

Website

Digital Strategy

The screenshot shows the homepage of the impress website, featuring a large banner for a Covergirl promotion. The banner includes text about purchasing Covergirl products and getting a movie ticket for 'The Hunger Games: Catching Fire'. To the right of the banner is a close-up image of a woman with colorful, sparkly makeup. Below the banner, the 'impress' logo is displayed in a large, stylized, yellow and orange font. A social media navigation bar with links for Facebook, Twitter, and YouTube is visible. A search bar and a 'GO' button are on the left. On the right, there's a callout for checking out their Instagram account, a link to YouTube sponsored videos, and a video player showing a tutorial for recreating Prim's bow braid. The main content area features a large image of Chloe Grace Moretz with text about her favorite YA book. A central callout box offers a 1-year subscription for \$11.99. Below the main content are several smaller video thumbnails and text snippets about other topics like Addison in Budapest and Shelby's Book Blast.

impress - home

www.impressmag.com/

COVERGIRL PURCHASE \$20 OR MORE OF COVERGIRL® PRODUCTS (PRE-TAX) IN A SINGLE TRANSACTION, AND GET A MOVIE TICKET

impress

Home Popular Now! Books Movies TV Shows Quizzes Videos Blogs

Search GO

RENEW SUBSCRIBE Enter email

DIGITAL EDITION TABLET EDITION CHECK OUT OUR APP EMAIL US!

Chloe Grace Moretz's fave YA book? It's not what you'd think . . .

Read on to find out what is in our exclusive interview!

impress

1 year for only \$11.99!

SUBSCRIBE NOW!

YouTube Sponsored Videos

Learn how to recreate Prim's bow braid from Catching Fire! Tutorial by Cute Girls Hairstyles

We love this show!

Check out a preview for the Lizzie Bennet Diaries, a web series inspired by Jane Austen's classic novel

Catch up with Addison in Budapest on set for Fallen!

Time for ... Shelby's Book

Watch Shelby's latest Book Blast on the end of Fallen!

Landing Page - Popular Now

impress - home www.impressmag.com/10things/chloe_grace_moretz/0814

BED HEAD
TIGI

BEDHEAD
experiment and create

impress

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Search Go

RENEW
SUBSCRIBE
Enter email
DIGITAL EDITION
TABLET EDITION
CHECK OUT OUR APP!

10 Things You Need to Know About If I Stay's Chloe Grace Moretz:

How many do you know? Tell us in the comments below!

1 She has **four** older brothers

Chloe is the youngest of five siblings. One of her brothers, Trevor, recognized Chloe's talent when she was very young and has since worked as her producer.

"We are the closest family ever, and we are the most insane family ever. It may look weird to others, but to us, it's life."

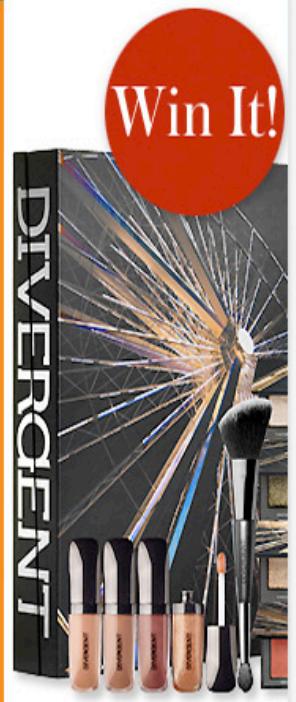
2 She loves all things **vintage**, especially film.

Surprisingly, a leader of Hollywood's new generation of actresses has rather classic taste. When asked who should invite to her ideal dinner party, Chloe chose poised and elegant leading ladies like **Audrey Hepburn, Marilyn Monroe, Natalie Wood and Grace Kelly**.

3 She's an **activist** for two important causes:

Chloe often speaks out against bullying, and she has worked to raise awareness about kidney cancer. As Chloe explains, "Kidney cancer is a cause close to my heart."

How cute are Chloe and her brothers! 

Win It! 

Get your copy today! 

