



“The background

The Alarmist was conceived on a five-a-side football pitch near King's Cross Station, London. They say truth is stranger than fiction; it's more often just far more prosaic.

It's the brainchild of two lads from northern England who, as well as improving their Cruyff turns and goals-to-games ratios, wanted an alternative to intellectual posturing and passive/aggressive tomes about gardening - an unexpected read that you can't really explain to your mates in the pub without them having to read it themselves.

They wanted to convince comedians and other live performers to put their thoughts on paper, with top-drawer visual concepts on every page.

Considering all that, since the launch in summer 2012, it's surprisingly been a case of so far, so good.

The magazine looks beautiful,
and we've aimed to complement written work
by alternative printed form.

Issue One's got poems on balloons
and prose on scratch cards

(we have plenty more ideas up our sleeve for later editions).

We
don't think
there are any
magazines
quite like it.

“Beautifully designed, with
a strong graphic palette
full of energy, it looks very
nice, but is also filled
with excellent and highly
engaging written work”

it's Nice That

“the mission

The Alarmist is committed to..

publishing the best British and international writ-
ing that's out there

pulling the otherwise forgone work of the genius
waifs and strays firmly out of the gutter

..and placing them where they belong, into a
beautifully designed, high-quality, print maga-
zine.

We feel that the printed literary magazine land-
scape has become pretentious and stuffy - the
work, merely a hat-tip to the author in the mirror.
Those that do exist with an emphasis on enter-
taining or pushing boundaries, fail to meet their
goals by virtue of producing unambitious and
poorly designed publications. Contrary to what
you might have seen, good design and good
writing are not mutually exclusive.

The Alarmist is brave but not for the sake of be-
ing brave. The Alarmist is bold but not for the
sake of being bold. But the most important thing:
The Alarmist is fun.

People have forgotten that reading
can be an enjoyable pursuit.
We're here to remind them.

“The editorial is short and
sweet and the design is
great and immediate...This
magazine seems made for
short and powerful...With-
out being hindered by non-
sense, or someone else's
self-indulgent piss”

**Athenaeum
Nieuwcentrum**

“A distinct whiff
of the different...
a modern kind of
modernism, and
a lot of fun”

Rough Trade

“The Alarmist strives to
release only work that
excites. They collect pi-
oneering writing of all
forms and release it in a
beautifully formed bian-
nual edition”

**Annexe
Magazine**



Print Details

Printing Process:
Four colour process
lithographic print

Size:
Varies (first Issue: 210mm x 297mm,
second Issue: 168mm x 240mm)

Cover:
300 gsm (Matt laminated)

Main body:
120 gsm

Binding:
Perfect Bound

Pages:
Varies (generally 96-112 pages)

Publication Dates

Issue 1: August 2012

Issue 2: February 2013

Issue 3: August 2013

Issue 4: February 2014

Issue 5: August 2014

Issue 6: February 2015

Media | Interviews

annexemagazine.wordpress.com {link}

www.itsnicethat.com {link}

duotrope.com {link}

athenaeumnieuwscentrum.blogspot.co.uk {link}

www.creaturemag.com {link}

www.athenaeum.nl {link}

www.thereviewreview.net {link}

Downloadable Sample Copy

(Issue 1)

www.dropbox.com {link}

Editors

Gary W Hartley & Mansour Chow

editors@alarmistmagazine.co.uk
07854830120

@alarmistmag | [facebook.com/Alarmistmag](https://www.facebook.com/Alarmistmag)
www.alarmistmagazine.co.uk

The Alarmist | 1 Otford House
Staple Street | London | SE1 4LS