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The Jump Magazine

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The Jump Magazine

A Capstone Project Submitted in Partial Fulfillment of the
Requirements of the Renée Crown University Honors Program at
Syracuse University

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and Renée Crown University Honors
May 2013

Honors Capstone Project in Magazine

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Abstract

The Jump is an online life stage magazine for women, focused on the transition from college life to the real world. The magazine's target audience is women ages 19 and 25 who have recently graduated from college or will soon graduate. These women are interested in a luxury lifestyle and current trends, but also value budgeting and their careers. They are also newcomers to real world. The Jump answers the questions about home décor, cooking, fashion, beauty, and budgeting in a simple way that is tailored to their stage in life.

Each department of The Jump – musings, home, eat, style, beauty, budget – informs and educates young women about practical problems they will face after graduation. For example the front-of-book section, Musings, is packed full of short inspiring service stories for The Jump reader. Some of the Musings' articles for the May issue include an informative tanning piece and an article about tracking money when living with multiple roommates. Each of the stories in Musings is simple, relevant, and inspirational.

The rest of the departments focus in on their given topic while again taking into consideration the limitations and day-to-day issues a 20-something post-graduate women would be facing. This narrow focus is continued throughout the entire publication. For example the home section shows the reader how to create a beautiful apartment décor, while using their college bedding and existing furniture. The beauty section includes a story about an office appropriate makeup look anyone could achieve in less than 10 minutes. Finally the budgeting section shows readers how to track and take charge of their money. The Jump shows the readers how to manage their money using the latest online management tools.

The Jump fills the obvious gap present in women's magazines today. Plenty of magazines focus on decorating a home in your 40's, but there is very little credible advice out there for 20-something's. The Jump will become that credible source. Because the magazine is online, the readers can access the publication from any platform that can reach the Internet. That means answers to your questions are just a click away. This also means the publication will be free and primarily driven by advertising, which opens up the magazine to a much bigger audience.

Though The Jump is, at the moment, only a magazine, I see The Jump becoming an entire website with a monthly publication. I think a constantly updated blog that answers readers' additional questions is a necessary addition to The Jump. This would open the dialogue between the magazine and the readers, which is exactly what The Jump aims to do. The Jump wants to answer the terrifying questions you have about 20-something life.

Table of Contents

Astract.....	i
Acknowledgements.....	ii
Capstone Project.....	iv
Reflective Essay.....	1
Appendices.....	16
Summary of Capstone Project.....	17

Acknowledgements

Creating The Jump was one of the most creatively challenging experiences of my magazine career. I am incredibly proud of what I have created, and could first and foremost not have done so without the help of my advisor Melissa Chessher. Throughout the entire process you were supportive of my good and bad ideas and always available to hear me ramble. Thank you for challenging me to be my best and turning me into a capable young magazine professional. I also want to thank my capstone reader Ann Hettinger for being an amazing mentor and friendly face throughout my entire college experience. You are one of the most talented and approachable teachers I have ever had and I am so thrilled you were able to be a part of this project. To the honors department thank you for constantly challenging my peers and I to be the best students we could be.

Capstone Project

The Jump can be found at <http://issuu.com/vtroxler/docs/thejump/1> and is printed bellow.

Reflective Essay

The concept of The Jump emerged as a reaction to my personal desire to fill the gap between teen magazines and the woman's lifestyle magazines on the market. This realization began at my internship between my sophomore and junior year working as a fashion intern at XO Group. XO Group is home to three brands; The Knot, The Nest, and The Bump. As their names indicate, they help their readers and follow them through marriage, moving into their first home, and having a baby. Each brand has a distinct voice and identity while maintaining a close-enough resemblance to the original publication, The Knot.

As a fashion intern I was working directly with the Senior Fashion and Beauty Editor at the time, Heather Levine. I was acting almost as an assistant to her and therefore became incredibly familiar with each of the brands; she was responsible for the fashion and beauty in each of these brands. I worked mostly in bridal fashion and beauty with The Knot as I was hired solely to help this brand. Some of my responsibilities included pulling fashion and beauty samples and helping on fashion shoots. However on my down time I helped in the editorial departments for The Nest and The Bump. Whenever I could, I would pick up a story to fact check or copy edit. This is how I truly became an expert on not only the brands at XO Group, but also on life stage magazines. Because I was able to fact check articles for The Nest and The Bump as well as edit for their online blog posts, I was able to discover how a brand's voice could carry across multiple publications.

