MAGAZINE PROSPECTUS

1. Purpose--to entertain and educate small children

2. Audience--children, ages 6 to 10

3. Validity--Children of this age group need a magazine that is geared for their interests and their world. Although there are magazines being published today for "Young America" they are primarily aimed at teenagers. The magazines that are published for the younger age group are hard to obtain except by subscription; the average news stand doesn't carry more than two children's magazines. Those two are usually "Humpty Dumpty" and "Look and Learn." Two magazines I consider outdated.

4. Type Face--lower Franklin Gothic, 12 pt.

   table of contents: Franklin Gothic, 8 pt.

   body copy: at least 10 pt., preferably 12 pt.

   headlines: from 28 pt. to 36 pt.

5. Paper--9 x 12 Whiteburg/60 lb.

6. Offset Printing--the magazine will run a great deal of four-color pictures and will be usually 24 pages.

7. Cost--50,000 issues, 24 pages

   300,000 sheets of paper at $8.00 per 1000 sheets, 4 pages
   per sheet

   $2,400.00 for paper cost

   6000 sheets run per hour, $8.00 an hour labor (minimum)
   4 pages = 1 sheet of paper
   300,000 sheets run x total

   $480.00 for labor per issue

   $8.00 per plate, one plate per page
   $192.00 for plates

   $3072 per issue plus employees' wages, equipment, tax etc.
   50% per copy