Target Audience

*Stamina* is a magazine for the full-time female college student, ages 18 to 24, who finds it hard to make working out and eating healthy a priority. She’s busy, perhaps taking a full class load or working a part-time job. She has a hard time getting motivated to work out and has a hard time making healthy additions to her diet.

Purpose

The purpose of this magazine is to give college-aged women simple ways to be fit and be healthy while still balances classes and a job (possibly). It’s about creating a healthy, active lifestyle while trying to succeed in school and providing ways to retain that lifestyle that will still apply when graduation has come and gone. It’s about forming an identity.

Name

I chose the name *Stamina* for the magazine because the purpose is to provide women with ways to balance their lives - ways to keep going without stressing or becoming uncomfortable. It’s about being fit and being healthy - things that help women live long and prosperous lives. These things give women stamina to keep moving through each day.

Content Decisions

The stories included in the magazine reflect needs and desires of college-aged women who want to be fit and become healthy. They want healthy recipes that are cheap and quick. These women want quick and simple workouts they can do at home or at the gym. Women want simple ways to create healthy eating habits, like drinking water regularly or seeing a doctor on a regular basis.

Design Style

I chose a more modern design style for this magazine. I did not want anything too far out there because most women’s magazines in the market already are designed in a more modern style. The style is neat, clean and organized - easy to understand and follow. That’s exactly what I was looking for, particularly for an audience struggling for time.

Photo Selection

I tried to follow the same types of photos that appear in women’s health and fitness magazines today, but I wanted this magazine to look a little younger. These women are happy and active in the photos. For the feature story, I chose action shots so it looked like Danielle was dancing through the pages.

What I Would Change

I think I would have targeted this magazine to a different market because college students are so difficult to reach. I would also take more time on my feature story and developing that - plus, I would take more photos.