An Honors Thesis (HONRS 499)

by

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Abstract

With the media industry experiencing the blunt of financial cutbacks in the business world, one possibility to avoid cutting costs without sacrificing content or creativity is to create a magazine that is physically smaller in size. We researched the marketability of a small form magazine after our initial showcase of Indetial magazine and found there is at least an interest in the realm of print media for such a product. Journalism students and professors felt the smaller size did not deter from the average magazine reader experience. While the insight of those involved in the media industry was beneficial in developing our initial marketing research and strategy, we would like to test the appeal of such a product to members of the publication’s target audience: Indy dwellers ages 18 to 34 who have as much of an interest in technology and style as they do in local arts and culture. Our goal is to create a marketing strategy to persuade potential publishers that the portability and accessibility of our print and Web products are beneficial and cohesive with the on-the-go lifestyle of readers.
Acknowledgements

We would like to thank Pam Leidig-Farmen for advising us through this project and for her expertise in magazine design for our original indetail "Coffee" issue.

We would also like to thank the following for their advice and insight into the magazine publishing industry: Dr. David Sumner, magazine sequence coordinator at Ball State University; Rebecca Berfanger, adjunct professor of magazine management at Ball State University and staff writer for Indiana Lawyer, who provided us with her Northwestern University graduate magazine prospectus project as an example for our own; Jim Poyser, managing editor at NUVO Newsweekly; David Zivan, editor of Indianapolis Monthly; Lou Harry, arts and entertainment editor for the Indianapolis Business Journal and former editor of Indy Men’s magazine; Bill Connolly, publisher of Fort Wayne Business Journal.

For the marketing research section and for interviews for our original magazine, we would like to thank the Indianapolis coffeehouse patrons who took time out of their day to answer a few journalistic questions for us, as well as all the coffeeshop owners who agreed to help us with our project: B.J. Davis and Andy Gillman, owner and barista at Bjava Coffee; Moises Molina, former co-owner of The Abbey Coffeehouse; Richard Lobdell, owner of Mo’Joe Coffeehouse; William Powell, owner of Monon Coffee Company; Mike Concannon, owner of Concannon’s Bakery in Muncie; Marcie Hubbard, co-owner of Hubbard and Cravens Coffee and Tea; Kate Lamont, founder of Earth House Collective.

For projected printing costs and estimates we would also like to thank Bev Gerber and the production services staff at EP Graphics in Berne, Ind.

Derek Wilson also provided us with some great insight into the financial side of the business, helping us develop realistic numbers for our projected income statement. Aly Brumback also was a big help with copy editing the final document.

For our original project, we would also like to thank the photographers who made our print product look so visually appealing: Cassandra Adamson, Ellen Gilmer and Sam Householder.

We would also like to thank Andrea Zeek for providing us with countless hours of moral support, helping us with the initial conception of our print product and coming up the name of our publication.
Author's Statement

When Amanda Junk and I finished our magazine, indetail, for a design class the spring semester of 2009, we knew we wanted to work more to develop the magazine further. We're a two-man team, but we work as one. For the original magazine, we collaborated on nearly every facet of the project. While we did work hand-in-hand on everything, as a reflection of our majors (mine, journalism-graphics, Amanda's magazine editorial), I did more of the visual work while Amanda did more of the writing.

For the original project Amanda and I both designed and developed the style for the magazine. We both spent a lot of time together going to Indianapolis to interview sources for department pages and features. Amanda wrote a majority of the editorial content for the magazine while I designed a majority of the pages. I designed pages like the cover, main features and half of the department pages. I also contributed some to the content by writing one of the main features and a few of the department pages.

The work for this thesis, our marketing and business prospectus, mirrors the magazine in that we split a lot of design and written content for it as well. We developed all of the plans and marketing ideas in the prospectus as a team. Amanda and I also worked together on designing and creating a newsstand model. But specifically, I designed the way the prospectus would look, and wrote the Design, Marketing Strategy, Financial Advantage and Advertising Competitive Advantage sections. I also created a site map and designed the home page for our magazine’s potential website and designed a new cover of the magazine for what would be another potential issue for the prospectus. Prior to writing the prospectus I met with a business major to come up with realistic numbers for the financial portion and I helped Amanda in conducting interviews with magazine industry experts and publishers as well as potential readers in order to develop a realistic plan for the magazine. I also contacted printers in the Indianapolis area for quotes for printing the hypothetical magazine.

Now that we have completed a business and marketing prospectus, Amanda and I are not sure what the future holds for indetail. We would need to do more research and get specific numbers for the financial side of it, but marketing wise, we believe with this thesis we have developed an achievable, advantageous plan.
From our coffee table to yours.

MAGAZINE

MEDIA GUIDE AND MARKETING PLAN
BALL STATE UNIVERSITY
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TOP THREE REASONS TO INVEST IN indetail

- indetail is a thematic cultural experience that hones in on the on-the-go lifestyle of its targeted demographic.

- indetail creates a community of readers through an online "coffeehouse" social network.

- indetail presents a unique marketing opportunity and distribution model.
EXECUTIVE SUMMARY

**indetail** is a new class of magazine developed around the expanding local coffeehouse lifestyle community and growing café cultural scene in Indianapolis. Our tagline — “From our coffee table to yours” — hones in on our goal as a publication: to serve as a monthly thematic coffee table guide to all things pertaining to the city’s buzzing café scene.

Our purpose is to make that thematic cultural experience as accessible as possible for our audience. Creative, musical, organic, wired: Readers turn to **indetail** for quick-hitting recommendations and short yet substantive stories both in print and online to get the most culturally out of each issue’s featured theme.

Coffeehouses have a built-in audience of regulars coming from all walks of life to sit down to enjoy a cup in the coveted “third place” away from home and work. Whether it’s twists on the beverage itself, songs from coffeehouse musicians or coffee talk about local arts and culture, our design and content takes a down-to-earth, relatable approach and is full of bite-sized feature articles, personality profiles, news and reviews unlike other alternative arts and culture publications in the area.

**AUDIENCE**

Our content appeals to alternative, tech-saavy Indianapolis locals, both men and women ages 18 to 34 with a slight lean toward our feminine readers. The publication’s on-the-go, pocket-sized availability attracts our ideal reader — someone who has as much of an interest in technology and style as she does in local arts and culture. She also fits into an underserved market of those who are too busy for long-winded mainstream content and aren’t attracted as much to fringe publications.

