



MAGAZINE PROPOSAL

Objective

Santa Monica Sōl's objective is to serve as a friendly activity guide that will take the guess work out of finding fitness activities in the Santa Monica environment. It will get people off the couch and out of their house to explore their local neighborhood.

Concept


Santa Monica Sōl is intended to be a magazine featuring guides to and articles about outdoor fitness activities in Santa Monica, California, with a secondary appeal for the entire Westside area (i.e. West. Los Angeles, Mar Vista, Brentwood, Pacific Palisades, Venice, etc.). The free mini-magazine will be distributed every Thursday within the folds of the *Santa Monica Mirror* and also at free periodical distribution areas. With an underlying theme of environmental awareness, the *Santa Monica Sōl* publication will focus on activities that can be completed without the use of cars. Instead our energy concerns will focus on the "level of energy" required to complete different activities. For example, a senior citizen might want to take a short, scenic walk or a thirty-something jogger might be looking for a new neighborhood to run in. This magazine will have a section for almost every level of energy exertion represented by a footprint icon; 1 for low-exertion exercises or up to 4 for something a little more extreme.




Thus the “Sōl” of our title has multiple meanings; the first is the sun for the outdoor activities; secondly the “sole” of the foot represented by shoe iconography; and thirdly the “soul” of the reader which will be invigorated by their time spent outdoors and with themselves (should they decide to do some of these activities “solely”).

Each section (including one section specific to dog owners) will feature a main article, a sidebar with a “Things to Bring” list and a paid advertisement page that features a restaurant or shop within the proximity.

FOOD & DRINK




Spitfire Grill



Located right across the street from the dog park, the Spitfire Grill has been a pilot's hangout since 1945. With Airport Park's opening in 2007 the Spitfire Grill, already known for its cuisine and personality (a movie based on the café was released in 1996) is now planning to be recognized for its large dog-friendly patio and menu. Renderings of the patio expansion project can be viewed on the restaurant's website. We highly recommend this pet-friendly location.

Spitfire Grill
3300 Airport Avenue
Santa Monica, CA 90405
(310) 397-3455



DOG PARK CHECKLIST

Example: Water Bottle

- Water Bottle
- Leash
- Tennis Balls
- Frisbee
- Doggy Treats
- Poop Bag
- Towels
- Warm Clothes
- Pen & Paper
- Dog Food
- Dog

CENTINELA FEED & PET SUPPLIES
Where Shopping for Your Pet is an Experience.™

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The back of the magazine will be dedicated to “Sōl Mates”—a personal ads section for people seeking activity partners.

Sōl Mates

Life partners.

OCTOBER 2007

Running Partners

SM: Fun marathon and misc. marathon training. We plan to have meetings on Saturday mornings in SM. Membership fees will consist of training, seminars, guides, books and shirts. For more info visit: laleggers.org, laleg@earthlink.net.

SoCalRunning.com
From new beginners running for health to professionals!

We swim. We bike. We run. Over 1,400 members who share a fiery passion for triathalons. We are excited to meet new people and to hear new stories about other people! For more info and race discounts, go visit our website address at latrimclub.com.

Walking Partners

SWM Looking for social group to walk from the beach to Palisades Park with in the evenings. I take the bus to work but enjoy a leisurely evening walk to watch the sunset when the day is done! Are you going my way?

Gabbin' Grannies
We're very gorgeous retirees that like to gossip and also gab while walking laps around the Clover path in the early mornings. If you're awake and eager to dish look for the clump of blue-hairs around 7am.

Jogging Partners

StraightWseekingGayM. Fit 25 year old runner. I like to jog down San Vicente, run the steps, and

return to Brentwood several times a week but I grow tired of getting hit on by the guys on the way. I need a handsome man to deter their advances. So please take the numbers... I want the exercise!!! Contact me at the following number: 310 555-1212.

Cycling Partners

Male seeking Male: I am looking for a cycling partner who would be available for short, weekend and or additional weekday morning and evening rides (~25-50+ miles). I ride at a moderate pace and like flats and hills equally well. Please email me at jimDude@aol.com.

Dancing Partners

35 year old fit male seeking fem partner. dave4@yahoo.com.

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In appearance *Santa Monica Sōl* will be small enough to distribute within a newspaper and thin enough for the reader to fold and carry with them like a map. The colors will lean toward an earthy and organic color scheme while still retaining brightly colored highlight hues for the graphic elements. The icons will be vector-based illustrations and easily recognizable and each section of the magazine will be set off by a distinctive color theme so that the readers can easily find the energy level articles relevant to them. Physically, the magazine will be printed on recycled paper.

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02 Dog Park Takes Off

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15 Sōl Mates

The magazine will be funded by advertisements from local companies specific to the articles within (i.e. realtors with Westside clients, athletic shoe companies, health food stores, personal trainers, pet stores and more), the featured restaurant ads and by some sold subscriptions purchased by people that would prefer to have the magazine delivered to their home.



