

## **TARGET MARKETING ASSIGNMENT**

Come up with an idea for a new magazine that targets an untapped, niche market. What would appear on the cover? What features would appeal to this demographic group while also appealing to companies that might advertise? Design a cover page for a sample issue, listing examples of key stories, promotions, and other items that might draw readers in. A simple drawing is all you need to illustrate the magazine covers or advertisements. You can either sketch it out by hand or put something together on the computer—whatever you prefer. Describe the thinking behind your decisions in an essay.

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