The
Public

AN INTRODUCTION TO:

zineS

The Public is an activist design studio specializing in changing the world.

This zine, a part of our *Creative Resistance How-to Series*, is designed to make our skill sets accessible to the communities with whom we work. We encourage you to copy, share, and adapt it to fit your needs as you change the world for the better, and to share your work with us along the way.

Special thanks to Dana Shalab Alsham from the York-Sheridan Design Program in Toronto, for developing this zine on behalf of The Public.

For more information, please visit thepublicstudio.ca.

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Introduction

Derived from the word "magazine," a zine is a small press publication that is like a magazine with a twist: it is non-commercial, grassroots, independently published and captures the sprit of DIY/DIY (Do-It-Yourself/Do-It-Together) ideologies.

A BRIEF HISTORY

Zines were used in non-Western contexts and cultures, as everyday people creatively made political, and often subversive, ideas public. An example of this is the Chinese *dazibao* ("big-character posters" or wall-mounted newspapers), which used self-publishing as an activist and cultural tool during the Democracy Wall Movement in 1978. Citizens would post general discontents, as well as their rejection of certain aspects of the political system, on a long brick wall in Xidan, a major commercial district in China, and activists would publish underground journals to hand out and post along the wall as well. Debates and demonstrations were also initiated near the wall, attracting a wide range of curious individuals. The idea of public involvement and community were really important in the dissemination of ideas during this movement.

A Chinese activist posts a *dazibao* on the Democracy Wall. theepochtimes.com/news/5-6-3/29285.html

Passersby stop at the wall. mike-servethe people.blogspot.ca/2008_08_01_archive.html

As punk culture arose in the '70s, a stronger interest in self-publishing emerged in the west as zines were used to promote underground bands that didn't receive mainstream attention. Later on, in the '80s and '90s, zines played an important role in the development of the *Queercore* and *Riot Grrrl* movements. Zines were used to get the word out and create communities in which people could share their stories, experiences and views.

A *Riot Grrrl* zine. npr.org/blogs/therecord/2011/09/20/140640502/revolution-girl-style-20-years-later

A *Riot Grrrl* zine inspired poster. riotgrrrlnow.wordpress.com

WHY ZINES?

Publishing today can be exclusive and inaccessible, with strict rules set in place on where, why, how, and what can be published. Most magazines are accountable to mainstream advertisers or parent publishing companies and maintain strict rules about what can and cannot be published. If you are trying to challenge social norms, or provide an alternative take on mainstream thought, zines are a great way to do it. Self-publishing can be a radical way for marginalized people to create our own culture, connect with one another, and get our voices heard.

WHO MAKES, SEES AND READS ZINES?

Anyone and everyone can make a zine! Zines are made, read, and seen by all sorts of people and they cover many topics. A zine is appropriate for anything you want to share with your friends, community or the world, like your experiences, interests, skills, opinions, ideas, and much more. It is likely that your zine will attract individuals with the same interests as you, or who are curious about what you are up to, which is a great way to let someone know they are not alone and make friends along the way!

WHERE ARE ZINES DISTRIBUTED & FOUND?

Zines can be found in alternative stores, bookshops, music venues and stores, distribution centers, distros found at zine fairs, online, and in libraries.

RESOURCE LIST

Check out the "Get it Out!" section on page 27 for links and locations you can visit to get help you get your zine seen by other cool people!

Genres & Formats

There are many kinds of zines that exist including 24-hour zines (zines started and completed in one day), art zines, compzines, fanzines, perzines (personal zines), and political zines. The possibilities are endless, but it helps to have an idea of what kind of style you are aiming for. Even if you don't want to fall under one specific category, it may help strengthen and focus your zine's message.

Compzines

Short for "compilation zine," this is a zine that is made up of pieces written and/or created by more than one zinester (a person who makes zines). Typically, compzines have one editor, or an editorial collective, who chooses a theme for a zine issue that determines what other zinesters write about and submit (through "submission calls" in flyers, letters, online posts, etc). Once the editor(s) gets the submissions, they are compiled and printed in the compzine. Credit is always given to the

contributor, with their contact information, and they receive a free copy (and sometimes an honourarium) once it is complete.

Art zines

These kinds of zines are not only art in and of themselves, but also showcase artwork like drawings, photographs, collages, handmade objects, recipes, handwritten poems, etc. They do so creatively, and sometimes the zine develops as an artistic concept itself, becoming more than just a compilation of artworks.

Political zines

These super-awesome zines deal with politics, anarchy, social justice, historical movements, and current issues. They can tackle topics like racism, sexism, homophobia, feminism, health, anarchism, and much more!

More zine genres and examples:
zines.barnard.edu/about/genres

PAGES, CUTS & FOLDS

There are various ways to put a zine together. First, you need to decide how many pages your

zine will have, and how and where you want it to be read or used. Deciding on that will help to determine whether you will need multiple individually cut pages, or if a single folded sheet will do.