: indy café culture

The coveted “third place” — where you come to relax and socialize:

- There are 262 coffeehouses in the Indianapolis area.
- Mo'Joe Coffee House on Michigan Street downtown estimates daily foot traffic to be nearly 300 unique patrons.
EXECUTIVE SUMMARY CONT.

: CONCEPT
*indetail* takes a bite-size approach to storytelling and uses its smaller than average print format and online presence to its advantage to share quick, accessible content best suitable for an engaged, intelligent and on-the-go Indy dweller.

To foster the instant gratification needs of our audience, interactive quizzes and videos as well as opportunities for user-generated content in the form of book, music and art reviews will make content more relatable and relevant to readers. Shorter print stories based around a specific theme each month put a new spin on the usual local arts and culture coverage, giving our readers a reason to return to the site on a regular basis as well as to pick up the freely distributed coffee table “glossy” that they’ll come to expect as a source for fresh takes on mainstream topics without straying too far from what matters to them most.

: FINANCIAL ADVANTAGE
*indetail*’s financial advantage centers around its target demographic: men and women ages 18 to 34 who have as much interest in technology and style as they do in discovering the local coffee culture scene. This particular age group takes pride in discovering innovative products and tidbits of knowledge about a wide variety of cultural topics and sharing that information with friends.

*indetail* will appear monthly on newsstands in Indianapolis coffeeshops as a free distribution publication with an initial circulation rate base of 30,000 each month for its first year of publication.

"Print magazines will likely remain for generations to come. The portability, affordability and accessibility of a print magazine cannot be replaced by any digital mobile device."

"A magazine also may in fact become a respite, a retreat; a place to be yourself, be inspired, aspire to be; and give you creative ideas about your home, your clothing, your life."

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MARKET OPPORTUNITY

Researchers identified three trends which suggest an underserved market for a magazine that offers technological convenience, cultural substance and instant gratification.

**TECHNOLOGICAL CONVENIENCE**
- Millennials expect the speed, convenience, flexibility and power provided by digital services and resources.
- Members of our target audience excel at juggling several tasks at once since this an efficient, practical use of their time.
- Millennials mostly enjoy interactive full-motion multimedia, color images and audio although they can use any media — even text.³

**CULTURAL SUBSTANCE**
- According to Richard T. Sweeney, Millennials respect intelligence and education; “it is cool to be smart.”
- “There is a huge resurgence of interest in the arts, so concerts, gathering points and fan cultures ... become church for a lot of young people of today.”⁴

**DEMAND FOR INSTANT GRATIFICATION**
- Visual Motor Ecstasy: “The tendency for young people to consider boring any cultural accoutrement that fails to provide instant gratification, a phenomenon brought on by the consumer-friendly, interactive format of the Internet and the heightened pace of American life.” (term coined by UNC Professor Mel Levine)⁶
- Millennials want to “time and place shift” their services — to have them where and when they are ready. They want more granularity in services so they can be interrupted and finish when they are ready without any loss of productivity.⁷

The Millennials include approximately 80 million individuals born between 1982 and 2001 in the U.S. alone. The millennial generation outnumbers Baby Boomers today, and its ranks will continue to grow in influence as the majority of Millennials reach adulthood in the next decade.⁵
MARKET OPPORTUNITY CONT.

: PROSPECTIVE READERS
Interviews with some of Indy's regular coffeehouse dwellers conducted by indetail's research department confirmed our initial premise that members of our target audience would be interested in a monthly thematic coffee culture publication presented in a smaller format. They also saw the value in an online "coffeehouse" to share music, art and up-to-date news about upcoming events of interest to them.

Hayley
Age: 22
Average visits to coffeehouses a week: 5
Where we found her: Monon Coffee Company

"I usually like to read about the local art and music scenes and subscribe to magazines that focus around nature and yoga. I always have trouble finding out about concerts and art shows at smaller venues unless it's through word of mouth."

Amy
Age: 27
Average visits to coffeehouses a week: 1
Where we found her: Mo'Joe Coffee House

"I like reading about cooking and how to make things — magazines that aren't 85 percent ads. I like fewer words that are easy to read that don't turn my brain off when I first open it. I subscribe to e-newsletters to get the most up-to-date coupons, event information and must-try's. NUVO is hard to read and navigate. Metromix isn't local enough."

"Generations, like people, have personalities, and Millennials — the American teens and twenty-somethings currently making the passage into adulthood — have begun to forge theirs: confident, self-expressive, liberal, upbeat and receptive to new ideas and ways of living."
MARKET OPPORTUNITY CONT.

Juan
Age: 23
Average visits to coffeehouses a week: 1-2
Where we found him: Mo'Joe Coffee House

"I like learning 'tidbit' facts, and find out about events by either word of mouth or through NUVO. It does an OK job, but could be better. Because I'm a med school student, my main topics of interest are health and myth busters, but I also like reading random music reviews, food and discovering indie movies."

Our interviews show that educated young adults are interested in "pocket-sized" tidbits of information based on specific topics just as much as they are curious about what's going on in the local music and art scenes.

: 18- to 28-year-olds:
- Have a median household income of $58,620 (2008 $)
- 32 percent live in a central city; 54 percent live in the suburbs
- 62 percent are civilian employed
- 60 percent of females have at least some college education
- 49 percent of males have at least some college education
WINNING CONCEPT

: EDITORIAL
Each month indetail takes into consideration its target audience's interests and preferences — everything from local arts and cultural news and "pocket-sized," thematic tidbits of information to what's happening in town.

: MISSION
As mentioned above, our purpose is to make our thematic cultural experience as accessible as possible for our audience. Unlike other alternative arts and culture publications in the area, our content takes a down-to-earth, relatable approach and is full of feature articles, personality profiles, news and reviews and bite-sized tidbits of information based around each month's theme.

: UNIQUE EDITORIAL PROPOSITION
indetail's thematic approach to each issue condenses information of relevance and interest to its readers into a pocket-sized print product that can easily fit in with their on-the-go lifestyle. Even if they don't finish reading an entire issue at the coffeeshop, readers can throw it into their bags and finish it at home at their leisure with their feet kicked up on the coffeetable.

: topics of interest
▷ arts
▷ culture
▷ "pocket-sized," thematic tidbits of information
▷ what's happening in town

: possible themes
▷ creativity
▷ movement
▷ music
▷ rainy day
DEPARTMENTS AND SAMPLE FEATURES

indeeital's departments entertain and relate to its readers. We provide bite-sized bits of information in a highly accessible writing style for our on-the-go demographic.

: FRONT OF BOOK
Circle Talk
The first editorial piece following the table of contents, this section gives a voice to readers within our target demographic. “Circle Talk” lets readers have the opportunity to share their story in 50 words or less that relates to the issue's theme.