Throughout the summer I became more and more intrigued by The Nest brand. Though it isn't as well known as The Knot, and it currently only lives online, I found the service pieces in it incredibly clever. Just as The Bump and The Knot focus solely on babies and weddings, The Nest was able to successfully fill an entire magazine on the subject of a new home and life post marriage. Though I was familiar with baby and weddings magazines, the narrow focus of one's first home opened up an entire new genre of magazine to me. The brand covered mundane moments during this life stage like paying a mortgage or repainting a room. One of my favorite articles in The Nest was called "How to Cook an Egg." In the plainest verbiage the article taught new homeowners how to cook an egg several different ways. I became completely enthralled by this brand because it was far more instructional and practical than any other life stage magazine I had read, and it fearlessly answered the questions society assumes people at that age should know.

The longer I worked at The Knot the more I realized that I was looking for a publication like The Nest for my age group. I wanted the same simple informative stories to be targeted at young women who had recently graduated or were approaching graduation. At the time I had no idea how to cook or manage money and I was also unable to find anything other than a mediocre blog to get that information. I hated the idea that I was going to have to learn any of this information the hard way. With graduation approaching I wanted to know about looking for apartments and managing my bank account. I was going to have to feed myself and somehow pay off my loans. These were all experiences I didn't

want to have to learn about through trial and error, and I was slightly embarrassed to ask for help with any of these topics.

Before the summer was over I sat down with my boss and explained what a capstone was and how I needed an idea when I returned to school in the fall. We brainstormed ideas and I ran the idea of creating a fourth magazine for XO Group by her. She immediately loved this idea. I was thrilled that she was as behind my idea and as excited about it as I was. During this meeting I determined that I would base my publication off of the life stage model at XO Group. Therefore like the other magazines, I would narrow my focus on graduation, the jump into the real world, and life after graduation. Though I only had a loose theme of what I wanted to create, I walked away from that summer determined to make a brand that would fulfill my craving for information that would prepare me for life after graduation.

I came back from my summer with XO Group with a much stronger understanding of what I wanted to accomplish and looked to the help of my advisor to transform my broad topic into an actual capstone project. We decided that I should try to create a publication with a brand identity that was similar to that of XO Group publications. In a way the content for the magazine was selfishly driven because I wanted to speak to women who were just like me, terrified of the real world. I also wanted to reach women who were interested in the same beats as myself.

To determine the departments I brainstormed on my own and also spoke to my friends who had graduated and my friends who were still in school. Most of

them put home responsibilities, such as cooking and decorating as well as money management, on the top of their list of things they wish they had had more guidance about. All of my post grad friends said budgeting was one of the areas of their lives they were struggling with the most. This kind of basic research gave me the basis for my content. As a member of the fashion and beauty milestone I also wanted to exercise my styling skills and include a section on both fashion and beauty. Though the stories in the fashion and beauty sections came the easiest to me, I wanted to challenge myself to ensure that these departments took into consideration the fiscal restrictions of an entry-level job. I wanted to ensure affordability in these luxury departments; I made the commitment that the rest of my sections would also approach topics like home decoration and cooking with budget restrictions in mind.

Once I established my departments – home décor, cooking, fashion, beauty, and budgeting – I focused in more on the voice of the magazine and the audience my magazine would target. I reflected back on my original idea that this was a semi-selfish project, and wanted the magazine to be really for girls like me. The magazine thus would resemble my favorite magazines, Martha Stewart Living and Real Simple, for a younger audience. I love the fact that each of these magazines is constantly offering solutions as well as service-based feature articles for their readers. No matter what they are explaining, whether it is how to organize your closet or a long form piece about women’s issues, they explain everything in an incredibly simple way. I wanted to adopt this for my publication. I didn’t want my readers to be intimidated by budgeting or cooking stories; instead I

want these stories to be simple enough that a reader would really want to try some of the recipes or decorating ideas. Once I decided that my magazine would really be for me, staying passionate throughout the process became easy because I wanted to learn about these topics as well. Research was then enjoyable because I was constantly learning new practical information.

Once I established my voice creating my issue plan, or what pages would be included in my publication, came very easily to me. To come up with this I looked to *The Nest* and some of my other favorite lifestyle publications like *Real Simple* and *Martha Stewart Living* for inspiration. These publications were achieving what I wanted to create for an older age, so they were important references during this process. When I was coming up with my own story ideas I tried to approach them in a similar one of these publications would have. My specific stories changed a lot during the process. This mostly happened because ideas I thought would be fitting in my magazine became tired ideas. As I also went through the process of getting close to graduation I found new challenges I wanted to explore and decode for my reader.