Folio (half-fold)

For this method, you will need to fold multiple sheets of paper in half — think of each side of a sheet as being two pages (# of sheets x 4 = # of pages). So, folding 2 sheets of paper in folio-style and stapling in the middle will produce a zine with 8 pages. Below is an example of how a zine would look in this method.
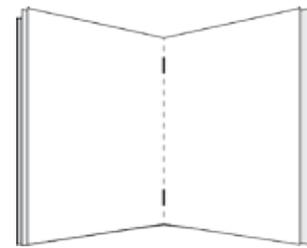

Quarto (quarter-fold)

This is similar to the folio, but the number of pages is doubled. You will need to fold multiple sheets of paper in half and then half again – think of each side of each sheet as being four pages (# of sheets x 8 = # of pages). Be careful with this method, though, because you will have some pages that will end up being upside down. Unless you plan on cutting and pasting, make sure you consider this before printing. So, folding 2 sheets of paper in quatro-style will produce

a zine with 16 pages (refer to the illustration under "Folio" for an example of how this type of zine would look after binding).

Single sheet, folded

You won't be able to get a booklet using this method because it doesn't involve cutting. However, it is easy to make and could be most suitable for your kind of zine. Below are some examples of ways you can fold your zine (e.g. if you don't have a lot of content or if you want something easier and quicker to assemble and copy). Below are a couple of illustrated examples of folding options.
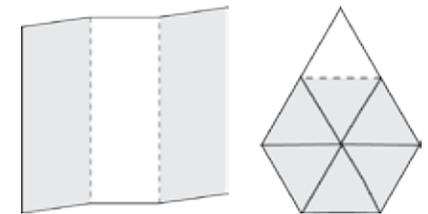
Single sheet, folded with a single cut

This method will result in a zine with 8 pages, with a cut down the middle when unfolded.
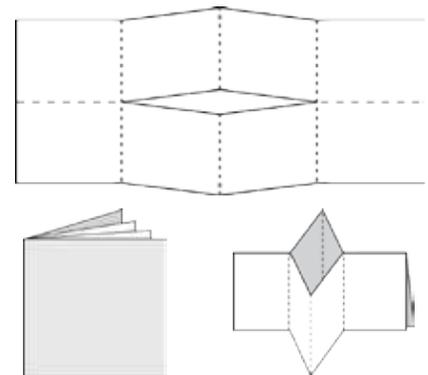
ZINE STYLES

The style you choose to use for your zine will determine its tone and will influence the way your message is seen and perceived.

Cut-and-paste

This is a technique where the content is extracted from different sources and combined onto the master zine to later be copied and reproduced. For example, cutting words out from newspapers and images from magazines and rearranging them on a page to create a collage, put together a message, or create any other desired composition. However, usually the words are handwritten or created with a typewriter to avoid a zine that looks computer generated. This method is very hands-on and is a good technique to use if you want to critique what's in the mainstream or provide a new perspective on existing imagery.

Comics

These are usually hand drawn illustrations that can be used to deliver a message or provide social commentary with a bit of humour (or with a seeming light-heartedness).

Digital

These are zines made on the computer and are usually cleaner looking than cut-and-paste and

tend to look closer to mainstream printed magazines or books. There are so many creative possibilities allowed through the use of a computer, and it can be used in ways that are radical and that defy the norm. You don't have to stick to rigid layouts, so don't be afraid to break boundaries and push yourself!

Content Development

Topic

Before starting your zine, identify the topic or topics you want to focus on. Do you want to show off your drawings? Express your love for pretzels? It can be anything. We encourage you to tap into social issues. Maybe you can speak up about issues relating to POC, women and trans people, migrant justice, student movements, sweat shops, capitalism… anything you feel strongly about exploring!

TOPIC IDEAS:
_____
_____
_____
_____

Objectives

After deciding on a subject, come up with a list (or single point!) of things you want to accomplish with your zine. Do you want to get a message out? Do you want your readers to act and do something (e.g. boycotts)? Are you hoping to change people's perceptions? Keeping a goal in mind helps you stay focused and better accomplish what you are trying to achieve with your zine.

MY GOALS:
_____
_____
_____
_____
_____
_____

Content

This is the meat (or tofu!) of your zine. You probably have many ideas about what you want to say about your chosen topic. However, getting it out on paper can be difficult sometimes. Start off by sketching and jotting down words that come to mind when you think about your chosen subject. Also, please consider whether the language you are using is accessible and clear enough for anyone to understand.

THINGS TO SAY:
_____
_____
_____
_____
_____
_____
_____

Collaborating

Although zine-making is great as a form of personal expression, it is also a wonderful way to meet and connect with others. Working with individuals who share the same passion as you can strengthen your work and open you up to new and amazing ideas.

Do you know people who are already producing work in the areas that interest you? Use the space below to brainstorm and jot down some notes about potential collaborators!

```
PEOPLE I KNOW:
_____
_____
_____
_____
_____
_____
```

Image sources

Drawing, cutting-and-pasting, and taking your own photos are some great ways to create original visual content for your zine. Also, old books and magazines from thrift stores are good places to look for readily available and usable imagery and text. You can also find some really useful sources online. Check out the list we've compiled for you below!

```
FREE IMAGES!
```

morgueFile
A collaborative effort that provides free high-resolution stock photos contributed by different artists. You can use these images in any way you like, but you can't claim them as your own.
morguefile.com/archive

Unrestricted Stock
Free, unrestricted stock photos and vectors for use at no cost and provided without usage restrictions.
unrestrictedstock.com

Pixabay
A repository of free, high quality public domain images. No attribution to the original author is required.
pixabay.com

The Open Photo Project
Quality over quantity is their emphasis, and they offer their images for free under Creative Commons licensing terms.
openphoto.net

Free Media Goo
Royalty free, with no limit to the number of images you can use.
freemediagoo.com

Additional things to consider

Fill out the sticky notes below to help you plan out your zine and to have the information available to refer back to when you need it.

```
BUDGET:
How much can you spend?
_____
_____
```

```
TIMEFRAME:
When to start/finish by?
_____
_____
```

```
TONE:
How do you want to affect your audience?
Circle your choice(s) or write down your own!
```

☺ ☹ 😮 😠 😃 ! ? ✊

Other: _____

Explain briefly:_____
_____
_____

```
EXTRA NOTES:
_____
_____
_____
_____
_____
_____
_____
_____
```

SKETCHES AND BRAINSTORMING:

Add as many additional bubbles to the chart as you need. Write down all the ideas that come to mind — hold nothing back! Feel free to sketch and doodle around your brainstorming notes as well.

