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## Uncovered Magazine: A Magazine Prototype and Business Plan

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Uncovered Magazine: A Magazine Prototype and Business Plan

By

Avery Fowler Bowman

A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of the requirements of the Sally McDonnell Barksdale Honors College.

Oxford, MS

May 2021

Approved By

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## ACKNOWLEDGEMENTS

I would like to thank my thesis advisor, Doctor Samir Husni. It has been a pleasure to study magazines under “Mr. Magazine,” himself. Through his passion for print, I had no doubt that the following thesis would be possible.

I want to thank Professor Scott Fiene and Doctor Graham Bodie. As second and third readers to this thesis, they gave their time and expertise to make this thesis stronger.

Lastly, I would like to thank Wade Griffin and Quick Print for generously printing the prototype. I am very thankful to have my work in print and to be able to see the final result.

I am grateful that my family and friends have been so encouraging throughout this process. I am thankful that my parents encouraged me to apply to the Honors College and have graciously sent me to college.

## ABSTRACT

Through developing a skin care magazine prototype and business plan, this thesis aims to show how a print magazine can be successful to a young audience. By studying the history and development of both magazines and skin care and focusing on today's industries, now is the perfect time to launch a skin care magazine. *Uncovered Magazine* will not only focus on filling this gap, but also will aim to empower women to find beauty in their natural skin.

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## Introduction

Conde Nast, a leading magazine company and owner of major publications such as *Vogue*, *GQ*, and *Vanity Fair* has made the decision to turn many of their magazines to digital publications.<sup>1</sup> *Self*, *Brides*, and *Teen Vogue* are major publications that Conde Nast has ceased print distribution.<sup>2</sup>

With Conde Nast making the decision to move magazines to digital-only platforms, it could lead people to believe that print magazines are dead.<sup>3</sup> Doctor Samir Husni has used his platform as Mr. Magazine™ to explain the importance of print in a digital age. He strongly believes, “if it isn’t ink on paper, it is not a magazine.”<sup>4</sup>

What often goes unnoticed is that many magazines are newly produced every year. In 2020, 60 new magazines were published, despite the trials that the year of the Covid-19 pandemic proposed.<sup>5</sup> Among these new magazines were *Sweet July*, a home and lifestyle magazine by Ayesha Curry, and *Millie*, a financial magazine aimed towards women.<sup>6</sup> Both of

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<sup>1</sup> Scipioni, “Bride Magazine Ends Its Print Run. A List of Others Who Did the Same Thing.”

<sup>2</sup> Scipioni, “Bride Magazine Ends Its Print Run. A List of Others Who Did the Same Thing.”

<sup>3</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”

<sup>4</sup> Husni, *The Definitive Guide on How to Launch Your Own Magazine*, 5

<sup>5</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”

<sup>6</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”

these new publications are published by Meredith, a leading magazine publisher.<sup>7</sup> Magazines are not dead, they are just different than they were before. The quality, timelessness, experience, and content are what drives magazines to success in a digital age. Magazines now average \$8.00 a cover.<sup>8</sup> Doctor Samir “Mr. Magazine” Husni tells Andy Meek of *Forbes* that the business model is changing for magazines.<sup>9</sup> Rather than profiting off of advertisements, magazines need to profit off of subscriptions. Because of this changing business model, magazines are offering a better experience to readers.<sup>10</sup>

This business plan and prototype is for *Uncovered Magazine*, a magazine about skin care. The business plan explores the target audience, budget, circulation methods, competition, and other components that will make this business a success. The prototype exemplifies the aesthetic and design of the magazine. To first understand why it is time for this magazine, the history of magazines and skin care, the evolution of skin care, and changes in media must first be evaluated.

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<sup>7</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”

<sup>8</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”

<sup>9</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”

<sup>10</sup> Meek, “Stop Saying Print Journalism is Dead. 60 Magazines Launched During This Crazy Year.”



## CHAPTER 1: HISTORY

### The Beginning of Magazines

Magazines have a rich history in America. In fact, they are older than the United States. Since their birth, they have played an important role as reflections of society. To understand fully how important magazines have been, it is essential to go back to the beginning.

Before magazines were published in America, Great Britain had *The Gentleman's Magazine*, which was first published in 1731. "To the minds of editors and subscribers alike, a magazine was a repository of collected pieces of wit and learning selected for amusement of instruction: moral and political and economic essays, travelogues, visions and dreams, oriental fables pointed axioms of wisdom, light verse, with directed against social foibles, instruction in the manners of etiquette, news, and, for the sentimental readers, tales of devotion which pointed the way of virtue, whether melancholy with false or blithe with true love," said Lyon N. Richardson about the beginning of magazines in Great Britain.<sup>11</sup>

What Richardson said about the first British magazines still holds true today about the magazines produced in 2021. Some magazines have moral, political, and economic essays. Others have visions and dreams and travelogues. Magazines have been teaching, entertaining, and inspiring readers since *The Gentlemen's Magazine* was published in 1731.

