

# Good Life Magazine

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# Editorial Philosophy

- Good Life Magazine targets college students ages 18-24 and gives them the information they need and the hot topics they want to read about.
- Good Life contains articles featuring things such as hot celebrities performing at college campuses, spring break spots, health and fitness and information and tips about safer drinking and safe sex.
- Good Life also provides readers with such things as interview tips, study tips and internship opportunities.

# Business Plan

- Good Life will be profitable because we believe it is a unique type of magazine that appeals to all college students.
- We believe our target interest, college students, will be interested in reading this magazine because they can relate to the topics we cover. It gives them valuable information and is also entertaining.
- Our ad/edit ratio will be 60% ads and 40% editorial content at least in the beginning to make a profit. As the magazine becomes more successful we plan to eventually change the ratio to 40% ads and 60% editorial content.

# Business Plan (Continued..)

- We plan that 50% of our profits will come from advertising in the magazine and 40% will come from subscriptions and 10% from single copy sales.
- We will promote our magazine on college campuses through advertisements and offer a discount for new subscribers.
- Our ancillary products will include dorm bedding, school supplies and apparel featuring college logos.

# Department Titles

- Entertainment
- Love and Sex
- Party
- Health and Fitness
- Study Tips
- Internships and Jobs

# Feature Story

- Each month our magazine will have a feature on different young celebrities performing at colleges that month.
- For example Drake recently performed at WVU and our article on Drake features interviews with students who saw his performance, Drake's upcoming tour dates and an interview with Drake himself. Drake talks about his experiences performing at colleges and his huge success in the hip hop music industry.

# Potential Advertisers



Apple iPod



# Potential Advertisers (Continued..)



# Competitors

- University Link Magazine
- Umagazine
- Our magazine differs from these magazines because we have special features in our magazine that they do not. We feature the celebrities performing at colleges monthly and they do not specialize in specific college performers. Also Umagazine is only an online publication and our magazine is available both online and in print.

# Distribution Approach

- We plan to distribute our magazine on college campuses as well as offer monthly subscriptions and single copy sales.
- We will partner with different colleges and universities to have our magazine distributed free of charge to students on campus.
- Our magazine will also be available through subscriptions and single copy sales if the students graduate or live off campus and are still interested in receiving our publication.

# Price per Issue

- Subscription: \$20/year or \$30/2 years
- Single Copy: \$3.99/issue
- Price per ad: \$80,000/full page color ad

# Publication Schedule

- Our magazine will be published monthly

# Sample Cover

## Good Life

Interview Tips:  
Get the Job

How to Have a  
Safer Sex Life

Fashion  
Under \$40

Avoiding the  
Freshman 15

The Best  
Spring Break Spots

**Drizzy  
Drake**

Prince of Hip Hop

recently performed  
at WVU



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\$3.99