# HOW TO START A MAGAZINE

- Why Some Magazines Succeed and Others Fail
- How to Take the Risk Out of the Project
- Developing the Business Plan
- The Magazine's Name
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- What People You Need-and When
- Getting Started in Editorial, Advertising and Circulation
- Keeping Track of What's Going On

James B. Kobak

# **How To Start A Magazine And Publish It Profitably**

**SB Merriam** 

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