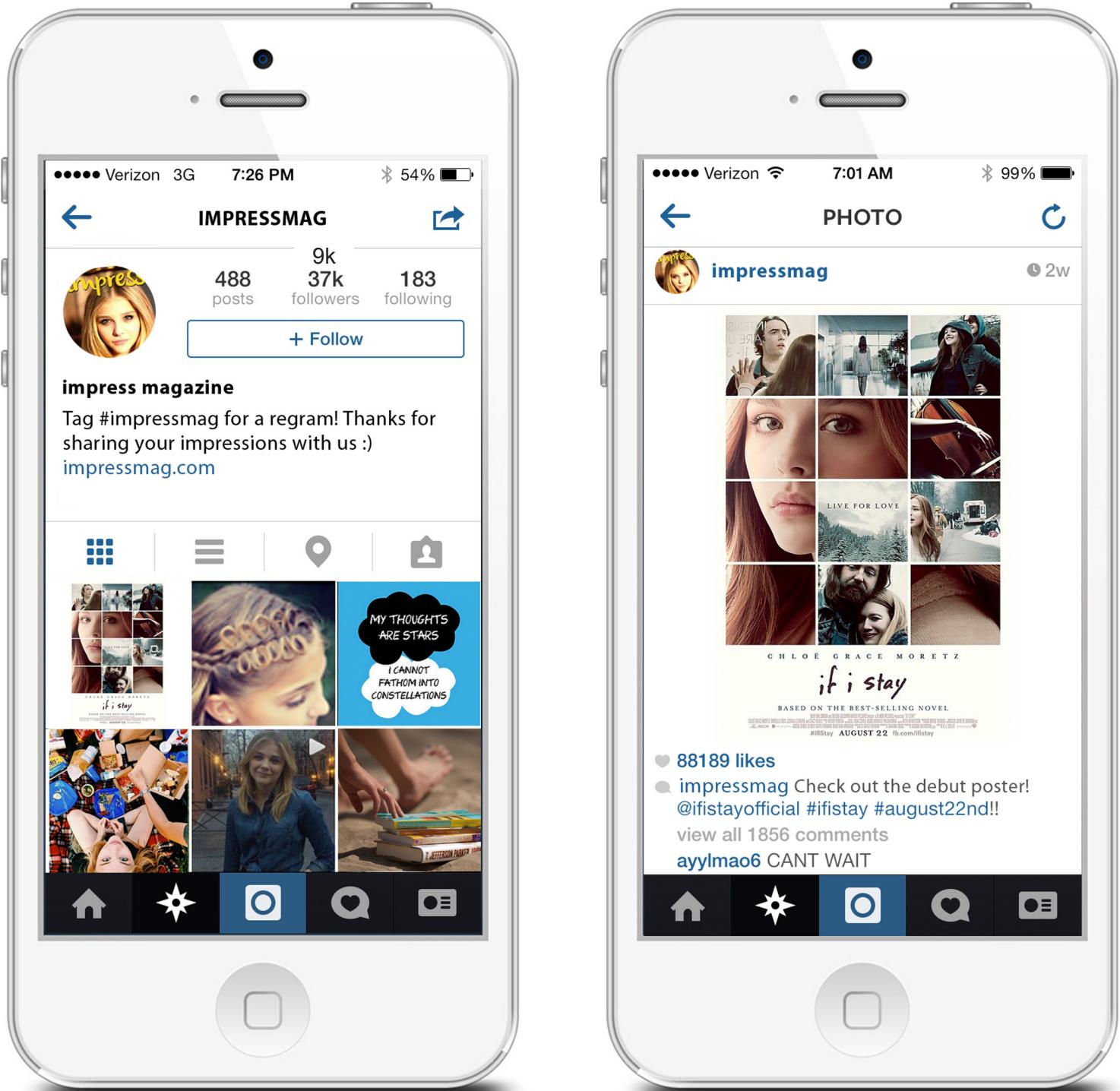
facebook

Facebook is our primary social media platform for advertisements. In order to access the Facebook users who are interested in all things YA, we will “like” pages for YA authors and books, as well as the Facebook pages for sites as EpicReads. The content on our Facebook page will consist of links to articles on our digital website, which will bring the visitor to the site in order to view the content, which will entice them to browse the rest of the site. We will also share upcoming events, contests, and giveaways on our page. Users can comment on our content, which will be beneficial for tailoring future content to what interests our readers. We will post about two to three times a day on Facebook, and once we gain readership, we may increase the amount of posts per day. We hope to have about 100,000 Facebook likes after four months, with a monthly increase of 7 percent after the print magazine launch.



