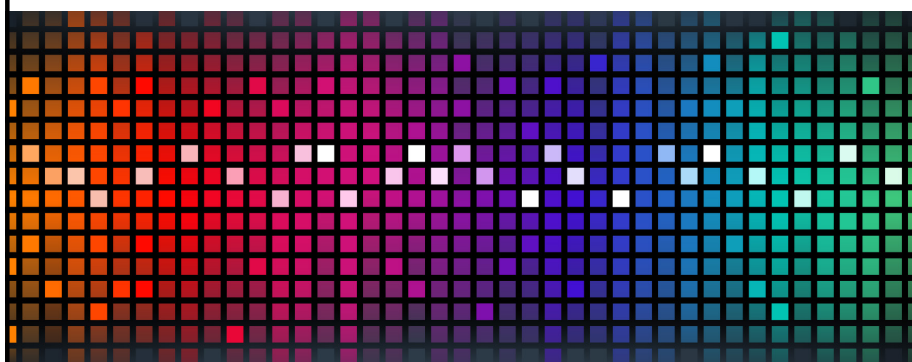


# MEDIA KIT

PUBLISH YOUR FIRST  
**DIGITAL MAGAZINE**



“taking you from concept to delivery”

LORRAINE PHILLIPS

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# Publication Information

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**Title:** Publish Your First Digital Magazine: Taking You from Concept to Delivery

**Author:** Lorraine Phillips

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**ISBN-13:** 9780988953505

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**Trim size:** 6" x 9"

**Binding:** Perfect-bound

**Cover Type:** Paperback only

**Distributors:** Amazon, Amazon.co.uk, Baker & Taylor, Barnes and Nobles, Bertrams, Blackwell's Library Services, Coutts and Dawson, Gardners Books, Holt Jackson, Ingram, Lightning Source, NACSCORP, Paperback Bookshop, Spring Arbor and The Book Depository

**Availability:** U.S./Canada/Europe/Australia/Japan

**Website:** [www.firstdigitalmagazine.com](http://www.firstdigitalmagazine.com)

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# Press Release

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Atlanta, GA (April 2013)—Award-winning author Lorraine Phillips' latest release, *Publish Your First Digital Magazine*, is a must-read for all creatives who are passionate about sharing a message with their audience and looking for innovative ideas, strategies, tools and techniques they can use to create and distribute a digital publication.

With the digital magazine landscape being so new, the book covers much needed information on topics such as: magazine business fundamentals, how to create an editorial philosophy, how to build an editorial calendar, places where content and images can be found, the different ways a digital magazine can be monetized and the tools that will be necessary in producing a publication. Additional topics include: how to effectively use social media to connect with an audience, considerations for setting up a website or blog and search engine optimization techniques that can help improve a magazine's visibility on the Web.

Lorraine, former publisher of *SisterPower Magazine*, is a creative information technology professional with over twelve years' experience in planning, developing and publishing print, Internet and digital projects. She is currently founder and CEO of 360 books where she advises publishers, entrepreneurs and business leaders on the best practices for online marketing and promotion through the smart, strategic use of today's technologies; specializing in social media marketing, content strategy development, branding and design.

*Publish Your First Digital Magazine: Taking You from Concept to Delivery*, (ISBN: 9780988953505) is priced at \$24.95. The book is available from major wholesalers and book retailers, as well as online outlets nationwide, in Canada, Australia and throughout Europe. For more information, please visit: [www.firstdigitalmagazine.com](http://www.firstdigitalmagazine.com).

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## Author Bio

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Lorraine Phillips attended Jackson State University, where she acquired an MBA in business administration and a BS in computer science, graduating both programs with honors and distinction. She later went on to acquire an AA in graphic design from Bauder College and was elected to “Who’s Who Among Students in American Colleges” for outstanding merit and accomplishments.

Lorraine is a creative information technology professional with over twelve years’ experience in planning, developing and publishing print, Internet and digital projects. After serving as content director of *SisterPower Online* for nine years, she then launched *SisterPower Magazine* and was able to go directly from idea to newsstand after landing three distribution deals on the very first attempt. Lorraine then decided to pen the book *Publish Your First Magazine* as a practical guide for potential publishers that demonstrated her process and provided the details on exactly how she did it.

Performing a highly strategic Internet campaign, *Publish Your First Magazine* became an Amazon Top 100 seller in its category; was rated five out of five (excellent) by *Writer’s Digest*; and was selected as a “Highlighted Title” by *Independent Publisher*, where the book was recognized and honored for exhibiting superior levels of creativity, originality, as well as high standards of design and production quality. The title is also being used as a teaching aid at a number of universities and colleges throughout the U.S.

Lorraine is currently CEO and founder of 360 Books, where she coaches and advises publishers, entrepreneurs and business leaders on the best practices for online marketing and promotion through the smart, strategic use of today’s technologies. She specializes in social media marketing, web content strategy development, branding and design. Lorraine is available for consultations, speaking engagements, lectures and seminars anywhere you might be across the globe.

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# Previous Awards and Testimonials

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## **Publish Your First Magazine: A Practical Guide for Wannabe Publishers**

### **Independent Publisher, “Highlighted Title”**

On release the book was selected as a highlighted title by Independent Publisher, where books are chosen from hundreds of submissions and honored for exhibiting superior levels of creativity, originality, and high standards of design and production quality.

“If you’re thinking about starting your own magazine, you can do it the hard way—or you can read this book! Lorraine Phillips’ plainspoken account of what it takes to create a successful magazine—including how she did it herself—will save you both time and money. And, thanks to her upbeat attitude and good humor, you’ll also have a great time reading and learning how to make your publishing dreams come true.”

**Jim Barnes, Editor – Independent Publisher**

“This book has blazed your trail; the author has been there. Read this book. It is far cheaper than a mistake.”

**Dan Poynter, best-selling author of The Self-Publishing Manual**

“An incredible resource for aspiring or seasoned publishers. From basic business plan insights and typography tips to media kits and web tools—the only manuscript I’ll need to publish my first magazine!”

**Craig A. Williams - Donald Trump’s Apprentice**

“This is a must read for any new magazine publisher.”

**Mark Loeffler, President - Infoswell Media**

“Simple and intelligent, this book is a guide that assembles all aspects of publishing your first magazine.”

**Tyler Waylett, Publisher - MagazineLaunch.com**