

Space Safety
Magazine®



INTERNATIONAL ASSOCIATION
FOR THE ADVANCEMENT OF
SPACE SAFETY



Space Safety Magazine Espresso Training Series

Lesson 1: What is Space Safety Magazine?

Who Am I, And Why Am I Here?



- ❖ My name is Andrea Gini, and I am the founder and former Editor-in-Chief of Space Safety Magazine
- ❖ I studied computer science, scientific journalism, and space studies
- ❖ I'm passionate about communication strategy, web publishing, online teaching, and Italian coffee
- ❖ I love coffee so much that I called my company “Espresso Research and Consulting” because I am Italian, full of energy, and I like getting result quickly
- ❖ This course is in fact an “Espresso Training Series” to get you started with Space Safety Magazine in the quickest time possible
- ❖ I hope you will expand it over time with your own contributions



What is Space Safety Magazine

- ❖ Space Safety Magazine is an educational and informative publication, whose goal is to increase awareness about all the aspects of safety in the space sector, advertising best practices, collecting lessons learned, and promoting advancement in the field
- ❖ It is the voice of the International Association for Advancement of Space Safety and the International Space Safety Foundation
- ❖ It is a platform for personal and professional development in the fields of writing, editing, publishing, website administration, and public relations



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The Products

- ❖ Space Safety Magazines develops three products, targeting different segments:
 - ❖ SSM Quarterly
 - ❖ SSM Special Reports
 - ❖ SSM Online



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SSM Quarterly

- ❖ The SSM Quarterly is a specialized publication targeting experts, professionals, and management of space agencies and industry
- ❖ It has 20 pages of content + 4 pages for the cover
- ❖ Inside you find 1 editorial and 6-7 articles, written following pre-defined templates and guidelines
- ❖ Articles must respect precise constraints, depending on the amount of pages allocated
- ❖ For this reason, articles are written mainly by SSM staff members, with input from experts via interview or review of material before publication
- ❖ Published in electronic format (PDF) and printed in a small run (200-500 copies)



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SSM Special Reports

- ❖ SSM Special Reports are short publications, each one focused on a specific topic
- ❖ The format is 6-14 pages of content with only two pages for the cover (back and front)
- ❖ They include 4-6 articles, each one addressing a particular angle of the topic, plus an optional infographic
- ❖ Articles are often commissioned to Guest Authors, and for this reason they require some additional editing
- ❖ Special Reports are developed depending on the opportunity, as they are usually linked to important news, hot topics, or particular events like conference, workshops, and so on
- ❖ They can be released in electronic format, printed as standalone, or included inside an issue of SSM Quarterly



The SSM Online

- ❖ The SSM Online is an authority website, with an original and unique angle in the space industry
- ❖ It targets a wide audience of space and technology enthusiasts
- ❖ It is written by both SSM staff members and Guest Authors
- ❖ Collects 60% of its traffic from Google
- ❖ It is divided in specialized sections covering the major areas of interests
- ❖ Each section is introduced by a landing page, that presents a comprehensive overview of the topic and index the supporting content



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Note on Synergy

- ❖ It is important to establish stylistic consistency across the three products to enable reusing the same material in different media
- ❖ The editorial calendar of the website should take into account all opportunity for synergy, like for example:
 - ❖ Develop a section on the SSM Website over a two-month period, then refine the material and re-publish it as a special report
 - ❖ Reuse an article from the SSM Website in case of contingency during the development of an issue of SSM Quarterly
 - ❖ Introduce a topic with an article on the SSM Quarterly, and then follow on with a series on the SSM Website
- ❖ Anyway, you should always re-publish on the website all material from the printed magazine as standalone web posts to increase their reach

Conclusions

- ❖ Space Safety Magazine is a specialized publication with three products
 - ❖ SSM Quarterly
 - ❖ SSM Special Reports
 - ❖ SSM Website
- ❖ A careful planning enables cross-product synergies

