

## **MAGAZINE ADVERTISING**

My parteners and I are looking into publishing a magazine, but we've got no hands on experience.... Amongst other things we've read from books, internet research... I'd like to know; when it comes to big brands who use advertising agencies, who do you get in contact with to sell ad space. Is it the brand manager or the media buyer at the agency?

For more, visit: https://www.bizcommunity.com