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Volume architecture magazine pdf

Printing of paper used for magazines is defined by its finish, weight and quality. Various paper mills in the United States, Canada and overseas produce many types of paper. Knowing items of paper, also called stock, helps you make the best paper choice for your magazine. Coated paper has an enamel coating which gives it a shiny surface. The ink doesn't soak in this paper, and colors and photographs look brighter and sharper. A coated paper called C2S is shiny on both sides. A UV coating is an additional chemical coating made after ink is put on paper that creates a high gloss finish and makes the magazine more durable. Lacquered coating is not as heavy or shiny and is a cheaper alternative to UV. Any type of coated paper is more expensive than uncoated paper, and unfortunately coated paper cannot be recycled. Uncoated paper appears flat and is not shiny, and it does not keep the ink soft. Uncoated paper, which often contains concentrations of hemp or cotton, does not work so well for magazines with high-resolution photos or screens because the ink is easily absorbed into the paper. Uncoated paper is still used for magazine, especially those with an organic focus, because the paper can be recycled. Individual sheets of paper are manually inserted into an offset printer with a commercial sheet. Rolled paper comes in a large round continuous roll of paper and is typically used in a larger, often digital, commercial press. Both sheetfed and rolled paper can be purchased as either coated or non-coated stock. Eco-friendly publishing has several elements that contribute to green printing, including the use of soy-based ink. Printing on paper with a high ratio of recycled or even 100 percent recycled material is becoming a popular option. Recycled paper is not as affordable as most other printing papers because of the process used to create it. Paper weight refers to the weight of a ream of standard cut paper. Typically magazines use 50-, 60- or 70-lb paper for the interior pages with an 80- or 100-lb cover stock for the front. The nature of a paper refers to how it reflects light. Magazines are printed on 3, 4 or 5 class paper, which is often referred to as bright, extra bright and ultra. What's next for hardware, software and servicesOur annual guide to the companies that mean the most Leaders who shape the future of business into creative waysNew jobs, new food sources, new medicine – even a brand new economic systemOpeners the best ideas in business Breaking in national magazines is tough, but it's not entirely impossible. You just need a plan. Here are a few tips that continue to work for guest columnist Melissa Walker. Especially if you haven't broken into the national market yet, you'll need a strong story to get the first big city line. But that doesn't mean you have to land an interview with Kanye West or track it down that are curing cancer. Look around. Pay Pay what your friends are talking about. Think of a story idea with a certain angle and tone and find the right niche for your idea. Read a newspaper every day, whether it's a great publication like The New York Times or the Chicago Tribune, or a smaller paper with local color profiles and features that can play to a national audience. And read a lot of magazines as you try to find the right niche. Once you've identified it, you can investigate a few back issues to make sure you have their content and personality down. Just as importantly, be sure to know the name of the section your idea fits into and the general number of words. Consider paying for a premium subscription to MediaBistro and taking advantage of its How to Pitch series, which is detailed and incredibly informative. The articles in the series focus on magazines like AARP The Magazine, The Advocate, Playboy, Psychology Today, Wired, and Women's Health, and provide insight into how best to go about pitching these particular publications. Otherwise, you can also get the editors' names from the magazine masthead and start sending emails. (About 99% of the time, electronic is the best way to go—it's not as invasive as a phone call, and it's not as likely to end up in an internal mail pile as a hard copy query.) If you're not sure who's editing the section you want to pitch, shoot the idea to an associate editor. Associate editors are the lower middle level of the magazine staff. In general, they are not quite as busy as managing editors, and they are hungry to build their own stable of writers. Sometimes these folks are assistants who have recently been promoted, assigning stories for the first time in their magazine careers, and so they are eager to find new talent. Google your editor's name. Does she have a book out? Read it! Or mention how you look forward to picking it up. Did he write a great role in last month's edition? You know that. Comment on it. If you have a savvy compliment in your introduction (I love the redesign of your section, Your story in the August issue of friendship breakups was so insightful), you've got the editor's attention. Sending ideas to editors can sometimes feel like shouting into a black hole. Here's a good method for nudging: After two weeks without answers, remind them of your pitch. After three weeks, remind them of the pitch, and mention that if you don't hear from them for a week, you'll assume they're not interested and you'll move the pitch together to other places. Say all this very nicely and professionally, of course. My weight gain started after I left home to attend a year-long nanny course. When I started the term, I weighed 150 pounds, which was healthy for my body type. My friends and I spent our free time eating and drinking. By the time I finished the course, I'd been given £40. I wore baggy jeans and tops, so it was easy to convince myself that I wasn't great as I really was. After I started working as a nanny for two boys, I took the habit of eating the food they left on their plates. After feeding the kids, I ate my own meal - usually a crowded plate of food. Again, the pounds came on and I ignored them instead of taking control. Around this time I met my future husband who was athletic and enjoyed mountain biking and running. Many of our dates were outdoor activities, and soon I started running and cycling on my own. When we got married a year later, I was 15 pounds lighter, but I still wasn't on the weight I wanted to be because I was snacking too much. After the wedding, I quit my nanny job, which helped me cut down on thoughtless eating. My husband and I adopted a puppy, and when he needed to be exercised at least twice a day, I started riding with him in addition to cycling. I lost another 10 pounds and started to feel better about my body. When I became pregnant with my first child a year later, I joined a gym to keep my weight under control and build endurance for my work. I worked on three to four times a week attending aerobics classes and lifting weights. I gained 40 pounds, giving birth to a healthy baby boy. Being a stay-at-home mom gave me lots of opportunities to work out; when my son napped, I jumped on the stationary bike and exercised. Other times, I would take him to the gym with me and he would stay in the nursery while I did a step-aerobics class, running or weight trained. Although I watched my diet and ate healthily, I never deprived myself of any foods. I threw away my son's remains or saved them for his next meal instead of cleaning his plate for him. I reached my target weight of 145 two years later. When I fell pregnant with my second son, again, I exercised