

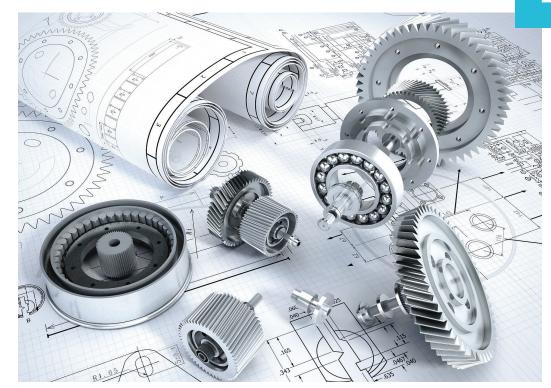
Magazine Business Plan

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Why you need a business plan



- o Tool to help new staff understand the magazine
- o Helps determine whether or not your business will be profitable
- o Can be used to raise funds or attract investors



▶ A good business plan...

- o Should be simple
- o Should be easy to read
- o Should be personal to you



Strategic description

- o State the purpose of your magazine
- o What does it want to do for your readers?
- o What are the magazine's goals and objectives?
- o What are the editorial needs it wants to meet?



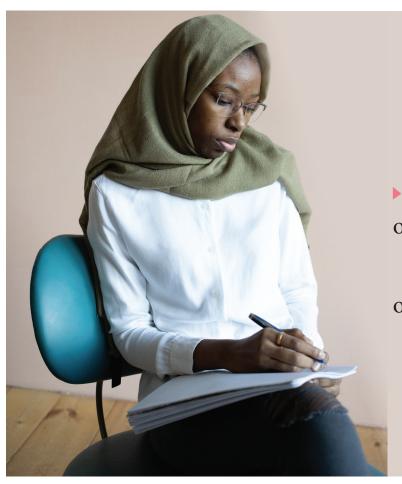
Editorial description

- o Give the magazine's name and logo
- o Why did you pick this name?
- o What does the logo design represent?









▶ Outline editorial objectives

- o Explain how your magazine will accomplish its mission
- o How will the content change readers' lives?

- o Detail the profile of your prospective readers
- o Include demographic information like age, education, etc
- o Write personal information about your ideal reader



- o Why is it important to reach this reader?
- o State the rationale for reaching your ideal reader
- o Describe this reader 5 to 10 years from now



- o State what makes your magazine unique
- o How does it differ from competing publications?
- o Describe each publication, activity, or force that competes for the reader's attention and finances





o Present detailed results of audience research from surveys, focus groups, secondary research, etc





- o Provide an editorial plan that details the content
- o Describe writing style and editorial philosophy
- o Write a purpose statement for every column, section, and department

- o Have a list of proposed article topics
- o Describe all special features you would like to include such as cartoons
- o Include a sample article for each segment

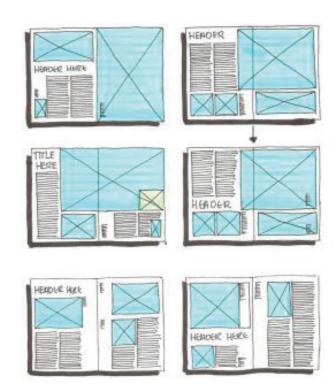


Creative description & format

- o State size, number of pages, binding style, ink colours, frequency
- o Include at least two actual printer bids for a typical issue



- o Describe the magazine's visual look, including graphic style and philosophy
- o Describe and explain the layout grid, colour palette and typography
- o Include sample cover, article and column pages



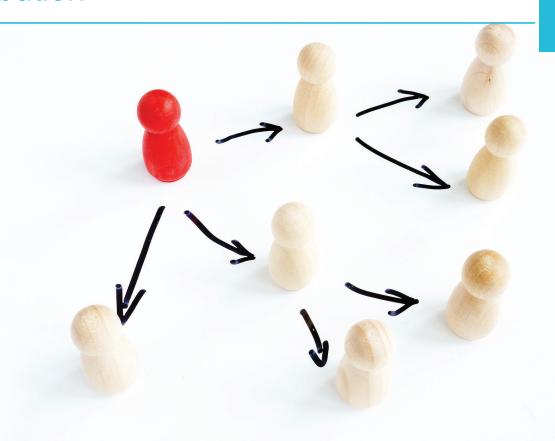
Marketing & promotions



- o Where and how do you plan on marketing your magazine?
- o What promotional vehicles will you use to acquire readers?
- o What vehicles do your competition use to reach readers?

Circulation & distribution

- o How many potential readers do you have?
- o How do you plan to get it into their hands?
- o Will you sell the magazine or give it away?



- o If you'll sell it, what will be cover/subscription price?
- o Will you sell through churches, newsstands or Christian bookstores?

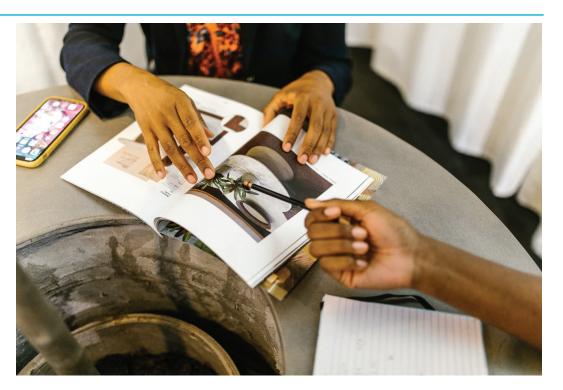


- o How many copies will you produce initially?
- o How do you plan to grow your circulation over the years?
- o How will you manage subscriber records?



Advertising potential

- o Craft an advertising policy
- o State what types of ads you will accept
- o Explain how the ads will serve the readers



- o Decide who will design the ads
- o Will the ads be sold, traded, or published for free?



- o Create an advertiser wish list
- o Explain why your magazine will be a good buy for advertisers



- o State the ratio of advertising to editorial matter
- o Provide an estimate of how many ads and ad sizes you hope to sell per issue for at least one year
- o Create a rate card



Financial plan

- o Provide estimates for the first three years of operation
- o Include costs in four areas: editorial, production, circulation, and advertising



- o Include costs of office space, insurance, utilities, phone calls
- o Add start-up costs, including for test marketing



- o Show where you plan to look for funding
- o Develop a detailed fundraising plan





Summary of profitability

o Outline estimated revenues, costs and operating profits over 3 years



Personnel plan

- o Present names of your management team
- o Give names and titles of your prospective editors and writers
- o Write a separate job description for each staff member





Enjoy and be Blessed

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