Audience

The primary target audience is 18 to 40 year old single men and women. Specifically our audience members are the young and influential types that can affect change in the environment simply by interacting with it on a regular basis. We also want to appeal to those in our target audience that own dogs and are seeking pet-friendly environments.

Our secondary audience is 65 to 80 year old retirees and senior citizens that are interested in taking it easy and re-introducing themselves to their neighborhoods.

Thirdly, we want to appeal to all Westside region residents that may be inactive now or limiting themselves to the fitness and health opportunities behind closed doors because they are not eager to try new things.

Research

Situation

With awareness of global warming, the California water crisis and other environmental problems spreading, there is an increasing need for humans to re-introduce themselves to the world around them. There are currently publications geared towards high endurance sports (cycling, climbing, marathon running, etc.) and magazines dedicated to the Santa Monica and Westside areas but there is nothing specific that guides the citizens of the city to find areas where anyone of any energy level can enjoy the outdoors. There is also no publication that combines the enjoyment of nature with the enjoyment of animals within the confines of a city. Community members rely on word of mouth and their own resources within their neighborhoods to find places to go for a jog, take their dog for a walk or meander along a path enjoying the sunset. And when trying new things they are often faced with the challenge of not knowing where to go or what to bring (or what is prohibited). These challenges may prevent the inexperienced person from trying again or enjoying themselves in the first place.

Strengths

Printed on recycled paper with biodegradable vegetable oil the readership of *Santa Monica Sōl* will view the publication as something that practices what it preaches. Recycling-related promotions and the free distribution within a local Santa Monica paper will build name recognition. Our low page number count and small physical size will be easily consumed by the public (and passed on to new readers) and its popularity will grow quickly. With an intimate knowledge of the city of Santa Monica and its resources we are already aware of a multitude of activities that will keep the readers busy for a long while. Our environmental locale provides a near infinite number of article topics for the future so we are not likely to run out of information or find a need to rehash old material. Consider *Santa Monica Sōl* the “TV Guide” of local exercise activity without the burden of information overload.

Weaknesses

With the threats of traffic, over-crowding and anti-social people – active citizens often decide to avoid the outdoors altogether. Instead they opt for the gym or the couch. Add to this the fear of not being fashionable or fit enough in a city of movie stars and you find yourself with large numbers of people who simple won't try new things or won't go beyond their safety zone.

Opportunities

Since the magazine will be separated into “levels of energy” with a separate section for dog-owners, *Santa Monica Sōl* will reach a diverse audience. With its tips on what to bring and what to know, the publication will begin to feel like a friend. Trust will be built and those who used to be afraid of new things will feel confident with *Santa Monica Sōl* in their back pocket. With popularity building, more restaurants and advertisers will want to be featured as a friendly community destinations and merchandisers. More advertisers will equal more income - of which some will be donated back to the community in enhancement (and self-promotion) projects. More popularity will also enable the magazine to publish yearly collections which can be sold as books that build a following of their own.

Competition

SeaScape

SeaScape is a newspaper type of publication produced by the City of Santa Monica and designed to inform the residents of public events, governmental news and city programs and services. With listings of the parks, fitness events and exercise areas within the city limits it is our closest competitor in terms of content. *SeaScape*, however, is designed with a governmental attitude so the content is boring, features lists and times but maintains no opinion. There are also no pictures and it is wordy with feature articles about city hall meetings and city water usage.

Santa Monica Sun

Santa Monica Sun is a neighborhood publication under the umbrella publishing unit known as “Westside Today.” It has a name similar to our magazine but the size, design and content separates it from *Santa Monica Sōl* on many levels. With articles that cross from one Westside Today magazine to the other it is hardly specific to the Santa Monica community and the resources within it. It is also heavy with entertainment articles and real estate ads.

Competitor So Cal

Competitor So Cal is a high-energy fitness magazine dedicated to “competitors” and the sports they play in Southern California. There is a broad geographic region that

Competitor reaches and the articles and ads target the niche market of runners, cyclers, swimmers and more. *Competitor* is non-community specific and excludes an audience that enjoys low-energy level activities like walks in the park and fitness activity beginners.

Los Angeles Sports and Fitness Magazine

LA S&F is nearly the same as *Competitor So Cal* with its exclusion of low-energy activities. However the audience is narrower and focused just on the county of Los Angeles.

Marketing Plan

- I. Mission Statement
- II. Marketing Objective
- III. Marketing Strategy

I. Mission Statement

Santa Monica Sōl is committed to the promotion of health, community and the enjoyment of the outdoors in a city where time and energy is a precious commodity. Our intention is to create a publication that is informational, easy to read and that fulfills a need for fitness and activity guidance while also promoting environmental awareness and the resources of the city. We want our future readership to grow and grow together. Ultimately, our goal is to join the citizens of Santa Monica and the Westside residents with the environmental, structural and business resources so that their days feel complete, their bodies are nourished and their souls are fulfilled.

