EDITORIAL CONCEPT

1. Editorial Concept

* Magazine Name: *Modern Appeal*

*Modern Appeal* is a classic name for a magazine that is intended to last for generations to come. The content of this magazine appeals to its audience for its “modern” approach on how a woman dresses currently, without spending a fortune. *Modern Appeal* is a durable name and publication because it caters to the young, working woman who wishes to establish her own style, without breaking the bank. *Modern Appeal* will be written from the perspective of the older sister, who is imparting all of her wisdom to her younger sister. Readers will feel that they will have the inside scoop on what is going on in high fashion, celebrity style, and street style, and that *Modern Appeal* is there to tell them what the best choices are to suit their style and how to do it for the best price.

*Modern Appeal* has the potential to last because of its older-sister personality (who isn’t always trying to steal clothes after their cooler, older sister’s closet?) and because of the simple, picture-heavy design. *Modern Appeal* will work like a Pinterest board of inspirational pictures put together according to certain styles so that readers can draw inspiration from the pictures and style suggestions to put their own spin on it. *Modern Appeal’s* logo must be simple yet elegant to remain relevant to the times, but stay true to the modern design of the magazine.

* Mission Statement

*Modern Appeal* is a fashion magazine for women in their early twenties to mid-thirties who are single, working women. *Modern Appeal* is devoted to helping young women discover their own style using designers, couture, celebrities, and street style as inspiration, but putting together outfits they can afford based on their own personal style. *Modern Appeal* the only fashion publication to promote vintage clothing and repurposing as an alternative to big name retailers to improve the planet and create a more unique style.

* Magazine Type and Frequency

*Modern Appeal* is a monthly consumer magazine. *Modern Appeal* is sold on newsstands and through subscriptions. Since it is sold every month, Modern Appeal focuses on style for each season and how to put together outfits in between seasons, using what you already have in your closet. *Modern Appeal* will be sold in supermarkets, for example Kroger and Publix; mass merchandisers like Wal-Mart and Target, and bookstores like Barnes and Noble and Books-A-Million. The price of the magazine will be $3.99 for an individual print copy and $19.99 for a yearlong, print subscription. A digital version will also be available for eBook readers: $1.67 per issue for an annual subscription and $1.99 for a monthly subscription. The magazine will average on 200 pages each month and 75 of those pages will go to advertising. *Modern Appeal* has 12 reoccurring departments with about four columns in each department. There are 3-4 features per issue.

* Editorial Philosophy

*Modern Appeal* is a fashion magazine for women in their early twenties to mid-thirties who are single, working women. Especially for this generation, the time after graduating college to the time when most women are typically getting married is a crucial time for women to discover themselves and their style.

*Modern Appeal* seeks to be that confident, older sister voice that guides her readers to discover their own unique style using designers and couture as inspiration, but putting together outfits that readers can afford. Because most women in this age group are providing their own disposable income, the highly popular obsession over designer labels works against those who can’t afford it. Designers will be used as inspiration instead and buying vintage clothing and repurposing will be promoted to cut down on the wastefulness of big name retailers and improving our planet.

The purpose of *Modern Appeal* to be the source that every woman goes to when they need to know exactly what to wear for every situation they are presented with: office parties, job interviews, first dates, family occasions, vacations, etc., and offering the best, affordable options to achieve those looks. *Modern Appeal* promotes quality clothes that don’t break the bank, but are worth the money because the pieces will last multiple seasons in the style and physical sense.

*Modern Appeal* will have 12 issues a year, and devoted to what the reader can currently wear for the season it highlights. Each issue will start with summaries from the fashion weeks that are happening that month (For women’s wear, the Autumn/Winter shows always start in New York in February and end in Paris in March. Spring/Summer shows start in New York in September and end in Paris in October). Haute Couture will be highlighted the February issue after the shows in Paris. Each issue will have thorough coverage of red carpet fashion and what celebrities are wearing on the street. The beauty sections will show what hair and makeup can compliment the looks you see in the clothing sections, with step-by-step instructions through pictures on how to achieve it. *Modern Appeal* uses simple type that is easy to read and remains largely black-and-white to leave focus on the photos. Any accents, like page numbers and names of columns, will be in a signature red, a passionate color that grabs the attention.