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<sup>11</sup> Richardson, *A History of Early American Magazines*, 9-13

After the publication of *The Gentleman's Magazine*, it was not long before the American Colonies wanted a magazine of their own. Benjamin Franklin and Andrew Bradford raced to be the first to publish a magazine in America. Bradford's *American Magazine* was published on February 13, 1741, and Franklin's *General Magazine* was published on February 16, 1741.<sup>12</sup>

Figure 1: *The American Magazine* Cover

Figure 2: *The General Magazine* Cover

Photos from the National Archives



At the birth of these magazines, there was not a large demand or familiarity with what and how a periodical such as these should be read or executed. According to Frank Luther Mott in *A History of American Magazines*, the beginning of these magazines had the following difficulties: “indifference of readers and writers, the lack of adequate means of distribution, losses in collection of subscriptions accounts and manufacturing embarrassments.” Many of these issues arose due to the fact that they were entering new territory as they established these periodicals.<sup>13</sup>

<sup>12</sup> National Archives, “Founders Online: Advertisement in the General Magazine”

<sup>13</sup> Mott, *A History of American Magazines*, 13

There were many desires that motivated Americans to start a magazine. At the time, America was not yet independent of Great Britain which meant that the magazines Americans had were British magazines. This encouraged Bradford and Franklin to produce magazines for America. Another desire, according to Mott, was for the world (especially England) to see America “favorably.”<sup>14</sup>

The revolution was coming, and the desire to show America to the world was strengthening. Expressions of nationalism were building. These motivations led to *United States Magazine* being published with clear independent movements.<sup>15</sup> Many more magazines emerged around this time, but not many of them lasted.<sup>16</sup>

### **Women In Magazines**

The target audience for *Uncovered Magazine* is women. It is important to study how women have been perceived in magazines since the beginning of magazines. Magazines are large reflections of how women in America were viewed and are viewed today.

Although aimed towards men, the first magazines published had “addresses to the women.” These addresses often talked about how to be feminine and how to act as a lady. The first magazines targeted towards females was *Lady’s Magazine*, which was published in 1792.<sup>17</sup> Other periodicals for women were also published primarily with fashion and household tips. However, there were stories that were often included in these periodicals that were viewed as scandalous and shameful. Christian magazines came out opposing the stories that were often

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<sup>14</sup> Mott, *A History of American Magazines*, 22

<sup>15</sup> Mott, *A History of American Magazines*, 23

<sup>16</sup> Mott, *A History of American Magazines*, 24

<sup>17</sup> Mott, *A History of American Magazines*, 65-65

published in the women's magazines, but their opposition did not stop the publications of these magazines.<sup>18</sup> Magazines, both weekly and monthly, aimed towards women continued to be published and would become large reflections of women in the United States.

Magazines had a role in the women's movement in the United States. In the 19<sup>th</sup> century, magazines aimed at women began to cover issues regarding the women's rights movement.<sup>19</sup> Women's education, women's activities outside of the household, and dress reform were all topics at the time that the women's magazines actively discussed.<sup>20</sup> Other magazines published opposing pieces to the women's movement as there was a lot of opposition to the subject at the time.

Periodicals made innovative movements by producing content aimed towards women, but also in content creation by women. *A Ladies' Journal* was first published so that women could write for women. This was a success and others sprang up like it. These magazines also played a vital role in important women's issues.<sup>21</sup>

Home and family magazines in the 19<sup>th</sup> century were also popular periodicals for women. Some of these magazines were *Godey's*, *Ladies' Repository*, *The Home Journal*, *Arthur's Home Gazette*, *A Journal of Pure Literature for Home Reading*, *Ladies' Pearl*, and *Frank Leslie's Lady Magazine*.<sup>22</sup>

Feminism flooded magazines in the USA around the turn of the century. A woman's right to work and right to vote were both large topics that were discussed in women's magazines. Not

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<sup>18</sup> Mott, *A History of American Magazines*, 348-349

<sup>19</sup> Mott, *A History of American Magazines*, 46

<sup>20</sup> Mott, *A History of American Magazines*, 46

<sup>21</sup> Mott, *A History of American Magazines*, 50

<sup>22</sup> Mott, *A History of American Magazines*, 56-58

all magazines wrote in favor for these movements, as magazines such as *Fetter's Southern Magazine* often wrote against the women's suffrage moment.<sup>23</sup>

While magazines were becoming more popular with women, so were cosmetics. As magazines began to advertise towards women, many of these advertisements showcased cosmetics as the cosmetic industry grew in the United States.<sup>24</sup>

### **The History of the Cosmetics Industry**

In order to understand the lasting impact that skin care has, it is important to study the history of the industry. Skincare is typically grouped with beauty products and labeled “cosmetics.” Skin care is the act of caring for the skin through products, routines, and diet. Skincare refers to products that promote the skin's well-being such as moisturizers, eye creams, and serums. Beauty products, or “makeup” are products designed to immediately change the appearance of the skin such as blush, lipstick, foundation, and eyeshadow.

