

FOR IMMEDIATE RELEASE:

MagazineLaunch.com Announces “The 2005 First Steps Magazine Startup Kit” for Magazine Publishers in the Process of Starting a Magazine

The new kit provides magazine publishers with important startup financial tools, books, design worksheets, and planning resources as well as publication specific consulting recommendations.

Temecula, CA - August 22, 2005 -- The 2005 First Steps Magazine Startup Kit will be offered exclusively from MagazineLaunch.com (<http://www.magazinelaunch.com>). The kits are targeted to small to mid-sized magazine publishers, organizational, and trade magazine publishers that are in the planning stages for launching a new title. Each startup kit contains financial planning worksheets, industry reference startup books, design tips, layout guides, advertising, media kit, and planning tools as well as a full set of initial live phone consultations by participating industry professionals for startup recommendations specific to the magazine publisher's publication.



Consulting participants foresee that magazine publishers who purchase and use the First Steps Magazine Startup Kit will significantly improve their ability to properly plan and produce a successful magazine publication. As with other articles and recommendations on the MagazineLaunch.com website the Startup Kit materials identify critical planning and publishing success factors. Participants feel it is vitally important for magazine publishers launching new titles to face tough questions before launching their publication in order to avoid making costly mistakes that cause so many new publications to fail before their first launch anniversary.

In using the Startup Kit, magazine publishers have an opportunity to gain valuable information from professionals with varied experience in both print and online areas of magazine publishing strategy. Due to the valuable consulting resources included, Startup Kit sales will be initially limited to 10 units per month.

The Startup Kit will continually expand to include additional resources and consulting contributions. A summary of additional tools and participants will be posted monthly on the MagazineLaunch.com website. Magazine publishing supplier and industry participant organizations may request inclusion of their startup resource or participation as a portal sponsor by contacting info@magazinelaunch.com.

Current kit participants and sponsors can also be found at MagazineLaunch.com, (<http://www.magazinelaunch.com/magazine-publishing-startup-kit.php>).

MagazineLaunch.com invites existing magazine publishers, suppliers, organizations, editors, and consultants to contribute their magazine publishing related articles, tips, guides, and how-to resources for posting on the website. MagazineLaunch.com releases just one email newsletter per month to all email newsletter subscribers with the current magazine launch announcements plus new resources contributed and now available on the website.

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