

ESTON TRAINING

Training Today for Success Tomorrow



Editing and Publishing Trade Association-type Magazines

(including managing the advertising contracts)

ESTON Training Course Ref: EDL4

An ESTON Training Distance Learning Course
(with full tutorial support)

The EDL4 course is designed to give a thorough understanding of how a trade association-type magazine is edited and published (including managing the advertising contracts). The course covers: the preparation of the advertising pack, the process of renewing the advertising rolling contracts, managing the magazine's text and image files, editing news items and articles, the preparation of draft page layouts using Microsoft Word templates, the typesetting process and the final edit, the printing and distribution processes and the preparation of the advertising invoicing schedule.



Visit our website at: <http://www.estontrg.com>

Editing and Publishing Trade Association-type Magazines

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Editing and Publishing Trade Association-type Magazines

About this Course

The ESTON Training “[Editing and Publishing Trade Association-type Magazines](#)” training course (Ref: EDL4) comprises a number of training packs that build into the most comprehensive and unique study programme of its kind available.

An example 40th edition of a “trade association-type” magazine named, The Storage Trumpet, has been especially created for this course; any similarities between The Storage Trumpet magazine and any other trade association-type magazine is purely co-incidental. Similarly, all of the characters mentioned in the magazine and in the EDL4 course material are fictional, with the exception of ESTON Training’s staff members. However, many of the advertisements used in the EDL4 course’s fictional magazine are examples that have previously been placed in trade association-type magazines by bona fide companies, and have been reproduced (with suitable amendments) with the kind permission of the various advertisers.

The example publication that is used on this course is really two magazines in one; when you pick up the magazine one way the front cover states that it is the 40th edition of the UK Storage Companies Association (UKSCA) magazine. However, when you turn the magazine over, the front cover states that it is the 5th edition of the Federation of European Storage Company Associations (FESCA) magazine. The UK edition number is that which is most often quoted during this training course.

The UK Storage Companies Association (UKSCA) is a fictional trade association that has been invented for the purposes of the EDL4 training course, and any similarities between the UKSCA and any other trade association are purely co-incidental. The UKSCA’s editorial team is referred to extensively throughout the training course material; again, this team is an invention, but the tasks that its members perform while overseeing the production of The Storage Trumpet magazine are both essential and typical. Similarly, the Federation of European Storage Company Associations (FESCA) is a fictional organisation.

During the EDL4 training course, students learn the essential skills required, as well as the various tasks that must be carried out, to successfully edit and publish a full colour, glossy, trade association-type magazine. The EDL4 distance learning training course comprises ten separate [Training Packs](#); the pertinent information is presented in a number of [Study Notes](#) and progress is assessed via stimulating and effective [Exercises](#), which are either self-assessed (SA) or assessed by your personal ESTON Training tutor (TA).

The EDL4 study notes contain information that is of great practical use to a magazine editor, including: strategies for communicating with advertisers, how to prepare and update an advertising schedule, how to manage electronic data, how to edit news items and articles, how to prepare draft page layouts, and much more.

Examples of The Storage Trumpet’s front covers, that is: Edition 40 of the UK section of the magazine and Edition 5 of the European section of the magazine, are shown on the following two pages.

The Storage Trumpet

UK Storage Companies Association

Edition 40



Figure 1 – Example Front Cover (UK Edition 40)

