Name	1	10	Highlight charity funds raised
	4. House Name	1	5	Use all 5 images
3. Religious Studies	1. Article Name	2	10	Images are not great please do what you can with them.

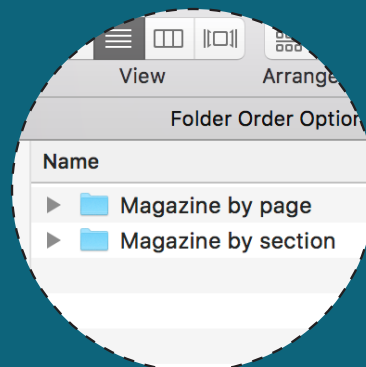
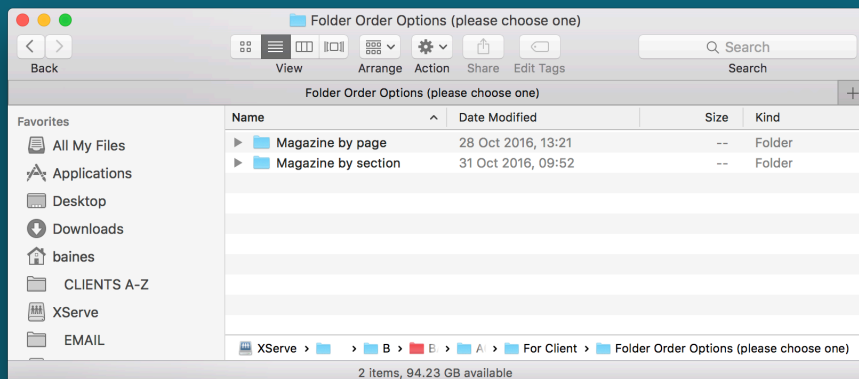
Special instructions
for the article to
be put here.



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We have set up folders of how to supply us the content. You have two options, either you can supply the content by page or by sections.



- Any images should be filed into the relevant folders and must be the original high resolution JPGs.
- Please don't supply us any images in a Word document as they will not be suitable for print.
- Please only supply the images you would like us to use. Any large libraries of images or pictures that are not specified within your instructions will be randomly selected by us. We recommend 7-10 images per article and we will select the best unless any specific instructions have been given.



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Stage Four

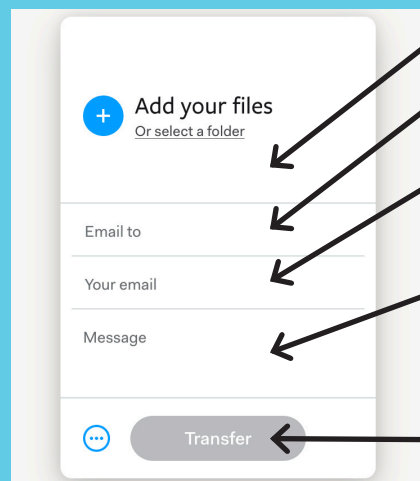
Once you have selected your images and edited the copy, separated them into folders for the sections or pages, and have made a pagination/flatplan, you then need to send them to us in the studio.

We encourage you to use www.wetransfer.com for sending your files to us. It is free and the benefit of using WeTransfer is that there is no login or password required, and both parties will have email confirmation upon sending and downloading of files.

If you don't want to use WeTransfer, we can also receive files via Google Drive, One Drive and Dropbox.

Zipping a file

For PC right click and select 'send to' → 'compressed (zipped folder)'. For Mac hold ctrl on keyboard and click folder with mouse, then select 'compress'.



Drop your folder onto here

Insert studio@datumcp.com

Insert your email address

Say hi and if you need to give us any information please type it here or you can send a standard email if it's more detailed. Please include school/company name for reference.

Then click 'Transfer'

The screenshot shows the WeTransfer web interface. It has a header 'Add your files' with a plus icon and a link 'Or select a folder'. Below this are four input fields: 'Email to', 'Your email', and 'Message'. At the bottom is a 'Transfer' button. Arrows from the text on the right point to these elements: the first arrow points to the 'Add your files' area, the second to the 'Email to' field, the third to the 'Your email' field, the fourth to the 'Message' field, and the fifth to the 'Transfer' button.

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Schedules

At the very beginning, you will need to let us know when you would like your magazines to be delivered. We will then work out a production timetable for you, to allow for all the design, artwork and printing. This will tell you when you need to have all the copy finalised and you can give contributors a deadline for submitting their copy and photos to you.

If you think you are going to be late supplying your copy please let us know as early as possible so that we can adjust your schedule accordingly.

For all scheduled jobs we pre-book our press time to make sure we can meet the deadline.

Don't worry...

This may have seemed daunting in the past but hopefully this will make it easier for you. We are here to help you in any way we can, the key to successful magazine publishing is organisation and communication.

The process is a lot less stressful and time consuming for everyone involved if you and your team are well organised and everyone knows what they need to do and by when.

Please note

It is better to be late than supply copy that has not been checked as this makes the process longer.

If there is a delay in supplying the initial copy and images from the agreed timescale or you are late signing off the brochure your design/printing slot may incur a delay.

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Let's Recap

- Stage One:** Decide the running order and pagination of your magazine, either by page or sections.
- Stage Two:** Make sure you know how much content to supply i.e. how many images and word count.
- Stage Three:** Make sure all content is consistent and includes special instructions before the magazine content is organised into the supplied folders.
- Stage Four:** Organise the files into page order or section order and send them to us via email, WeTransfer, Dropbox, Google Drive or OneDrive etc.

For any queries, please email
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