The screenshot shows the Facebook page for 'impress magazine'. The cover photo features the word 'impress' in large yellow letters over a background of a person reading a book on a beach. Below the cover photo is a profile picture of a woman with blonde hair. The page name is 'impress magazine' with 11,763 likes and 204 people talking about it. The bio reads: 'Magazine Share your impressions with us today! Don't hesitate to alert us to a new exciting read, blog, or literary event our readers would absolutely love :) Can't wait to hear from you!' Below the bio are links for 'About - Suggest an Edit', 'Photos', 'Instagram', 'Tumblr', and 'Tweet @impressmag'. A post from an hour ago encourages users to send book reviews. A post from August 5th asks if users have picked up the Chloe Grace Moretz issue, featuring a photo of her smiling. A sidebar on the right shows a sponsored post for Barnes & Noble and a post for The Hunger Games.

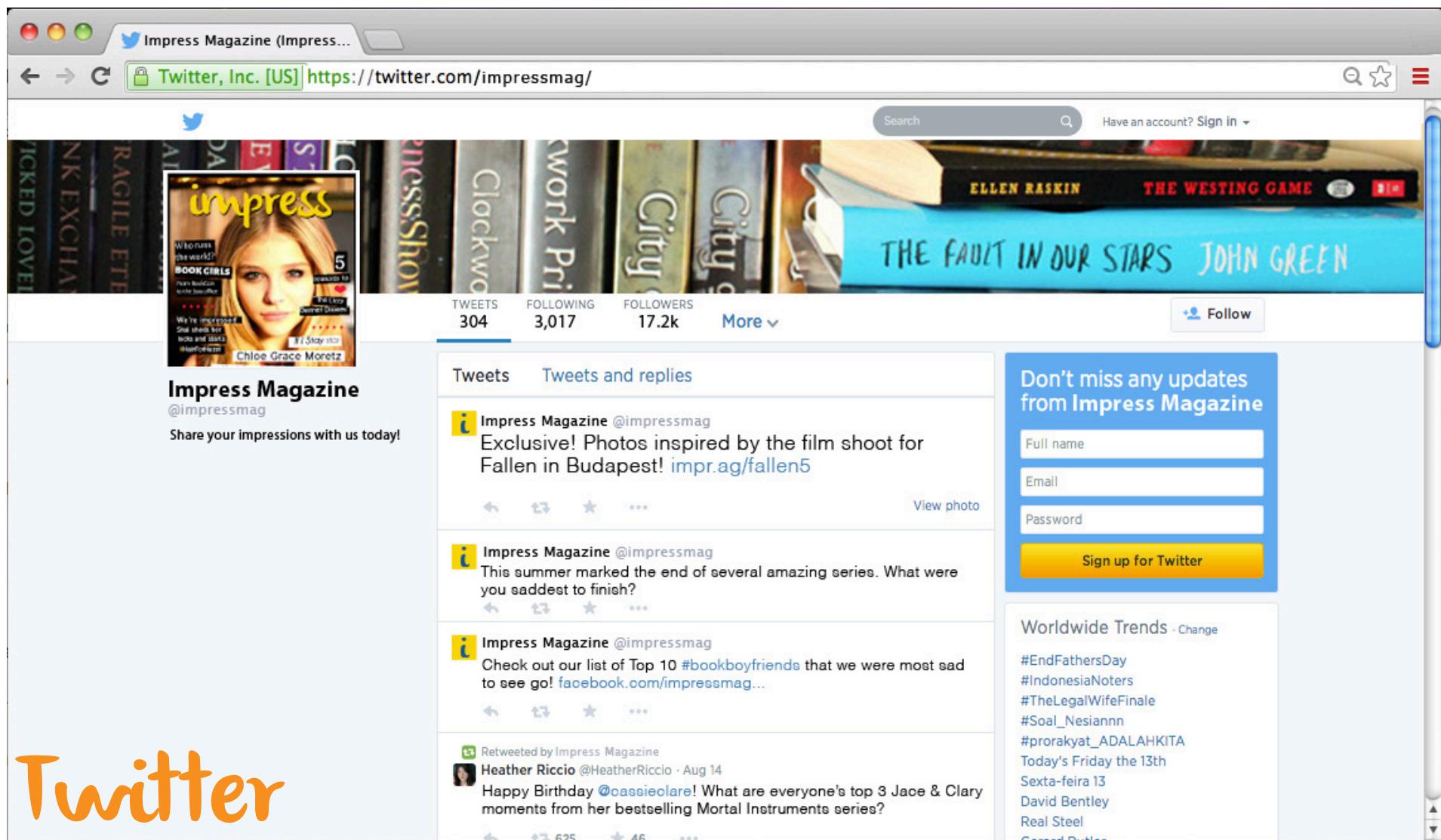
Social Media Strategy



Instagram

Instagram will be one of our main focuses, because our younger readers use the app frequently. Instagram would be a great supplementary content provider, as we can post pictures of our events, fun hairstyles and makeup ideas from books, fanart, featured celebrities, sneak peeks at books and upcoming movies. We will use hashtags to categorize our posts so that our readers can easily find the content that they are looking for. We will also be using Instagram to advertise in a more visual and informal way, such as posting a picture of the cover of our first magazine, or a photo of our editors with Chloe Grace Moretz. We will be posting about once or twice a day on Instagram. We expect about 8000-10000 followers on Instagram after four months, with a monthly increase of 3 percent.

Social Media Strategy



Impress Magazine (@impressmag)

Share your impressions with us today!

TWEETS 304 FOLLOWING 3,017 FOLLOWERS 17.2k More ▾

Follow

Tweets **Tweets and replies**

i Impress Magazine @impressmag
Exclusive! Photos inspired by the film shoot for Fallen in Budapest! impr.ag/fallen5

i Impress Magazine @impressmag
This summer marked the end of several amazing series. What were you saddest to finish?

i Impress Magazine @impressmag
Check out our list of Top 10 [#bookboyfriends](#) that we were most sad to see go! facebook.com/impressmag...

Retweeted by Impress Magazine
Heather Riccio @HeatherRiccio · Aug 14
Happy Birthday @cassieclare! What are everyone's top 3 Jace & Clary moments from her bestselling Mortal Instruments series?

