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@ramenzines
natraum.com

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publishing the

REVOLUTION

your guide to using books + zines to amplify
marginalized voices and spread information

a zine by nat raum
e.i.c., fifth wheel press

advice for aspiring publishers:

how will the books get made? how will the books get distributed? there are possibly an infinite number of answers. you could print and distribute everything yourself. you could utilize a commercial printing and independent printer and partner with an independent distributor. you could combine any of these solutions* to form your own.

- publishing is rarely profitable, and often costs money to sustain
- book fairs and markets can be very profitable, but are also sometimes a gamble—be sure to weigh the costs vs. all the benefits
- if you want to sell books, you have to promote them somehow
- printer recommendations:
 - mixam (commercial, \$)
 - spencer printing (independent, \$\$)
 - conveyor studio (independent, \$\$\$)
 - look into indie publishing houses that may also offer print services

*well, maybe not any, but certainly many

START A PRESS

so you *really* want to get other people's words and ideas out into the world. like, in long form. i.e. you want to make books.

first of all, welcome to the club. bringing a book into the world, whether yours or someone else's, is a tremendously special thing and always feels incredible to accomplish.

making books requires an odd combination of design skills, spatial knowledge, marketing know-how, and many other disciplines. but the two principle questions, in my mind, are fairly simple: ...

BABY STEP: MAKE A ZINE

a zine is a "noncommercial often homemade or online publication usually devoted to specialized and often unconventional subject matter" (Merriam-Webster)

★ this obviously encompasses many, many things, including the tiny book you are holding in your hands right now!

★ zines are a great inexpensive way to spread information. wikipedia actually cites the Harlem Renaissance-era publication *Fire!!* as the first zine, meaning this art form ...

meanwhile, an online magazine is generally lower in cost and can be executed in a relatively simple and low-maintenance way. (check out free website builders like neocities and carrd, if you're going bare bones.)

before you dive into starting your own magazine, it's probably also a good idea to get a sense of what other magazines exist in the landscape you're hoping to break into. a cursory web search should yield plenty of results, but just in case, here are a few magazines i know and love.

BRUISER (it's the punkest litmag alive)
Bullshit Lit (it's for lovers and haters)
manypwords (it's hybrid, truly genrequeer)
MEMEZINE (it's art, humor without pretense)
Proean (it's leftism; essays, criticism, + more)
Troublemaker Firestarter (it's in the name)



... is not only over 100 years old, but also has strong roots in the Black community. zines have made their way into various counterculture movements over the years, including the sci-fi, punk, and queer communities. why? they're easy and cheap to reproduce and easy to distribute. what's more, they offer artists, writers, and other creatives a chance to speak out on topics that are important to them.

zine tips:

- don't make your text too small
- black and white is cheaper than color*
- you can do a lot with one sheet! see the back of this zine for a template
- find local spots to drop/sell zines, like coffee shops, trinket trading posts, and indie bookstores
- don't have fancy design software? get creative with the materials you have and make your zine by hand
- library and copy shop photocopiers are your friend



*like, by a lot

so you want to get other people's words and ideas out into the world. cool!

a great way to get started publishing other people is by starting some sort of magazine.*

printing a magazine can be a fun way to play with design, and is also great if part of what you like is the book/zine as an object. but this also comes with added costs (and labor, if you are going the true diy route) and printing/assembling larger magazines and yourself).

*you may also hear these called zines, journals, litmags, and even presses, depending on what communities you're in