Legit or Bullshit
This section either dispels or confirms common myths related to the issue’s theme. Information from experts offers quick insights into factoids that members of our curious audience might not have even thought they were wondering about.

Expert
A profile of a local expert who's mastered a craft that relates to the issue's most current theme, this department focuses on what our readers want to know about those “in the know” about an off-the-wall profession. Experts also offer a tutorial on a skill they've picked up along the way of learning their trade.

Where to go
Each issue we choose quirky places that somehow correlate to our cultural theme for that issue, including one place “worth the trip,” which might not be in Indy but is pretty close and we think is worth driving to see.

HIGHLY CAFFEINATED
Legit or BS? Three cups of daily joe helps boost memory

That's right! In November 2005, Austrian researchers confirmed that caffeine could temporarily sharpen your focus and memory. Now a new study published in the August 7, 2007 issue of Neurology, the medical journal of the American Academy of Neurology, found the effects of coffee might be longer lasting — specifically in women. At the end of this four-year study researchers found that women age 65 and older who drank more than three cups of coffee per day had 33 percent less decline in memory over time than women who drank one cup or less of coffee or tea per day. And it's important to point out that this study found no protective effect for true dementia or Alzheimer's disease.
—Joy Bauer, M.S., Yahoo Health

See appendix for full-size page
DEPARTMENTS AND SAMPLE FEATURES CONT.

: BACK OF BOOK

Style
This primarily photo-driven department is dedicated to the style-conscious indetail reader, with a focus on the latest trends that would be of most interest to our on-the-go demographic. Our “Style” section bears in mind the desire for our readers to express their individuality and features quirky yet practical and inexpensive accessories and items that correlate with each issue’s theme.

Interwebz
We understand the gadget cravings of our tech savvy readers, so we satisfy their interest with a quick-hitting tidbit about the latest online applications and websites and assess them for their cultural value and relevance to each issue’s theme.

Text and Tunes
We can’t think of two things that go better with coffee than reading and music, so we offer up our favorite reads and songs that tie in with the month’s theme. We also try to keep an emphasis on supporting local artists and aspiring musicians with short reviews of their latest works.

Breakin’ it Down
Our monthly graphic “how-to” department, “Breakin’ it Down” takes a “doable” facet of our theme and illustrates how it’s done, whether that is how to order the perfect coffee blend (“Coffee” issue) or how to make a rain barrel (“Rainy Day” issue).
SAMPLE FEATURES — THE “COFFEE” ISSUE

Global exchange

We sat down with local coffee roasters who travel the world to find bonds between the coffee they stock and the farmers who grow it. One roaster, Marcie Cravens, co-owner of Hubbard & Cravens, took a trip to Costa Rica to find the best fair-trade beans for the company she owns with her husband and established a close relationship with a South American farming family, which she returns to visit annually.

Sidebars: What is the difference between fair and directly traded coffee? What are some of the things Hubbards & Cravens is looking for in terms of taste?

From the grounds up

A quick close-up of the underground coffee movement slowly brewing in Indianapolis. We shadow Kate Lamont for a day to see what goes on behind-the-scenes in operating the Earth House Collective — the state’s only 100 percent organic and fair trade coffee shop. An informal coffee-and-tea hangout with a passion for promoting social justice, Earth House also is a friend of the environment and the local arts and music scene by sponsoring indie music festivals and a book exchange.

Sidebar: How to join the Earth House Collective; What does organic mean?

Starbucks Coffee: Buck off

While business owners large and small lay off workers in a bid to survive the worst recession in decades, many small cafés are enjoying double-digit profits. In response, some independent coffee shop owners work overtime to overcome the Starbucks stereotype, metaphorically flipping a middle finger at the corporate chain.
DESIGN

indetail's design style reflects its on-the-go, youthful reader. The post-modern minimalistic style is designed to be earthy, polished, eclectic, urban and contemporary — targeting our coffeeshop urbanites. The bite-sized storytelling is great for our on-the-go readers and the small format combined with the clean, unique design style makes this magazine a novelty. indetail looks great on tables in the city coffeehouses and even better as a guest read on our readers' coffee table at home.

EXECUTION: COVER, COLORS, FONTS

indetail breaks it down for readers. Articles are short and easy to read, and every page is layered with sidebar information, pulled quotes or graphics. The design is 70 percent photos, 30 percent text to cater to our on-the-move "browsing" audience. The coffeeshop audience ranges drastically; they are either on the go or sitting at a table for hours. With indetail, readers have the option of glancing through for quick tidbits of information by glancing through or spending 40 minutes reading every inch. The content in every issue is to the point, but if a reader has time to kill, there is plenty of information to sift through.

Cover

Since it is newsstand based, indetail's cover is very important. The cover will catch reader's attention through an attractive photo or illustration depicting that month's theme. indetail's covers are often more like creative and playful package designs. The indetail nameplate often takes the shape of the month's theme, similar to Google's search homepage logo.

See appendix for full-size cover
Colors
indetail uses a variety of bright, youthful shades of lime green, turquoise, orange, tan and fuschia. Each department is represented by a color, and the edges of each page are color-coded to correlate with each department. Color is also used to highlight and accent information; it is used to saturate but not overpower the content.

Fonts
The fonts in indetail are all contemporary to match the post-modern style of the magazine. Weights of Gill Sans are used for department page deadlines. Weights of Helvetica Neue (TT) are used for body copy to allow for readable type on such small pages. And lastly, Grandesign Neue Serif, with its contrasting slab serif, is sprinkled throughout to accent sidebar information and to add visual texture to the pages.

: PRODUCTION
indetail's pages are of nice quality, but also economically friendly to accommodate the free distribution. We chose a 50-pound, No. 3 matte, shine-coated text cover and a 32-pound, No. 5 matte, shine-coated stock for our body pages. A saddle-stitch binding secures the magazine.

indetail is printed in four colors on a web-offset press. indetail will average 64 pages plus a four-page cover each month. Our pocket-sized trim size of 4.25" x 5.5" makes our magazine an easy to-go item for our readers to carry home and read wherever.
INDETAILMAG.COM

indetailmag.com will serve as a revenue driver, marketing vehicle and reader community, drawing in Indy's regular coffeehouse dwellers and keeping them engaged with updated content and forums to highlight their musical and artistic interests.

: REVENUE DRIVER
One of the main functions of the website will be generating revenue through exclusive sponsorship agreements.

