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# MAGAZINE LAUNCH!

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## The task

Plan, design and create a 'launch' issue of a new magazine.

## Step by step instructions

- 1 Decide on the **type of magazine** you wish to produce
- 2 Find a **title** for your magazine
- 3 Write a **reader profile** of the type of readers you are aiming to attract
- 4 Now begin thinking about the **content** of your magazine.
- 5 Draw a **flat plan** of your magazine layout
- 6 Decide what sort of **design** you will need to back up your writing
- 7 Share out the articles and begin working on your magazine properly.

A launch is the first ever issue of a new magazine, so you need to work really hard to persuade people to buy your magazine rather than any other, and to keep buying it every week, fortnight or month!

Make sure you follow these carefully!

Remember this should be specialised, and fill a gap in the market if possible.

This should immediately tell people a little of what the magazine is about. Add a catch-phrase if you like, which adds to the information given in the title.

Think carefully about what *sort* of people might be interested in your publication. Ask yourselves how old they are, whether they are boys or girls, men or women, what they do for a living and what they do in their spare time. Remember it is vital that you know who you want to attract *before* you begin writing the magazine, and before you begin selling space to advertisers!

What sort of issues and themes are you going to cover? You will need at least four major features or interviews, so decide on these first and then think about the other contents. Remember to think about the sort of language you will be using to appeal to your reader.

This shows where each section will go and helps you organise your pages.

Think about the overall 'look' of your magazine. Will it be bright and busy? Or maybe more serious? Do you need lots of photographs and pictures or mainly writing on your pages?

Decide who will write each section of the magazine (don't forget the advertising - either use some from other magazines which you think will fit, or you can design your own), and get started! Remember it is a good idea to 'proof - read' each others' work for mistakes before you put them into the final product!