








Magazine Association of the Southeast

PROMOTING
PUBLISHING EXCELLENCE
THROUGHOUT
THE *Southeast*

WELCOME TO MAGS!

THE MAGAZINE ASSOCIATION OF THE SOUTHEAST (MAGS) was founded in 1988 to help promote excellence among publishing companies located throughout the Southeastern United States. This makes MAGS one of the most established regional associations of magazine publishers in the country.  MAGS exists for one primary purpose: To provide a forum through which publishing professionals in the Southeast can come together to network, share ideas and receive continuing education and training. Membership in MAGS offers you a convenient, cost-effective way to reinvest in your most important asset: your staff.  Of course, much has changed in the world of magazine publishing over the past 20 years—including the very idea of what a magazine is. MAGS has evolved along with the industry by broadening our scope and membership to include the full spectrum of **both print and digital publishing**.  MAGS exists not only to help promote the publishing industry, but more importantly, to help our members **grow their businesses** and take advantage of the myriad opportunities that exist in the publishing world of the 21st century. We do this primarily through:

 *There is*
NO BETTER WAY
to build your
PROFESSIONAL
NETWORK
than by actively participating in
MAGS 

»» PROFESSIONAL DEVELOPMENT

The Annual MAGS conference is one of the nation's largest regional publishing events. Each year, dozens of the top experts in the country converge on Atlanta to share the latest industry developments and techniques with our members. Breakout sessions focus specifically in four key areas:

- EDITORIAL
- PUBLISHING
- SALES
- DESIGN

The MAGS educational tracks consist of roll-up-your-sleeves learning sessions where members will take home practical tools and techniques they can put to work in their jobs **immediately**. The full-day event offers the same kind of high-level education and training you'd expect to receive at a New York City conference, but at a much more affordable price.

In addition, MAGS hosts educational luncheons, bootcamps, and other events where prominent experts discuss industry trends and offer **hands-on tips and tools**.

»» INDUSTRY RECOGNITION

Each year, the MAGS conference concludes with the gala **GAMMA Awards Dinner**, which recognizes and celebrates the outstanding work of our members. The GAMMAs are judged by a distinguished panel of top industry professionals and are awarded in more than a dozen different categories, including:

- GENERAL EXCELLENCE
- BEST PHOTOGRAPHY
- BEST DIGITAL MAGAZINE
- BEST DESIGN
- BEST FEATURE
- BEST SERIES

The evening is capped off with the presentation of the **Grand GAMMA**, awarded to the magazine that the judges deem to be the most outstanding overall. Atlanta Magazine, Pink, Paste and Professional Photographer are among the recent Grand GAMMA winners. **Note:** MAGS membership is required in order to enter the GAMMA Awards competition.

»» NETWORKING OPPORTUNITIES

In addition to professional development and industry recognition, many of our members say that the opportunities to network with other publishing industry professionals are the most valuable benefit of MAGS membership. Whether it's at the Annual MAGS Conference or a luncheon, bootcamp or evening social, MAGS offers plenty of opportunities to **meet and mingle** with your peers and associates.

»» VENDOR RESOURCES

MAGS boasts an impressive roster of Associate members: printers, digital media specialists, production and circulation experts, and more. Your MAGS membership will provide you with inside access to exceptional partners who can help you grow your publishing business and **increase your profits**.

In addition, MAGS publishes a **proprietary directory** that's available to our members only. Available both in print and online, this is a comprehensive listing of all MAGS members, complete with titles published and contact information for key employees. This directory is an invaluable resource for any publishing professional in the Southeast.

»» MAGS SCHOLARSHIP

One way that MAGS helps support the publishing industry is by awarding **annual scholarships** to deserving college students who are studying magazine journalism or design. Each year, dozens of students complete a rigorous scholarship application and interview process, and these scholarships are presented to the winners during the Grand GAMMA Awards Dinner.



Racing from one deadline to the next makes it hard to have an objective perspective on what you produce, so receiving a GAMMA Award made us feel like stars. The best part of our MAGS membership is being recognized by our peers for doing a job we love!

NIKKI HARDIN, PUBLISHER
SKIRT! MAGAZINE

Membership in MAGS provides opportunities for our staff to share experiences with and learn from some of the best in the business. Our entire publishing team looks forward to the annual MAGS conference and always comes away with new insights, ideas and energy.

CINDY MCDANIEL, PUBLISHER
ARTHRITIS TODAY

As a first-time attendee, I was blown away by the MAGS conference. I left pumped up and with my head swimming with great, actionable ideas, plus the business cards of some publishers and editors I'd been dying to make contact with. Count me in for next year.

STEFFEN SMITH, OWNER
CONTENT CREATIVE



MEMBERSHIP CATEGORIES

MAGS offers several different membership categories to make it easy for any publishing company, vendor or publishing professional to join:

➔ **PUBLISHING COMPANIES:** When your publishing company joins MAGS, all of your employees are entitled to the benefits of membership. Any publishing company (including custom publishers) located in Georgia, Tennessee, Alabama, Mississippi, Kentucky, North Carolina or South Carolina is eligible to join MAGS.

➔ **AFFILIATES:** This membership category was created to allow publishing consultants, students, freelancers and other self-employed publishing professionals to join MAGS at an affordable individual rate.

➔ **ACADEMICS:** An Academic membership allows academic institutions (like colleges and universities) to enjoy the benefits of MAGS membership.

➔ **ASSOCIATES:** Our Associate members are the printers and other vendors whose support to MAGS is so invaluable. To learn more about Associate membership, please speak with one of our Associate representatives.



TO LEARN MORE ABOUT MAGS
AND THE MANY BENEFITS MEMBERSHIP
OFFERS YOUR PUBLISHING COMPANY,
call 404.863.3783
OR **visit www.magsoutheast.org**
AND CLICK ON THE MEMBERSHIP TAB.



MAGS is a great organization for networking with other magazine professionals and people in the publishing industry. Our staff has gotten a lot out of the Lunch and Learn workshops as well as the annual conferences.

RAJESH JYOTISHI, PRESIDENT AND CEO
KHABAR MAGAZINE



In this industry, it's easy to lose sight of the big picture. MAGS helps my staff gain perspective and stay inspired with instructive luncheons and conferences.

PATRICK YOST, PUBLISHER
LAKE OCONEE LIVING MAGAZINE



We have been a member of MAGS for the last four years. I have used the events and meetings to learn about the different ways that others in the industry go about their business and as a forum to float new ideas that we are looking at instituting within our products and publications. MAGS is a must for all publications—large or small, local, regional or national!

GREG JOSELOVE, VP/PUBLISHER
AMC, INC MEDIA

