

EDITORIAL ORDER AND FLOW OF A MAGAZINE

<http://suite101.com/article/structure-of-a-magazine-a129170#ixzz23Jg3COtr>

Cover

Table of Contents = TOC

Masthead

The magazine's staff

Editor's letter

Written by the chief editor, the editor's letter usually covers his or her thoughts on the issue's theme, how it came into fruition, how it's relevant and/or the part that should especially be read.

Publisher's letter

The publisher's letter is sometimes left out in some larger publications, but generally he or she talks about the magazine and how it relates to the bigger picture. This page can go before or after the editor's letter. It can also be placed on the same page, as there are no spoken rules.

Front of Book pages = FOB

Covers short stories on different topics. Sections are short and are mostly assigned to junior editors, assistants and skilled interns.

Feature Well

The feature well is located at the center of the magazine and is usually 800 to 2,300 words.

Back of Book = BOB

Covers closers like events, listings, essays, etc.

Last page

Ad Placement Structure in a Magazine

Inside Front Cover or Second Cover

One of the more expensive positions for advertisements because the quality of paper is thicker and better, and it is more readily visible to readers.

Inside Back Cover or Third Cover

Usually reserved for advertisements because it can garner more profit due to better paper quality and visibility.

Back Cover or Fourth Cover

The most expensive position for placing an ad because it generates the most visibility. When people are carrying or reading the magazine, the back and front cover are always in plain sight.

For the ads that go in between pages, advertisers can have a say in where they want the ads to be placed, but it should not interfere with the editorial. This means that ads should not be placed next to editorial content with the same colors or product because readers can be tricked into thinking the advertising is part of the editorial. If an ad looks like an editorial, it should say "Promotion" or "Advertisement" at the top of the page to distinguish itself.

