

PATRICIA HAMMOND

Editorial & Magazine Production

Flackery Digital Magazine — Covers, Table of Contents, Interior Pages

pathammond.net

FLACKERY MAGAZINE

PROJECT BRIEF

Develop and produce a quarterly digital business magazine for a business membership community.

Tools: Scribus, Inkscape, Marq.com

Flackery Magazine | Editorial Direction & Publication Design

Over five years, I served as publisher, design editor, and lead writer for Flackery Magazine. I planned editorial content, coordinated contributors, designed covers and interior layouts, developed advertising, and managed production of each quarterly issue.

The goal was to create an engaging digital business magazine that combined useful editorial content with multimedia and interactive features.

1. COVERS

COVERS SELL MAGAZINES

With business content readily available online, I wanted to make the covers of our business magazine visually engaging.

Rather than following the conventional formula of featuring a prominent businessperson, I chose colorful, engaging images that attracted attention, communicated each issue's content, and maintained a consistent visual identity.



Cover for Flackery, Spring 2022



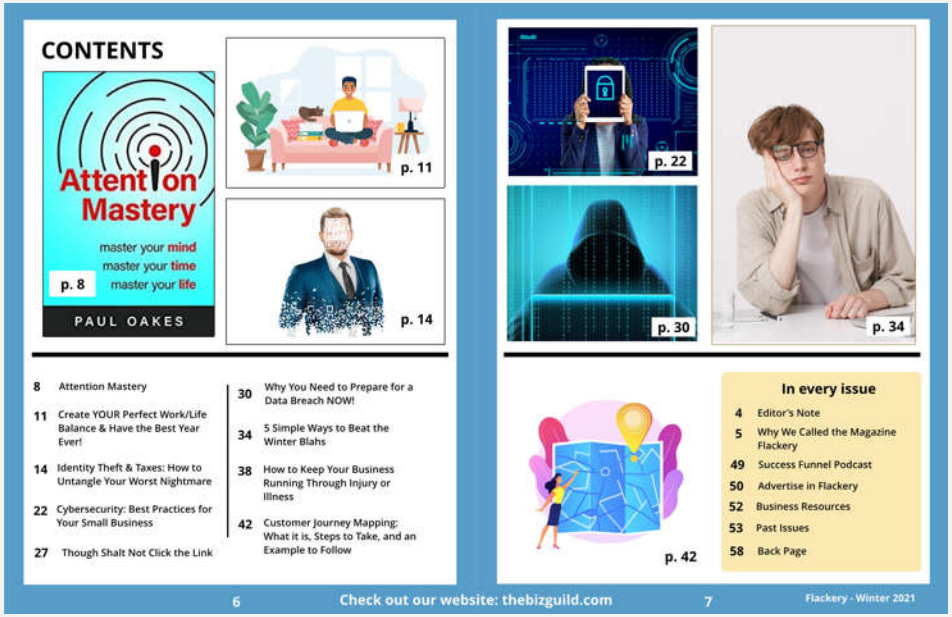
Cover for Flackery, Winter 2020



Cover for Flackery, Winter 2021



Cover for Flackery, Fall 2020



TOC layout, Flackery Magazine, Winter 2021



TOC layout, Flackery Magazine, Fall 2019

2. TABLE OF CONTENTS

There are three key benefits to publishing a digital magazine:

1. It's easy for you and your readers to share content (social media & email)

2. You can embed multimedia content (video, audio, PDFs)

3. You can include internal and external links.

That last one is a game changer.

In addition to basic navigation links within the publication, you can also link to advertisers' websites, sales funnels, campaign giveaways, and newsletter sign-ups.

And you can do it all within a standard, recognizable table of contents format.