From *The Nest* I took the idea of having a front-of-book guide. The old issues used to have a single page service story on every department of the magazine like relationships and cooking in their front of book section. I always enjoyed this section because it properly eased the reader to the meatier parts of the magazine. This is something I adopted for my issue. I think short service tidbits are often the most successful because they inherently accept the simplicity of the concept. They take an idea for what it is and present it that way; I have a piece

about how to fix a button, and that is all it is. To incorporate this idea I created a mini-booklet, which I titled musings, because they are small pieces of information that can inspire you. For example one of the pieces tells readers what they can do to improve their posture while another shows the readers an affordable and healthy grab-and-go lunch option. I think this is one of the most successful sections because of its diversity, and simultaneous ability to stay true to the simple voice of the publication.

The rest of the magazine is then divided into beats, and a mix of feature articles and shorter service pieces. These departments are entitled home, eat, style, beauty, and budget. These names were decided at the very end of my creative process. I struggled to come up with creative and witty titles, but ultimately decided that a clean-simple noun was the best way to represent my brand.

After musings my first department, home, focuses on decorating a grad pad or a first apartment and keeps in mind restrictions like space and the temporariness of this space. I wanted to open with an eye candy page that shocked the readers by the affordability of the products. This materialized as my Finishing Touches page, which for May focused on Mercury Glass. I chose this material because it immediately reads expensive and can add a grown up flare to any room. It was also important for me to embrace the DIY trend across online media and include a craft or project in my home section. I decided that the best place for this to live would be in my design feature every month. This way I would be able to photograph the project in a real space to show that this idea is practical. I ended up creating a headboard for under \$50 using only cardboard, glue, fabric, and

batting. I came up with this DIY project while I was struggling to design my own room. I was trying to cover up a blank wall behind my bed, but I couldn't find an affordable headboard or a piece of artwork. With this frustration in mind I simply decided to make a headboard. This is an example of a challenge I came across and decided this was a valuable craft that my reader should know about. I ended up designing an incredibly easy step-by-step DIY headboard that anyone – without the slightest creativity – could create. I think this is a great solution for first time apartment owners who don't want to invest in permanent furniture just yet.

The next section, eat, was one of the most challenging and exciting sections for me to tackle. I luckily grew up in a fairly foodie family, so I had basic cooking skills when I got to college. But I still wasn't as confident as I wanted to be on my own. Cooking for one and feeding myself on a budget was kind of mystery to me. I enlisted the help of my sister who happens to be a chef with this section. I decided that for this issue I wanted to really stick to the basics. I decided on a grocery shopping 101 story. Just from observation I found that my roommates and I all threw so much money away buying too much at the grocery store or buying random ingredients. This story tells the reader not only how to grocery shop, but also how to keep a properly stocked pantry to avoid "I have nothing to eat" nights. I also wanted to include a cooking method that would be easy for twenty somethings to do after work, so I decided upon parchment packet cooking. This process is a one step cooking process that caters to the new cook. This story isn't about a strict recipe; instead it is about the concept of this method. Without a strict recipe this story challenges the readers to be unafraid of trying

their own versions of these dishes. Throughout the creation of this section I became more and more interested about the lack of cooking knowledge in my generation. Almost none of my friends regularly made dinner or lunch for themselves at school and I wanted to know why. This became the idea that spurred me to write my long form feature story about the obesity epidemic in the US and the movement to revive cooking across the country.

Style and beauty were the easiest and most relatable sections for me to tackle. As a reader of mostly fashion-based magazines I know what these sections look like. I wanted my magazine to mimic these big name fashion magazines, while really emphasizing affordability. I included a story about translating runway looks into affordable outfits, which features affordable clothing items for my reader. I find it incredibly frustrating when women's magazines call a \$400 dress affordable, so I challenged myself to find pieces that were affordable. I also kept this mentality with the fashion feature. I found that with a little extra market research I was able to achieve high-end looks without busting the bank.