Pre-launch Site
Three months prior to the first print issue, a pre-launch site will be constructed to generate early buzz for the free-distribution print product. On the site will be an editor's blog, media kit and a "indetail: coming soon" countdown. The full-content version of the website will launch with the first print edition.

Exclusive Sponsorships
In addition to traditional banner ads, indetail will offer exclusive sponsorships of e-newsletters and Web sections as added value incentives for print advertisers.

: MARKETING VEHICLE
Another of indetailmag.com's primary purposes will be to gain valuable demographic information from our target audience as well as to generate interest in the brand at Indianapolis coffeeshops.

Link Exchange
Sharing links with advertisers will serve as the primary source of unique visitors when the site first launches.

: 5 effective delivery systems for readers:
Publishers must always ensure their:

➤ Website is always current for people visiting via a computer.
➤ Mobile website is automatically updated for people visiting via an iPhone, iPad, etc.
➤ Latest content is automatically fed into their RSS feed, which then automatically updates anyone who is subscribed to it with their RSS reader.
➤ Twitter feed and Facebook status are automatically updated with the latest content
➤ E-mail alerts are sent out with the latest content pointing people back to the site.8
INDETAILMAG.COM CONT.

User Information
Users will be encouraged to provide demographic information in order to view full articles. The information gathered from this practice can be shown to advertisers to validate the demographics of our target audience.

Viral Marketing
"E-mail a friend" links will be included for exclusive content to build positive buzz and attract new users.

: READER COMMUNITY
Repurposed Content
Weekly updated sections will contain at least one department and will attract visitors through ad content and interactive special features.

Web-only Content
Additional content will be created to complement stories in the print edition as well as to foster an online coffeehouse community. Examples include:
- Contest listings and event calendars
- User and editor blogs
- Articles, videos, interactives: News/Reviews/How-to's
- Artist gallery
- Open mic (Music gallery)

: ONLINE USAGE OF YOUNG ADULTS
According to a Pew Research Center study, 18- to 34-year-olds:
- Comprise more than half of the total adult online population
- Think new technology makes life easier (64 percent) rather than more complicated (26 percent)
- Three-quarters have created a profile on a social networking site. One in five have posted a video of themselves online.7

More than 85 percent of 600 Internet experts surveyed in the Pew Research Center's 2008 "Future of the Internet III" study predicted that the combination of portability and affordability will turn mobile devices into the leading Internet gateway by the year 2020.4
THE BEAT

THE HAPS AROUND TOWN
- Top 10 Indy WiFi Hotspots
- State Fair brings 'legged man
- The "slap" heard 'round the world
- EarthHouse may book OK Go this summer
- Art Fair begins Saturday
- Downtown gears up for Strawberry Fields
- New sushi bar opens on Mass Ave.
- Lego exhibit at Children's Museum

THE Artist of the Week

CHRIS Munson
This week's Artist of the Week goes to Chris Munson. You've seen him play coffeehouses all over Indy but his tunes are becoming national. His bluegrass sound has tapped the feet of record label HotShoe and he's on to the "big time" here soon enough.

CURRENTLY PLAYING
BRANDON Whyde Whatever You're Going Up Next: LOVELY HOUSES Return to Senior

THE CALL HIM THE GREEN MACHINE
One man's push to make all Indy businesses eco-friendly

COFFEE TALK

A TWITTER TOLD ME:

@uncope Ace of base comes on. Me to Amanic, Remove when Stephanie Tanner sang this song with her band The Bracelets.

@brighton [Gnome] And they spent too much time working on their look and not enough time practicing? Yes.

@coffeehot4 Excited for pumpkin spice lattes season!

EVENTS CALENDAR

MAY 01 FOR THE LOVE OF PLATES Mindful Movement Studio - 13 IC West 86th Street North Indy
MAY 02 FOR THE LOVE OF PLATES Mindful Movement Studio - 13 IC West 86th Street North Indy
MAY 03 FOR THE LOVE OF PLATES Mindful Movement Studio - 13 IC West 86th Street North Indy
MAY 04 FOR THE LOVE OF PLATES Mindful Movement Studio - 13 IC West 86th Street North Indy
FINANCIAL ADVANTAGE

:CIRCULATION
indetail’s circulation is unique from most magazines in that it is solely newsstand-driven and distributed to coffeeshops in the Indianapolis area. Its small size is also a great advantage and allows for printing at an affordable rate.

Rate Base
indetail will have an initial circulation rate base of 30,000 each month for its first year of publication.

Distribution
indetail will be initially distributed to at least 50 coffee shops around the Indianapolis area. Each coffeehouse will receive 750 issues to stock the newsstand. According to the online Indy Indie Coffeeshop map there are nearly 80 coffeeshops in the Indianapolis area (see appendix for full list), so to assume 50 shops will agree to display is fairly reasonable. Assuming the foot traffic on average per week in these coffee shops is 300, we can assume that most of those people will at least see the publication if it’s placed near the register. Some managers have already agreed to this agreement in a hypothetical situation.

:GROWTH STRATEGY
Short-term Growth
If more than half of the copies have been picked up at the end of the month, circulation will grow to at least 40,000 issues and more distribution spots will be added as necessary.

Long-term Growth
Circulation will not grow to more than 45,000 issues. Because it is a free publication, it will be difficult to financially produce much more than that and still generate a profit.
# PROJECTED INCOME

## INCOME STATEMENT (ESTIMATED)

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|            |            |            |            |           |           |
| **EXPENSES**|            |            |            |           |           |
| Cost of Goods Sold |            |            |            |           |           |
| Print Products | 6,546       | 6,873      | 13,746.6   | 274,93.2  | 48,113    |
| Distribution   | 36,000      | 37,800     | 75,600     | 151,200   | 264,600   |
| Misc Products | 75,000      | 78,750     | 157,500    | 315,000   | 551,250   |
| Administrative, Selling and General Costs |            |            |            |           |           |
| Salaries | 164,000     | 172,200    | 344,400    | 688,800   | 1,205,400 |
| Rent/Office | 25,000      | 26,250     | 52,500     | 105,000   | 183,750   |
| Events | 6,000       | 6,300      | 12,600     | 25,200    | 44,100    |
| Financing - Interest Exp. | 10,000      | 10,500     | 21,000     | 42,000    | 73,500    |
| **Total Expenses** | 322,546     | 338,673    | 677,347    | 1,354,693 | 2,370,713 |

| **NET INCOME** | $58,480 | $61,404 | $122,808 | $245,616 | $429,828 |


ADVERTISING

: UNIQUE SELLING PROPOSITION
indetail readers have as much interest in technology and style as they do in discovering the local coffee culture scene. This particular age group also takes pride in discovering innovative products and tidbits of knowledge about a wide variety of cultural topics and sharing them with friends. We offer advertisers a chance to capitalize on the highly targeted interests of our audience at a time in their lives in which they are most receptive to new ideas.