3. MAGAZINE INTERIOR PAGES

Readability & Continuity = Free Marketing

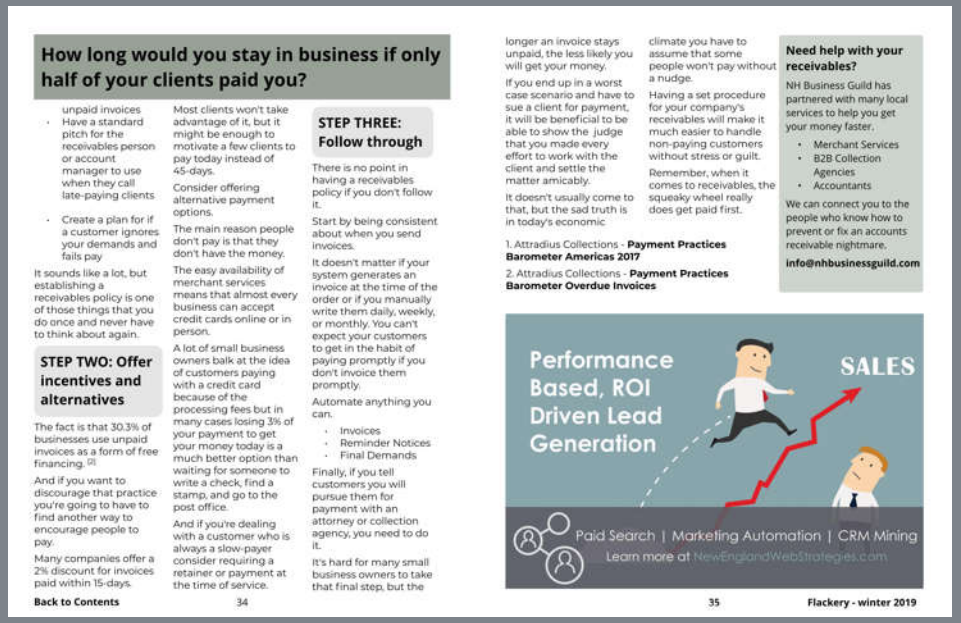
I made a deliberate decision to keep article content on consecutive pages rather than making the reader jump around. This improves the reading experience and makes articles easier to download, link to, and share.

It's what I call ***free marketing.***



Article layout, Flackery Magazine, Winter 2023



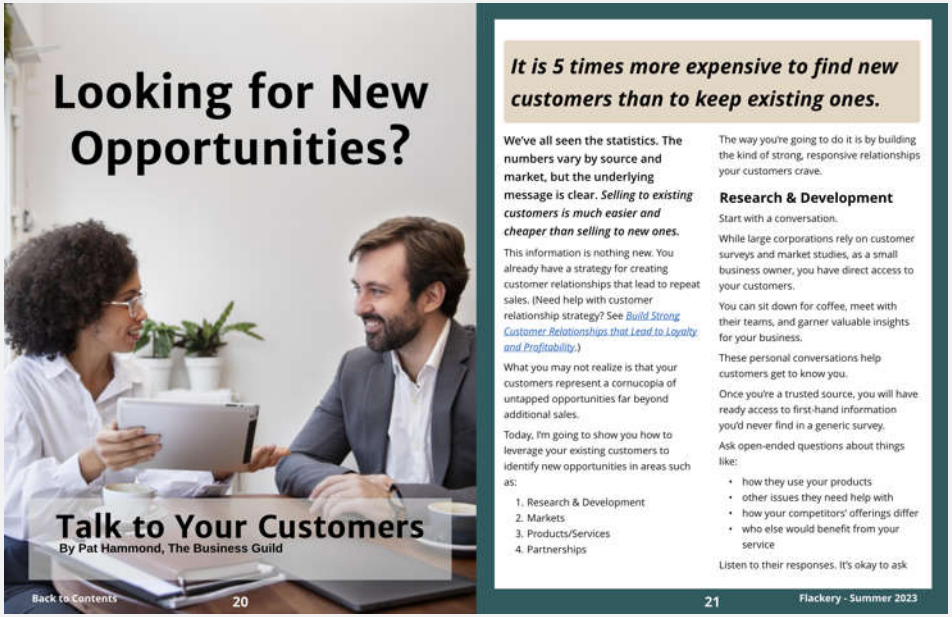


Article layout, Flackery Magazine, Winter 2019





Article layout, Flackery Magazine, Fall 2019





Article layout, Flackery Magazine, Summer 2023





Article layout, Flackery Magazine, Fall 2021

PATRICIA HAMMOND

Publishing & Production Coordinator

CONTACT INFO

Phone: (603) 264-3182

Email: pat@pathammond.net

LinkedIn: /in/patriciahammond

URL: pathammond.net

TOOLS & PRODUCTION SKILLS

- Scribus (DTP, Layout)
- Inkscape (Vector, Print)
- Marq (Digital Delivery)
- Adobe (Photoshop, Illustrator)
- Production Pipelines
- Client Management

Visit my website

THANK YOU

Thank you for reviewing my portfolio.

I bring more than 20 years of experience in publishing, design, content development, and production coordination.

From initial concept through final delivery, I combine creative problem-solving with practical production management to deliver effective print and digital communications.

Let's connect!

Patricia Hammond