The beauty section again focuses on affordability. I wanted to cover runway trends that were applicable for the reader. In this story there is a list of drugstore products that the reader could use to create these various trends, and would be able to find at any local drugstore. I also included a spread about office appropriate makeup in a flash. I came up with this idea during one of my internships where some of my colleagues either came to work with way too much makeup on or looked like they had just rolled out of bed. I wanted to show my readers that they could achieve a happy medium without sacrificing sleep. When

young women are trying to work their way up in their given industries, they need to be conscious of their exterior appearance.

The back of the book is the budgeting section. This is the smallest section of the magazine for May because I didn't want to go overboard with information about budgeting. Instead I wanted budgeting to be incorporated more as a lifestyle decision across each of my beats. In other words it's a theme that spans the entire publication. Instead my section highlights great resources for my readers to utilize. I also included a profile and two other single-page stories that show the reader how to track money through new online tools and old-fashioned mediums.

Finally keeping the magazine young I decided that my last page should embrace the 20-something nature of my readers and show a cocktail for less. This was one of the hardest pages to decide on. The last page of a magazine is prime real estate and I toyed with several different ideas like another DIY page or an ending quote. However, this page felt the most natural and practical. My readers don't have enough money to create expensive cocktails for their friends when they come over. This recipe allows the reader to spend as little or as much as they want and essentially achieve the same product. It's a broke-girl proof cocktail.

Once I had established the pages, I needed to address the format of the magazine. Obviously today a magazine can live in either print or digital worlds. I originally wanted my magazine to be in print. This was for overly simple and selfish reasons. I love print. It's what I grew up with and I love the limiting qualities of this medium, as in it can't perform any other functions that just being a magazine. Instead, my advisor really wanted me to consider digital options and

said that digital made the most sense for my audience. I was skeptical because I was only familiar with a few online magazines at the time. I hadn't fully explored tablet magazines either. This was the next step in my research.

At the time I was only familiar with lonny magazine were Lonny Magazine, a gorgeous online home decorating publication, and The Nest, which had recently moved to digital. To find more magazines for inspiration I went to Lonny and looked through their followers and searched around on issuu.com the hosting website for The Nest. I became familiar with magazines like Rue Magazine and the tablet versions of my monthly reads like Real Simple and Lucky.

Once I got into the habit of reading digital and tablet magazines I fell in love with their capabilities, and realized that this was indeed the perfect platform for my readers. It would allow the magazine to be free and accessible to girls who couldn't spend money on a subscription or an issue every month post college. It also makes the magazine accessible from your phone, computer, or tablet. I'm also a compulsive magazine clipper and digital lets you print or save pages you want to remember or go back and look at later. This eliminated the clutter of magazines stacks, and in a tiny apartment this is essential. Finally I really enjoy the shareable nature of online publications. This was one of the most important components that swayed me to digital. Readers can easily share stories right from my magazine via email, Twitter, or Facebook to their walls and feeds or to their friends' walls. My publication would have the capability to reach a much larger audience. It was obvious that online was the correct platform for me to choose.

Once my platform was decided upon I started working on creating a look and graphic design of the publication. To do this I looked to my top five inspiration magazines – The Nest, Lonny Magazine, Real Simple, Martha Stewart Lucky – and combined what I liked about each of them. My magazine ended up being a combination of all of these styles; for example, I took Real Simple's use of white space and minimalism and applied it to my magazine. I think it's really refreshing to have pages without illustration or images amidst all of the graphics of a magazine. From Lonny Magazine, I was inspired by their interesting ways of laying out two page-spreads. They really know how to design for a spread. This was something I wanted to incorporate. In a larger context I decided that my graphic design needed to reflect the simple nature of my stories. This again would only add to the brand identity of my magazine.

I was lucky enough to have the help of my sister who is not only a chef but also conveniently a professional designer to help lead me. Together we worked on the typesets, logo, and colors. In *figure 1* one can see the amount of time and options I went through before deciding on my final logo and typeset. Working with my sister tested my editing skills. I needed to be able to dictate what I wanted the brand to look like overall to another person. Together we decided on a simple and girly look for the magazine. This was translated through decorative cursives and a bright color scheme for summer.

Once I got started on the actual production of my publication, my upper level courses – magazine article writing and editing – really contributed to some of my later editorial decisions. Magazine editing not only honed my writing skills

by also trained me to think creatively as an editor. I also rethought a lot of my story ideas because of these courses. I was responsible for pitching ideas for existing magazines, print publications, and websites. We also often took edit tests, which required me to think on my toes and think of a full package story idea in a limited amount of time. This means coming up with a concept for the print story as well as the supporting web video or blog posts for major features. Essentially this type of thinking allowed me to consider the entire package of the story rather than the individual elements of the story.

