

## 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 \_\_\_\_\_

any patterns noted \_\_\_\_\_

%freelance listed \_\_\_\_\_