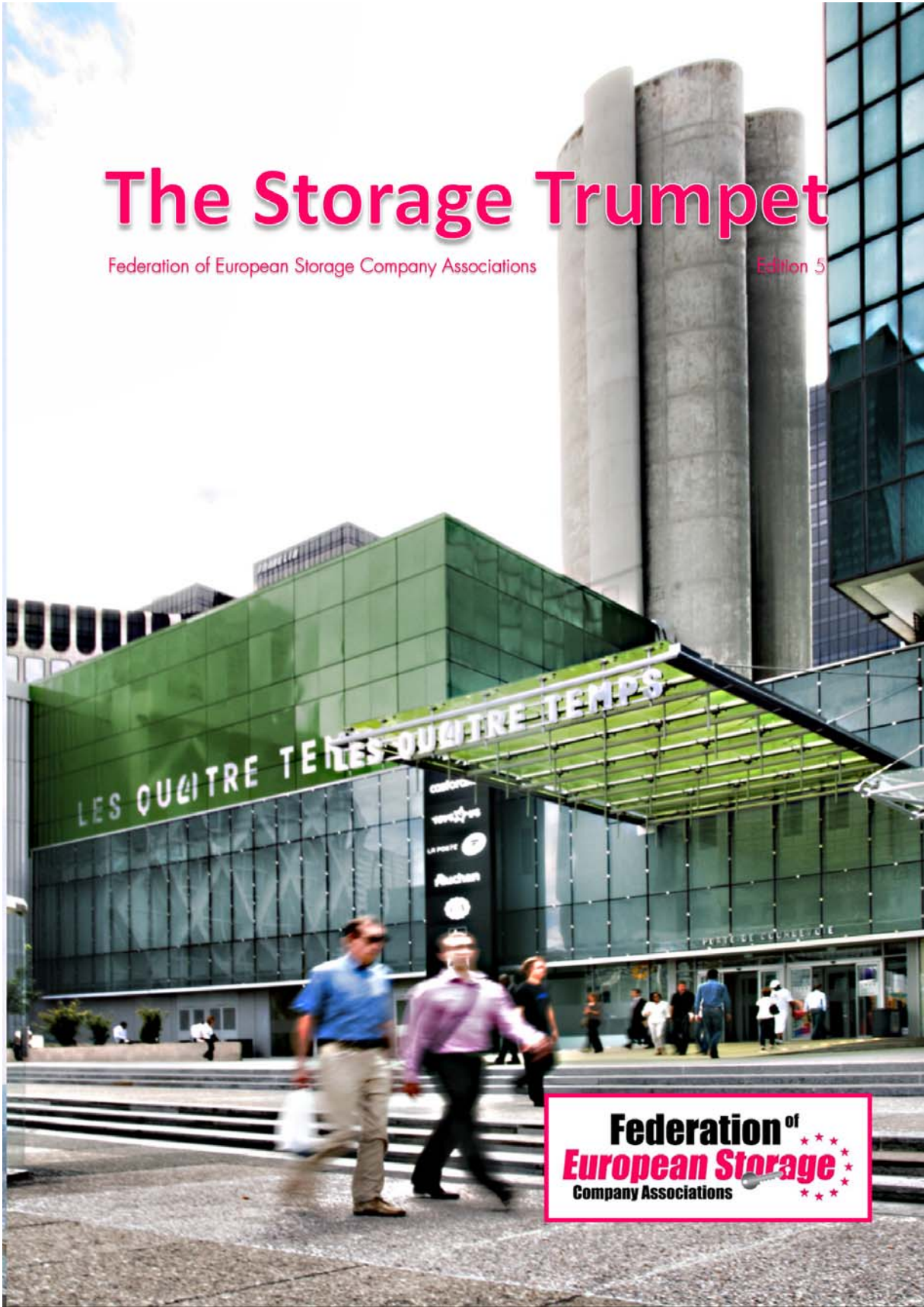


Figure 2 – Example Front Cover (EU Edition 5)

The EDL4 course “Exercises” have been designed to allow students to demonstrate that they have absorbed and understood the information provided in the study notes, and in the other course material. Approximately half of the course exercises are Self Assessed (SA), which means that students must check their completed exercises against the “Specimen Answers” provided. The rest of the course exercises are Tutor Assessed (TA), which means that when a tutor-assessed exercise is completed, it must be e-mailed to the student’s personal tutor, who will grade the exercise and provide a “Tutorial Response” and, when appropriate, a “Tutorial” (which is similar to a Specimen Answer).

The two main activities associated with the EDL4 training course, and magazine production in general, are editing news items & articles and laying out pages (the process of arranging text and images on each page). On this training course students learn how to edit the news items and articles for the UK section of the magazine and (with a few exceptions) students learn how to lay out the pages of the European section of The Storage Trumpet magazine.

