

MAGAZINE HINTS AND TIPS

This Guide will give you some advice and tips to produce your County Magazine. There is information on the production process with e-Sports Publications, as well as some handy hints on writing and submitting good photographs.

THE GOAL

The Overall Goal of the County Magazine is to produce top-quality, impactful magazines which really help the County and The FA get our key messages across to the people we want to influence, so we can fulfil the four goals of The FA's National Game Strategy:

1. To grow and retain participation.
2. To raise standards and address abusive behaviour.
3. To develop better players.
4. To run the game effectively.

You can see copies of the magazines **e-Sports Publications** have already produced if you log on to: www.e-sportspublications.co.uk/county magazine

THE PROCESS

You will liaise with Tony Warrington at e-Sports Publications and follow a simple process via the following steps:

1. Decide on a magazine editor/editorial team.
2. Plan your magazine content. The page structure template indicates how many and which pages will be available for County content.
3. Collate your articles into ONE word document and send to t.warrington@e-sportspublications.co.uk by your agreed submission date.
4. Images should be emailed or sent on disc to e-Sports clearly indicating which article they go with.
5. Your content will then get proof read by The FA proof reader.
6. It then comes back to Tony at e-Sports who will artwork the content and send you a proof.
7. Once you are happy with the proof it gets checked over by The FA and it comes back to you for final sign-off.
8. The magazine goes into production and will be delivered to you within 10 working days (2 weeks).



Sports Publications
County Magazine

EDITORIAL TEAM

To assist you in making the magazine as simple and easy to produce as possible it is best to form an editorial team. Not only does it share the workload but the more people involved the easier it is to generate well constructed articles. You will need one person to head the editorial team and liaise with Tony Warrington at e-Sports. This person will be responsible for checking the proof and giving approval for print.

ARTICLES

To fit the available space, articles should follow these word count guides:

Double Page Spread	900 words and pictures to break up the text
Single Page Spread	500 words with pictures
Half Page Article	200 words with a picture

Wherever possible please include as many pictures as you can. A picture is worth 1,000 words – well nearly, and helps attract the reader to find out more about the article. If you have no suitable high quality photographs to enhance your article e-Sports have a library of imagery and may have one to suit, just ask.

MAILING AND DISTRIBUTION

A welcome option, by many Counties, is to mail the magazines to your Leagues, Clubs and Referees using e-Sports' mailing partner. This offers many cost and time efficiencies and ensures your edition gets to the intended people. You can also 'piggy-back' any other publications you want to mail with the magazine.

PHOTOGRAPHS

Please DO NOT send images taken off the web, as these are considerably reduced in size, to load quicker on the web page, and will not print at a good quality. The best thing to do is send original images that have been taken off a digital camera i.e. before they have been altered.

A good practice is to save all images in an 'originals folder' on your PC which DO NOT get over written. If an image is to be altered please ensure it is re-named and not saved over the original file.

ADVERTISING

The following details are the dimensions and preferred file format in order for your sponsors to provide you with the correct size of advert.

PDFs are most preferred with fonts embedded. Otherwise .ai, .psd or .tiff file formats can be accepted.

Quarter Page	105 x 148mm, 300dpi, CMYK with 3mm bleed
Half Page	210 x 148mm, 300dpi, CMYK with 3mm bleed
Full Page	210 x 297mm, 300dpi, CMYK with 3mm bleed



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