This was further developed in magazine article writing. In this course I learned more about the components of a story, and like I learned in my editing course, article writing taught me about big picture writing tools and ideas to think about before I even began writing a story. For example some of these tools include how to set the scene, tell a story, and show through details and not tell. I also learned the skill of pitching ideas, which was incredibly important while creating this magazine. Pitching is the way writers try to, in a sense, sell their editors on their ideas. During my magazine's production, I worked with a lot of established professional bloggers. I used these skills to get these people to understand my concept and agree to contribute to my brand. Most importantly I learned how to get a reader interested and hooked on reading an article. Aside from getting the reader to keep reading, I also learned what kinds of titles and subtitles would draw a reader into the story to begin with. This is often overlooked in the magazine process, but a header can be just as important as the lede in a story.

I also began to understand the idea of a service article more in the course. I discovered that almost every article has some type of service, but true service stories focus on teaching the reader something truly new. Before then I didn't completely understand how much trend forecasting and research went into even pitching and developing a service story. You must constantly read the news and blogs so you can stay up on this information. This was something I was able to practice throughout the semester. I also worked with my instructor and advisor to work every piece I wrote into a workable article for my capstone. We even did a full service package where I worked with two other students and created a budgeting service story, and I actually used parts of the project in my capstone. This experience again required me to pitch my idea to a group and get them on board.

I also spent most of the semester working on a feature story that became the major feature narrative in my magazine. My feature entitled "The Lost Cooking Generation" really challenged my ability to put everything this class taught me together. I traveled to New York City to report on a non-profit program that teaches at risk children the basics of nutritional cooking. Not only was I going to write a full-length feature article, I was responsible for coming up with an online slideshow as well as a sidebar. I was extremely proud of this article because it brought together serious reporting with practical service that my readers could use. I ended up reworking each of the parts of this feature – the story, slideshow, and sidebar – and using them in my magazine.

My experience working for Jerk Magazine as the head fashion editor also contributed to some of the overall edits I made, and specifically some of the fashion decisions I made in my magazine. Last semester I was promoted to Gawk editor and this position really taught me a lot.

One of the most important things I learned while on staff was that pitching creative or visual stories, to people on the editorial or management side of the magazine, was that it involved an entirely different style of pitching. I found out that I needed the same amount of concrete research as I did with written stories, they just needed to be highly visual. I found out that I often needed to plan out every single detail from location, to hair and makeup in order for a non-creative person to understand it, whereas I can understand a vision with just a few key words.

I also learned how to manage a photo shoot and act as an art director. Throughout all of my internships I have been able to assist on photo shoots so I was familiar with how they run, but managing them and directing was an entirely new skill set that Jerk allowed me to explore. This role can be difficult because on a small budget a director needs to pay attention to assistants, photographers, hair, and makeup so this really taught me how to be organized with my ideas and have my team ready when they get to set. It also taught me to remain happy and kind when stress flares up on set. Though this may seem trivial, a bad attitude on set can turn a fashion shoot into a disaster.

Finally I was able to master fitting models. This was again something I was familiar with from my previous internships, but I only ever assisted in this

role. Being in charge of making the clothing fit the model is a lot harder than one might think. You need to know certain styling tricks and working at Jerk allowed me to test out my skills and to prepare myself for my own publication's shoots.

All of these skills translated to the production of my own magazine because I had even less help. I didn't have to run my ideas by anyone, so I needed to be even clearer with the photographers and stylists about what I wanted. This is truly the area of the magazine process where I have the most fun and feel like I have the most creative freedom. I really enjoy working collaboratively to create beautiful pictures.

This is probably one of the best things I could have learned along the way. Creating this publication allowed me to explore the various areas of magazine publishing. From art to fashion to writing, I was able to pinpoint that I want to pursue a career in fashion and creative directing. This project was truly a culmination of all of my experiences at Syracuse. It combined my exploration of digital publishing, photography, and graphics through Newhouse and my knowledge of fashion and beauty styling through the milestone program. I am incredibly thankful to be graduating with a direction and my capstone did this for me.