Related ideas

Your main topic goes here
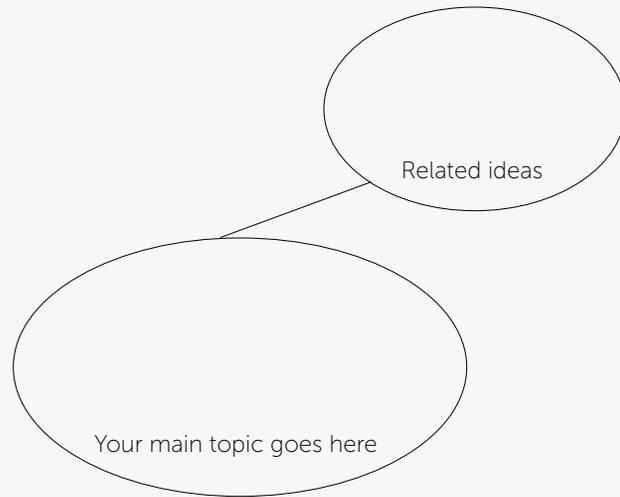
Freebies & add-ons

If you want to spice your zine up and make it a bit more unique, you can include trinkets, souvenirs, or gifts with your issue. This will give the readers even more to look forward to! For example, if you are pushing for a social movement and you create some sort of symbol or logo, put it on pins and buttons and stickers, or make patches, and include them in the zine for the reader to take out and actually use! You could also make toys, CDs, accessories, include tickets, or even a QR code for people with a Smartphone to get more information about your zine or topic from the web.

DESIGN

One of the most important things to think about when creating and putting together your zine is its design. Not just for aesthetic purposes, but in terms of functionality as well. It is important to keep in mind how you want your zine to be distributed. For example: Do you want it to be photocopied by others and freely distrubuted? Then your zine will need to work well on cheaper formats, such as letter-sized paper printed in black and white. You can also try using multi-coloured or textured paper and see if that works well for your purpose. Another thing to keep in mind is accessibility: Is the text readable? Are your pages too

COPYRIGHT & CREATIVE COMMONS

If you are downloading images off the web, be careful with using copyrighted visuals. If you can, ask the creator for permission and if they would like to be credited in your work, and tell them about the nature of your project.

Creative Commons is a new and better alternative to traditional copyright laws that allow and restrict how works can be copied, distributed, edited, remixed, and built upon while protecting the owner from unfair uses. Artworks marked with a (cc) symbol signal that you would likely be able to use the work in your zine. There are different kinds of Creative Commons licenses, so make sure to double check which one a particular artwork is under and that your usage of the work meets the criteria of that specific license. You can find more information about Creative Commons at creativecommons.org or by referring to the inside cover of this zine as an example of attributing and declaring Creative Commons in your work.

busy? Are photos still easy to see after being photocopied multiple times? Becoming familiar with some of the basic elements and principles of design, as well as a bit of typography, might help you with this.

ELEMENTS OF DESIGN

Line

A mark connecting two points. Lines can be straight, curved, squiggly, zig-zaggy... pretty much any way you want them to be! They can be used to put importance on a word or phrase (e.g. underlining or circling), to connect content to each other (e.g. arrows or paths), to create patterns (e.g. criss-crosses or waves), and more.

Colour

Can help organize information, give emphasis, create hierarchy, and provide visual interest. Warm colours are active colours, so they attract attention and create

a sense of urgency (orange and red), while cool colours are passive and don't call for as much attention (blue and purple).

You can also do some really great things working with black and white (which would be convenient if you are trying to keep your printing costs down). Remember that you can print a range of greys as well, so use that to your advantage. For example, you can use black for sections you want to stand out (like "bolding" a title) and grey for something you want the reader's eye to get to later.

Texture

Tactile texture is the physical feel of your zine (rough, soft, etc.) and visual texture is the illusion of that feel (the background of the page is of a tree trunk, but the paper doesn't actually feel like a tree trunk). Using texture can add depth and visual interest.

Space

The area around or between elements. It can be used to separate or group information, give the eye a rest, define importance, or lead the eye through a page.

Shape

An enclosed area created using line, texture, colour, or the spaces between other shapes. There

are three basic types of shapes: geometric (triangles, squares, circles, etc.), organic/natural (leaves, animals, trees, people), and abstract (icons, stylizations, graphic representations, etc.)

Value

How light or dark an area looks. A gradient can be used to visualize value because it shows dark to white, with all the shades in between. These all have value. This would be important to keep in mind when choosing the photographs you want to include in your zine. If the images have a value that is too dark, the detail of the image might be lost once photocopied a couple of times.