Those students who undertake the EDL4 course are, for the duration of the EDL4 course, regarded as “student editors” of The Storage Trumpet magazine, and it is imagined that students have recently edited and published the 39th edition of the magazine; during the EDL4 course, students will progressively prepare Edition 40 of the magazine (including Edition 5 of the European section).

Aims

This course trains students for a rewarding career as a magazine editor within the commercial publications industry. It also prepares students to obtain an ESTON Training Diploma, which is recognised as a benchmark qualification within the commercial publications industry in the United Kingdom and throughout the English-speaking world. The course is primarily designed:

- as a conversion course for writers, authors and subject specialists
- as a career-development course for writers, authors and subject specialists
- to provide a recognised qualification for experienced, but untrained editors.

Syllabus

The ESTON Training EDL4 syllabus is designed as a comprehensive vocational training programme, based on an editor’s actual work. The relevant information is presented in a number of study notes, which describe both the theoretical and practical aspects of editing and publishing full-colour, glossy magazines. Progress is assessed via stimulating and effective self-assessed and tutor-assessed exercises. Appropriate to clear commercial principles and each student’s background and experience, the EDL4 distance learning course provides training that is both practical and realistic.

EDL4 Course Content

The highly-recommended EDL4 course, which is an equivalent NVQ Level 3 course, also guides students through the ESTON Training syllabus and fully prepares them

for working effectively as commercial editors within the publications industry, as well as training successful candidates for a future management role. In addition, effective and comprehensive tutorial support is provided throughout by experienced, time-served, professional editors.

As soon as an Enrolment Form and payment is received, ESTON will despatch the training material in a bespoke [USB flash drive](#), so that students can start training for a new career immediately. Each of the ten separate training packs on the USB drive contains study notes to read and exercises to complete. Students receive over [±350 pages](#) of study notes on more than 50 important and relevant topics, which together form a permanent and easy-to-store [reference manual](#) for them to use during the course and after they have completed the training programme.

Students can take as much time as they need to complete the course; although, ESTON does apply a 12-month time limit on the tutorial support for contractual reasons. However, in exceptional circumstances, an extension may be obtained.

The study notes, exercises and other related documents are provided in [Training Packs \(TPs\)](#). The contents of the ten EDL4 training packs are listed below:

List of Study Notes and Exercises

TP Number	Study Notes	Exercises
1.	SN Intro	Introduction to EDL4
	SN D1	An English Language Refresher
	SN B1	Advertising
	SN D2	Note Taking and Note Making
	E0	Writing Exercise (TA)
	E1	Creating an Advertising Pack for Edition 40 (TA)
	E3	Preparing a List of New/Repeat Advertisers (SA)
2.	SN B3	Advertising Schedule
	SN D0	The English Language
	SN C0	Communication Skills
	SN B2	Page Layout Guide
	E5	Preparation of Specific Booking Forms (SA)
	E7	Communicating with Advertisers (TA)
3.	SN D13	English as a Second Language
	SN D3	Summarising
	SN D4	Proofreading and Editing
	SN C1	Attributes of a Magazine Editor
	E9	Creating an Advertising Schedule (TA)
	E11	“Risk Service Provider of the Year” (SA)

TP Number	Study Notes	Exercises
4.	SN MED	Managing Electronic Data
	SN E2	Sources of Information
	SN C5	Meetings – Making them Effective
	SN J2	A History - from Typewriting to Desktop Publishing
	E13	“Reason Global is a Lloyd’s broker” (SA)
	E15	“Carnival fundraiser for children’s charity” (TA)
	E17	“Jerusalem Storage & Storage Strongbox” (TA)
5.	SN Word SAF	Microsoft Word – Some Advanced Features
	SN Word KS	Microsoft Word – Keyboard Shortcuts
	SN J4	Office Copiers
	SN C2	Assimilation of Facts
	E19	“Help from your bank & CUBIX Launch” (SA)
	E21	“What makes a good boss?” (SA)
	E23	“Latest Paternity Leave Regulations” (TA)
6.	SN E1	Objective and Analytical Thinking
	SN C7	Telecommunications in the Office
	SN C9	Computers in the Office
	SN C6	A Guide to the Internet (including Appendix 1)
	E25	“Creating a Technology Feature Article” (TA)
	E27	“Small businesses to get better energy deals” (SA)
	E29	“How to get news published on line” (SA)
7.	SN F13	Graphic Design
	SN H24	A Glossary of Terms
	SN C4	Translations
	SN A6	Responsibilities of the Editor
	E31	“Crime Prevention and Security” (TA)
	E33	“An Editor’s Nightmare” (TA)
	E35	“UK Section Fixed Pages” (SA)
	E36	“You’re on the Air” (TA)
8.	SN D10	Microsoft Word Templates
	SN D11	Preparing Draft Page Layouts
	SN H16	Improving Work Practices
	SN E3	Using Libraries

