

Rachel Aguiar
Print Media Design
December 5, 2008

Final Project

Before I began this assignment, I did a lot of research about what the magazine industry would look like in 2020. Most of the research I found said the same thing: magazines, as opposed to newspapers and Web sites, would not look that much different than the magazines of today. With this in mind, I decided to focus on what magazine audiences might look like in the year 2020. A study conducted by the Media Management Center found the Reader Usage Measure (RUM) of several different demographics. I used these findings and other information about the future of the magazine industry to plan and execute my magazine.

I believe that in the near future, magazines will move towards becoming more magazine-like. By this I mean focusing of features and long-form writing as opposed to news weeklies. Magazines just can't compete with the Internet when it comes to news-related stories. From this, I decided I wanted to create a monthly magazine. And since women are the largest consumers of magazines by a considerable margin, I decided to create a women's interest magazine geared towards women in their 20s and early 30s. Studies show that by the year 2020, women in this age group will be more tech-savvy and more likely to focus on having a high-paying career. With this in mind, I incorporated more business stories in my magazine than you would generally see today. I also added several health stories, knowing that the obesity crisis will continue to be a huge issue in the coming years, especially for women who don't have time to focus on eating right and exercising. However, I didn't want my magazine to be too serious. I wanted my articles to appeal to career women, but I also wanted my magazine to feel like an escape for them. A place where they can learn things to make their lives easier.

Another factor in my magazine planning process was analyzing the RUM findings for women versus Generation Y women. I assumed that Generation Y women (women who were born between

1970 and 2000) would be the predominant consumers of women's interest magazines in the year 2020. The study ranked the top ten reader experiences that affected the RUM. Both groups had several experiences in common, such as “Feel good when I read it,” “Stories absorb me,” and “Personal timeout.” However, there were a couple experiences unique to the Generation Y women that I tried to incorporate in my magazine. One unique Generation Y experience is “Grabs me visually.” With this knowledge, I tried to add more of a graphic element in my project than is apparent in today's magazines. I used large pictures, graphics, interesting fonts and a layout that would appeal to women who have grown up in the digital age. A good example of this is on the Beauty page. The dominant element by far is an enormous picture of a model from the Carolina Herrera runway show. The photograph focuses on the model's face, which is appropriate since the page is about makeup. On the second half of the page, I broke the text down into easy-to-read chunks for the woman who doesn't have time to read whole blocks of text. I also incorporated a graphic of the MAC face card, which is basically an illustration of where the makeup is supposed to go and what it is supposed to look like. Everything on this page was designed to be easy to read and access but also aesthetically-pleasing.

Another unique experience to Generation Y women is “Build relationships by talking about it, sharing it.” I tried to incorporate this into several elements of my magazine. I chose stories that involved relationships with friends, children and others. Also, I tried to write cover lines that would attract these Generation Y women to read the magazine. For example, instead of writing “How to apply this season's hottest makeup trends,” I wrote “Grab a friend and try out this season's hottest makeup trend.” By doing this, I hoped to motivate readers to share this magazine with others.

Verve, the name of my magazine, means vivaciousness and liveliness—the epitome of my target audience. My audience is made up of vibrant, spirited and independent women who continue to achieve greatness in the world, but need time to relax every once and a while. This magazine is designed to appeal to every facet of the lives of these women. This magazine is designed to make their lives easier and maybe a little bit more enjoyable.