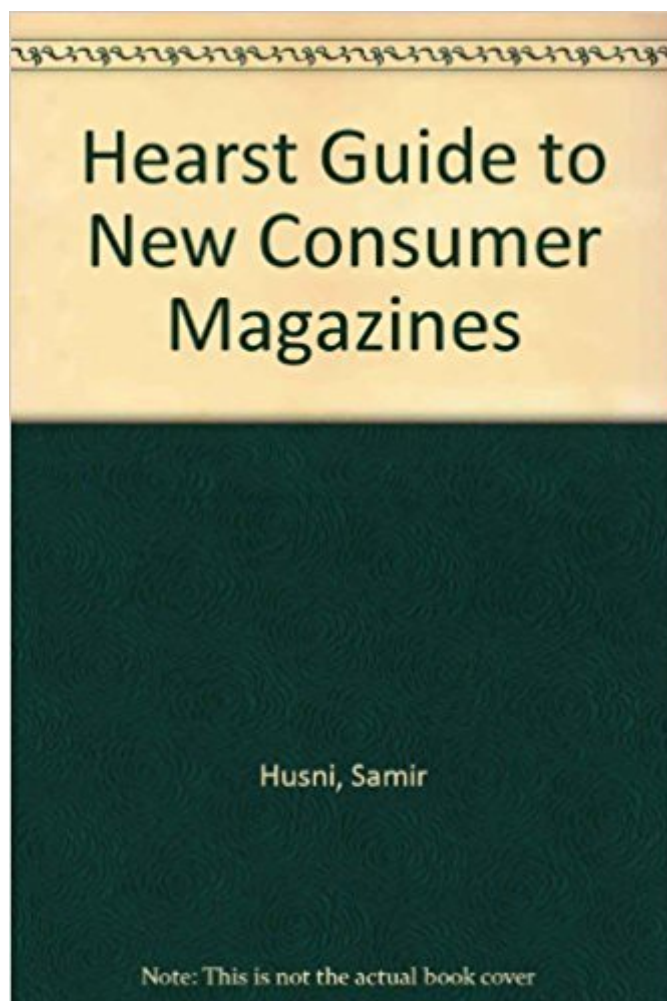


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Samir Husni's Guide To New Consumer Magazines



Synopsis

Book by Husni, Samir A., Carter, John Mark

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Customer Reviews

This is the tenth edition of University of Mississippi journalism professor Husni's guide and the first to be published in hardcover. It covers 832 new consumer magazines launched in 1994 arranged in 43 subject categories. Entries note publisher, frequency, price, and editor, and have a one-sentence description of editorial concept. A cover of each magazine is reproduced in black and white. Husni's picks for the "50 Most Notable Launches of 1994" have covers in color, information on ad rates, and publication and readership profiles. At the front of the book, tables list the average cover price, subscription price, pages, and ad pages for each subject category. The magazines are indexed by title. Although some of these titles have already ceased publication, public librarians looking for periodicals for interracial families (Biracial Child), homeschoolers (Practical Homeschooling), or adults caring for aging parents (The Sandwich Generation) will find this guide valuable. An essential purchase for journalism collections. Sandy Whiteley --This text refers to an out of print or unavailable edition of this title.

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