



Task 1

Pitch an idea for a new, original magazine. This could be either a new women's magazine or a new non-mainstream magazine.

Decide:

- Which publishing company will produce the magazine?
- Who is your specific target audience? (Define by demographic and/ or psychographic factors and/or interests).
- How will you appeal to them?
- What type of content will you include?
- How will your magazine be produced – print and/or digital format?
- What online and social media presence will your magazine have?
- What sort of advertising will your magazine feature?
- What will make your magazine unique?

Task 2

Design a draft front cover for the first issue of your new magazine. Apply knowledge and understanding gained from studying your set historical or contemporary non-mainstream magazine.