Scent was a large player in the beginning of the cosmetics industry. In the nineteenth century, companies began to sell fragrances as the industry became more capitalist. Fragrances had been a luxury used in ancient Rome and in Islamic civilizations. Roman Emperors were said to have particularly enjoyed fragrances and would cover themselves in scents. Essential oils were used from animals and plants by Arab and Persian pharmacists. Creams, oils, powders, and fragrances were commonly associated with healing.<sup>25</sup>

In the second half of the 19<sup>th</sup> century, fragrances transformed. The French fragrance industry grew exponentially. Other beauty products were also being produced and sold in the late

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<sup>23</sup> Mott, *A History of American Magazines*, 353-355

<sup>24</sup> Peiss, *Hope in a Jar: The Making of America's Beauty Culture*, 103-105

<sup>25</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 15

1800s. There was a large demand for perfume as the industry developed, and to meet this demand a large amount of fragrances were produced at different price levels. Different scents were of different values. Perfume houses popped up and immediately battled to set themselves apart.<sup>26</sup>

François Coty was a key player in the beauty industry. As a business owner, he was determined to break traditional attitudes and methods concerning the industry at the time. He did this primarily through marketing. Coty wanted to reach a larger scale of people while still keeping the fragrance as a luxury product. He designed perfume bottles to be elegant in design and sold them in smaller bottles. A large issue that he addressed was a stigma surrounding perfumes. Upper class women would apply perfumes to clothes and handkerchiefs rather than directly on their skin, while associating direct application to the skin with “less respectable” women. Coty marketed the perfumes as popular to all women in order to fight this existing stigma.<sup>27</sup>

As the industry globalized during the turn of the century, the Parisian perfume grew in America as well. François Coty had a major impact in the American beauty market. In 1905, he sent his mother-in-law to the United States to investigate the market. She realized there was greater potential for growth within the American cosmetics industry than perfume. Coty started adapting his business to fit American needs, and by 1914 he was making face powder that was selling 30,000 items a day in the United States.<sup>28</sup>

Other beauty products were being imagined at the same time that are still used today. L’Oréal launched hair colors in 1907. There were a total of three shades launched. In order to

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<sup>26</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 20-21

<sup>27</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 29-32

<sup>28</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 37

convince hairdressers of the product, L'Oréal published a regular publication to show how the product worked, which resulted in hairdressers becoming key marketers for L'Oréal.<sup>29</sup>

Around the same time skin creams were becoming marketable as well. Oscar Tropolowitz was a German pharmacist who globalized his skin cream, Nivea. Marketing products such as skin creams were one of the main factors in the rising demand for skincare products.<sup>30</sup> Harriet Hubbard Ayer figured out that there was an “emotional and aspirational” association to these products that could be capitalized on. She then decided to get celebrities to endorse her face cream.<sup>31</sup> In addition to face creams, companies like Revlon and Maybelline that still exist today began producing makeup such as mascara at this time.<sup>32</sup>

The beginning of the beauty and skin care industry in the United States was the beginning of many mass marketing methods. At first, creams and powders were rarely found advertised in magazines. If anything, toilet soaps would be found advertised inside of magazines. After World War 1, advertising methods promoting cleanliness, and hygiene became more extensive in the skin care industry. According to Kathy Peiss, author of *Hope in a Jar: The Making of America's Beauty Culture*, skincare products were, “among the first to develop major national ad campaigns.” Skincare and beauty products were commonly advertised in general magazines, women's magazines, and newspapers. Later, when radio broadcasting was invented, cosmetic companies sponsored programs and took commercial spots.<sup>33</sup> Since the beginning of women's magazines, “beauty” has been one of the most common subjects.

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<sup>29</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 50

<sup>30</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 50

<sup>31</sup> Jones, *Beauty Imagined: A History of the Global Beauty Industry*, 58

<sup>32</sup> Peiss, *Hope in a Jar: The Making of America's Beauty Culture*, 103

<sup>33</sup> Peiss, *Hope in a Jar: The Making of America's Beauty Culture*, 103-105

## Beauty and Skin Care in Magazines

The cosmetic market is largely responsible for the overwhelming amount of beauty-based content in magazines. Rachel Ritchie in “*Beauty isn’t all a matter of looking glamorous, attitudes towards glamour and beauty in 1950s women’s magazines,*” writes that because of the large amounts of beauty company advertising, the magazines felt pressure to encourage use of the products even in editorial pieces, making magazines overwhelmingly beauty-focused.<sup>34</sup>

The advertisements were so prevalent that by the 1950s, many women were already tired of being bombarded with these advertisements. In the 1950s, *Home and Country* and *Women’s Outlook* made the decision to limit beauty-based advertisements.

*Ladies’ Home Journal*, *Good Housekeeping*, *McCall’s*, *Vogue*, and *Cosmopolitan* all include sections about beauty. These magazines were all first published in the 19<sup>th</sup> century, and all of them, except for *McCall’s*, are still published today. Magazines such as these that have content about beauty are often categorized as “women’s magazines.”

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<sup>34</sup> Ritchie, “Beauty isn’t all a matter of looking glamorous, attitudes towards glamour and beauty in 1950s women’s magazines,” 728





Figure 3: Skin Care Tips in *Ladies' Home Journal* Vol IX 1892



Figure 4: *Ladies' Home Journal* April 1975 Cover – Headline reads “Beauty Tips for Prettier Lips”

Above are two copies of *Ladies' Home Journal* nearly 100 years apart. In the 1892 issue there is an article that suggests holding a fan in front of the face to cover pimples. There is also an advertisement for facial soap in the bottom left corner. In the bottom figure, the April 1975 issue of *Ladies' Home Journal* has a headline that reads "Beauty Tips for Prettier Lips." Although almost 100 years apart, both issues included skin care and beauty tips.

Skin care and beauty have typically been departments in women's magazines. From advertisements, to articles, to covers, skin care and beauty tips have been a huge part of women's magazines. However, the way that beauty is seen in media is definitely evolving, especially in magazines.

