

FINAL PROJECT: Magazine Launch Plan

For the final project your magazine team is required to present your start-up plan for your magazine as follows:

- A 10-minute oral presentation “selling” the magazine to the class (to be presented on 5/1)
- A written presentation in the form of a binder or portfolio (due 5/1) that includes:
 1. **A business plan**, including an operations budget and a five-year financial forecast. Your business plan should also include an executive summary, market analysis and company summary. In addition, you may identify potential investors or members of a dream advisory board. (Business manager and publisher will take primary responsibilities for this)
 2. **An editorial plan** that includes a mission statement, a description of departments and a table of contents for three issues, listing headlines and blurbs for stories. Each team participant should create content for the magazine, which could include an editor’s note, photos, stories, briefs, infographics, etc. (Editor-in-chief)
 3. **A design plan** that includes 3 covers and an 8- to 12-page prototype that shows what the magazine will look like. (Art director)
 4. **A digital strategy** that includes the approach you plan to take with your Web site – paid content or free, web-exclusive content, digital-first, digital-only - - mobile and tablet products, etc. Depending on the digital editor’s technical skills this could take the form of an actual site posted on the web OR printouts of web pages or sketches of what the site or digital products would look like and details about what features they would include (contests, forums, chats, blogs, etc.) (Digital editor)
 5. **A media kit** that includes an advertising rate card and audience profile and a list of target advertisers. (Advertising director)
 6. **A circulation and marketing plan** that includes a subscription direct mailer (a letter or postcard) and strategies for single-copy, subscription and/or controlled circulation as well as Ideas for promotion and marketing, such as potential events, partnerships, contests, etc. (Circulation/marketing director)

You must also write a 1- to 2-page report on your personal contributions to the group, detailing what you brought to the project, how your group worked together and what you got out of this assignment (please be honest in this account).

In addition, each student should submit a portfolio of your personal contributions to the project. This may include:

- ◆ Research reports you've collected or compiled for your group
- ◆ Correspondence with magazine professionals
- ◆ Sketches, sample covers or layouts
- ◆ Your notes or proposals to the group

Roles and Responsibilities

- **Publisher/business manager** (one or two positions): pulls entire package together, leads the budget and business operations, researches costs of production, staff, etc.

Product: Business plan, including budget and 5-year forecast

- **Editor in chief:** directs editorial concept and edits stories for prototype

Product: Mission statement, description of departments, themes, story budget for first three issues, edited stories for prototype

- **Advertising sales director:** develops advertising program, including list of target advertisers

Product: Media kit

- **Art director:** directs design of magazine and related products (website, media kit, digital products)

Product: three covers, prototype

- **Digital editor:** Oversees the digital approach, including use of multimedia, social media, decisions about how much content goes on the website, mobile and tablet products

Product: Website (or plan for website and/or digital products)

- **Audience development/marketing manager (one or two positions):**

Develops a circulation plan, including strategies for single-copy, subscription and/or controlled circulation; develops marketing/promotions plan for the magazine, including events, contests, partnerships, other marketing strategies

Product: Subscription direct mailer and/or press release announcing the launch of the magazine and/or calendar of events

Some of these roles may be combined if you have a small team and some responsibilities may be shared or divvied up differently.

Good luck!!!