TP Number	Study Notes	Exercises
	E37	“Completing the UK Page 9 Draft Layout (SA)
	E39	“Completing the FESCA News Pages” (SA)
	E41	“Sweden and its Storage Industry” (TA)
9.	SN H23	The Storage Trumpet House Style
	SN D16	Editing Pre-print Proofs
	SN J5	Paper
	SN J11	Publishing Software
	E43	“The Missing Paragraph” (TA)
	E45	“Portugal and Storage” (SA)
	E47	“Russia and its Storage Industry” (SA)
	E48	Creating a Slide Presentation (TA)
10.	SN J6	Printing and Finishing
	SN L3	Print Quotations
	SN D5	Writing for the Internet
	SN L5	Distributing the Magazines
	E49	“The Spanish Storage Industry” (TA)
	E51	“Profile on Germany” (SA)
	E53	“EU Leader and Contents” (SA)

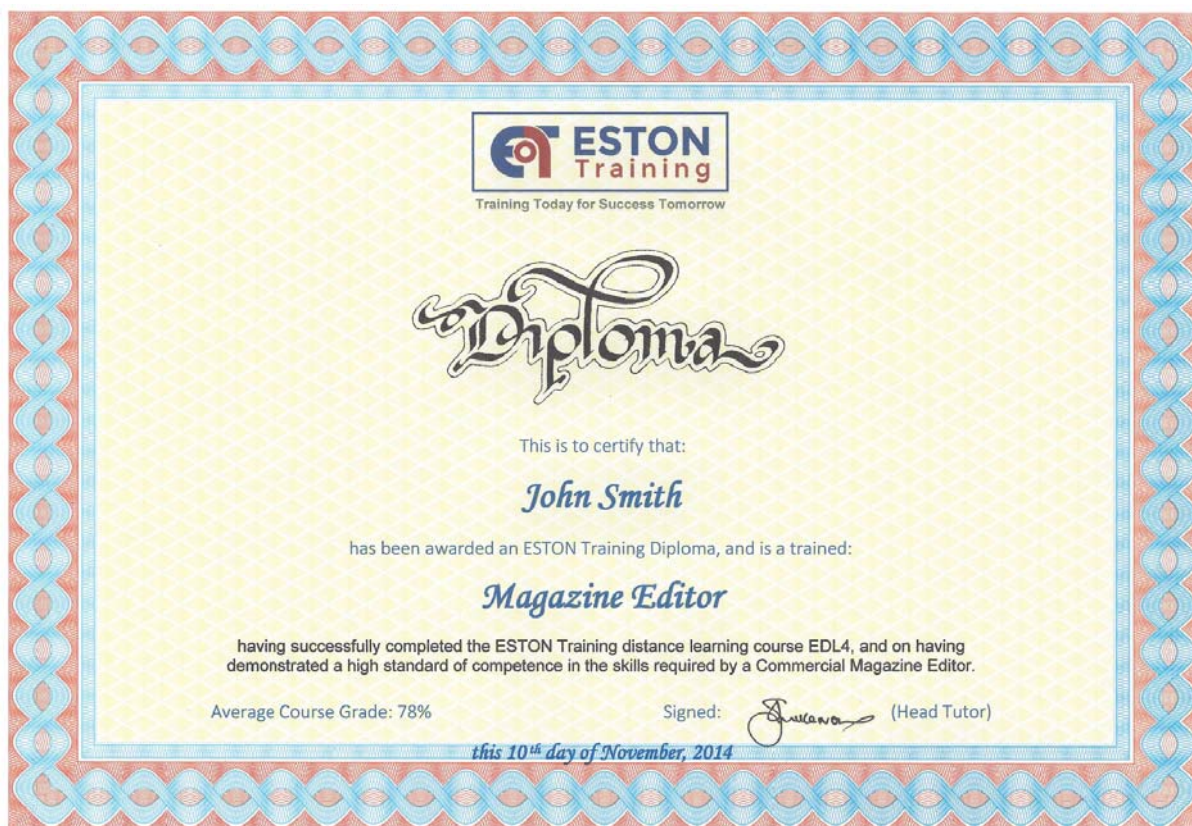
Qualifications

The ESTON Training Editing and Publishing Trade Association-type Magazines Diploma course prepares students for a nationally and internationally recognised vocational qualification.

ESTON Training Diploma

If you complete the Editing and Publishing Trade Association-type Magazines course you will receive an **ESTON Training Diploma**, provided that your course work merits it. For example, if you enrol on our EDL4 course, your personal tutor will progressively assess your responses to the course exercises. And, your final grade will be calculated as the average of the grades you received during the training course. If you achieve an overall grade of 60% or more, you will be awarded an ESTON Training Diploma. If, however, you achieve a grade of 80% or more, you will receive an ESTON Training Diploma, with Distinction.

The diploma that you will receive if you achieve a grade of 60% or more is similar to the diploma shown on the following page:



An example ESTON Training Diploma

Distance Learning

The EDL4 training course is a [distance learning](#) training package. But, what exactly is distance learning and what are the benefits of this practical training method?

Training without classrooms

Distance learning is [the](#) training method for the 21st century. Training on a major subject usually calls for lengthy, and often inconvenient, periods of work release. Courses are expensive and accommodation costs are high. This means that traditional classroom courses tend to be too short to cover the subjects thoroughly. Also, the backlog that greets your return to work often means that you don't get the chance to introduce new ideas, while they are still fresh in your mind. Many intended innovations, or new methodologies, never see the light of day.

Freedom to learn

