

How to Launch (almost anything)

Left Coast Writers
January 4, 2010

Susan West
westgoldeditorial.com
westgold
EDITORIAL

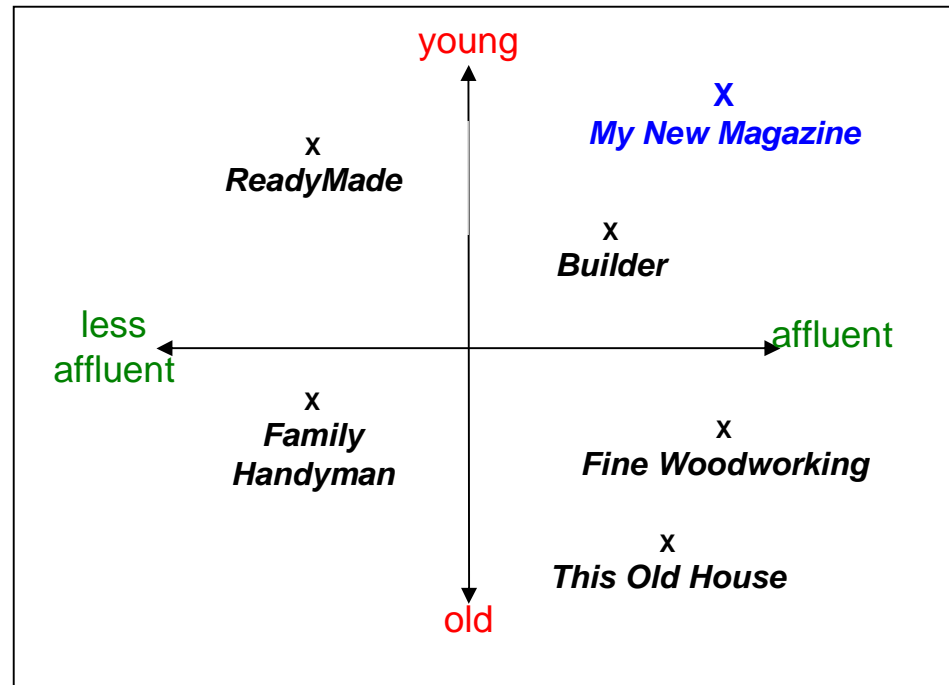
Ten Tips for Launching (Almost Anything)

1. Size up the competition
2. Picture your audience
3. Clarify your goals
4. Build a clear structure
5. Use specifics
6. Entertain yourself (but don't indulge)
7. Show your passion
8. Maintain flexibility
9. Zoom in, zoom out
10. Check your gut

Size Up the Competition

Try this handy tool: Map your competition. This map analyzes household do-it-yourselfer magazines based on the age and affluence of their readers. (The positions aren't for real.) It shows that *My New Magazine* will have little competition for young, affluent readers.

The more axes you map, the more information you turn up about your competitors and about your own magazine. This publisher, for example, could try: Urban / Suburban, Male / Female, Hands-On-Type / Dreamer, and Beginner / Expert.



(from "Map Your Competitors" at WestGoldEditorial.com/resources)

Picture Your Audience

(From the editorial blueprint for the launch of *Dwell* magazine)

Reader Profiles

- Couple, 20s: She's a designer; he's an engineer. They like architecture that pushes the envelope, such as geodesic domes and other nontraditional structures...
- Man, early 30s: He's interested in modern materials, in the shape of a house in relation to the landscape, in the responsible use of materials and the land, in affordable houses...

Readers' Needs

- Desire living situations with openness, light, efficient use of space...
- Want to understand the principles of good design...
- Want to act responsibly toward the community and the environment...

Clarify Your Goals

(From the editorial blueprint for the re-launch of *Acoustic Guitar* magazine)

Every story in *Acoustic Guitar* will have an instructional, informational, or inspirational moment.

- *Acoustic Guitar* will cover players and instruments to which readers have easy access, and will provide a balanced look at the entire range of acoustic guitars and gear.
- Since we (and our readers) play the acoustic guitar for enjoyment, reading about it should be enjoyable as well.
- All articles will be written and edited to reflect the viewpoint that we are the reader's representative...

Rinse and Repeat

Build a Clear Structure

AFAR
DECEMBER/JANUARY 2010



6 **FOUNDER'S NOTE**

8 **CONTRIBUTORS**

10 **MAIL**

04 **GUIDE**
The highlights for Afar's feature stories

14 **Mix**
From Iraq to Switzerland, a salute to the world's military and police uniforms

16 **Afar List**
Where to go now: five unexpected destinations, including a foodie haven in Greenland, the reggie capital of Israel, and a contemporary art park in Ghana. **PLUS:** modern dance in Berlin, a film fest in Cuba, political danger in Santiago, and other international events and art happenings

24 **Curious Planet**
Snack signals global look at who smokes more—the rich or the poor, men or women

28 **Nomad**
Q&A with Jessica Jerdey, the cofounder of an award-winning program who travels nonprofit to promote small businesses

30 **Spin the Globe**
Afar sends Rob Potts on a report-of-the-moment trip to Russia

34 **Good Trips**
Explore other cultures with an artist's eye: spray-paint graffiti in Provence, make pottery in Ghana, or make a mosaic in Italy

38 **Talk**
Doing things "just right" in Sweden

40 **Sounds**
The traffic on rhythm of cumbia spreads through South America and beyond

44 **Faast**
A Bunsen burner that says welcome, honey from four continents, and a Caribbean liquor for Christmas. **PLUS:** a chef's picks in Copenhagen and Malmo

48 **Findo**
The finest Panama hats (they're not from Panama), hand-knit fish sweaters, and whimsical housewares that play on classic Dutch design

52 **Stay**
Get naked with strangers at a traditional Japanese hot springs inn, and discover hot springs hotels around the world. **PLUS:** three more memorable rooms

55 **Toote**
Mobile phrasebook apps that make it easy to talk like a local

56 **Where Travel Takes Me**
Mary Roach meets an Israeli

36

40

46

54

10

AFAR DECEMBER/JANUARY 2010 afar.com

Experiential travel connects you with the authentic essence of a place and its people, deepening your understanding of the world, its cultures, and yourself.