my entire pregnancy. I returned to my pre-pregnancy weight in less than a year thanks to the healthy habits that had become part of my life. Being fit and healthy is the best gift I can give my family. When I train regularly, I feel happier and have infinite energy. We are committed to researching, testing and recommending the best products. We may receive commission from purchases made after visiting links in our content. Read more about our review process. Business is tough and competitive, and everyone knows that to succeed in it you have to have a wide range of skills. You have to be personable with customers and colleagues, knowledgeable enough to do the work required of you, tech-savvy to grow and develop during your career, and have the ability to hold out enough to put in long hours in less than ideal conditions. A little remembered fact, though, that will get you through thick and thin is this: the smartest business mind is great at math and management, but they are also serious readers. The chief EXECUTIVES are known for reading hundreds of volumes a year from fiction and non-fiction a more. The best brains also know that staying on top of news is critical, and they know that weekly and monthly magazines often provide the best outlet to do so. While the internet is here to stay, so are the glossy magazines we know and love. Read on to see the best business magazines to pick up today. Courtesy of Harvard Business Review If you want to read Harvard Business Review articles, you need to subscribe. Their paywall is notoriously tough, and their materials are used in classrooms around the world. But if you're doing pony up for a subscription, this bi-monthly publication includes info on top research, news and developments in many different areas of business. After the 2009 hiring of Adi Ignatius, the now editor-in-chief, HBR began to become a groundbreaking publication that covered business news, as happened instead of just the academic research that had been its mainstay since 1922. As one of the best business schools in the world, Harvard produces in-depth material that is essential reading for business students, professors and professionals at all levels of their careers. It's aimed at managers more than at early career professionals, but there's something inside for anyone with an interest in serious business reading. Frequently covered topics include management and leadership, marketing and organisation, long-term strategy and personal negotiating skills. Courtesy of money If you are looking for a general guide to investing, saving and budgeting, this is the magazine for you. Whether your five years away for retirement or 50, this magazine regularly features advice on how to choose an investment strategy that will help meet your goals and features real families who have done so, like a family that paid \$100,000 in debt while raising young children. You may know them best for their annual list of America's Best Places to Live, which highlights different cities in America with an eye toward affordability, as well as several other Best Of lists, as the best places to travel in America or go to college. Courtesy of Bloomberg This weekly magazine is produced by the same company professional finance guys, and gals love for their indispensable Bloomberg Terminal. Although the company has struggled through the last recession, its first edition was printed weeks before the stock market crash of 1929, and they have been giving significant business news to industry professionals ever since. While the topics inside are aimed at a reader with highly specialized knowledge, there is something inside for casual readers as well as career professionals. If you want to join the ranks of the latter, Businessweek produces a respectable list of the best MBA programs annually, so you can take your pick and read it, too. In addition to news about markets and technology, the magazine also has beloved opinion columnists offering fresh takes on a wide range of topics, as well as a wide range of online podcasts for subscribers to enjoy. Courtesy of Forbes Forbes has never met a list it doesn't love. Their annual Forbes List is always a topic of warm conversations and the product of years and years of hardcore investigative journalism, their World's 100 Most Powerful Women List celebrates the strength of feminism, their investment guides help countless individuals manage their money, and little bit of other lists both inform and delight. But aside from these lovely lists, the magazine is also a serious bi-weekly offering of articles on everything from lifestyle to leadership, markets to menus, innovation to industry shakeups. Recent articles include Bezos Unbound: Exclusive interview with the Amazon founder about what he plans to conquer next and a number of other deals that only an industry leader could provide. Courtesy of Wired This monthly magazine focuses on how technology is changing the world around us - our personal lives, society at large, business and even our politics. If you love to stay up to date on the latest technological developments, you'll love this colorful and always informative publication. While it's sure to delight tech geeks who thrive without sunlight and are bathed continuously in code, it also has popular appeal to the daily reader who likes to stay connected. Recent hit articles include reviews of the best headphones for long runs and gym workouts as well as a look back at 25 years of a Wired geek culture column that was aptly called, The Angry Geeks Won, and now we're all sun. Courtesy of Inc. This magazine is the place for small business owners and start-ups to revel in the amazing world of entrepreneurship. It was founded by an MIT trained engineer and has since become a leader in the industry in all things small business and startup tech, including producing an annual list of the fastest growing private companies in the United States. The magazine provides in-depth special reports on topics such as the best places to work and the country's most productive entrepreneurs, as well as daily news about money, tech and management. If you want to learn from the best start-ups, this is the best place to start. Courtesy of Fortune If you are reading an annual investment list, it should be fortune investors guide. While sometimes people get caught up on the flashiest new stocks or run down by the faithful playing it safe investment methods, Fortune hits the balance of providing the most in-depth and useful investment information while delivering it in a format that is available to people who don't fund professionals. Fortune also offers thoughtful articles on business news as well as profiles of industry leaders who are shaping the business around us. They examine difficult questions, as if older workers are really as tech-versus as they're made out to be, and the real reasons people quit their jobs. Courtesy of The Economist Call it stodgy if you must, but The Economist is undoubtedly no-nonsense. The weekly magazine is dense and filled with short and long news about as well as business, taking on the news of the week. Unlike many other publications on this list, The Economist offers a truly global look at the world - they are headquartered outside the United States and have offices around the global landscape. In addition to funding topics and business news, The Economist also analyzes science and technology through a global lens. If you want a long magazine to read on weekends or on your daily commute, this may be the one. Many will also enjoy the sometimes cheeky tone that British editors take in their view of the world. World.