Don't miss any updates from Impress Magazine

Full name

Email

Password

Sign up for Twitter

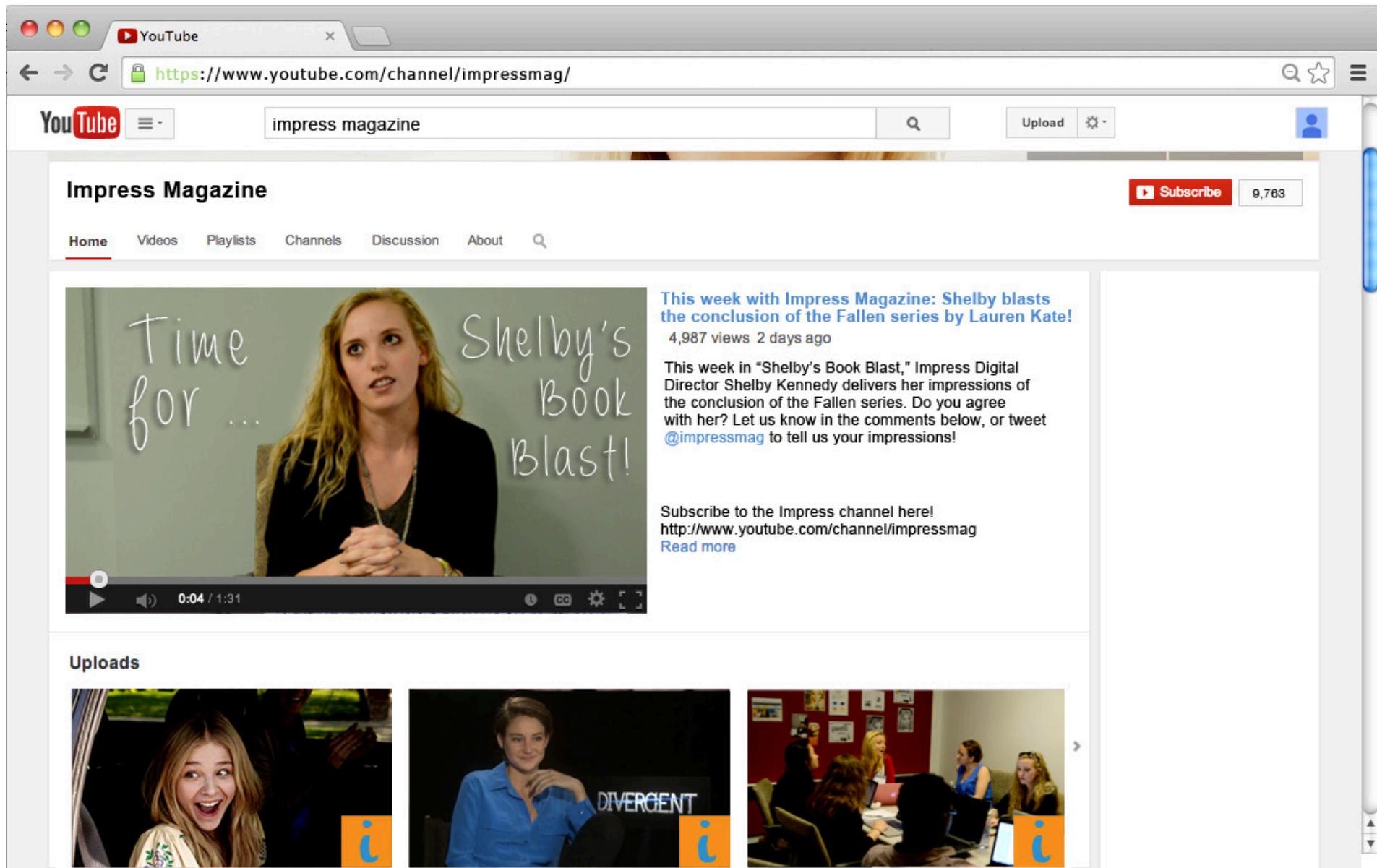
Worldwide Trends · Change

- #EndFathersDay
- #IndonesiaNoters
- #TheLegalWifeFinale
- #Soal_Nesiannn
- #prorakyat_ADALAHKITA
- Today's Friday the 13th
- Sexta-feira 13
- David Bentley
- Real Steel

Our Twitter will aid in brand promotion by engaging readers about the books and authors they love; we will retweet authors, books, publishing houses, and even our readers to form a community. In order to reach people who are interested in the YA genre, we will tag individuals in the YA community, and we will also use specific hashtags that are trending and ones that refer to our brand such as #impressmag and #impressus. We will be posting 10-12 times a day on Twitter. We plan to have about 17,200 Twitter followers after four months with a monthly increase of 20 percent after the print magazine launch.

YouTube

Our YouTube channel will be another tool to build a community among our readers. We will post videos of behind-the-scenes footage of the staff, allowing them to get to know us as individuals. We will post videos of our staff reviewing books and having interviews with authors, in addition to videos about what it is like to work at Impress. We will be posting about two to four videos per week.



The screenshot shows the YouTube channel page for 'impress magazine'. The channel header features the channel name 'Impress Magazine' and a 'Subscribe' button with 9,763 subscribers. Below the header, there are navigation links for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The main video thumbnail is titled 'This week with Impress Magazine: Shelby blasts the conclusion of the Fallen series by Lauren Kate!' and shows a woman with blonde hair, Shelby Kennedy, sitting in front of a whiteboard with the text 'Time for ... Shelby's Book Blast!'. The video has 4,987 views and was posted 2 days ago. Below the video, there is a call to action to subscribe to the channel and a link to the channel's page: <http://www.youtube.com/channel/impressmag>. The 'Read more' link leads to the channel's page. The 'Uploads' section shows three smaller video thumbnails: one of a woman laughing, one of a woman in a blue shirt with the text 'DIVERGENT' and an 'i' logo, and one of a group of people in an office setting. The overall layout is typical of a YouTube channel page.