AFAR
VOLUME 1, ISSUE 8
DECEMBER/JANUARY 2010

COUNTRY INDEX

- Argentina 33, 41
- Australia 47
- Austria 53
- Belgium 35
- Brazil 33, 54
- Dallas 44
- Canada 36
- Chile 15, 47, 53
- China 22
- Colombia 40
- Costa Rica 53
- Cuba 45
- Denmark 40
- Ecuador 53
- England 26, 35
- France 19
- Germany 18
- Ghana 25
- Greenland 16
- Guatemala 35, 47
- India 55
- Indonesia 16
- Ireland 46
- Italy 26, 47
- Japan 35, 52
- Jordan 53
- Laos 54
- Mexico 15, 53
- Nepal 23
- Netherlands 33, 49, 54
- New Zealand 18, 36
- Nigeria 45
- Peru 40
- Philippines 44
- Russia 30
- Senegal 18
- Seychelles 52
- South Africa 53
- Spain 74
- St. Martin 46
- Sweden 28, 46
- Switzerland 55
- Tanzania 53
- Turkey 18
- Zambia 47



56 **Watching Over Delhi's Soul**
Farid Ahmad Nizami, caretaker of a 700-year-old shrine, shows the way to the heart of his community—and to his favorite kabob stall.
By Jason Osterdorf

62 **Real Life In Paradise**
Seychelles, with its stunning beaches and generous government, is bankrupt. But the citizens party on. **PLUS:** a guide to the Seychelles' no-salt-quick.
By Sheridan Pranzo

74 **Spain In Small Bites**
In Madrid, Barcelona, San Sebastián, and Sevilla, our writer discovers regional wines on a culinary tradition. **PLUS:** how to eat tapas like a Spaniard.
By Christopher Hill

84 **Can I Help You?**
The give-and-take of a 20-year friendship between an American taxi driver and a Filipino entrepreneur.
By Brad Neuharth

AFAR DECEMBER/JANUARY 2010 afar.com

Use Specifics

(From a specifications document for the re-launch of a magazine-related Web site)

Article Presentation

- The big change here is moving from PDF-only versions of magazine-based articles (in the current site) to user-friendly, easy-to-read, “webified” presentation of text in HTML format. This HTML version of the article will not include any decorative graphics or images, although it will include informational graphics (see “thumbnail representations” below). In addition, we want to provide a variety of additional content and functionality right on every article page that boost the article’s value and extends its reach.
- We would like to convert print-based articles into Web format in a manner that is as automated as possible. Some manual preparation will, however, have to be done by MAGAZINE staff or contractors and volunteers.
- Except for Editor’s Note, Out & About, Letters, Beyond the Bottom Line, and Last Look, all articles that appear in the print publication will be transferred to the Web site. Nearly all will follow the format shown in the **conceptual mock-up** below with slight variations. (Articles shorter than about 500 words need not be divided into sections with in-text subheads and top-of-document navigation...

Entertain Yourself (but don't indulge)

For *Afar's* Spin the Globe department, editors pick a destination at random and send a writer there unprepared. It's fun for the editors and writers, but—more important—it's fun for the readers. Entertaining, but not self-indulgent.

CONNECT
Spin the Globe /// Destination Unknown



After spin the globe to pick a destination at random, she tells a writer, "Pack your bag, you're going to..."

St. Petersburg, Vampire Style

SOMETIMES THE ENTIRE FATE of a travel experience hinges on a single, seemingly innocuous choice early in the journey. For me, in St. Petersburg, Russia, it was a decision to stroll the wide sidewalks of Nevsky Prospekt, the famous

Show Your Passion

(From the feature submission guidelines for *Afar* magazine)

An ideal *Afar* feature **entertains, surprises, and inspires** the reader, providing a sense of cultural immersion and recreating the travel experience on the page.... In its approach to experiential travel, an *Afar* story **touches on a range of emotions, promotes connection, feeds curiosity, and celebrates global diversity.**

Maintain Flexibility

Where Travel Takes Me, *Afar's* back-page department, went through many identities as we created the magazine:

- 1) A reader-submitted photo and caption about an inspirational travel moment. (Too hard to get great experiences as well as great photos.)
- 2) A “tone-poem” compiled from readers’ one-sentence travel stories. (Self-indulgent.)
- 3) Finally: an essay by a well known writer about a moment of breaking through to another culture.



Zoom In, Zoom Out

Focus on the big stuff as well as the little stuff: Everything from the cover strategy....



...to how to format phone numbers

U.S. 415-647-8595

France 04-15-64-78-59

Russia 415-647-85-95

India 0415-647859

Check Your Gut



© 2010 West Gold Editorial Consulting -
All rights reserved

And don't forget to
write it all down.

Susan@westgoldeditorial.com

westgold
EDITORIAL