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RESEARCHING THE LITERARY MAGAZINE MARKET

1: Go to your Learning Resource Centre (The Library) and find the literary magazines listed here - you will find the current issues in the magazine stands and older copies in the archive stacks. They may even have been digitised and stored electronically:

Ambit
Assent
Best European Fiction
First Time
Flash
Granta
The Istanbul Review
New Writer
New Writing
Mantis

McSweeney's
Mslexia
Paragraph
PN Review
Poetry Review
Snow Monkey
Stand
Staple
Warwick Review

See also the online magazines:

Swansea Review: <http://www.swanseareview.com/>
Jacqui Bennett Writers Bureau: <http://www.jbwb.co.uk/>
Newpages.com: <http://www.newpages.com/>
The Poetry Library: <http://www.poetrylibrary.org.uk/magazines/>
<http://www.poetrymagazines.org.uk/>
<http://www.theshortstory.org.uk/books/>

2: Examine at least four different magazines. Also look at back copies - you will find them in the archive stacks or online. Look at these titles as possible outlets for your writing and also as possible models for a magazine your editorial team could create.

3. When you have looked at several magazines, concentrate on one particular magazine as a possible model for your own. First, take general note of the magazine's content, writing style and journal format, then check to see if they have any preferences in terms of subject matter, length, presentation and style: consider the following in detail:

- The title
- The range and style of literary material
- The editorial policy
- The Submission Guidelines
- Manifesto statement on the magazine's aesthetics
- The front cover
- Artwork / Design
- Book Reviews
- The House Style Sheet
- How they show credits and copyright
- The running order

- The table of contents
- The blurb for the back cover
- The Editors and their individual responsibilities
- Photographs / biographies of contributors
- The target readership for the magazine.

4: Prepare short notes (approx. 500 words) on the magazine of your choice. Bring these notes to class and make a feedback report to your editorial team – explain:

- Why you would want to submit work to this magazine
- Why you would like to see your work published there
- Why you think this magazine would be a good model for your team to emulate.

Your report should be part of the planning debate about the magazine the team will create.

5: Remember you are aiming to produce a magazine of new writing, so:

- Each team should decide whether it wants the magazine it creates to specialise in short fiction, sections of novels, life writing, poetry or a combination of these things
- Do not model your magazine on an online magazine publication where the appearance of work is automatic or which has no editors to make a selection
- Do not model your magazine on a magazine specialising in salacious materials, soft porn, pets, leather, cookery, gardens, real estate, property, lonely hearts, romance, furnishings etc.
- Find a magazine model that has a genuine interest in new writing.

6: Also keep the following in mind:

- Keep notes on your participation in editorial discussions – for example your own contribution to discussion, reactions to your work, important team decisions and, of course, conflicts and resolutions. Write them up as soon as possible after each meeting
- When you write up your Process Analysis use your notes from meetings to detail your experience of working with the group, your notes from Silent Writing exercises. You should specifically address:
 - (a) the development of your new work
 - (b) your role in the magazine's editing processes
 - (c) how you negotiated working in a group.