* Departments
  + Table of Contents
    - This department is obviously important because it tells the reader what is in the issue and where it is located. The contents section will be organized into “On the Cover” and “Features” first, and then Departments will be listed in the order that they appear in the magazine. Pictures of the feature stories will be displayed with the appropriate page number.
  + Editor’s Note
    - This section will follow the table of contents and will include the editor’s headshot, signature, a photo of anything that is inspiring them at the moment. The editor’s note should summarize the spirit of the current issue and address the reasons behind the content. It should be quirky and humorous, reflecting the conspiratorial, older sis vibe of the magazine.
  + Behind the Cover
    - This section is very picture-heavy, showing behind-the-scenes of the cover model posing for the photographer. It also includes a short Q&A of the cover model answering slightly silly, random questions, like the Either Or question game, to give the reader a chance to see their personality. A how-to of the cover make-up is included, in addition to clothing credits and a small summary of the day with the cover model and what it was like working with them.
  + Contributors
    - Not every magazine includes this, but as an undergrad, I’ve always appreciated it as a way to define exactly what I want to do after graduating. A small profile on each contributor of each feature article will appear next to their headshot, and a four-question Q&A to get a sense of their personality, including one question about the feature.
  + Mail
    - This section will include letters or emails from the readers. Mostly positive will be posted, but at least one that has a critical note will be included. *Modern Appeal* isn’t a perfect publication so it will reflect that it takes into consideration all opinions on the content and it will show that the staff does listen to all feedback. A box will contact info will be included in the bottom corner.
  + Runway Report
    - This is the first section of the magazine that the reader will see. Since most inspiration for the outfits we publish come from celebrity and runway inspiration, it comes first. This section will highlight anything current regarding designers, launches, and Fashion Weeks. The section will start out with a breakdown of any runways or fashion weeks that have occurred before publishing time. There will be a Designer Spotlight in every issue, where a designer, deceased or current, will have a short biography and analysis of the essence of the brand. Also a designer each month will be asked to guest-write for a column similar to an “Ask Abby,” where readers write in style questions for the designer to answer.
  + Muse
    - This section highlights the current style of celebrities, including actresses, musicians, models, artists, and even stylists. This section is photo-heavy with commentary citing what the celebrities are wearing and what event they are attending. Celebrities will be photographed in a variety of occasions, including benefits, red carpet, awards shows, and on the street. The later part of the section will be devoted to breaking down their style and analyzing it so the reader can understand the methodology behind their style.
  + Your Closet
    - This section shows the reader how they can apply all the inspiration from the previous two sections to their own closet. This section will include recurring articles about choosing the most seen pieces from the runway and celebrity style and showing how to put them with other pieces to make it a unique style. “The Perfect…” column will help you find the perfect on-trend piece to suit your style (ex. The Perfect Moto Boot, The Perfect Leather Jacket, etc.). “Eternal Style” will take an iconic look from any style icon and break down the pieces of the look to make it modern. “For the Week” is a segment that puts together a week of outfits with various occasions to dress for that change monthly. Finally, “Versatile Style” is where we pick one statement piece, like a coat or pair of jeans, and style it multiple ways.
  + Beauty
    - This section shows what hair and makeup that the reader can use to compliment the style that they see from the other sections. The beauty section will start out with a one-page highlight on the most of-the-moment beauty look (ex. crown braids, smoky eyes, burgundy lips). This section will included DIY how-tos on how to make your own facials according to what treatment is best suited for you age using ingredients you have in your kitchen. This section will use inspiration from celebrity and runway to create lists on how to achieve iconic and current looks to work with the outfits you put together.
  + Health
    - Health is something that needs to be a taken as seriously as fashion. If you want to look your best in clothes, you need to be fit and at your best, so you can feel your best. This section will start out with summaries of current health studies that are relevant or would affect the readership. The end of the section will show the latest in gym fashion and how to look your best at the gym. The magazine will highlight the best new workouts and review gyms in the most popular cities so that the reader can find something active that suits them.
  + Features
    - This section obviously will change every issue, but there should be at least four every issue. This section will be the last one in the magazine and include our most in-depth, longer articles. The first one will be the profile story on the cover model with a multiple-page photo spread. These articles will be more word-heavy and will have more artsy, avant-garde photos.
  + The Last Word
    - A celebrity or designer will be asked to answer a Q&A that is themed to the season (ex. August issue can discuss vacation locations and how they would dress for it, or December issue can discuss favorite holiday memories).
* Feature Story Ideas (3 issues)