Distance learning overcomes all of these barriers. It is now one of the foremost teaching techniques used by individuals, companies and colleges alike. Participants do not need to be released from work, the training is cheaper than classroom fees, and there are no additional accommodation costs. The course contains all the training material required and gives you the freedom to learn at your own pace. You can implement new ideas as the course progresses. Instead of being one in a class of many, the only participants in distance learning are you and your personal tutor.

ESTON Training tutors

The best way to judge your performance and identify weaknesses is to have your work assessed regularly and critically against objectives and acknowledged standards by expert and experienced tutors.

Personal attention

ESTON Training's tutors are practised and professional editors, with extensive publications experience. Although you will be allocated your own tutor, he or she may well call in another opinion where specific expertise is required.

Thoroughness of the personal tutorial is recognised by individuals and companies alike as a unique feature of ESTON Training courses.

Help and advice

Although the EDL4 course exercises are designed for submission and return by e-mail, students are always welcome to telephone their tutor for additional help and advice, or if they need a particular point clarified.

Suitability

If you are seriously thinking about enrolling on an Editing and Publishing Trade Association-type Magazines training course, it is natural to question whether you have the right qualities and experience to make a success of it. The following notes may help you.

Personal qualities

As a commercial editor, you may work with other people at all levels to acquire news items and articles; therefore, you must be a good communicator. To be effective and efficient while identifying and acquiring the information your readership needs, you must also be inquisitive, persistent and self-assured.

Basic English

You need to be able to write sound and grammatically correct English. If you have had little or no writing experience since your school days, you can expect to be a bit rusty. Provided that you remember the basics, this course will provide the required polish. However, should it be required, ESTON Training also provides an excellent Business English training course titled: "[English at Work](#)" (ESTON Ref: [EDL6](#)) for those students who need to re-acquire the basics.

Background and experience

Good commercial editors come from all walks of life, with wide-ranging technical and commercial skills and experience. The main capability editor's require is the desire to succeed and the willingness to put in the effort necessary to learn the skills needed by a successful magazine editor.