The presence of the cosmetic industry in magazines is undeniable. Some of the very first marketing tactics of the cosmetics industry included advertising in magazines. This still holds very true today, as magazines targeted towards women have beauty sections and are covered in skincare product advertising and beauty product advertising. The skin care industry is still very present and is always evolving.

## CHAPTER TWO: MODERN SKIN CARE

The skin care industry is a major player within the cosmetic industry. There are important trends to follow within the skin care industry to better understand the content of *Uncovered Magazine*.

According to the industry report “Beauty, Cosmetics, and Fragrance Stores in the US,” Ulta and Sephora are the two largest cosmetic distributors in the United States.<sup>35</sup> Smaller businesses have had to close down their storefronts, despite the industry’s growth. In fact, specialized stores like Ulta and Sephora are experiencing pressure due to retailers such as Target getting more into skin care and cosmetic sales.<sup>36</sup> Another trend in the industry is the continued growth of the global market.<sup>37</sup> More products are being sold internationally. For example, many Korean skin care trends have reached the United States. New skincare products will continue to be produced including both luxury products and more affordable products. Male cosmetics have increased over the years as well, opening up a new market in the industry.<sup>38</sup>

According to the United States “Beauty, Cosmetics, and Fragrance Stores,” industry report, skincare products make up about 14.1% of the cosmetics store industry. This number is somewhat low because the majority of skin care purchases are at drugstores and supermarkets,

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<sup>35</sup> Cecila, Fernandez., “Beauty, Cosmetics, and Fragrance Stores in the US,” Report 44612

<sup>36</sup> Cecila, Fernandez., “Beauty, Cosmetics, and Fragrance Stores in the US,” Report 44612

<sup>37</sup> Cecila, Fernandez., “Beauty, Cosmetics, and Fragrance Stores in the US,” Report 44612

<sup>38</sup> Cecila, Fernandez., “Beauty, Cosmetics, and Fragrance Stores in the US,” Report 44612

but skincare products bought at cosmetics retailers was still a 3.61 billion dollar industry in 2020.<sup>39</sup>

Many people do not wear makeup, but most have bought some form of skin care.<sup>40</sup> Facial cleansers, sunscreen, and moisturizers are very commonly used products that all fall in this category. There are also skin care enthusiasts who take skin care to the next level. Many of these enthusiasts trust medspas with skin care.

Skin care has become increasingly scientific and medical. The use of “medspas” is a popular method in caring for skin. A medspa is a combination of a medical center and a spa. Treatments such as Botox, chemical peels, fillers, and microdermabrasion services are just some of the services found at medspas. The market for medspas are primarily adult women. Medspas have a loyal customer base which is essential to their business model.<sup>41</sup> People who use medspas trust aestheticians with recommendations for products and services. It is important to note that the use of medspas is expensive so it is somewhat of a skin care luxury to use these spas. Although dermatologists perform many of the same treatments, aestheticians are not dermatologists; however, medspas are under supervision of a physician. Cosmeceuticals are another way that skin care practices have become more medical. The term cosmeceuticals refers to cosmetics that give drug-like benefits. The use of cosmeceuticals has increased substantially. A popular cosmeceutical is retinoid, which is used as an anti-aging method.<sup>42</sup>

In contrast to skin care becoming more medically advanced, there has also been a big demand for natural ingredients in skin care. Many products brand themselves as being “natural.”

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<sup>39</sup> Cecila, Fernandez., “Beauty, Cosmetics, and Fragrance Stores in the US,” Report 44612

<sup>40</sup> Ridder, Statistica, “Skin Care Market in the US,” did-52924-1

<sup>41</sup> O’Connor, “Health and Wellness Spas, Report” OD4186

<sup>42</sup> Brandt, “Cosmeceuticals: current trends and market analysis,” 141-143

Some shoppers aim to buy skincare products with natural ingredients over more innovative and scientific ingredients. Many of these natural/clean brands are reliant on brand power. These brands use concept marketing to highlight their clean ingredients.

Cosmetic brands have also began to market towards a cause. Clean and natural brands have used social change as a brand tactic. “Clean labels, pure ingredients, and farm-to-shelf sourcing are not only helping to empower villages and global communities, they are driving numbers that top charts with increasing revenue share, a clear indication that the natural beauty category can stand on its own and have sustained growth,” says Dalielle Lin, author of “Beauty Takes Center Stage with Healthy Living: Global Awareness Shifts Consumer Demands.”<sup>43</sup>

Both medically based and natural based skincare products are growing demands in the market. This shows that big skin care trends sometimes are not similar to each other. For *Uncovered Magazine*, this means that not all skin care enthusiasts are going to want the same content. Therefore, a variety of content is necessary to engage different readers to the magazine.

As the skin care market constantly evolves, so does media. The way that cosmetics are marketing towards women are changing. Large companies like Dove have set the pathway to change to a more transparent marketing method.

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<sup>43</sup> Lin, Danielle, “Beauty Takes Center Stage and Healthy Living.”