II. Marketing Objective

The marketing objective of our company is to place *Santa Monica Sōl* in the back pockets of every Santa Monica citizen. There are currently fitness magazines, local newspapers and publications and tourist guides but there is no compact book that provides suggestions based on energy levels or expertise. There is also no publication within the city boundaries that speaks to the exercise-minded dog owner. We intend to seek this audience, along with our target audience of energetic adults, and cater to their desires for new experiences, new sights and new friendships.

Objective Metric: 1 new page of *Sōl Mates* added to the magazine due to audience demand by mid-2008.

To accomplish this objective, awareness of *Santa Monica Sōl* must spread to potential section advertisers via word of mouth and visual advertisements. "What's your *Sōl*" t-shirts and exercise paraphernalia (towels, headbands, dog leashes, etc.) will be handed out at various city events and heavily trafficked locations (the pier, the 3rd Street

Promenade, etc.) to promote the magazine. Buzz will be generated as users log on to the publication website to find out “what their sōl” looks like and while there they will notice the Sōl Mates Success Stories featured prominently on the site.

Objective Metric: Enough featured articles and locations to publish a collection of special editions by January 2009.

Several journalists and photographers will be added to the staff to accommodate the demand of 12 “special issues” of the *Santa Monica Sōl* – one special issue per month. With the publication nearing its year mark, there will be enough merit given to the articles and the artwork and income generated by the advertising that we can urge readers to recycle the issues they’ve been saving and buy the collected volume instead.

III. Marketing Strategy

Target Market Strategy

Santa Monica Sōl has a social marketing strategy focused on the needs of the Santa Monica (and Westside) community and on the environment as a whole. With ads placed in the *Santa Monica Mirror* announcing our premiere we intend to begin building brand recognition up to one month in advance of our initial issue. We will also begin selling ad space in the Sōl Mates section at this stage via our introductory website.

Geographically our marketing strategy is to burst on the scene at heavily trafficked areas and at exercise and fitness related events with promotional materials (t-shirts, leashes, etc.) and copies of our first issue of the magazine. Stacks of our premiere issue will be placed in local restaurants, gyms, yoga studios, libraries, pet stores and specifically in areas near the featured locations. The premiere issue (and all the issues following) will also be distributed as an insert in the *Santa Monica Mirror*. This pairing with an already familiar brand will generate an instant sense of validity.

Marketing Mix – Product, Placement, Promotion and Price

Our primary product is the *Santa Monica Sōl* magazine itself, which will be freely distributed within the *Santa Monica Mirror* and in stacks at certain specified locations. Though, following the example of other free area magazines, we will also offer a yearly subscription to the magazine for those who wish to have it delivered to their homes. Profits will be generated from these subscription purchases, the corporate and business advertisers and the private advertisements placed in the *Sōl Mates* section. Each issue also features a suggested restaurant to eat at following the main activity. These sections are actually featured advertisements that are paid for by the business owners themselves.

Our secondary product is the *Santa Monica Sōl* website which will be a mirror of the issue itself. Banner ad space will generate extra income while we will also provide “free registered user” access to archived articles. With this list of registered users we can generate further income by selling our user lists to approved advertisers. Additionally, we will provide links to featured products (i.e. Nike shoes, REI rock climbing classes, Propel water, etc.) which will (with affiliate partnership agreements) provide another stream of income.

Our third products are the promotional materials themselves – the dog leashes, the t-shirts and more. Initially provided as free promo give-aways they will have a second life as products available for purchase online.

Lastly, with 12 special issues created each year we will have enough material for a bound annual collection of “the best of” *Santa Monica Sōl*. These paperback bound books can be sold to the existing audience as an archive of their favorite issues and also as a general area guidebook available in bookstores for visitors.

About the Author of this Proposal

Senior Editor/Staff Writer - Erin Lillis

Erin Lillis has worked within the communications industries for 10 years. In addition to supervising the article assignments, writing and creating the marketing plan for *Santa Monica Sol*, her experience includes creating and contributing articles to various Internet sites and blogs, copywriting for web commerce, travel writing and photography, publishing regular online newsletters for non-profit organizations and composing movie reviews, short fiction and poetry. Erin strives to keep her education up to date so she currently attends the Art Institute of Los Angeles as a student of the Web Design and Interactive Media major where she is furthering her studies in layout, photography and graphic design.

About the Project

This proposal and marketing plan was created for a class entitled “Production Planning” at the Art Institute of California – Los Angeles. Part of a team project’s final deliverables, this segment was created by Erin Lillis with research and ideas contributed by Nicole Del Gallo, Thomas Moresco and Aaron Wilson. The final magazine prototype was designed by Thomas Moresco, contained photographs by Nicole Del Gallo, Erin Lillis and Aaron Wilson and original art by Aaron Wilson. Articles within the prototype magazine, where not filled in with Lorem Ipsum, were written by Erin Lillis.