Commercial Editors at Work

In any commercial organisation, such as a trade association or publishing company, a commercial editor's core work breaks down neatly into three distinct elements: managing the advertising contracts, sourcing and editing news items and articles, and preparing the page layouts (incorporating text, graphics, part-page adverts and full-page adverts onto each page of the magazine). In addition, a sound knowledge of full-colour printing and binding methods is essential.

Managing the advertising contracts

Successful editors must establish the advertisers' requirements (usually by e-mail or direct phone calls) and maintain adequate records to establish exactly which adverts are to be placed in each edition of the magazine (including the page numbers onto which particular adverts must be placed, the advert sizes and applicable versions, contact details, advertising costs and the appropriate discounts, etc.). In addition, the editor must communicate with all advertisers and ensure that the advertising artwork is provided timeously and that it is fit for purpose.

Editorial requirements

Whether you are part of an editorial team, or you work alone, an important part of the job of a magazine editor is to proofread and edit text, such as news items and articles, at the various stages in the production of the magazine.

Editing, and to a lesser extent, proofreading, requires not only well-developed English language skills, but also a measure of intuition, i.e. knowing what looks right or wrong on a page and having a "feel" for the true meaning, which may be partly hidden or obscured within the text being edited. A good editor is able to interrogate the text associated with a news item or article (for example) in an unbiased fashion and apply his or her knowledge of English grammar conventions to remove any errors or inconsistencies.

Editing and proofreading are often confused, primarily because their goals tend to overlap a bit. However, for the purposes of the EDL4 training course, proofreading can be defined as the act of checking that a version of a text (such as an article or news item) has been reproduced faithfully after the text has been transcribed in some way. For example, if you are part of an editorial team and you ask a member of your team to type a hand-written news item or article for you, it will be necessary for you to proofread the new, typed version by checking it against the original hand-written version.

For the purposes of the EDL4 training course, editing can simply be defined as the act of ensuring that text (such as an article or news item) is fit for purpose. This means, for example, that if an editor receives a 1,500-word article and there is only space in the magazine for 750 words, it is the editor's job to remove 750 words and ensure that the remaining words are free from errors and inconsistencies, and that the article is well written and, if at all possible, interesting to the magazine's target readers.

With The Storage Trumpet magazine, the editing function is performed at two distinct stages in the production cycle of the magazine. Articles and news items (along with any other text destined for the magazine's pages) are edited once they are received, and subsequently submitted to the client (the UKSCA) for approval. Then, at the "draft page layout" stage, the texts are invariably edited again (even if only a minor edit is performed) so that the words (and any other material, such as photographs and other images) fit exactly into the available space. It could be, for example, that a short word of a similar meaning is substituted for a longer word that won't fit. Or, a whole paragraph may have to be re-written, or even deleted.

Preparing the page layouts

When most, if not all, of the news items and articles that are to be included in an edition of The Storage Trumpet magazine have been edited and approved by the UKSCA editorial team (and, it is known which advertisements are going to be included in the magazine, and the pages on which they are to be placed) it is time to prepare the [Draft Page Layouts](#), using Microsoft Word Templates.

Draft Page Layouts are prepared using Word Templates, for the following reasons:

1. The use of Microsoft Word Templates allows for the accurate pasting of page details into headers and footers, as well as the accurate pasting of headings and text into lines and columns, and images, logos, insets and other devices, as required. Note that the Word templates that are used for The Storage Trumpet magazine pages allow for two column presentation of text and images, with a fixed central gap between the left and right hand columns.
2. Draft Page Layouts show the client (in our case, the UKSCA's editorial team) exactly which text and images (including part-page adverts) are to be included on each page of the magazine. And, even though a different style of font might be used for the final page layouts, it has already been calculated that the fonts that are used at the draft layout stage can easily be replaced (without affecting the page layout very much) at the final, pre-print stage.
3. The Microsoft Office suite of programs (including Word) are the most widely-used in the world (with over a billion users). Therefore, it is more than likely that your client (as well as the originators of news items and articles) will use Microsoft Word, which means that, if necessary, you will be able to swap files with no compatibility issues.

