

Magazine Proposal

Write a proposal for a new monthly print magazine, as if you were going to submit it to a publisher and try to get it funded. Your proposal should include:

Name of magazine

Concept – how is your magazine different from existing magazines? To see examples of magazines in various categories, go to Barnes and Noble or [Amazon's Magazine Subscriptions](#) list.

Readers – demographics and psychographics (may include age group, gender, ethnicity, income level, interests, attitudes, self-image, self-identification, habits etc.)

Other magazines serving this demographic/psychographic (your competition) – your investors will want to know how your magazine is different or better?

Five advertisers who you think would like to reach your readers

Five articles you might include in your premier issue -- These can be the "cover lines" highlighted on the cover -- see Hanson textbook p. 126-130).

Draw (or describe) your proposed cover. What is the cover image? What are the headliner "cover lines" -- see Hanson textbook p. 126-130.

Here's an easy [template to create a cover electronically](#). You can also use Illustrator, InDesign, etc. Post it online and/or bring to class and hand it in.