PRINCIPLES OF DESIGN

Balance

Refers to how objects are distributed and weighted on a page. There are two kinds of balance that you can create: symmetrical and asymmetrical. Symmetrical balance means that, if you were to fold a page in half, there would be an equal amount of visual weight on each side. Asymmetrical balance means that there will be an uneven visual weight on the page.

Balance is important because it can affect the tone of your composition. A symmetrical piece can give off a resolved and peaceful feel, while an asymmetrical one can add tension or provide a sense of energy. You are not limited to choosing just one type of balance throughout your zine, or even within a single composition, so don't be afraid to mix, match, and experiment!

Contrast

This is used to distinguish unique elements from one another. For example, if you have two dark images beside each other, they will both be fighting for attention and become washed out. However, if you have one lighter image beside a darker one, they will each stand better on their own that way and get noticed faster and easier. The example below shows a contrast of size, shape, and value.
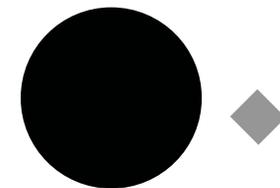
Dominance/Emphasis

This is created by contrasting size, positioning, colour, style, or shape to give a certain part of your page or spread more importance than its surroundings.

For example, having a huge cut-out of a head in the center of a page surrounded by smaller words/phrases branching out puts emphasis on the cut-out of the head (or, as with the example under "Contrast," the black circle dominates by size and value).

This principle is important for creating hierarchy and determining eye flow (the sequence or way in which someone looks through a page). Be careful not to make too many elements look large and important because this might confuse the reader and, as a result, they won't know where to look first or how to navigate through each composition and they could easily miss out on what you are trying to say. Although all of your content is important, emphasizing too much of it could actually take away from its importance, so working in moderation will help preserve your content's awesomeness!

TYPOGRAPHY

Serif
These typefaces have "feet"— lines that stick out of the edges of the letters. These fonts are really easy to read because the feet create a subtle visual connection between the letters. Their readability makes them great for paragraph text.

Feet!

HELLO

This is a paragraph. Look how easy to read it is! Here's some more text... but wait, it's going to get smaller! Oh, see what we did there? This is still readable. Now, let's go even smaller. Not bad! You could probably try going smaller, but we wouldn't recommend that, especially if you want your zine to be accessible.

Serif Font: Georgia
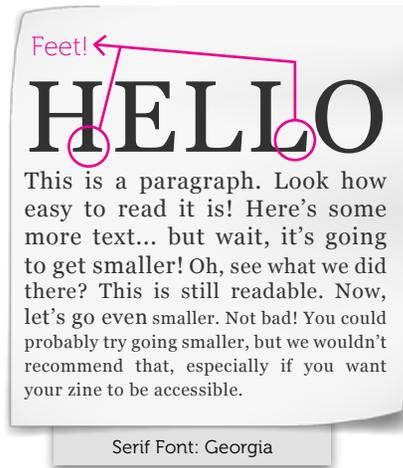
Sans Serif
These are like serif fonts, except without the feet (sans = without). They are usually clean looking and geometric, and they are easiest to read when they are really big or really small, so that makes them perfect for headlines and captions.

No feet!

HELLO

This is a paragraph. Look how easy to read it is.. right now. But, look, it just got smaller. Still not bad, this is still pretty readable. Now, let's go even smaller. Hmm.. pretty good. If you go smaller than this, don't write too much or make it into a long paragraph. Save it to use in captions.

Sans Serif Font: Arial
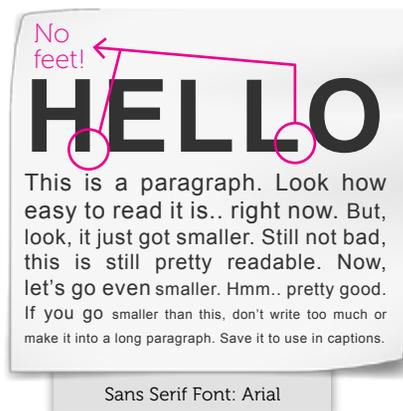
Display
These are fonts that have a lot of personality and are "dressed up."

Because they are so decorative, and sometimes really detailed, these are best used for headlines or to create abstract visuals. Do not use this in paragraph text; it would be really hard, if not impossible, to read!

Display Font: Burnstown Dam

Script
These are fonts with a lot of swooshes and curls, like cursive or handwriting. These are also best used as headlines, or for little details to give your zine a more handmade feel.

Hello there!

Script Font: Angelina

Handwriting
If you don't have access to a computer, or if you want to get even more intimate with your approach, there is absolutely nothing wrong with writing out paragraphs, headlines, captions, or even illustrating something typographically yourself. This can make your zine look less digitally generated, give it a more personal feel and pull readers in on a more intimate level.

There are many websites on the internet that provide free fonts. Check out the ones we've compiled for you below! If you want to get more hands-on, look through existing magazines and cut-and-paste the text you want to use that has the font you like.

FREE FONTS!