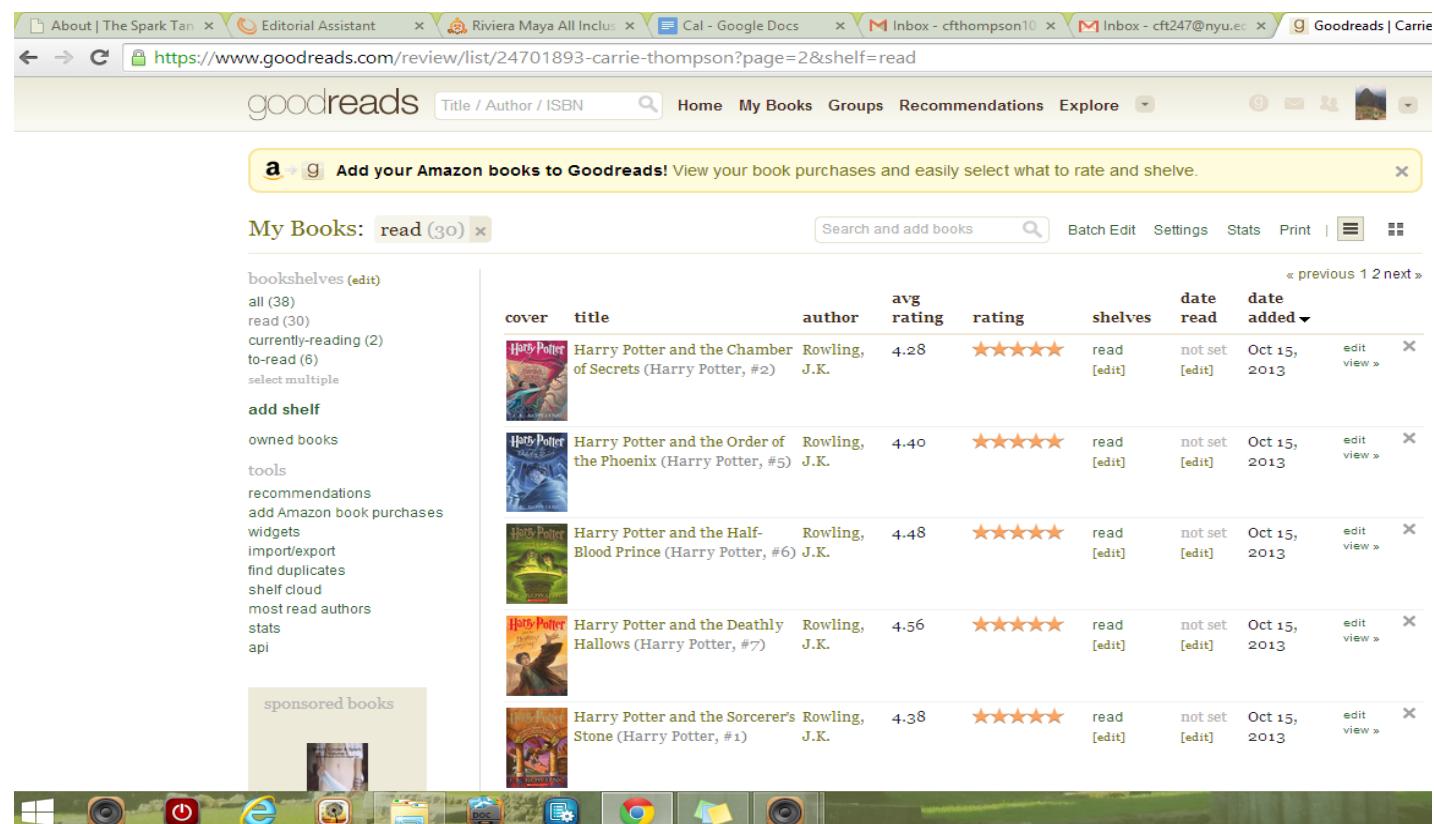


Tablet Edition

Our tablet edition will be an interactive PDF. It will contain the same content as the print magazine, but will include at least 10 extra features in the document. Some of these will be included in the Table of Contents and some will be scattered throughout the magazine. These will lead to different links to our website and social media. The table of contents will be like the print design, but optimized to fit the tablet and mobile platforms. If you click on words on the cover and in the Table of Contents, you will be taken directly to that story.

