



MITCHELL PUBLICATIONS

5 TIPS FOR LAUNCHING A NEW PUBLICATION

Thinking of launching new publication? As seasoned publication printer experts, we've distilled our decades of experience into five crucial tips to ensure your launch success.

- 1 Know Your Audience:** Before any content creation, pinpoint your readers' interests, age, location, and habits. Use tools or surveys to refine your content approach based on audience insights.
- 2 Compelling Content is... compelling:** Ensure your material resonates with readers. It should be relevant, timely, and diverse—mix interviews with features and opinion pieces for a well-rounded experience.
- 3 Design with Balance:** Visual appeal is vital, but readability is paramount. Stick to legible fonts, maintain style consistency, and choose quality images that enhance, not overshadow, your content.
- 4 Print Matters:** Your print choices, from paper type to finishing, influence readers' perception. Tailor them to your audience's preferences. For instance, luxury magazines might go glossy, while sustainability focused newsletters would opt for sustainable papers with post-consumer recycled content.
- 5 Strategic Distribution:** Your publication must reach its readers. Whether a mix of direct mail, newsstands, local partnerships, or online, ensure easy access for your target audience.

Remember, a successful publication blends strategic content, design, and distribution. As your print partner, we're here to elevate your publication's tangible experience to match its content quality.

Great news, Mitchell can assist with your current or new publications! Request a quote or send us your project idea to learn more.

MITCHELL

MITCHELL PRESS LTD
8328 Riverbend Ct
Burnaby BC V3N 5C9

1.604.528.9882
hello@mitchellpress.com
mitchellpress.com