Basic Magazine Terminology

The vocabulary of the profession

Terminology to Know

- **Bleed**: the extension of an illustration beyond the type area to the edge of the page.
- **Break of the Book**: the allocation of space for articles, features, and all material printed in the book.
- **Contents Page**: the page that lists all the articles and features and their locations.

Terminology to Know

- **Cover**: includes not only the front page but the other three pages making up the outside wrap of the magazine.
- **Folio**: the page number, date, and name of the periodical on each page or spread.
Terminology to Know

- Gutter: the margin of the page at the point of binding, or the inside page margin
- Logo: the magazine’s nameplate, appearing on the cover, masthead, etc.

Terminology to Know

- Masthead: the area, often boxed or given special typographic treatment, where the logo, staff listings, date of publication and other information regarding the publication is listed.

Terminology to Know

- Bindings
  - Perfect: uses flexible adhesive to hold the backs of the folded signatures
  - Saddle Stitch: staples are driven through the middle fold of the pages
  - Side Stitch: staples are driven through the stacked printed sections.
Terminology to Know

- Self-cover: a magazine cover printed on the same paper stock as the rest of the magazine
- Signature: a large sheet of paper printed on both sides and folded to make up a section of a publication.