### CHAPTER THREE: CHANGES IN MEDIA

“Campaign for Real Beauty” by Dove was a brand movement that was first dreamed up in 2002. At the time, the women in beauty ads were thought of to always be, “young, white, blonde, and thin,” according to Dove’s initial research in 2002.<sup>44</sup> Dove took action by promoting a massive campaign that sparked change in the way products were marketed. The brand took ordinary women of different shapes, sizes, and skin tones and used them as models in the campaign rather than the more traditional model. Dove also used the campaign to point out the damaging effects ads have towards young girls as it teaches them to expect to look a certain way. The campaign also exposed how much photoshop was used in ads at the time. On YouTube, they released a time-lapsed video of a woman’s face totally changing as she is given professional hair and makeup and then was photoshopped. It was not common that a brand like Dove would take action towards a social issue, but it definitely worked in Dove’s favor. Not only did they start a media revolution, but grew by 1.2 billion dollars in three years.<sup>45</sup>

In 2018, one of the leading beauty and skin care retailers, CVS Pharmacy announced that they would ban “photo manipulation.” If a photo appeared in the store that had been digitally altered, CVS would label the advertisement as an altered photo. If an image was not digitally

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<sup>44</sup> Deighton, “Evolution of a Brand,” 1-7

<sup>45</sup> Deighton, “Evolution of a Brand,” 1-7

manipulated, CVS would give it a “CVS Beauty Mark.” Changes like this puts pressure on large suppliers to alter the way they advertise.<sup>46</sup>

As social media allows for more people to have a platform, women have also made initiatives to promote natural beauty on their social media pages. Instagram has created a culture where perfect pictures are expected of regular people. With filters and editing tools that were previously only available to professionals, unrealistic beauty expectations come from each other and not just large company advertising. Many bloggers have realized that their picture-perfect pages might cause a damaging beauty expectation to their followers. To combat this, many women have posted photos that compare “Instagram” vs. “Reality.” Sometimes these posts are comical, but many times they are to remind followers that social media is not always an accurate reputation of what someone looks like or is going through. Although more organic than large campaigns like Dove, it is another initiative to appreciate natural beauty.

Em Ford, a famous beauty blogger posted a video in 2015 to expose online harassment. In the video (see figure #5), she starts out bare faced. She shares comments that real users commented to her bare face such as, “you look disgusting,” and, “what is wrong with her face?” She then shows herself covering up her natural skin with makeup. She received comments like, “you’re so pretty,” and, “you look amazing.” Then she received negative comments about her makeup look. “You wear too much makeup people said. “This is misleading,” and, “this is why people have trust issues,” are some of the comments people said about her makeup. Ford’s video showed that no matter what she did, she received hate.<sup>47</sup>

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<sup>46</sup> Bomey, “CVS Bans Photo Manipulation for Store Beauty Brands, Will Place Alert Label on Others.”

<sup>47</sup> Sieckowski, “Blogger Takes Off Her Makeup to Reveal The Ugly Truth About Online Harassment.”

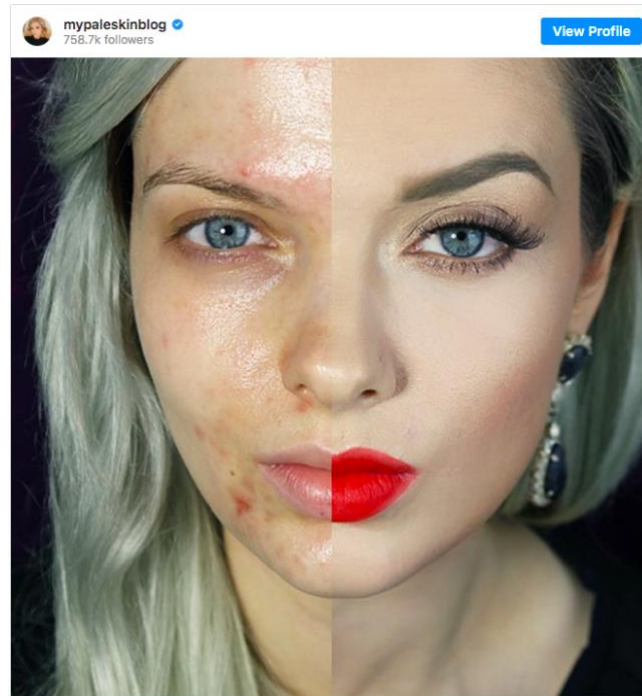


Figure 5: Em Ford shows her natural skin vs covered up skin on Instagram

There is more progress to go, but there are definitely movements to appreciate natural beauty that has not been covered up, digitally altered, or filtered. Businesses, marketing teams, and bloggers are using their platform more and more to bring awareness to the unobtainable beauty standards that society has.



## CHAPTER FOUR: *UNCOVERED MAGAZINE*

When visiting a newsstand full of magazines there are multiple fashion, lifestyle, home, and cooking magazines targeted towards women. Beauty magazines, however, do not take up as much space on the shelf. Aside from *Allure Magazine*, content on beauty and skin care in the magazine industry is mostly found in small sections within fashion/mainstream women magazines. These beauty sections in mainstream magazines are typically covered with content focused on covering up skin with cosmetics, and content regarding taking care of skin is usually shortened to just a page or two.

There are many women who prefer not to wear makeup.<sup>48</sup> In a survey published by Alexander Kunst, 10% of women said they never wear makeup.<sup>49</sup> 31% of women in this age group said they wear makeup every day. The others, responded to wear makeup anywhere from a few times per month to a few times per week. As they shop through the cosmetic aisle, they are more drawn towards skin care over makeup. There are women who enjoy wearing makeup, but also want to take care of their skin. There is not a magazine that specializes in only skin care. Beauty sections in magazines are more geared towards makeup than skin care. Wouldn't it be more convincing to follow a skin care regimen that did not have a cover up method on the next page?

