

**DEVELOP AND PITCH A NEW MAGAZINE IDEA**

*As a group you will need to decide on the following:*

* What is the (sub) genre of your magazine

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* What content will you include? Number of pages? Weekly or monthly? Decide on content: what is realistic in the time given? News? Features? Photo-shoots?
* What is your masthead?
* Who is your target audience? Age, gender, class?
* Style/design. How will you appeal to them?
* What will make your magazine unique – USP?
* Produce a digital mood board (a collection of images) which sums up your target audience/the look – ‘house style’ of your proposed magazine.