Draft Page Layouts are not prepared for the front covers, or full page advertisements, which are reviewed by the client at the final layout (pre-print) stage.

Despite the name "[Editor](#)", the editing element comprises only one facet of the work. As in most jobs, the bulk of an editor's time is spent sourcing and managing information, researching, discussing, liaising with other people and using his or her judgement to plan and make decisions relevant to the production of the magazine.

Safety and legislation

The growing concern for safety and the environment has led to the requirement for safety information featuring more prominently, as a result of additional consumer-

protection legislation. This places the prime responsibility for safety on the originators, and further dependence on a commercial editor's specialised skills.

Job satisfaction

There can be few jobs more satisfying for a second career than that of a commercial editor. As the work relates primarily to the management of the advertising contracts, the sourcing and editing of news items and articles, and the preparation of the page layouts, commercial editors are constantly confronted with new information to process and opportunities to create innovative and contemporary page layouts.

Preparing each edition of the magazine is a challenge that draws on an editor's past experience, together with the specialist editing and layout skills learnt during training. Good editors delve into every facet of the production process, from advertising to printing, binding and distributing the magazine. Sourcing and presenting information is a matter for their constant judgement and decision making.

There is a considerable sense of achievement in starting with a series of clean pages and ending up with a completed, approved and printed magazine.

Employment

Many commercial editors are employed by trade associations and publishing companies, whose services and products range from modern storage facilities to medicines, aircraft and computer systems. Commercial editors are also employed by major user organisations, such as government departments, industrial corporations and the major industries (such as oil, chemical, water, power, etc.).

It is also common for employers to turn to a specialist publications company, to provide them with staff. Many publications companies employ permanent, full-time commercial editors; others use more highly-paid contractors for the duration of a particular publications project.

Prospects

Unlike many other applications of skill and expertise, magazine editing and publishing is a constantly-expanding field with a continuing need for trained editors in a wide range of disciplines. Even during times of recession, there is a demand for well-trained commercial editors. Each publication you work on is usually new to you, so you draw primarily on your basic knowledge and experience. Your know-how allows you to seek openings with a variety of companies and organisations with unfamiliar services and products.

The insidious "too old at 50" mantra does not apply to editors. Trade associations and publications companies see competence, not age, as the only yardstick with which to measure the worth of a commercial editor.

Obtaining work

There continues to be a requirement for trained commercial editors in the United Kingdom, Europe, the United States of America, Canada, Australia, New Zealand, South Africa and throughout the English-speaking world where editors are employed.

Type “commercial editor jobs” or “commercial editing jobs” into an Internet search engine (such as Google) and see for yourself how many results you will obtain.

Eligibility

Although some employers do ask for qualifications, such as an NVQ or a degree, most are more interested in your work experience, how it relates to their service or product and whether or not you have received any formal training in commercial editing and publications techniques. Experience gained in the operation and support of a variety of services or products is also particularly valued.

Funding your Course

You can pay for the course yourself, or funding may also be available. If you intend to pay for the EDL4 training course yourself, ESTON Training offers an interest-free payment plan, which comprises a down-payment of £500 followed by nine monthly instalments of £100, thereby reducing your monthly outgoings during the training period. This means that you could very well be earning a good salary as an editor, before you have finished paying for your training course.

Assisted funding policies are variable, changing from region to region and from time to time. However, you may be eligible for sponsorship so it is worth enquiring at your local Jobcentre Plus. Also, your local Chamber of Commerce may know of sponsorships. We are pleased to explain our training schemes to sponsors, if they want to discuss your application for funding.

- **Company Editors.** Often employers see training as a valuable initiative that benefits the company. It is worth approaching your employer to ask whether they will pay part or all of the cost of your course. They may even allow you a few hours off each week during which to study.
- **Armed Services.** There are training entitlements to help with funding courses. Your Education Officer will be able to give you advice and make the necessary arrangements on your behalf, if you are eligible for a contribution towards the cost of your training/resettlement course.