DaFont
Downloadable fonts that are freeware, shareware, demo versions, or public domain. Please read the .txt that usually accompanies these files when you download them for more information. You can also search for fonts by style.
dafont.com

Font Squirrel
A collection of fonts organized into categories and free for commercial and non-commercial use. However, please make sure to read licensing information on each font beforehand, just in case!
fontsquirrel.com

1001fonts
Free fonts licensed for all use.
1001fonts.com

Lost Type Co-Op
A "Pay-What-You-Want" type foundry (put in $0 for a free download). All the funds go to the respective font designers.
losttype.com

Making a Zine

Before you start, we would like to remind you of something super important: perfection is overrated! Perfection is a concept that is built upon the same values and standards that oppress people and turn them into boring robots. What's important is that you are creating something original, something you are putting time and thought into because you care. Also, have fun! Put aside any insecurities about your writing, drawings, ideas, etc, and express yourself as you wish, and enjoy the company and creativity of those you are collaborating with. It's not only the final piece that matters, but the process itself is important as well.

THE PROCESS

Feeling overwhelmed? Zine making can and should be fun, so relax and get ready to create! Maybe you could choose your favourite chair to work in, put on some of your favourite music, dance around a little, start a brainstorming diagram, think of all the ways you would like to express yourself from the techniques previously mentioned (or come up with your own!), plan out your zine using sticky notes... these are just some ideas, so don't be afraid to enjoy yourself!

MULTI-SHEET ZINE

For this example, we will be creating a folio zine with 8 pages.

Materials
» Paper
» Stapler
» Scissors
» A piece of styrofoam
» Pen, pencil, marker, etc.
» Newspapers, magazines, books, printed images, etc.

Step-by-Step Guide

1. Gather all of the materials listed and shown in the picture above.
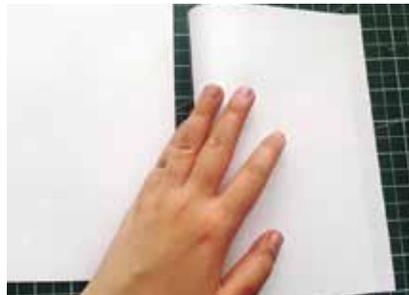
2. Fold each sheet in half, width-wise. In this case, we will be folding two sheets in half.

3. Unfold the sheets and align them on top of each other.
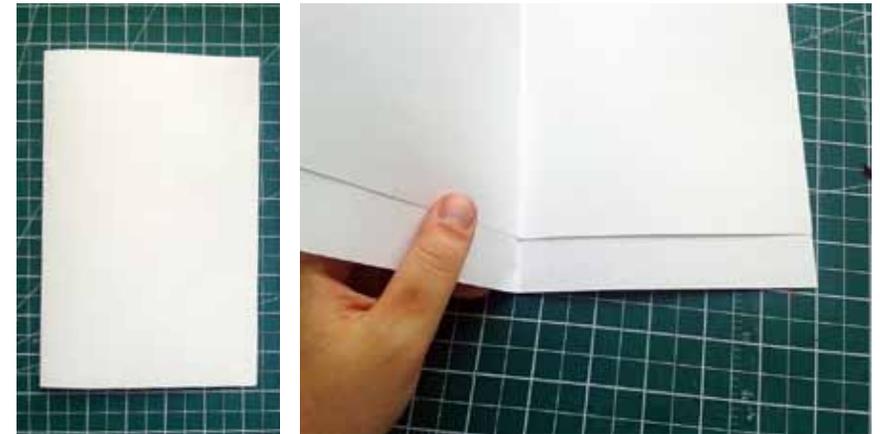
4. Place the sheets flat on top of the piece of foam and staple along the center of the sheets, on the fold. Two staples are ideal. The foam is used to protect the surface you are working on and make it easy to lift the staples out after puncturing.
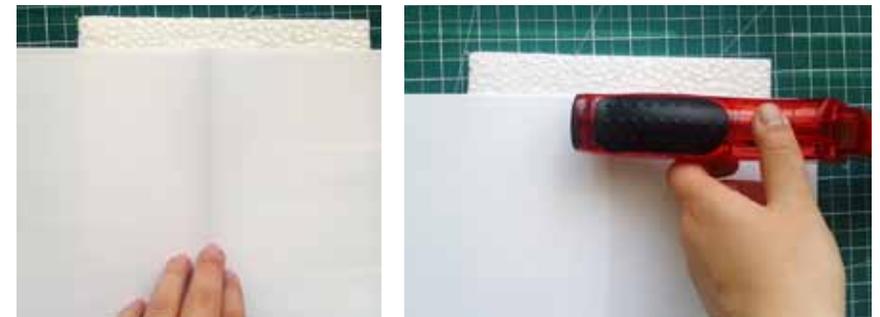
5. Lift up the stapled sheets, flip them over, and carefully fold the staples down flat. You can use the handles of the scissors, the flat end of the stapler, or your fingers. Please be careful if you use your fingers — don't push down too hard!

6. Fill up your zine with awesome content! Cut up the images that you printed out, or from the magazines and books you collected, and glue them onto your pages. Don't be afraid to write directly on your zine with a pen or marker as well. Get creative!

SINGLE-SHEET ZINE

For this example, we will be using one folded piece of paper that has a single cut in the center to create an 8-page zine with a poster foldout.

Materials
» Paper (any kind you want! Can be recycled, coloured, or textured)
» Scissors or X-Acto knife/OLFA
» Newspapers, magazines, books, printed images, etc.

