

## Partnership promotes magazine critique

CLEVELAND, US: TABPI and the American Society of Business Publication Editors (ASBPE) are joining together to promote and further develop the Magazine Critique Service (MCS), a programme intended as a first step for B2B magazines interested in gauging their current performance. The MCS allows editors to get feedback from some of the most respected editors working in B2B journalism today, and benefit from their colleague-to-colleague analysis of what's working and what can be improved.

Not all magazines — especially smaller ones — can afford to pay thousands of dollars (or rands) to magazine consultants for a full-blown revamp. The MCS 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 give detailed feedback on specific editorial and design aspects of the publication. TABPI and ASBPE will provide a report to the editor, who can thoroughly review the results with the editorial and design staff. The cost for a standard critique is US\$625, with a US\$50 discount for ASBPE members.

The service is intended to be a good investment for magazines desiring a revamp or a refresh after years in the industry. Magazines get to ride on the experts' learning and minimise 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 about 1 October 2007. The average processing time will be 8 – 10 weeks from the time materials are received. Complete details on the programme, along with a submission form and two sample critiques, are available on the TABPI website, at [www.tabpi.org/critique.htm](http://www.tabpi.org/critique.htm).

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