Knowing the audience/reader

- Read the letters to the editor - it tells what they like/don’t like/ needs
- Study the masthead/TOC/Departments/Columns/Cover
- Call the marketing department and ask about the demographics of the readers
- Look at the advertising - who are the advertisers targeting?
- Find people that fit the readership and get to know them

Analyze the Magazine/publisher

Study the magazine/catalogue:
- What topics are covered
- What approach is used
- How long are the articles/books
- What special features are used by publisher?
- What is part of the staple diet (i.e. crafts/fashion/food in woman’s magazines or specialty Bibles with Zondervan books)

Read what they publish to get flavor, sense of style, and flow

Study to match:

- Study openings/headers/transitions and endings
  - What type of openings?
    - Question
    - Anecdote
    - Statistics
    - Quote etc.

  - What type of ending:
    - Take away?
    - Humor/anecdote
    - Question?
    - emotional

Magazines most open to freelance:
- New/ restructured/ new editors or owners/ newly expanded/smaller ones
Magazine Analysis

Name of Magazine _________________________________

Number of pages ______

Number of articles _____________ Average article length ______

Written in first person or third? .

Topics covered: _________________________________

Types of ads _________________________________

Products in ads for what earning group/age/ed/type usage _________________

Articles written by editors: _________________________________

Style: serious light inspirational humorous

Format: First or third person? Anecdotal/newsy/humorous ______

Regular departments or columns: _________________________________
written by one person or open to freelance? ______

How short are the short pieces/fillers? How many? What topics? ______

Special features______

Read table of contents: Average # words in titles ______

Do they use subtitles? ______

Do they have a slant? ______

Are they divided by categories?_______

Check out Market Guide listing for the magazine/website/and the guidelines
List any tips offered
List any patterns noted _________________________________
%freelance listed _____________