Goodreads

With GoodReads, we will be able to show our readers what YA books we are reading, have read and are planning to read once they are released. This site will aggregate our most basic book content into one easy-to-find place. We will rate each book and write one sentence reviews—full book reviews will appear in the magazine. By “friending” *Impress* on GoodReads, readers will be constantly reminded of our brand because GoodReads automatically emails you updates whenever your friends add or rate books. This will keep *Impress* at the front of our readers’ minds at no financial cost to us.



The screenshot shows a user's library on Goodreads. The user has 30 books marked as 'read'. The list includes the following books:

cover	title	author	avg rating	rating	shelves	date read	date added
	Harry Potter and the Chamber of Secrets (Harry Potter, #2)	Rowling, J.K.	4.28	★★★★★	read [edit]	not set [edit]	Oct 15, 2013
	Harry Potter and the Order of the Phoenix (Harry Potter, #5)	Rowling, J.K.	4.40	★★★★★	read [edit]	not set [edit]	Oct 15, 2013
	Harry Potter and the Half-Blood Prince (Harry Potter, #6)	Rowling, J.K.	4.48	★★★★★	read [edit]	not set [edit]	Oct 15, 2013
	Harry Potter and the Deathly Hallows (Harry Potter, #7)	Rowling, J.K.	4.56	★★★★★	read [edit]	not set [edit]	Oct 15, 2013
	Harry Potter and the Sorcerer's Stone (Harry Potter, #1)	Rowling, J.K.	4.38	★★★★★	read [edit]	not set [edit]	Oct 15, 2013

Marketing Newsletter

Best Summer Reads! -- Sponsored by Barnes & Noble



Impress Magazine <impressmag@impressmag.com>
to me

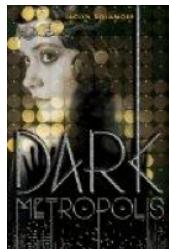


impress

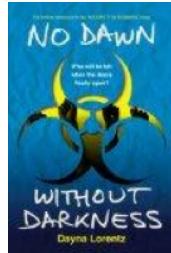
BN.com

[Forward to a Friend](#)

Summer Reads from Impress, brought to you by Barnes & Noble



Dark Metropolis
Jaclyn Dolamore
Release Date:
17 June 2014



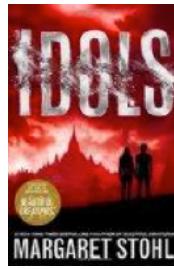
No Dawn without Darkness
Dayna Lorentz
No Safety in Numbers #3
Release Date:
1 July 2014



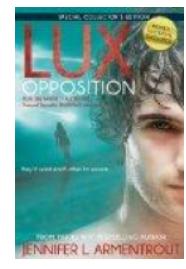
Kalona's Fall
Kristin Cast, P.C. Cast
House of Night
Novella #4
Release Date:
29 July 2014



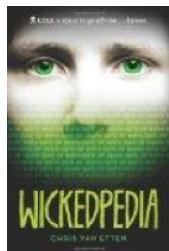
Fan Art
Sarah Tregay
Release Date:
17 June 2014



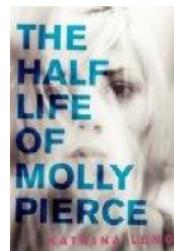
Idols
Margaret Stohl
Icons #2
Release Date:
8 July 2014



Opposition
Jennifer Armentrout
Lux #5
Release Date:
5 August 2014



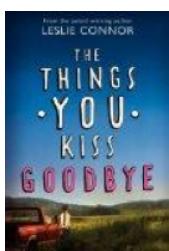
Wickedpedia
Chris Van Etten
Release Date:
24 June 2014



The Half Life of Molly Pierce
Katrina Leno
Release Date:
8 July 2014



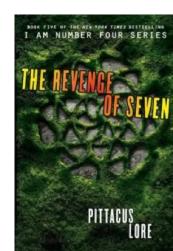
The Rule of Thoughts
James Dashner
The Mortality Doctrine #2
Release Date:
26 August 2014



The Things You Kiss Goodbye
Leslie Connor
Release Date:
24 June 2014



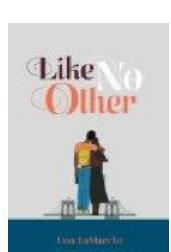
Marina
Carlos Ruiz Zafón
Release Date:
22 July 2014