Step-by-Step Guide

1. Gather all of the materials listed above and shown in the picture on the left. This guide uses the OLFA.

2. Fold the sheet in half, width-wise.

3. Fold the sheet in half again so that it is divided into four sections.

4. Unfold the paper, place it in a landscape position, and fold the left edge to the center fold, and do the same with the right edge, so that both folds meet in the middle. Once unfolded again, your paper should have 8 sections.
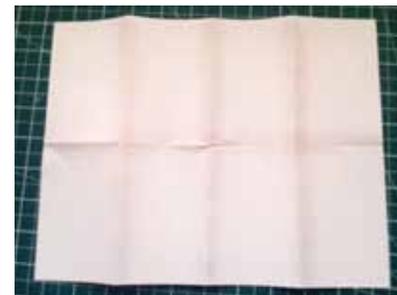
5. Fold the sheet in half again once, width-wise, and use the OLFA, scissors, or X-Acto knife to cut through one panel/section from the outer folded edge moving inwards.
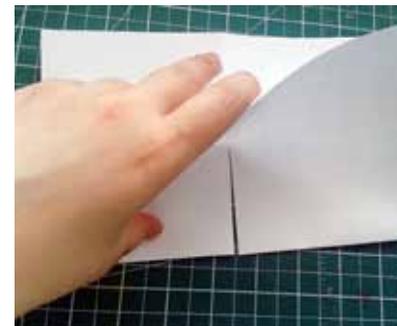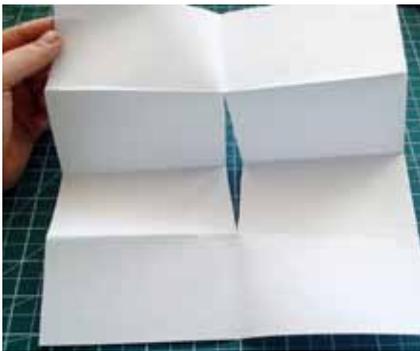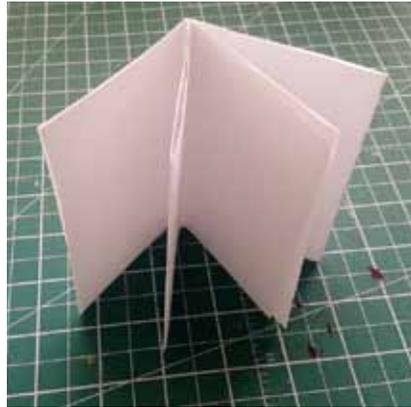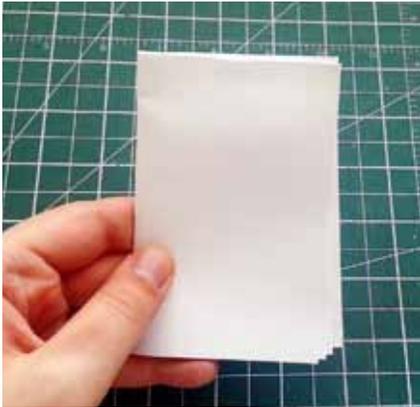
6. Make a star-like shape out of the sheet and pinch the outer sides, folding them inwards into a booklet.

7. Your zine template is complete! Fill it up with content, and once unfolded, the back can be used as a poster or anything else you think is appropriate!

WORKING ON A COMPUTER

If you have access to a computer and would like to design your zine on there before printing, here are some instructions on how to setup your zine file to create a folio/booklet with saddle stitch (stapled) binding using an 8½ x 11 sheet of paper.

Adobe InDesign CS5 & CS6

1. Open a new document.
2. In the dialogue box that pops up, choose your paper size and page orientation, then click OK.
3. Once the blank page has opened, if you would like to change the margins, go to LAYOUT > MARGINS AND COLUMNS and modify the default numbers.
4. Design the pages of your zine using spreads (two pages beside each other), making sure your document is divisible by four.

5. Once your design is complete, go to FILE > PRINT BOOKLET.
6. Choose 2-UP SADDLE STITCH under BOOKLET TYPE.

7. Click on PRINT SETTINGS at the bottom.
8. Select SETUP on the sidebar on the left.
9. Under ORIENTATION choose a landscape option, and then click OK.
10. Select PREVIEW on the left sidebar and make sure that your pages look like they are set up correctly.
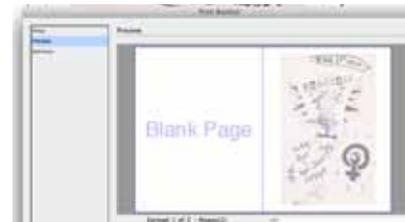
11. If everything looks good and you're ready, click PRINT!

Microsoft Word 2011 (Mac)

1. Open a new document (FILE > NEW BLANK DOCUMENT).
2. Go to FILE > PAGE SETUP and click on the image of the landscape page orientation.

3. From the toolbar at the top of the page, click on TABLES then NEW and highlight 1 row and 2 columns, then click again. You will now see a table created that divides your document in half.

4. If you want to remove the borders (so that they don't show when printing), click on the table. Then, in the toolbar at the top of the page, click on TABLE LAYOUT and then PROPERTIES. In the window that pops up, click on BORDERS AND SHADING

and select **NONE** from the left sidebar. This might be best to do at the end, in case you need the border for reference while you work.

5. Now, to make the table the height of the page, go to **PROPERTIES** again under **TABLE LAYOUT**. Select **ROW** from the top of the window that pops up and click on the empty square on the left of **SPECIFY HEIGHT** to activate it, and then change the number in the box on the right (for a letter-sized paper, this would be around 15cm).