: COMPETITIVE SET
indetail's demographics and circulation are most in line with NUVO Newsweekly, Indianapolis Monthly and Metromix, making them our primary advertising competitors.

: SALES STRATEGY
indetail has a one-time, four-color open page rate of $648 — making it the lowest in the competitive set when compared to the size and price of the 1/4-page four-color ads of its competitors — with a launch rate base of 30,000.

We also offer advertisers three ways to reach our readers: ad pages in the magazine, Web-based sponsorships and ad space on our website. There are added value incentives, such as co-sponsoring monthly local artist showcases as well as weekly e-newsletters.

: ADDED VALUE
indetail's added value incentives are designed with our advertisers in mind. We will provide them with a unique opportunity to gain additional exposure for their dollar through packaging ad space with Web sponsorships and promotional events to build advertiser loyalty.
Event sponsorship
Every month indetail will co-host book club meetings, artist showcases and local musical performances at coffeehouses, restaurants and specialty boutiques. indetail will also include links to advertisers and retailers where readers can purchase the featured items. The events will be listed on the website as well as posted on our Facebook page and announced via our Twitter account, indetailmag.

Sponsorship of weekly e-newsletter
indetail offers the opportunity for sponsors to receive recognition with a watered down version of website material: story updates, events, teasers of the next issue, local coffeehouse specials, music and artist reviews, etc.

Lists of links to advertisers
Free link to site, up to a year after the ad runs.
WORKS CITED


WORKS CITED CONT.

APPENDIX

Niche Competitive Advantage .......... 22
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### NICHE COMPETITIVE ADVANTAGE

<table>
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<th>Publication</th>
<th>MISSION/POSITION</th>
<th>CONTENT &amp; TONE</th>
<th>STYLE &amp; LAYOUT</th>
<th>COMPETITIVE ADVANTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>indetail</strong></td>
<td>&quot;indetail's purpose is to make a thematic cultural experience as accessible as possible for our audience. Readers turn to indetail for quick-hitting recommendations to get the most culturally out of each issue's featured theme.&quot;</td>
<td>Accessible, witty, casual, post-modern design</td>
<td>Full-page highly cropped focused photo pages paired with bite-sized articles, smart color illustrations and sidebar information</td>
<td>indetail is the only magazine that combines a quick, accessible format in both size and content with targeted themes to engage its on-the-go coffee clad readers.</td>
</tr>
<tr>
<td>NUVO Newsweekly¹⁰</td>
<td>&quot;Coverage of local music and the arts, along with comprehensive local event listings and dining information&quot;</td>
<td>Whimsical, quirky, unconventional, socially conscious</td>
<td>Weekly tabloid has &quot;news haikus&quot; as well as narrative and profile stories of upcoming local artists with off-the-wall photo illustrations; difficult-to-navigate calendar sections</td>
<td>indetail fosters an online coffeehouse community for readers to post songs, events and playlists by their favorite local coffeehouse artists and features a searchable calendar of off-the-beaten-path events and shows.</td>
</tr>
<tr>
<td>Metromix¹¹</td>
<td>&quot;Your one-stop local entertainment guide on where to go and what to do in Indianapolis, from the hottest restaurants and bars, to the latest in events, music, movies, style, and TV.&quot;</td>
<td>Stylish, trendy, hip, entertainment-focused</td>
<td>Weekly newsprint tabloid, clean focused design with multiple entry points, advertisement driven</td>
<td>indetail is solely local to the Indianapolis area and features themed content hand-picked by a team of editors who know what's relevant to its target audience.</td>
</tr>
<tr>
<td>Indianapolis Monthly¹²</td>
<td>&quot;Strives to provide its audience not only first rate service fare but also compelling narrative stories and lively, urbane coverage of the cultural and political landscape.&quot;</td>
<td>Suited for a white-color general readership who has a budget that allows for luxury items</td>
<td>Glossy monthly magazine with both casual and stylish photography, illustrations and general interest articles</td>
<td>indetail has a highly targeted audience of coffeehouse frequenters who are apt to idle article browsing and searching for local entertainment but not to spending a lot of money or carrying around a regional general interest publication in their purse or back pocket.</td>
</tr>
</tbody>
</table>
GRAB A CUP TO GO AND ENJOY THE COFFEE BREAK.

Careful. The magazine you're about to enjoy is extremely hot.
As we sit in the living room of our second-floor apartment on a rainy Sunday afternoon, a pot of Guatemalan roast is brewing in the kitchen, and it's all that's keeping us fresh as we put the final touches on this issue.

We've all been there before. Sometimes it just takes that first sip—or smell—to get us through the final stages of a project; it's that quick-hitting aroma that keeps us going.

But as much as it helps us to wake up—even if we've already been awake for a few hours—more than ever coffee has become a part of our social lives, too. Since Starbucks opened in Seattle in 1971, coffeehouse culture has filtered into areas across the country. And if you couldn't tell from our cover, Indianapolis is no exception.

For this issue we took a cross-city tour of some of Indy's most eclectic coffeehouses in search of what patrons and baristas look for in their favorite cafes. Overwhelmingly, they all agreed on a few essentials—a mellow atmosphere and smooth tunes to go along with their smooth, quality roasts.

Within the pages of indetail this time around are all of the above. We've even filled them to the brim with all things coffee plus some, including how to be your own barista (pg. 63) and what one local expert has done to perfect the art of foam lattés (pg. 8).

So go ahead—order that venti latte and let us be your guide as we get up close and personal with this issue's featured beverage.
COFFEE TALK

Indetail readers share their stories about what began their love affair with this issue's featured beverage

I got hooked on coffee from one of my sorority sisters in college who used to brew a pot every morning. I think it was the aroma. Now it’s just interwoven with good conversation.

— MINDY BOEHR, 27

Coffeehouses make for good Saturday afternoon study spots. They’re quiet but still social, and I just love having a hot drink in my hand while I’m reading a book or watching the news in the morning.

— WHITNEY PALMER, 22

I started drinking coffee in college, usually for the caffeine to stay up all night studying for my law exams. I’ll admit I wasn’t a huge fan of the stuff. Now I drink it because it tastes good and is more sophisticated.