October Issue

* 12 Investment Pieces You Can Wear Forever
  + October is usually a huge shopping issue because it is just starting to feel like autumn outside. When the reader is buying for the fall, they can read up on what classic key pieces they can buy that will last them multiple seasons. The pieces will be chosen based on style icons that made the piece popular and then indispensible
* Best Beauty Buys: Lust or Must?
  + All the best makeup choices to compliment new fall trends compiled into one list. But for each new trend, should you go pricy or bargain? This article will break down which looks you should spend the cash or go cheap.
* Rock the Runway
  + Grunge is taking over the runway this season and this article will help the reader to incorporate the trend into their wardrobe. Whether it is just a touch with a studded accessory or all-out, complete with messy hair and motorcycle boots, *Modern Appeal* will instruct the best way to wear this trend with photos from the runway and celebrities who have adapted it the best.
* All Black Everything
  + Showcases sharply tailored pieces in fashion’s most iconic color: black. This article will draw inspiration from style icons that famously wore all black (ex. Audrey Hepburn, Joan Jett) and revamping iconic styles, like the LBD, to a fresher look.

November Issue

* Wake Up Your Wardrobe
  + It’s middle of the fall season and most readers are looking for ways to vamp up their closet with what they already have before Christmas season arrives. *Modern Appeal* suggests layering with pieces that are from spring and fall seasons to punch up outfits with color and patterns, but is still warm and weather-appropriate.
* Find Your Celebrity Style Icon
  + Celebrities each have their own look that defines their style, but their inspiration had to come from somewhere. *Modern Appeal* will pick three celebrities that embody three completely different styles (ex. Sienna Miller, Diane Kruger, Rihanna), label the style (bohemian rocker, posh, edgy), and use tons of pictures, like a Pinterest board, with a list of their most worn pieces.
* Get Out of Your Workout Rut
  + Not every woman is built the same and not every woman burns fat the same way either. *Modern Appeal* lays out the best workout options to maximize your workout time based on your body type. Each body type will have a workout, a diet plan, and best workout gear to compliment your type.
* Best Vintage Shopping
  + Vintage shopping has a reputation of being a confusing ordeal. You have to know what is authentic and whether or not the quality is still high enough to buy. *Modern Appeal* will have a shopping guide outlining the best ways to determine quality and worth, including online.