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<sup>48</sup> Ridder "Skin Care Market in the US," did-52924-1

<sup>49</sup> Kunst, "Frequency of makeup use among consumers in the United States as of May 2017, by age group"

The skin care industry is a 145.2 billion dollar industry.<sup>50</sup> Although the industry is massive, magazines have hardly covered it. Magazines have a history of taking an overwhelming subject line and making it understandable to readers. When a consumer picks up *Vogue*, he or she gets insight in all the latest fashion trends in one short reading session. *People* summarizes all the latest celebrity gossip for its readers so they do not have to constantly follow every celebrity. With the overwhelming size of the skin care industry, people need a trusted magazine to go to for advice in the care of their skin.

YouTube and TikTok videos are currently some of the most popular ways people receive skin care advice on the internet. Many bloggers test and review products online and post videos with their thoughts and recommendations of products. The larger these videos become, the more obvious it is that companies are paying people to recommend their products. With this reality becoming more clear, the harder it becomes to trust these recommendations that are found on the internet.

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<sup>50</sup> Ridder, "Skin Care Market in the U.S." did-52924-1

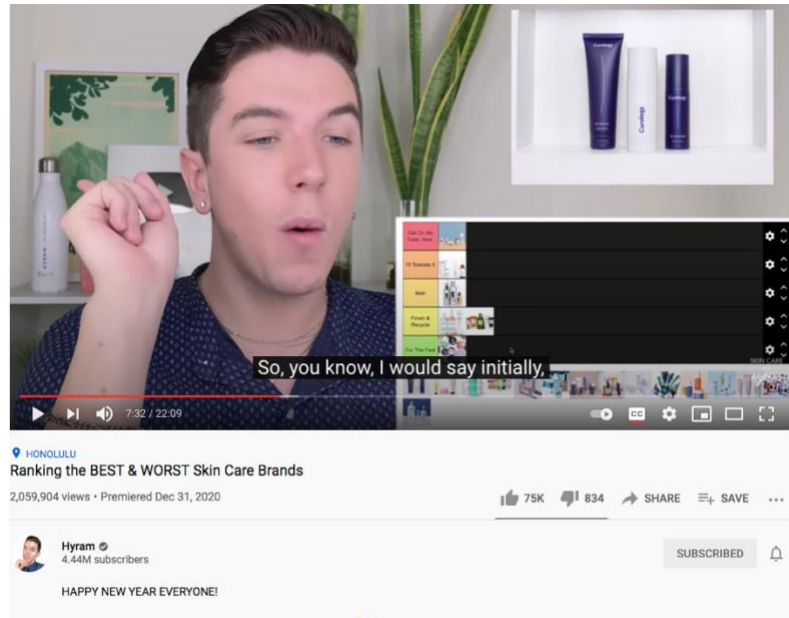


Figure 6: Hiram Yarbro hosts a brand review on Youtube

In Figure 6, Hiram Yarbro hosts a video where he gives viewers his opinion on the best and worst skin care brands. This video has 2,059,904 views. Yarbro has become a leading influence in the Generation Z skin care purchase decisions. He also has 1.2 million Instagram followers and 6.8 million TikTok followers. The only thing he posts are skin care reviews, routine reviews, and other skin care related advice. This massive following exhibits the audience that is interested in learning more about skin care. Cosmetic brands like E.L.F. and Morphe have found success investing in TikTok through influencers.<sup>51</sup>

Instagram is also a large platform for bloggers to recommend skincare products. However, just like YouTube and TikTok, Instagram bloggers are typically paid for posting about products. Although less obvious than traditional ads, viewers are seeing ads rather than real reviews.

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<sup>51</sup> Strugatz, “What it Means to be a Gen-Z Beauty Brand Today.”



Figure 7: Instagram Blogger, Olivia Rink promotes Aquaphor

In Figure 7, Instagram fashion influencer/blogger, Olivia Rink. Rink has 288,000 Instagram followers. This post is a paid advertisement by Aquaphor. On this post alone she received 5,928 likes. Popular bloggers like Rink are paid to post about skin care often.

Instagram has become more of a shopping experience than ever before. It is very clear that the app and many accounts want to make money off of purchases. Instagram bloggers started out as authentic people sharing their day to day experience, but have turned into paid advertising pages. It is becoming more obvious to people that the content they are viewing is not genuine, but instead advertising.

The more people realize that the content they used to trust on social media has become advertising, the more they will look for other forms of advice. Just as people turned from other

mediums to social media for authenticity, they are likely to turn away from social media due to inauthenticity.

With magazine prices going up, the industry is shifting to selling content to readers rather than readers to advertisers.<sup>52</sup> This is a different method than magazines have had in the past, but it is necessary to keep demand for magazines high.<sup>53</sup> This is also different than social media. Social media gains a profit by selling consumer profiles to advertisers. This differentiation makes it the perfect time to introduce *Uncovered* as a magazine full of trusted skin care advice.

People spend hours a day scrolling through their phone.<sup>54</sup> When not on their phone they are often on computers for professional or academic work. Because of this, people stare at screens for large amounts in the day. People are tired of looking at screens all day, as Dr. Samir Husni says people are experiencing “phone fatigue.”<sup>55</sup> *Uncovered* will be an escape from the digital world which is full of unreliable information and advertising overload.