— LOUIS PAGANO, 23

⇒ word on the street

HOPELESSLY ADDICTED

You get one vice in life — it might as well be coffee. Yes, it’s one expense that’s not necessary, but it provides some of the underlying fabric of society. Dinner and a cup of coffee, a weekend latté with friends ... really, what else is there?

— JACLYN CASALE, 27
HIGHLY CAFFEINATED
Legit or BS? Three cups of daily joe helps boost memory

THAT’S LEGIT. In November 2005, Austrian researchers confirmed that caffeinated coffee could temporarily sharpen your focus and memory. Now a new study published in the August 7, 2007, issue of Neurology, the medical journal of the American Academy of Neurology, found the effects of coffee might be longer lasting — specifically in women.

At the end of this four-year study researchers found that women age 65 and older who drank more than three cups of coffee per day (or the caffeine equivalent in tea) had 33 percent less decline in memory over time than women who drank one cup or less of coffee or tea per day.

And it’s important to point out that this study found no protective effect for true dementia or Alzheimer’s disease.
— Joy Bauer, M.S., Yahoo Health

: sorry men
Men metabolize caffeine differently than women so this ‘memory saver’ wasn’t proven for the men observed in the study.

: indonesi 07
CAFFEINATED COOL

Mo'Joe Coffeehouse gains popularity with its Starbucks-like atmosphere, tech-savvy appeal and weekly drink specials

YOU'D NEVER BE ABLE TO TELL THAT MO'JOE

Coffeehouse used to house a photography dark room.

The 4,000 square-foot space was originally designed with a bookstore in mind, but owner Richard Lobdell soon took inspiration from the spread of Starbucks's mainstream coffee culture during the late '90s. “That 800-lb gorilla created a culture, so I marketed the atmosphere at a local level,” he said.

Now popular among those in the Ulindy law and med-school crowd, Mo'Joe houses corporate-sized meeting tables. A modern vibe also makes it the perfect place for homework or casual afternoon business meetings.

But Mo'Joe isn't strictly business. Live acoustic music from local musicians (myspace.com/mojoelive) and weekly alcoholic drink specials have solidified this café as a mainstay for those in the "cool and caffeinated" set. — A. JUNK

what to buy

Zebra Latté: White chocolate mocha with a dark chocolate drizzle

Smooth Joe: Mo'Joe's house blend coffee served on the rocks with a splash of milk

how to get there

222 W. Michigan St.
(317) 822-MOJO
mojoecoffeehouse.com

MO'JOE baristas serve up a mix of frozen and steamed beverages in an eclectic atmosphere.
Underground café plants a seed in Indy’s organic coffee movement

FROM THE GROUNDS UP

As the sun gleamed on the stained glass windows in the basement of the Lockerbie Central Church one recent afternoon, Kate Lamont rode her bike — tiny purple flowers attached to its handlebars — with a cart almost too full to drive back from the market.

“The best way to go to cash and carry,” she jokes, as she tapped the kickstand to her silver four-speed on the church’s refurbished mahogany floors, Lamont had just returned from a trip to buy more biodegradable spoons, coffee cups and lids for her coffee.
Lamont is the operations manager for the Earth House Collective, an informal coffee-and-tea hangout opened in September by a loose collective of friends who could see potential in the unused space of Lockerbie Central, a German-built structure from 1882, which houses a United Methodist Church upstairs.

In offering her customers a just cup of coffee, Lamont has found new grounds for her passion for social justice. Located on the corner of New York and East streets, downtown Earth House is Indiana's only 100 percent organic and fair trade coffee shop, serving only fair trade, rainforest friendly, organic coffee, tea and smoothies.

Fair trade coffee — beans grown under environmentally and socially responsible conditions — benefit coffee farmers globally because according to Oxfam International, a global relief and development agency, coffee prices have dropped more than 50 percent globally in the last three years and are at their lowest level in 30 years.

"Everybody deserves a living wage, including global coffee farmers," Lamont said.

**More than just coffee**

The café sells only organic, fair trade products, from the coffee beans and tea leaves to the creamer and sugar.

"Basically, I believe in the moral concept of fair trade, organic, for better health, activism, by way of music, and localism, supporting artists from the community," café manager Csearíyn Tin Abdul-Hakim said.

Lamont said she sees the sale of fair trade coffee as only part of the Earth House mission to promote peace and social justice locally. Its bookstore is solely focused upon sustainability, eco-justice, economic.

**What does organic mean?**

- Organic certification tells you that chemical pesticides and fertilizers have been reduced or eliminated during the growing process.
BE YOUR OWN BARISTA

:sizes
Sizes in coffee shops can get confusing for those who aren't used to them. We break it down for you:
- tall = small
- grande = medium
- venti = large

:frappés
Frappés [fra-péys] are frozen, blended coffee drinks. Starbucks often refers to them as "frappuccinos," a combination of a frappé and a cappuccino.
### Advertising Competitive Advantage

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Major Ad Categories</th>
<th>Competitive Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>indetail</em></td>
<td>Coffee, coffeehouses, alcohol, local events, bars, technology, music, museums, fitness, other businesses special to that month’s theme</td>
<td><em>indetail</em> has a stronghold over the coffee industry in Indianapolis. Our relationship with the coffeehouses in the industry is key. In addition to this advertising we will have some standard advertisements based on the interests and needs of our audience. <em>indetail</em> readers are a trendsetting, cultured youth. Each month’s theme will also allow for specialized advertising since the theme will be planned out at least six months prior to publication.</td>
</tr>
<tr>
<td><em>NUVO Newsweekly</em></td>
<td>Alcohol, music, technology, universities, apartments, museums, restaurants, gentlemen’s clubs</td>
<td>Readers are not picking up <em>indetail</em> to see ads of scantily clad women. The publication is a little more sophisticated.</td>
</tr>
<tr>
<td><em>Metromix</em></td>
<td>Fitness, restaurants, museums, automobiles, real estate, bars, alcohol</td>
<td><em>indetail</em> targets a younger audience and more youthful events. This publication often has more family events.</td>
</tr>
<tr>
<td><em>Indianapolis Monthly</em></td>
<td>Clubs, home improvements, furniture, fitness, jewelers, automobiles, health, grocery, law</td>
<td><em>indetail</em> readers are much younger. They are renters, not home buyers and aren’t looking to buy new home fixtures or furniture.</td>
</tr>
</tbody>
</table>
MARKETING STRATEGY

: YEAR 1
- Create buzz for print magazine through website and vice versa for website through magazine.
- Create online partnerships with coffeehouse sites.
- Create Twitter and Facebook accounts and follow/friend people in our target demographic to create buzz for website and magazine.
- Launch e-newsletters.
- Test coffee sleeve advertising in a few coffee shops.