December Issue

* How To Wear Winter White
  + The Labor Day rule of no white after September is thrown out on its head this season. Winter white is making a comeback in heavier fabrics, like wool, felt, knit, and fur.
* Keep Off Holiday Weight Gain
  + Holiday parties and family get-togethers take away time from the gym. Check out this article for quick, twenty-minute workouts that target all the main points on the body that are quickly affected by holiday overeating. A list of preventative dieting measures to keep you from overeating coincides with the workout.
* 3 Holidays, 3 Ways
  + Three holiday situations: office party, family dinner, and New Year’s Eve with two fresh outfits apiece and a makeup look for each situation. The article will start out with a bag of essentials, clothing and makeup that can work for every outfit, and the rest of the article shows how to incorporate each piece and what to supplement it with.
* The Holiday Shopping Black Book
  + A multi-list, picture heavy article that show the best shopping ideas and where to find them. The first lists will be based on who you are buying for (ex. parents, children, best friend, significant other) and where the best stores are to buy them (Buying Guide), including online.
* Cover Design
  + My very first cover will be very simple because I want the focus to be on the logo and the cover model. The first year of covers will be headshots to keep the background simple, and then the following year, the covers can progress to full body shots to focus on the clothes. I want to build the magazines reputation first by putting actresses, designers, and prominent women on the cover who the reader can relate to, ideally those who are 22 to 35-years-old. The reader who sees this cover will see someone who is their age with great style that they would be interested in. The cover photo should be raw and attention grabbing: a picture that catches your eye and you can’t look away. The magazine logo is made in 62pt Baskerville Old Face in regular type. I adjusted the title’s vertical scale to 300% so that it would take up the three inches along the top that the reader is most likely to see on the newsstand. I adjusted the kerning up a little so that the letters are more spread apart and the title was more readable. The coverlines are adjusted to the left side of the page so that they are viewed on the most visible three inches of the left side. The most important coverline is placed center underneath the cover photo and is almost as big as the title. It is skewed about 18” so that it’s differentiated from the title, but one word so that it ties in with the simplicity of the cover photo. All the other coverlines are in Baskerville because the serifs on this font were less exaggerated than the title font, so that it was easier to read and better suited for smaller text.
* Table of Contents
  + The table of contents is set toward the front of the magazine so the reader knows where certain articles are. The cover stories and the feature stories are listed first with a picture of the cover model on the right hand side of the page, so that it flows with the page number listing. Page numbers are in red and semi-bold for the seasonal Christmas feeling and so that they stand out from the text. The second page shows the picture of another feature story, with all the departments listed in order that they appear in the magazine. The last page will show another photo of a feature story and list the rest of the departments, including Editor’s Note, the last best page, and those that occur every issue but don’t into any of the other sections. The table of contents is very simple with one big feature photo on every page, and maybe or two little photos representing smaller articles.
* Visual Content
  + Visual content is very important to the success of *Modern Appeal.* Because the magazine works primarily as a published Pinterest board of our best ideas, photos are the best tools we have to get our ideas across. Since word content is going to be minimal, our teams are mostly of editors and photographers, with freelance writers brought in for the word-heavy articles. Pictures of celebrities at parties and awards shows will be taken by *Modern Appeal* and be used for inspiration boards. All feature article pictures will be shot by our staff and styled by our staff. All other photos used will be credited in the back of the magazine. For the Runway Report, Your Closet, and Muse, most photos will be snapshots, except for the ones we take ourselves, especially of the clothes we put together ourselves. All of the feature photos will be portrait and taken by us.
* Social Media
  + Content will coincide with what our audience wants to see. There will be tips on how to cut down time on getting ready in the morning, how to be fit in a busy lifestyle, financial advice for shopping, how to stay calm in a busy world, etc. This content will resonate with the reader because it is relevant to them and it will be provided in a quickly consumed way so that they can read it on the way to work or the gym. News is instantaneous now, and *Modern Appeal* will work to provide the best content in quickly readable increments for our readers, who are very much in the digital generation. *Modern Appeal’s* policy is that the language remains classy, but witty so that the reader will feel like *Modern Appeal* understands their daily struggles but can show them the best way to navigate them.
* Website
  + Our website will coincide how the magazine is laid out so the content will be easy to find. Our logo will be up at the top of the page with a consistently changing photo gallery of five top feature stories running underneath it. There will be tabs with the names of the departments next to the logo: Fashion, Celebrity, Shopping, Beauty, and Health. Once you click on the tabs, each tab will have various links available that breaks down the subject into different sections. For example, Beauty will be broken down into Hair, Makeup, Galleries, How-To’s, Awards Show Beauty, Holiday Makeup, The Beauty Black Book, etc. There will be a search bar for the viewers to narrow their search. Right under the rotating picture gallery will be the latest in news in fashion, beauty, celebrity, and health. If it is an article in the magazine it will have a little symbol in the corner, denoting that it’s from a certain issue. The website will also have video components that can also be incorporated into the tablet version of the magazine. There will be video how-to’s with celebrity stylists and behind-the-scenes interviews with the cover models.