

Get international peer review on magazine performance

The US-based Trade, Association and Business Publications International (TABPI), in conjunction with the American Society of Business Publication Editors, has relaunched its popular annual resource, the Magazine Critique Service (MCS). This allows editors to get feedback from international editors working in B2B journalism and benefit from their colleague-to-colleague analysis of what's working and what can be improved.



The MCS is a programme intended as a first step for B2B magazines interested in gauging their current performance. Not all magazines - especially smaller ones - can afford a full-blown revamp. This provides objective, outside analyses that can show the decision makers in an organisation how to take content to the next level.

Magazines participating in the MCS will have three reviewers selected give detailed feedback on specific editorial and design aspects of the publication. TABPI will provide a report to the editor or publisher, who can thoroughly review the results with the editorial and design staff.

The service is a good investment for magazines desiring a revamp or a refresh after years of covering an industry. This arduous period for the publishing world is an ideal time to step back and refocus. Magazines get to ride on the experts' learning and minimize costly trial and error situations. More dynamic editorial and design equates to more credibility with readers and advertisers, who will recognize the publication as the voice for the industry it covers.

All submissions for the MCS must be received on or before 20 December 2011. The average processing time will be 8-10 weeks from the time materials are received. Complete details on the program, along with a submission form and two sample critiques, are available on the website, www.tabpi.org/mcs.

For more, visit: <https://www.bizcommunity.com>