

# impress

## Prejudging Sheet

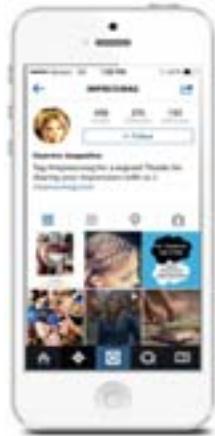
### Mission statement

Impress is a multi-platform media outlet for the fastest-growing demographic of readers: Book Girls. Readers are able to engage and discuss their “impressions” through Impress’ online website, print publication, app, social media, and events. Impress provides these young women with one quintessential source for information about upcoming cultural trends and includes insightful articles about the media topics that interest them in order to stimulate and foster thoughtful conversation.



### Social Media

Facebook  
Twitter  
Instagram  
Goodreads  
Tumblr  
Youtube



### The Business

Circulation: 250,000 (year 1)  
Rate base: 225,000

#### DEMOGRAPHIC

Mostly female, age 14-18  
Buyer = parents in most cases,  
who appreciate individuality of their child

FREQUENCY  
10 issues a year

### Our readers

Largely untapped by existing magazines, these young women are voracious readers who want to share their opinions and ideas with others. They are not simply fangirls, but artists and creators themselves who know the content they want to read. By allowing a high level of reader participation and contribution, Impress helps build a community of empowered and informed readers around the brand.

### Our competition

Teen Vogue, Seventeen, Discovery Girls, J-14, GL, Twist, Alternative Press, M, and Justine

Impress stands out from the usual teen 'zines with our focus on book and movie content.

### Selection of story topics

COVER STORY: Chloe Grace Moretz, who is in a YA novel-turned movie that premieres in August, walks into a book-store and chats with our writer. The feature reads like a YA novel.

#### FRONT OF BOOK IDEA

- Throwback: “Five Reasons to Love The Lizzie Bennet Diaries”  
LBD is an Emmy-award winning webseries that puts a modern spin on the beloved Pride and Prejudice character, Elizabeth Bennet.

#### BACK OF BOOK IDEA

- We’re Impressed: The back page features an impressive girl or movement. The launch issue talks about the #HairForHazel campaign that John Green and Shailene Woodley started.



# impress

Premiere  
issue!

Who runs  
the world?

**BOOK GIRLS**  
From bookstores  
to the box office

• • • •

## Exclusive!

Sneak peek at Robin  
Talley's new book

5  
reasons to  
love

“The Lizzie  
Bennet Diaries”

• • • •

*If I Stay's*

## Chloe Grace Moretz

walks into a bookstore and...

\$3.99

## #HairForHazel

Find out how you can help on pg 119

