

Spori Publications is determined to invest in new magazines. Because a potential magazine requires a significant investment, Spori Publications is looking for credible and dedicated parties to apply.

Publishing Problem/Need

Identify an existing publishing need. Prove the need for a new magazine exists and explain how your proposed magazine will fill that need. The more evidence you present, the more likely you are to persuade Spori Publications to accept your proposal. Avoid vague generalizations; provide details.

Qualifications and Guidelines

- Proposals must be for a popular magazine. Spori Publications is open to a wide variety of potential markets; however, the market is saturated with literary magazines and Spori Publications will therefore not consider funding a new one.
- Spori Publications precludes sexually exploitive materials or excessively violent materials.
- Send proposals to Alex Christensen, Head of Acquisitions, Spori Publications, BYU-Idaho, 180 Rigby, Rexburg, ID 83460.
- Proposals will include supporting documents such as magazine descriptions, editorial board responsibilities, and target audience analysis. Create a letterhead for the letter.
- Late proposals not accepted.

Proposal Components

Formal Letter of Intent

Your letter should address the following topics:

- Type of proposed magazine
- Name of magazine with reasons for choice
- Focus of first issue
- Unique qualities your group possesses to bring magazine to fruition
- Potential sources of advertising
- Possible problems you foresee
- Request for approval; indicate your editorial board's willingness to discuss your plan with the Spori Publications Supervisory Board

Magazine Organization

- What genre or type is your magazine?
- What is the name of your magazine? What are the reasons for that choice?
- What is the focus of your first issue?



- What types of articles do you anticipate for your magazine?
- What major departments or sections will be within your magazine?
- What is the competition for your magazine?
- How is your magazine different from other magazines?

Audience Analysis

- Who is your target audience?
- What are your audience demographics?
- What are your assumptions about that audience?
- How does your magazine appeal to your audience?
- What potential advertisers /products will best suit your audience? What types of advertisements will your magazine include?

Editorial Board

- What unique qualities does your editorial board possess to bring your magazine to fruition?
 - How does your editorial board plan to assist authors in preparing professional manuscripts?
 - What are the job descriptions and divisions of responsibility for each editor?
 - What problems do you foresee? How do you plan to solve those problems?
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