

# Magazine Proposal By Jorge Agredo

## The Idea

With your investment, the creation of a well designed local magazine, whose purpose is to advertise the best spots to visit while you are in Astoria, Queens will be possible. The idea is to promote the magazine through an integrated campaign to be able to reach more people before the first publication of the magazine is even printed. Spreading the word can be achieved through outlets such as social media, guerrilla advertising, print ads even songs etc. most of them achievable at a low cost and allowing us to capture more attention and exposure, a key point in order to have businesses choose our magazine as the desired medium of advertisement.

## Why?

Everything we use is advertised one way or another, from food to drinks, to the spots in which we choose to get them, from clothing to sneakers etc. Advertising is an endless source of concepts developed through imagination and problem solving in order to reach the consumers, making it a viable and rich market. A market with opportunities of expansion and further advancements. In our everyday lives, We are bombarded with ads that try to convince us in a split second why the product, service or brand that is been promoted is the right one for you; through the use of good design, designers are able to catch people's attention and allows them to explain the "why" furthermore. Essentially all coming down to having a great concept as well as good use of design tools to convey ideas that will attain the consumers' attention, and shift their beliefs or preferences in the desired direction.

## Campaigns

**Integrated Campaign** :An integrated campaign is often utilised to gain access to more people through different advertising mediums; it ranges from print ads to web work, to songs or viral videos that will gain the campaign popularity and brand recognition. Nevertheless, since more mediums of advertising are involved, it often requires a bigger budget. Avoiding integrated campaigns is done so at the risk of reaching less people and often reaching people outside of your desired target audience. However, integrated campaigns include medium outlets available to the general public such as: Facebook, Instagram, Twitter, Tumblr LinkedIn etc. Outlets that enable us to spread the word about "the new hot magazine in town"

**Guerrilla Marketing**: The concept of guerrilla advertising is an unorthodox system of promoting that relies more on imagination, energy willpower and patience, rather than a big budget. The objective of this type of advertising is to create a buzz and show readers the originality and uniqueness of the magazine. Through the use of this advertising campaigns we will be able to have an impact on more potential customers, all achieved at a low cost, increasing the chances of success.

## Budget

**Magazine Advertisement Budget**: A part of the budget will be utilized to promote the new magazine, as It's important to reach as many people as possible before production begins. This way as the printing process initiates and the magazines are distributed, the public will already have a general idea of what the magazine is all about before even opening the first page. I believe this is necessary in the interest of creating a brand identity, or in this case, to let the consumers know what the magazine is all about in order to shift the outcome towards our favor.

**Magazine Production Budget**: Another part of the budget will be designated to fulfill the expectations already given to consumers through the different advertising campaigns proposed before. Hence, the creation of quality work with the best resources available to us with the designated budget is crucial. factors such as: paper quality, ink quality, innovative magazine covers, eye catching layouts and good concepts for the ads within the magazine will have an impact on the finished product and create a positive response from our potential customers. Building the reputation needed in order to attract more businesses.

## Why You?

### Why should YOU invest?

I have stated the reasons as to why good use of advertising is necessary and beneficial, through your investment, you will be able to gain more customers, break into markets and reach other audiences that your business was lacking. All it takes is a good concept to capture the attention and good emphasis on the needed points in order to get the publicity you need. With my expertise and entrepreneurial mind-set, your investment will be rewarded. Invest in an idea, get a check back.