

## Summer Homework Checklist:

*The magazine title:*

- Does the magazine title relate to its content?
- Does it communicate to its intended audience? (Is it too obtuse or complicated?)
- Does it sound good when you say it out loud?
- Would it fit on the masthead of a magazine?

If the answer is no to any of the above, as a group, help brainstorm alternative names.

*Genre:*

- Is the genre broad enough to have a subscription base to support it?

If the answer is no, as a group, help brainstorm ways to broaden the genre.

*The reader personas:*

- Is there a range/variety for types of readers?  
(e.g. different ages, gender, race, and/or needs for wanting to read the magazine)
- Is it clear in the reader persona how the magazine would fit into their specific lifestyle?

If the answer is no to any of the above, as a group, help edit the personas to best reflect the potential readership and why that readership would want to subscribe to this magazine.

*The magazine content description. The description of what the reader should expect for content from the magazine, from the curated perspective of the magazine's brand:*

- Is it clear what the content of the magazine will be from issue to issue?
- Is it concise and well written?

If the answer is no to any of the above, as a group, help edit the writing to best reflect the magazines content.

*The brand concept. PRELIMINARY short 4 – 6 word brand concept that distills the message of what the magazine brand will deliver:*

- Does the brand concept tagline clearly express what the reader should expect from the magazine, issue to issue?
- Is it written to feel inspirational/aspirational?

If the answer is no, as a group, help re-draft the brand concept for the magazine.

*Adjectives/ Keywords:*

- Do the adjectives/keywords capture the right tone for this magazine?
- Are the adjectives/keywords varied enough to do justice to the variety of content for this magazine?

If the answer is no to any of the above, as a group, help brainstorm adjectives which would accurately capture what this magazine is trying to achieve through its content.