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Thesis
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Bonnie Frevort
Honors Thesis
Dr. Horney
July 12, 1974

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. The two are usually "Humpty Dumpty" and "Look and Tell" - two magazines I consider outdated.
4. Type Face--logo: Franklin Gothic, 120 pt.
table of contents: Franklin Gothic, 84 pt.
body copy: at least 10 pt., preferably 12 pt.
headlines: from 24 pt. to 84 pt.
5. Paper--9 x 12 Watchung/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

5000 sheets run per hour, \$8.00 an hour labor (minimum)
4 pages = 1 sheet of paper
300,000 sheets run in 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