: YEAR 2
- Recruit bloggers.
- Begin book club.
- Create shop, which sells creatively designed merchandise (T-shirts, mugs, etc.) for people to buy.
- Set up back issue ordering.
- Collect demographic information through e-newsletter subscription and provide to sponsors.
- Begin sponsoring a few events.

: YEAR 3
- Host at least one event a month. (Book club events, poetry readings, music, art shows and film festivals)
- Elicit feedback on site and adapt content accordingly.
- Increase sleeve advertising.
- Look into expanding to more coffeeshops.

: YEAR 4 & 5
- Continue to promote sponsorships.
- Increase awareness of website and magazine.
MARKET RESEARCH

: INTERVIEWEES
We visited three coffeeshops in the Indianapolis area (Monon Coffee Company, Mo'Joe Coffee House, Hubbard & Cravens Coffee Co.) looking for patrons who fit into our target demographic to become our likely readers. We used the following selectors:
  ➔ Ages 18 to 34
  ➔ Indianapolis resident
  ➔ Visits a coffeeshop at least once a week

: SAMPLE QUESTIONS
  ➔ What kinds of magazines do you read on a regular basis?
  ➔ What kinds of articles do you like to see in a local magazine?
  ➔ What are your hobbies?
  ➔ How often do you frequent coffeeshops?
  ➔ What kinds of websites do you visit on a regular basis?
  ➔ Do you blog / Facebook / Twitter?
  ➔ Do you have friends who have a Twitter account?
  ➔ Would you subscribe to e-newsletters if they included coupons?
  ➔ Where do you learn about local events?
  ➔ What do you like / dislike about NUVO or Metromix?
MARKET RESEARCH CONT.

**CAFE PATACHOU**
4911 N. Pennsylvania St.
Indianapolis, IN 46205
(317) 925-2823

**AH-BARISTA**
201 S. Capitol Ave.
Indianapolis, IN 46225
(317) 638-2233
http://www.ahbarista.com/

**MO'JOE COFFEE HOUSE**
222 W. Michigan St.
Indianapolis, IN 46202
(317) 822-6656
www.mojoecoffeehouse.com

**HENRY'S ON EAST STREET**
627 N. East St.
Indianapolis, IN 46202
(317) 951-0335

**CUPS COFFEE BAR**
201 N. Illinois St.
Indianapolis, IN 46204
(317) 972-9411

**CHOCOLATE CAFE THE SOUTH BEND CHOCOLATE CO.**
20 N. Meridian St.
Indianapolis, IN 46204
(317) 951-4816

**ROMA CAFE**
156 E. Market St.
Indianapolis, IN 46204
(317) 488-8736
MARKET RESEARCH CONT.

CORNERSTONE COFFEE & ESPRESSO BAR
1 N. Pennsylvania St.
Indianapolis, IN 46204
(317) 632-4290

HUBBARD & CRAVENS COFFEE CO.
4930 N. Pennsylvania St.
Indianapolis, IN 46205
(317) 251-5161

LAZY DAZE COFFEE HOUSE
10 Johnson Ave.
Indianapolis, IN 46219
(317) 353-0777
www.lazydazecoffeehouse.com

GABRIEL'S CAFE EXPRESS
300 N. Meridian St.
Indianapolis, IN 46204
(317) 616-1079

JEFFREY'S JAVA CAFE
111 Monument Circle # 212
Indianapolis, IN 46204
(317) 266-0538

CUPS COFFEE TEA & MORE
107 N. Pennsylvania St.
Indianapolis, IN 46204
(317) 951-2223

HUBBARD & CRAVENS COFFEE CO.
6229 Carrollton Ave.
Indianapolis, IN 46220
(317) 803-4155

LUCKY BEAN BISTRO
700 Main St.
Beech Grove, IN 46107
(317) 782-0522
MARKET RESEARCH CONT.

FOUNTAIN COFFEES
1043 Virginia Ave.
Indianapolis, IN 46203
(317) 955-8334

THE MONON COFFEE COMPANY
920 E. Westfield Blvd.
Indianapolis, IN 46220
(317) 255-0510
www.mononcoffee.com

LULU’S ELECTRIC CAFE
1460 W. 86th St.
Indianapolis, IN 46260
(317) 879-1995

THE COFFEE BRAKE COMPANY
6215 Allisonville Road
Indianapolis, IN 46220
(317) 257-8222

STRANGE BREW
4800 W Smith Valley Road # G
Greenwood, IN 46142
(317) 881-5282

CORNERSTONE COFFEE HOUSE
651 E. 54th St.
Indianapolis, IN 46220
(317) 726-1360
www.moeandjohnnys.com

BLUE MOON ESPRESSO CAFE
8888 Keystone Crossing
Indianapolis, IN 46240
(317) 819-0894

CAFE DE MEEMO
8702 Keystone Crossing
Indianapolis, IN 46240
(317) 580-1174
MARKET RESEARCH CONT.

RISING DOUGH CAFE  
8914 Southeastern Ave.  
Indianapolis, IN 46239  
(317) 862-5822

NICK'S CAFE  
1251 US 31 N  
Greenwood, IN 46142  
(317) 888-5001

EAGLE CREEK COFFEE SHOP  
5625 Lawton Loop East Drive  
Indianapolis, IN 46216  
(317) 543-2233  
www.eaglecreekcoffee.com

PERK UP  
6536 Cornell Ave.  
Indianapolis, IN 46220  
(317) 251-0033

MR. SMOOTHIE CAPPUCINO & ICE CREAM  
1251 US Highway 31 N  
Greenwood, IN 46142  
(317) 888-5001

BEARCREEK COFFEE COMPANY  
8372 E US Highway 36  
Avon, IN 46123  
(317) 272-1446  
www.bearcreekcoffee.com

PEGASUS COFFEE & GELATO  
4346 S 500 W  
New Palestine, IN 46163  
(317) 861-6040

EAGLE CREEK COFFEE COMPANY  
10 S. Main St.  
Zionsville, IN 46077  
(317) 733-3771  
www.eaglecreekcoffee.com
MARKET RESEARCH CONT.