Professional Association

As a student with ESTON Training, you qualify for student membership of the **Institute of Scientific and Technical Communicators (ISTC)** at a reduced fee for the first year. This professional association aims to establish and maintain professional codes of practice for people engaged in all branches of scientific, technical and commercial communication, and provides a forum for the exchange of views and information. It aims to further members’ expectations and interests.

Enrolment

You can enrol whenever you want to; there is no fixed start time. Just complete the attached **Enrolment Form** and return it to us with your payment, or your company’s Purchase Order number. Alternatively, you can enrol on line at the ESTON Training website. For further information, visit: www.estontrg.com

Ten good reasons for choosing an ESTON Training course

1. ESTON Training is one of Britain's leading distance learning training companies.
2. ESTON has been successfully training technical, commercial & software authors and editors since the training company was established in 1982.
3. We are uniquely placed to know exactly what companies look for in editors.
4. We are innovators (our award-winning Software Authorship course was the first on the market) and we are constantly improving and updating our courses.
5. We use experienced, professional, time-served publications staff who specialise in a wide variety of subjects and commercial disciplines.
6. We gear our training to the market's changing requirements, and we update our courses regularly to reflect developments within the publications industry.
7. We offer student membership of the ISTC at a reduced fee, giving students access to the benefits of this professional institute.
8. You don't have to finish the course within a set time; you really can set your own pace (within the one-year tutorial support time limit).
9. Our courses are purchased by individuals and companies, world-wide.
10. Over the years, several thousands of students have benefited from our distance learning courses; many are now in senior positions within their organisations.

Seal of approval

Since 1982, many companies, world-wide, have chosen ESTON Training courses, identifying them as the most cost-effective, comprehensive training courses of their kind available. The companies who have purchased our courses include (but, are not limited to) those in the following list:

Abbey National ■ Asquith Machine Tools ■ BBC Radio ■ BMW ■ Rolls-Royce Aero Engines ■ British Aerospace ■ British Airways ■ British Telecom ■ CompAir Broomwade ■ DHL Systems ■ Davy Morris ■ Docklands Light Railway ■ Dresser Rand ■ Earth Observation Sciences ■ Ericsson Telecom AB, Sweden ■ European Gas Turbines ■ Flight Refuelling ■ Fokker Aircraft BV, Holland ■ ALSTOM Transport ■ GEC Avionics ■ GKN Defence ■ GPT ■ Leyland Bus ■ LogTek, South Africa ■ London Underground Ltd ■ Lucas Aerospace ■ Marconi Radar ■ Marconi Command and Control ■ Martin-Baker Aircraft Company ■ Mass Transit Railways, Hong Kong ■ Mercury Communications ■ UK Ministry of Defence ■ Motorola ■ NEI International Combustion ■ National Power ■ NatWest Bank ■ Nuclear Electric ■ OKI Europe ■ Ohmeda ■ Pafec ■ Perkins Engines ■



Perkin-Elmer ■ Pilatus, Switzerland ■ Rank Xerox ■ Research Machines ■ Rolls Royce & Associates ■ Royal Australian Air Force ■ Ruston Diesels ■ Quantas ■ Sankey Vending ■ Sealmaster ■ Standard Telephones and Cables ■ Systems Reliability ■ SME Aviation (Malaysia) ■ Trioxide ■ Transmitton ■ Vickers Shipbuilding Limited ■ Amazon ■ HM Services ■ Perkins Diesels ■ Ericsson ■ Marshall Aerospace ■ Denel Aviation ■ Eleкта ■ SR Technics (Switzerland)

Students' comments

Finally, don't just take our word for how good our courses are; here are some of our students' comments:

"Excellent value for money." Student J W, (T54IP)

"I thought they [the course exercises] were well designed, and each one was mentally stimulating." Student D T, (T620P)

"Fast, efficient [administration] and generally of a high standard. Tutorial attention, invaluable." Student M A, (T1033)

"Excellent throughout; the ESTON tutors were always friendly and helpful. All of my course work was conscientiously evaluated and pertinent advice was always offered on how to improve." Student M W, (E1462)

All of our students are invited to comment about the courses they have completed; this is just a small, but genuinely representative sample.

Contact Details

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