These factors are the reason why it is a great time to establish *Uncovered*. Young generations are interested in skin care. They are turning to social media influencers only to find that it is paid advertising. With the long hours a day spent on screens, people are experiencing “phone fatigue.” The magazine business model is changing, which differentiates itself from other mediums. This provides the perfect opportunity for a skin care magazine. *Uncovered Magazine* will be an escape from this digital world and a trusted skin care source that clearly separates advertising and advice.

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<sup>52</sup> Husni, *The Definitive Guide on How to Launch Your Own Magazine*, 146-152

<sup>53</sup> Husni, *The Definitive Guide on How to Launch Your Own Magazine*, 146-152

<sup>54</sup> Holmes, “5 Ways to Limit Screentime at Bedtime”

<sup>55</sup> Husni, *The Definitive Guide on How to Launch Your Own Magazine*

## **BUSINESS PLAN**

### THE CONCEPT:

*Uncovered Magazine* is a quarterly printed magazine that produces trusted content about skin care in order to encourage women to feel comfortable in their natural skin without cosmetics.

### THE CONTENTS:

#### Departments

1. Letter from the Editor – The letter from the editor will be about the publication and its contents. It will feel personal, but not too casual.
2. The Cover Story – Every issue has a different cover. The explanation and story behind the front cover will be one of the first things in every magazine.
3. At the MedSpa – A team member will experience a procedure at a medspa and write about the process, method, and results.
4. Product Reviews – With so many skincare products on the market, the team will personally try products and give honest reviews.
5. Seasonal Favorites – Different seasons bring different needs in skin care. Because each issue will be published during a different season, the best products and methods for that season will be in every issue. Ex. Moisturizers for winter dryness

6. Brand Highlight – Skin care brands are all different. Now more and more brands are showing up and have different methods. Each issue will highlight a different brand and explain the history, method, and general facts about the company.
7. Skin Q&A – Readers will be able to send in questions regarding skin care issues and concerns. The team will research and write answers to these questions and publish them.
8. Save or Splurge? – There are both luxury and more affordable skin care lines on the market. In this section, a different product will be focused on and there will be an argument about whether to buy a budget friendly version or a more expensive version.
9. Celebrity Routine – A celebrity will share his/her skin care routine.
10. Reader Routine – An *Uncovered* reader will share his/her skin care routine.
11. Testimonials – Readers will be able to share changes in their skin and how they made these changes. They also can share stories about how they learned to feel comfortable in their skin, etc.
12. Hiram Yarbro Column – Skin care enthusiast Hiram Yarbo will write a column in every magazine about different topics relating to skin care. Yarbo has had a lot of success marketing skin care brands on Youtube and TikTok. <sup>56</sup> By having Yarbro as a columnist, his Gen-Z audience will be likely to trust *Uncovered* as a skin care source.

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<sup>56</sup> Rodgers, “How Hiram Yarbro and TikTok Skinfluencers are Impacting The Beauty Industry.”

Features (5-7 per issue, 4 issues)

## Winter

1. Combatting Dry Skin – Methods to fight dry skin during the winter months.
2. Wearing SPF Year Round – How and why you should be wearing SPF even in the colder months.
3. A look at Ingredients – An interview with a chemist on finding the right ingredients in your skincare products.
4. New Approach to Skin Care – What new approach to skin care are dermatologists taking?

## Spring

1. Athletes and Skin Care – Interviews with athletes on how they take care of their skin while competing and training.
2. Stress on Your Skin – Why stress could causing acne and ways to combat stress.
3. Skin Care Myths – A talk with an esthetician about the worst skin care myths out there.
4. Skin Care Timeline – A timeline of skin care throughout history highlighting methods used by different generations.
5. Is “Maskne” Real? – How to combat “Maskne” during Covid-19

## Summer

1. Sustainable Skin care – What is sustainable skin care and what brands are sustainable?



2. Feeling Comfortable in Your Skin – An article about how to feel comfortable in your own skin and how to fight insecurities.
3. Vitamins for the Skin – How to treat skin from the inside out.
4. Spa Treatments – MedSpas with the best reviews in each state.

## Fall

1. Plastic Surgery and Skin Care – An interview with a plastic surgeon about procedures and side effects.
2. Gut Health and Skin – A collaboration with a dietician about gut health cause skin impurities
3. Anti-Aging Treatment – How early should you incorporate anti-aging regimens into your routine?
4. Skin Care from Around the World – A look at where different skin care treatments originated.
5. Aging Beautifully – Why you shouldn't be so scared to show signs of age and how to age gracefully.

## PERSONA:

The *Uncovered Magazine* reader is a twenty five year old female from Atlanta, Georgia. She works out in her free time and aims to live a healthy lifestyle. She is interested in fashion and loves to shop. She does not wear a lot of makeup. Skin care is important to her, and she is

always searching for new skincare products. She oftentimes gets overwhelmed by all the contradicting skin care advice that she reads on the internet. Her favorite form of social media is Instagram, but she is weary of purchasing products recommended on the app due to large percentage of paid advertising through influencers. She enjoys to read in her free time and prefers a physical book rather than a Kindle or I-Pad version.