6. If you feel like there is too much padding around your page, click on **LAYOUT** in the top toolbar and select **MARGINS**. You can choose from one of the default sizes, or create your own by clicking on **CUSTOM MARGINS**.

7. Now, start filling in the table with your design! Each column of the table is a page in your zine. Refer to a mockup of your zine for pagination purposes. If you haven't made one yet, read about mockups on page 25.

8. Once you have filled the pages with content, you are ready to print! Go to **FILE > PRINT**, and make sure the printer you are using does double-sided printing. If not, no worries! Once you have all the pages printed out, use glue to stick the front and reverse side of pages together.

MORE TUTORIALS:

Rookie Magazine
A simple, one-sheet zine.
rookiemag.com/2012/05/how-to-make-a-zine/

Design Instruct
Transferring and cleaning up art for your zine in Photoshop.
designinstruct.com/print-design/design-a-handmade-art-zine/

Callie Garp
Binding your multi-sheet zine with string, yarn, or embroidery floss instead of stapling.
calliegarp.wordpress.com/2013/05/28/how-to-bind-a-zine-a-tutorial/

READER VS. PRINTER SPREADS

If you are creating a zine with multiple pages, you will need to be familiar with the difference between reader spreads and printer spreads when working on the computer and preparing your file to be printed. The way your zine looks after it is complete is different from how it starts off because the order and position of the pages is changed to match the needs of the printer.

Reader Spreads
These are your pages shown consecutively (one after the other) in the order of how your pages look to someone who is holding and reading your zine. This is ideal for viewing on the web, or getting a sense on the computer of how your zine will turn out before printing and assembling.

Printer Spreads
In this case, your pages are not shown consecutively, but they are in a specific order made for the printer. Once your zine is printed, folded, trimmed and bound together, the pages will appear in the right order. This is how your spreads need to be before you go out to print your zine. Even if it looks like a mess to you, don't worry, the printer will know how to handle it!

Reader Spreads →
Front Cover (pg. 1)
pg. 2 | pg. 3
pg. 4 | pg. 5
pg. 6 | pg. 7
Back Cover (pg. 8)

Printer Spreads ↓
Back Cover (pg. 8) | Front Cover (pg. 1)
pg. 2 | pg. 7
pg. 6 | pg. 3
pg. 4 | pg. 5
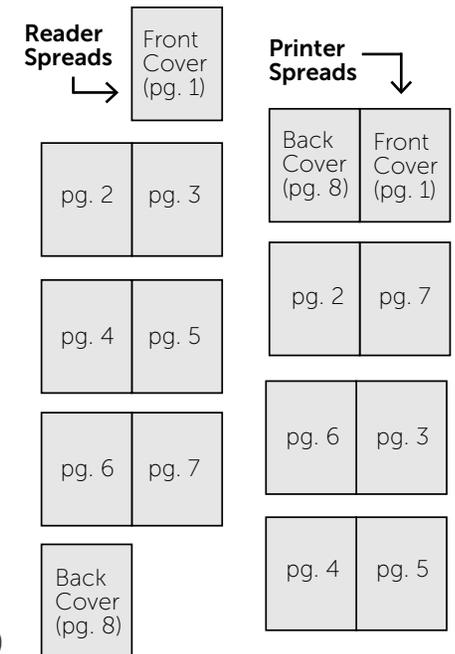
MAKING A MOCKUP

Before starting your zine and filling it up with content, make a few mockups. A mockup is a test version of your zine. It can be to scale (the same size as you want your final to be), or smaller if you just want to figure out the order and orientation of the pages. Make notes on what you want to include and where on the mockup. Your chances of making a mistake will decrease if you start off with a mockup, and you will end up saving time and money. To figure out the printer spreads of your zine, fold and put together the mockup, number the pages, and then take it apart to get a better idea of the order.

CUTTING & COMBINING YOUR PAGES BEFORE PHOTOCOPYING

Assuming that you're making a big batch of zines, you are probably going to be doing a lot of cutting to separate pages, trim edges, and more. Doing this only with scissors or an X-Acto/OLFA knife can take a long time and be tiring. We suggest dropping by your local print shop and asking to use their guillotine if they have one available. Usually, this would be free of charge and could make things easier for you. Or, if you have some extra money, investing in a guillotine yourself might be a good idea. Alternatively, ask some friends and family to help out. The more the merrier (and faster)!

COPYING THE MASTER

The final original copy of your zine is called the "master." Now that you have finished your first zine, it's time to make copies of it and get it ready for distribution. The easiest way to do this is by photocopying or scanning it (unless you want to redo everything by hand – or you designed your zine on the computer to being with). You can find photocopiers at your local library, a print/copy shop, or even at a friend or family member's house. College towns tend to have cheaper and more affordable copy prices. Remember: the master is precious! Make sure to keep it in good shape (protect it from humidity, cat scratches and dog drool, coffee, etc.) because it will allow you to make endless copies without compromising quality and clarity.

Get it Out!

Now that you've completed your zine, give yourself a pat on the back, hug your collaborators, jump around and celebrate! You can start off by handing it out to family and/or close friends. If you feel comfortable enough and want your zine to be more widely distributed, check out some tips below on getting your zine out and seen by other rad people.

