

Magazine Launch Plan Judging Sheet

Judges: Please check the appropriate box for each section with 1 as the lowest score and 5 as the highest. Please add comments.

Judging Criteria	1	2	3	4	5	Comments
1. Problem and market need. The pitch was compelling, easy to understand, and focused around a clearly articulated problem or market need.						
2. Solution. The magazine is described completely and concisely and is easy to understand. Features and benefits are clear.						
3. Market. The market is clearly described, sized and characterized, as are the target customer and demographics.						
4. Business model. The pitch shows an understanding of operations – how the company will make money and deliver its product and/or services. The model includes at least two revenue streams.						
5. Competition and sustainable advantage. The pitch demonstrates an understanding of the competition and what this magazine will bring to the market.						
6. Design/Visual Branding. The publication has a distinctive and attractive look that would appeal to the target audience. Prototype and						

<p>other materials (media kit, website, slide deck, app, etc.) carry or build on the brand.</p>						
<p>7. Financial projections. The company has realistic financial projections in terms of circulation strategy, subscription pricing and advertising costs.</p>						
<p>8. Editorial development. The company has a clear editorial mission and has developed unique content or angle that provides a competitive advantage.</p>						
<p>9. Online, Mobile and Social Media Strategies. The team has a clear strategy for using digital technology and engaging audiences online.</p>						
<p>10. Professionalism. The presentation is polished and professional. The team inspires confidence.</p>						