

Last chance for the scoop on your magazine's strengths

CLEVELAND, US: TABPI has re-launched its popular annual resource, the Magazine Critique Service. The MCS is a program intended as a first step for b2b magazines interested in gauging their current performance.



The MCS allows editors to get feedback from some of the most respected editors working in b2b journalism today, and benefit from their colleague-to-colleague analysis of what's working and what can be improved.

Not all magazines - especially smaller ones - can afford a full-blown revamp. The MCS aims to provide objective, outside analyses that can show the decision makers in an organisation how to take content to the next level. Magazines participating in the MCS will have three reviewers give detailed feedback on specific editorial and design aspects of the publication. TABPI will provide a report to the editor or publisher, who can thoroughly review the results with the editorial and design staff.

Looking for inspiration?

The service is a good investment for magazines desiring a revamp or a refresh after years in the industry. This arduous period for the publishing world is an ideal time to step back and refocus. Magazines get to ride on the experts' learning and minimise costly trial and error situations. More dynamic editorial and design equates to more credibility with readers and advertisers, who will recognise the publication as the voice for the industry it covers.

However, here's the rub... **All submissions for the MCS must be received on or about 29 October 2010**, so you need to hurry. The average processing time will be 8-10 weeks from the time materials are received. Complete details on the program, along with a submission form and two sample critiques, are available on the TABPI website, at <http://www.tabpi.org/mcs>.

Also, don't forget to check out the inaugural Marketing Tabbies awards program, www.tabpi.org/awards. Seven distinct categories recognise publication marketing excellence: Best printed media kit, best integrated/electronic media kit, best circulation/promotion campaign, best use of social media, best testimonial campaign, best branding of team members and best overall branding.