Appendices

FIGURE 1

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theJump



Summary of Capstone Project

The Jump is an online life stage magazine for women, focused on the transition from college life to the real world. The magazine's target audience is women ages 19 and 25 who have recently graduated from college or will soon graduate. These women are interested in a luxury lifestyle and current trends, but also value budgeting and their careers. They are also newcomers to real world. The Jump answers the questions about home décor, cooking, fashion, beauty, and budgeting in a simple way that is tailored to their stage in life.

A life stage magazine is one focused on a landmark time or event in one's life such as getting married, buying a new home or moving into older age. This magazine aims to fill the gap in magazine publishing for young women looking for help in their transition into the real world, hence the name The Jump or the jump to the real world. This genre of magazine tends to rely on service type pieces, or editorial content that informs and instructs; I chose to maintain this trend. I also wanted the readers to be able to connect to faces and real world experiences, and to accomplish this I included many profiles of professional bloggers and industry professional that have valuable information and tools for my readers.

To create the issue plan I considered the gaps in editorial content throughout the magazine world. I also surveyed my post-grad friends and soon-to-be graduate friends to find out what kind of editorial content they were most interested in. I found that people were most concerned with their lack of cooking

skills and money. When it came to money they were concerned with not only paying off loans and budgeting in general, but also how they would afford certain things like an office wardrobe or apartment furnishings. As a member of the target audience I also considered what kind of questions I had about post-grad life and factored that into my editorial content.

Each department reflects this desire to inform and educate these young women. My front-of-book section, or the front half of the magazine filled with short introductory pieces, offers quick solutions to problems. For example this prototype issue teaches the readers which knives are absolutely necessary in the kitchen, and which they can put off buying until they have more money to invest in a proper set. Keeping in mind the space limitations most graduates will encounter upon graduation, there is also a product story about furniture items that perform multiple roles. All of these items are inexpensive, allowing the reader to truly consider these as feasible options. There is also a step-by-step story on how to sew on a button, so readers can avoid the cost of taking the garment to be fixed. The overarching theme of this section is simple. Each story aims to fix simple problems with simple solutions.

Next, the well section takes the reader through cooking, living, fashion, beauty, budgeting. The cooking section of the magazine makes cooking less terrifying for an age group that has been eating ramen for the past four years. This issue features a story about one step meals cooked in parchment, which is an ideal way to cook for those on a budget and on the go. I also featured a grocery-

shopping story; it takes the reader through stocking a pantry and ways to shop for the week.

The living section offers price and space sensitive décor advice for the reader. In the feature story I used my own college bedding to show the reader how to make a space more “grown up” using what they have. In this story I also show the readers how to make a DIY headboard without a single power tool. Again each of these stories isn’t just aspirational, but also highly doable.

The beauty sections offer what other magazines don’t in these areas, real affordable trendy options. Even the beauty products used in the beauty shoots are drug store products, proving that anyone can achieve these looks. I also provide the readers with an instructional story on a five-minute office makeup look. This story stemmed from the idea that one should look presentable in the workspace, but shouldn’t spend hours in the morning to get there. I also discuss what makeup is appropriate and what to avoid.

The fashion section offers the latest trends while again taking into consideration budgeting. I created a fashion shoot that is luxurious and trendy while ensuring every piece is highly affordable. The fashion department also focuses on workplace appropriate clothing for young women.

Though the entire magazine keeps budgeting in mind throughout all of the content, the budgeting section focuses specifically on money management. I show the readers tools they can use, whether it be online or with a checkbook, to stay organized when paying off a student loan or paying your rent.

My goal with this magazine was to create a publication that focused on young women's issues and would offer more reputable advice than the average blog out there. Combining these ideas, I decided to host the website for free on Issuu.com under the business model that it would be completely funded by advertising. Using this model my readers would be able to enjoy the treat of a magazine without having to spend the five dollars they don't have on a print copy. The web platform also allows the readers to directly download pages and save them to their desktop for later reference or print them out to hang on the fridge. This platform also allows you to click on the products you see in the stories and be directed to their purchasing websites. You can always go back to old issues and you're never searching for that article you want to tell your friend about. It also allows readers to content they enjoy with their friends. One can easily share the link to the magazine on their friends' social media platforms like Twitter and Facebook. Digital is also where I see magazines going and I wanted my magazine to embrace this rather than try to ignore this new platform.

Though this edition is only a prototype I would ideally see the magazine hosted on its own website. Along with the monthly publication I would hope that the website would host a blog, and video content similar to any major magazine site. Essentially this magazine and brand would become a valuable tool for post grads to consult.