THE DAILY BREW ESPRESSO
800 N. Green St.
Brownsburg, IN 46112
(317) 858-1401

CAFFE DEL DRAGO LLC
28 E. Main St.
New Palestine, IN 46163
(317) 861-0001

CHAPPIE'S
12703 Meeting House Road
Carmel, IN 46032
(317) 587-1156

MAMA BEAR'S
10110 Brooks School Road
Fishers, IN 46037
(317) 598-9663

HARBOUR COFFEE CAFE
11 Harbourtown Center
Noblesville, IN 46062
(317) 877-3020

LATTE DA
586 S State Road
Greenwood, IN 46142
(317) 887-6425

SUPERIOR COFFEE
1417 Southeastern Ave.
Indianapolis, IN 46201
(317) 632-4415

ISLAND COFFEE
1433 Hoefgen St.
Indianapolis, IN 46203
(317) 955-5959
MARKET RESEARCH CONT.

**FOUNTAIN DINER**  
1105 Prospect St.  
Indianapolis, IN 46203  
(317) 685-1959

**CATH INC.**  
222 E. Market St.  
Indianapolis, IN 46204  
(317) 632-1787

**GOLD CUP COFFEE INC.**  
3702 Carson Ave.  
Indianapolis, IN 46227  
(317) 784-5942

**FARMER BROTHERS COFFEE**  
1417 Southeastern Ave.  
Indianapolis, IN  
(317) 271-3980

**GOURMET GROUNDS OF GEIST**  
11760 Olio Road  
Fishers, IN 46037  
(317) 436-7982

**COOL CREEK COFFEE**  
800 E. Main St.  
Westfield, IN 46074  
(317) 896-9160

**FRIENDSHIP COFFEE HOUSE INC.**  
1037 W. Jefferson St.  
Franklin, IN 46131  
(317) 346-6242

**THE BEAN CUP**  
8908 Saint Peter St.  
Indianapolis, IN 46227  
(317) 888-8700  
www.thebeancup.com
MARKET RESEARCH CONT.

ILLINOIS STREET FOOD EMPORIUM
5550 N. Illinois St.
Indianapolis, IN 46208
(317) 253-9513

BJAVA COFFEE AND TEA
5510 Lafayette Road, Suite 140
Indianapolis, IN 46254
(317) 280-1236
beejava.blogspot.com, www.bjavacoffeeandtea.com

ARBOR CAFE & TEA ROOM
7173 W US Highway 40
Cumberland, IN 46229
(317) 891-1051

BENJAMIN’S COFFEEHOUSE AND BAKESHOP
49 E. Court St.
Franklin, IN
(317) 736-0048

CREAMERY CAFE AT TRADERS POINT CREAMERY
9101 Moore Road
Zionsville, IN 46077
(317) 733-1700

40 WEST COFFEE CAFE
40 Jackson Place (in the Omni Hotel)
Indianapolis, IN 46225
(317) 396-3629

HUBBARD & CRAVENS COFFEE CO.
902 W. New York St.
Indianapolis, IN 46202
(317) 423-0115
www.hubbardandcravens.com
MARKET RESEARCH CONT.

HUBBARD & CRAVENS COFFEE CO
1701 N. Senate Ave.
Indianapolis, IN 46202
(317) 283-6481
www.hubbardandcravens.com

HUBBARD & CRAVENS COFFEE CO
1114 E. 52nd St.
Indianapolis, IN 46205
(317) 251-3198
www.hubbardandcravens.com

INTERNATIONAL TEA & COFFEE
630 Virginia Ave.
Indianapolis, IN
(317) 917-7995

MONON COFFEE & SWEETS (TWO LOCATIONS)
55 Fourth Ave. SE
Carmel, IN
(317) 814-3998

NOBLE COFFEE & TEA CO LTD
933 Logan St.
Noblesville, IN 46060
(317) 773-0339
www.noblecoffeeandtea.com

NORDSTROM ESPRESSO BAR
130 S. Meridian St.
Indianapolis, IN 46225-1046
(317) 636-2121

TEAS ME CAFE & GIFTS
140 E. 22nd St.
Indianapolis, IN 46202
(317) 920-1016
www.teasme咖啡.com
MARKET RESEARCH CONT.

HUBBARD & CRAVENS COFFEE CO
5790 E. 131st St.
Carmel, IN 46033
(317) 819-2770

MONON COFFEE AND SWEETS (TWO LOCATIONS)
79 First Ave. SW
Carmel, IN 46032
(317) 566-2233

LATTE DA
586 S. State Road
Greenwood, IN 46142
(317) 887-6425

CORNERSTONE COFFEE HOUSE (INSIDE BUGGS TEMPLE)
337 W. 11th St.
Indianapolis, IN 46202
(317) 726-1360

BREAD LADIES INC.
5 American Legion Place
Greenfield, IN 46140
(317) 462-3315

HULABEAN COFFEE & ICE CREAM
1642 Olive Branch Parke Lane Suite 100
Greenwood, IN 46143-6447
(317) 881-5662

SUGAR MAGNOLIAS
1785 Charles St.
Avon, IN 46123
(317) 887-6094

CICERO COFFEE CO.
150 S. Peru St.
Cicero, IN 46034
(317) 984-2739
MARKET RESEARCH CONT.

**DAILY GRIND COFFEE SHOP & BAKERY**  
415 S. Main St.  
Sheridan, IN 46069  
(317) 758-0008

**MOLLY O'CONNORS**  
124 W. State St.  
Pendleton, IN 46064  
(765) 778-0083

**MAIN STREET COFFEE COMPANY**  
124 1/2 W. State St.  
Pendleton, IN 46064  
(765) 778-3423

**PERK UP**  
908 Main St.  
Lapel, IN 46051  
(765) 534-4158

**COGNIZANT COFFEE COMPANY**  
1112 Prospect St.  
Indianapolis, IN 46203  
(317) 631-0331

**THE COFFEE SHOP**  
9 Public Square # B  
Shelbyville, IN 46176  
(317) 398-8650

**CUPPY'S COFFEE**  
2545 E. State Road 44  
Shelbyville, IN 46176  
(317) 398-8042  
www.cuppys.com

**TASTE CAFE & MARKETPLACE**  
5164 N. College Ave.  
Indianapolis, IN 46205  
(317) 925-2233
MARKET RESEARCH CONT.

ROCK PAPER SCISSORS
10 W. Main St.
Greenfield, IN 46140
(317) 462-3011
http://www.rpsartcentercafe.com/default.asp

CALVIN FLETCHER'S COFFEE CO
615 Virginia Ave.
Indianapolis, IN 46203
(317) 423-9697
cfoffeecompany.com
NEWSSTAND MODEL

We primed, painted and assembled with burlap and a pre-made wooden crate this model newsstand for our marketing plan. We would distribute to coffee shops if the publication's plan were to come to fruition. This is what the newsstand could possibly look like for setting next to a register.