Common Locations
Small venues, shops, music stores, and bookstores are ideal places to start giving out your zine and get it known by a few people. Don't fret or underestimate your work if your zine is not automatically successful or accepted. Becoming an experienced zinester takes time and practice, but you will get there! Below is a list of some zine libraries, another great place to have your zine at.

» Toronto Zine Library torontozinelibrary.org
» OCAD Zine Library, Toronto ocadu.ca/library/learning_zone/zine_library.htm
» Center for Women and Trans People at York, Toronto yorku.ca/ywc/ywc/
» POC Zine Project Online Library poczineproject.tumblr.com
» QPIRG Concordia Zine Library qpirgconcordia.org
» Montréal Anarchist Library (Librairie l'Insoumise) insoumise.wordpress.com
» Simone de Beauvoir Institute, Concordia University, Montréal wsdb.concordia.ca/simones-library/

» Ste. Emilie Skillshare, Montréal steemilieskillshare.org
» The Purple Thistle, Vancouver purplethistle.ca

On the Net
If you have access to a computer and the internet, you can make your zine available online, or just provide a "teaser" of it on your blog or website. Putting a part of your zine online can help draw people in. Here is a list of some free blogging sites you can use to get you started:

» Wordpress wordpress.com
» Blogger blogger.com
» Tumblr tumblr.com

Distros
A distro is a place that distributes independently published works, like indie music, DIY crafts, and zines. They usually don't make a profit from stocking and selling the works. If you know any zine distros in your area, try contacting them and asking if they would like to carry your zine. Tell them what it's about, or just send it to them and see how they react! Check out the following links to some

sites that might help you find a distro near you.

» grrrlzines.net/zines/distros.htm
» zinewiki.com/List_of_Distros
» stolensharpierevolution.org/zine-distros/

Fests and Fairs

These are festivals and fairs where a large number of all kinds of self-publishers (artists, writers, illustrators, etc.) get together to share, display, and talk about their zines. Attending and taking part in zine fests and fairs is a great way to meet other zinesters and become more familiar with what's out there, and it helps get your work known as well. Below is a list of some popular fests and fairs for you to check out!

» Expozine, Montréal
  expozine.ca/en/
» Anarchist Bookfair, Montréal
  anarchistbookfair.ca
» Queer Between the Covers,
  Montréal
  queerbetweenthecovers.org
» Distroboto Project, Montréal
  distroboto.com
» The Canzine Festival of Zines
  and Underground Culture,
  North America
  brokenpencil.com/canzine
» OCAD Zine Fair, Toronto
  zinesforlunch.blogspot.com

Reviewers

Getting your zine reviewed by a well-known zine reviewer can get your zine out to a wider audience outside of your usual locale. They usually provide a summary of it, so readers would know what to expect. Below is a list of some popular zine reviewers:

» *Broken Pencil*
  brokenpencil.com
» *Shameless*
  shamelessmag.com

MAILINGS & P.O. BOXES

For your safety, if you are making your zine available online, please make sure that you don't publish your address with it. Having it at the back of your printed physical zine is OK since it will be distributed locally and can be useful if you are creating a compzine that calls for submissions, or if you want other zinesters to be able to mail you their zines to trade.

Calculating postage

You can visit your local post office and ask about their rates or check online through their website. You will need to know the weight, size, and destination to find out the mailing cost. You may also have the option of adding insurance to make sure you or the person receiving your zine get compensated if it goes missing.

RECOVERING COSTS

Trading is common among the zine-making community as it allows folks to get their work seen and read by other zinesters while giving them a chance to read and own zines made by others in return. It is also common to freely distribute zines to close friends and family, or even to the public to increase visibility.

However, sometimes making zines can be pricey and you might need money to recuperate for printing and copying costs. Usually zinesters try to earn back what they spend and don't aim to make a profit. The most common price range is from $1 to $3. If you decide to sell your zine, below are some things to consider when trying to come up with how much to charge.

WHAT TO THINK ABOUT WHEN PRICING MY ZINE:

What went into making it (materials, time, etc)?
Did you include any extras (add-ons, fancier paper, trinkets, etc)?
_____
_____
_____
_____

How much will printing   How much will it cost to mail
and copying cost?   them out (stamp, envelope, etc)?
_____   _____
_____   _____

Take the total cost of printing, add it to the mailing cost, and then divide by the number of people and places you will be sending your zine in order to get how much it costs for each one, like this: (printing cost + mailing cost) ÷ # of people.
_____
_____
_____
_____

Selected resources

BOOKS

Look for them at your local public library!

» *Whatcha Mean, What's a Zine?: The Art of Making Zines and Minicomics* by Esther Watson
» *The World of Zines: A Guide to the Independent Magazine Revolution* by Mike Gunderloy
» *The Factsheet Five Zine Reader: The Best Writing from the Underground World of Zines* by Seth Friedman
» *Fanzines: The DIY Revolution* by Teal Triggs

INSPIRATION

Online zine archives to browse through.

» qzap.org/v5/index.php

» zinelibrary.info

MOVIES & SHOWS

Some cool fiction and non-fiction ones to check out.

» *$100 & a T-Shirt: A Documentary About Zines in the Northwest* (2004): A film about the Portland zine scene.

» *Our Hero* (2000-2002): A show about a girl who writes a zine and focuses on one issue per episode. — ourhero.tv

» *Godass* (2000): A zine-centric film with a lead character who publishes a punk zine and interviews bands in the underground punk scene to write about them in.