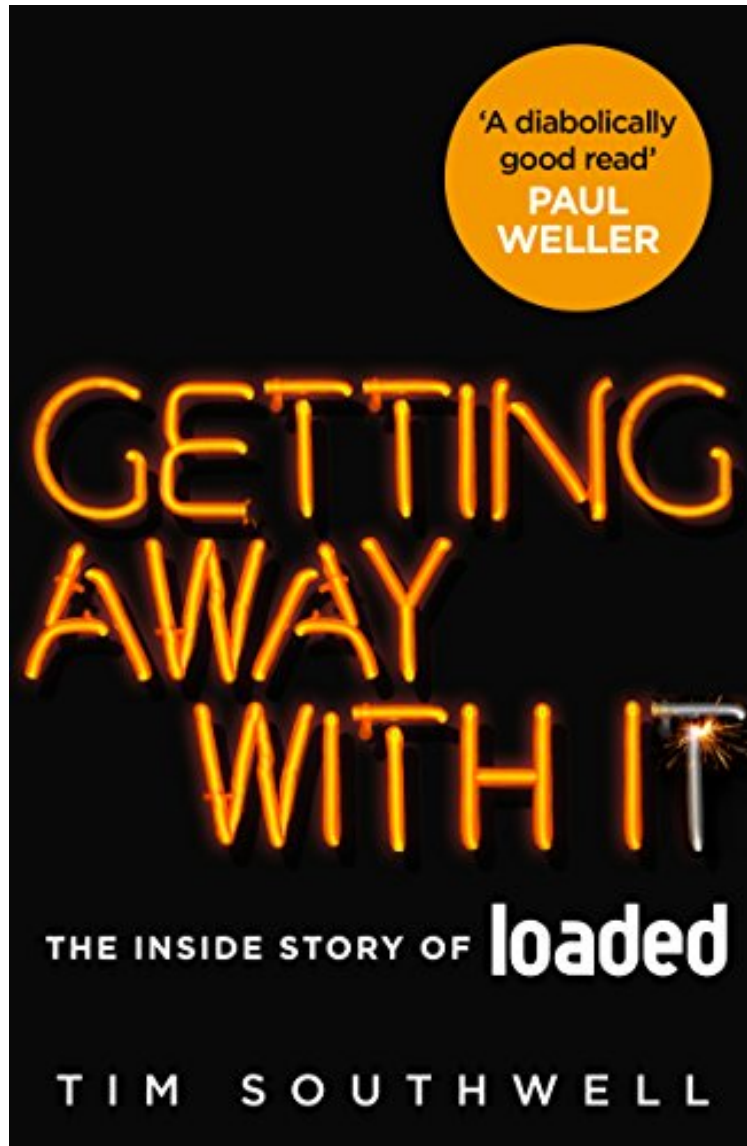


Getting Away With It (Updated Edition): The Inside Story of Loaded

Tim Southwell

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Tim Southwell : Getting Away With It (Updated Edition): The Inside Story of Loaded before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Away With It (Updated Edition): The Inside Story of Loaded:

0 of 0 people found the following review helpful. There is no doubt a great book in the story of the early days of ...By amuse.meThere is no doubt a great book in the story of the early days of loaded magazine.This is not that book.

Thrown together by magazine co-founder Tim Southwell, the tone lurches between bombast, massive self-congratulation, and pure defensiveness. He simply cannot make up his mind. Alternately boasting about sales/circulation/advertising revenue and denying that he gave a damn about those issues and cared only about the quality of the magazine, the book reads as a wannabe 256 page CV for Tim Southwell, genius publishing maverick. Stating: "Like Oasis, we couldn't have cared less what the literati were saying" (the parallels between the editorial staff and pop stars/rock stars/punks are frequently referred to throughout the book), he then sulkily quotes at length negative feedback which he seems to have kept a careful, word-for-word note of, and refutes it- oftentimes directly contradicting himself during the process. He wants to have his cake and eat it- stating that loaded changed the media world forever and stressing how influential it was whilst at the same time denying that it had any negative impact whatsoever, despite the magazine frequently glamorising an unsafe, hedonistic lifestyle in an extremely accessible and charming way. He never credits any other magazines with having inspired them, instead trying to give the impression that it sprung fully-formed from nowhere, 100% fresh and new. Luckily some of the magazines staffers contribute stories and quotes, and they are well worth reading- here you will find something of the appeal of the original publication, and it's reassuring that most of them have clearly thought deeply about the potential influence of their work and address the subject head on. Jon Wilde especially writes as if he has a clear insight into both the content and the process, which is refreshing after the main message of "It was all completely brilliant, amazing, and anyone who said it wasn't just doesn't understand or is jealous or an idiot". Southwell, on the other hand while tossing off the company line that the magazine was not in any way negative in its portrayal of women, cherry-picks as one of his anecdotes a visit to a mixer for older women looking for younger hook-ups and gleefully stresses how ancient and hideous they were, and how comically repellent their advances toward him were. He breathlessly lists his many other exploits and adventures with the magazine without much detail, but opts for this as a favourite story, because it's so funny you see, because they wanted to have sex with him, but they were old and disgusting! This may not illustrate accurately the magazine's attitude in general but it doesn't speak terrifically well for his views- it suggests a staggering lack of self-awareness to include it here. His other favourite story is about how he gets in the way of the surfing competition at Newquay by swimming around in his pants on Ecstasy- for some reason he tells this story twice- once at the beginning and once at the end of the book. Another problem is that it's almost unreadably badly written. The slangy, over-excited babble with which he infused the magazine during his tenure- and which was part of its initial appeal- wears thin very quickly in this format, and then he just comes off as SO unlikeable. Hopefully some future edition of the book will focus more on other contributors and be more richly illustrated than this one, which in its updated version has a handful of snapshots (including two of the author posing with models, and one of him celebrating with a bottle of champagne) and 6 reproductions of covers. So this is a story worth telling, but while it remains incidental to the personal biography of the author, it doesn't get the scope it deserves here.

The story of loaded is one of the most remarkable in British publishing history. When it launched in 1994 the men's magazine market was full of snooty and condescending fashion journals. Irreverent, adventurous and above all funny, loaded hit the newsstands like a publishing hurricane. Things would never be the same again. Tim Southwell and his motley colleagues soon found themselves having the time of their lives. They wrote about whatever they wanted - a heady cocktail of football, going on holiday, girls, getting drunk - a shameless 24 hour celebration of life. By the fifth issue loaded circulation hit the 100,000 mark, making them market leaders. The team were as surprised as everyone else - you could have the best fun ever and be successful! In an intelligent and incisive book, now updated with new material, Tim Southwell traces an incredible story. From the early days of playing golf in the office and fantasising about how great it would be if they really had their own magazine, to the night they won magazine of the year, and finally to the question of whether the dream could last forever...