The Revenge of Seven
Pittacus Lore
Lorien Legacies #5
Release Date:
26 August 2014



Conversion
Katherine Howe
Release Date:
1 July 2014



Like No Other
Una LaMarche
Release Date:
24 July 2014



Rumble by Ellen Hopkins
Release Date: 26 August 2014



Impress Magazine <impressmag@impressmag.com>
to me

impressWeekly:

The Best of YA This Week, For You



Catch a new episode of *Emma Approved* at 12pm EST. There have been hints that this episode will feature the return of one of our favorite characters. Check out our *online poll* to let us know who you think it **might be!**

Monday

Tuesday

The next book in Libba Bray's popular new series "The Diviners" hits bookstores today!



John Green to announce dates and cities of his 2015 tour on his [website](#).



Wednesday

Thursday

Today, *Impress* will be giving away a signed copy of *Allegiant* to the first person to correctly answer our trivia question on the *ImpressME* app!

Friday



Don't miss *Impress* covergirl Chloe Grace Moretz in the premiere of *If I Stay* this Friday!

This Weekend



Fans of *The Boy Who Lived* will be flocking to Orlando this weekend for the sixth annual Leaky Con. But it's not just about Harry Potter, special guests include some of your favorite YouTube and TV stars!

Love *Impress Weekly*? [Click here](#) to subscribe to our magazine!

Tumblr

Tumblr can generate hundreds of thousands of reblogs and can distribute content to a wide demographic. We will create and use existing Tumblr tags to organize our posts and to ensure that they reach Tumblr users who would be interested in the content. Tumblr is easy to maintain, and we can save time by scheduling prepared posts on our queue so that it will automatically post six times a day.

IMPRESS MAGAZINE This is the Tumblr extension of IMPRESS, an online magazine aimed at lovers of YA fiction with a print version launching in August. Follow us for exclusives, interviews, book sneak peeks, contest details, upcoming IMPRESS events, and a lot more. For even more IMPRESS features, check out our digital edition, Facebook, Instagram, Twitter, and/or YouTube channel by clicking the links below!

ABOUT IMPRESS | IMPRESS US | INTERVIEWS | IMPRESS FAVORITES | BEHIND THE SCENES | SUBMIT | IMPRESS.COM | ☀

Here's a snippet of Impress Magazine's upcoming books for this month! For a more comprehensive list, [click here](#).

Who's your book boyfriend? Check out the staff's picks and comment with your results [here](#).

Send us your Lizzie Bennet fan art on Instagram for a chance to appear in the launch issue in August! #impresslbdfanart

Here are some new books coming out this week from HarperTeen.

IMPRESSION CHALLENGE! Snap a picture of your YA books on your floor and post a pic on Instagram #impresspileofbooks

App

Our app will focus on some of our most important parts of our brand. It will add advertisement for our featured books which are posted on our website and in our print magazine. The trivia question of the day will encourage people to visit every day in order to enter for a chance to win our prize at the end of the month. Instagram submissions will help grow our Instagram audience and tie in with our social media strategy because it can also post to Facebook. Our calendar helps our users keep track of YA movies, books and tv shows. Digitally we are the one stop shop for everything YA. Having a subscribe screen will encourage people to subscribe to the magazine if they like the content in the app. A seemingly never ending list of book quotes will keep our users interested and engaged.

When a user downloads and opens the *Impress* app, they will see the *Impress* logo for two seconds and then be taken to a screen with the quote of the day, which will be from one of our featured books of the month. The user can then share the quote to his or her social media or continue in the app.

If you swipe left, you get to the trivia question of the day, which you can answer and be entered for a giveaway (a Kindle or a book) at the end of the month. The more you answer, (you can answer one question a day) the more chances you have to win.

The next swipe will reveal a featured Instagram photo submitted to us by the fans from the previous day, with a shout out to that fan from the magazine.

Swipe again to see the calendar of YA releases for print, film, and TV. Also available for view: our sponsored book of the week and a form to subscribe or sign up for our magazine and newsletter.

The user may swipe up to access an archive of book quotes to share on social media.

