



*the spirit guide to*  
**SPELLCRAFT**

The Ultimate Guide to Magick in the Southern Hemisphere





## What Does it Take to Run a Pagan Magazine?

The day-to-day running of a magazine involves lots of mundane tasks: graphic design, proofreading, database management, customer service, website maintenance, advertising sales, envelope-licking and so on and so forth.

This is not the type of undertaking one should undertake lightly. The caretaker of *Spellcraft* is locked into four deadlines per year and must be prepared to live by the phases of the print cycle.

You don't need to be a master/mistress of magick, but a sound general knowledge of Pagan beliefs and values will be incredibly helpful. As with any endeavour, your intentions will set the scene for your *Spellcraft* publishing experience. This publication was created to provide a platform for Pagans to share their wisdom and experiences. We feel it is important for Pagans to have a place to express themselves in order to grow as individuals and strengthen their cohesiveness as a community.

Your success as a niche publisher will boil down to intention, hard work and intuition. Building a rapport with your customers (readers, advertisers and stockists alike) and keeping the line of communication open both ways will help you to understand and anticipate their needs each issue.

Printing is also an expensive business. *Spellcraft* is currently presented as a glossy 64-page magazine (plus covers), sporting 16 pages of internal colour. If you are indeed interested in pursuing this opportunity you will require enough capital to produce at least two editions from layout to printing, through to posting and promoting.

Our hard work and focus over the past four years have laid solid foundations. *Spellcraft* has established a loyal readership, contributor, stockist and advertiser base. It is difficult for us to put a monetary figure on the energy invested in establishing *Spellcraft* in the marketplace. We are currently inviting tenders from parties interested in this very real and exciting opportunity to be the driving force of this landmark publication.

If you have any questions or would like further information, please contact us by e-mail to [editors@spellcraft.com.au](mailto:editors@spellcraft.com.au) with 'Magical Opportunity' in the subject line.

Blessed be,

Joanne and Leela  
Spellcraft Editorial Team



[www.spellcraft.com.au](http://www.spellcraft.com.au)