#### AUDIENCE DEMOGRAPHICS:

United States Females Ages 20 to 34 Years Old <sup>57</sup>

- 20 to 24 years old – 11.06 million (GEN Z)
- 25 to 29 years old – 12 million (GEN Y/Millennial)
- 30 to 34 years old – 11.35 million (GEN Y/Millennial)

#### PSYCHOGRAPHICS:

Generation Z women have adopted a more natural beauty preference.<sup>58</sup> This alone, is why Generation Z is a huge target audience for *Uncovered Magazine*. The magazine promotes natural beauty and strays from misleading advertising.

Women have never been more educated than they are now.<sup>59</sup> More women are graduating college than ever before. However, women are reporting being under more stress than ever

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<sup>57</sup> US Census Bureau, “National Population by Characteristics: 2010-2019,”

<sup>58</sup> Strugatz, “What It Means to Be a Gen Z Beauty Brand Today”

<sup>59</sup> Kraft, “A look at gender differences and marketing implications,” 249

before.<sup>60</sup> It is important to be authentic to millennial women.<sup>61</sup> This authenticity that millennials want, is a huge part of *Uncovered's* mission, which is why millennial women are an important target audience.

Design is important to Generation Z. Generation Z has grown up in an era with an emphasis on creativity and design. Having an aesthetic will better attract members of Generation Z. Generation Z does not like intrusive ads that they are unable to skip with a click of a button. They prefer to be able to skip and move on to the content.<sup>62</sup>

Millennials (Generation Y) feel that social media such as Facebook has become cluttered with ads. They also are worried about privacy and intrusiveness on the social media site. It is also bothersome to millennials to see unrelated ads and multiple of the same ads.<sup>63</sup>

Generation Y carries a tremendous amount of disposable income. They also value brands and are commonly willing to pay a higher price for brands they are respectable that they know they will get results from. "Made in the USA" is a popular logo addition and many millennials see this positively when making purchasing decisions.<sup>64</sup>

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<sup>60</sup> Kraft, "A look at gender differences and marketing implications," 249

<sup>61</sup> Kraft, "A look at gender differences and marketing implications," 249

<sup>62</sup> Southgate, "The Emergence of Generation Z and its Impact in Advertising: Long-Term Implications for Media Planning and Creative Development," 227-235

<sup>63</sup> Youn, "Newsfeed Native Advertising on Facebook: Young Millennials' Knowledge, Pet Peeves, Reactance and Ad Avoidance," 651-683

<sup>64</sup> Linn, "Beauty Takes Center Stage with Healthy Living: Global Awareness Shifts Consumer Demands," 12

## RELATIONSHIP:

The magazine will feel like an esthetician and a friend combined on paper to the reader. Not everyone has access to expensive esthetician appointments or dermatologist appointments. The magazine will be a cheaper way to receive skin care advice. However, it will still feel like a luxurious experience for the reader. Just as people watch skin care routine videos YouTube videos regularly they can also indulge in a magazine all about skin care.

Generation Z appreciates esthetics so the magazine will be esthetically pleasing and will have consistent branding that will carry into social media. Generation Y cares about the brand. *Uncovered* will be an ethical brand and will be sure to communicate that to the public. Because the magazine will be printed, readers are able to easily skip ad pages and move on to the content that they want to read.

Magazines are a representation of the reader. If someone walks into a home and sees *Uncovered* on the coffee table they will know that the owner cares for their health and skin by valuing real advice on the products they use.

## COMPETITION ANALYSIS:

Major Competition:

*Allure*:

*Allure* is a beauty magazine that is published by Conde Nast. It has a South Korean publication as well as the United States publication. *Allure* is known for reviews of products and

their “best of beauty” awards. Michelle Lee is Allure’s United States Editor in Chief. According to Allure’s media kit, the US magazine has 4.1 million print readers and a social media following of 4.6 million. Right now the brand is focusing a lot on their beauty box. The beauty box is a subscription service that readers can purchase that will allow them to receive recommended products.

Print Rates according to *Allure’s* media kit are as follows:

- Page: \$183,048
- Cover 2: \$219,729
- Cover 3: \$192,234
- Cover 4: \$228,805

*Uncovered* has a tighter “niche” than *Allure*. While *Allure* covers makeup, skin, hair, and wellness, *Uncovered* focuses specifically on skin care. *Uncovered* will avoid content on makeup while makeup is largely *Allure’s* biggest department. *Uncovered* emphasizes natural beauty while *Allure* highlights a lot of heavy makeup. The design of the two magazines are also different. *Uncovered* has a more aesthetic design that provides an experience, while *Allure* is more busy with less focus on aesthetics. *Allure* focuses more on a higher quantity of information, while *Uncovered* is a shorter magazine.

The women who find joy in cosmetics and makeup routines are likely going to read *Allure*. The women who are focused on caring for their skin and wearing little to no makeup are going to read *Uncovered*. It is easy to be overwhelmed by *Allure* because the large quantity of content. If a woman oftentimes gets overwhelmed by tons of information in the industry,

*Uncovered* is a more likely brand for her. The women who enjoys cosmetics might also read *Uncovered* because they are still likely to want to properly care for their skin.

*New Beauty*:

*New Beauty* is a magazine that aims to educate readers about the latest technology in beauty. Most of *New Beauty*'s content is about cosmetic procedures, cosmetic enhancements, and the leading professionals in the plastic surgery industry. *New Beauty*'s website has a "find a doctor" button as well as ads geared towards cosmetic procedures and treatments. *New Beauty* prides themselves on being "unbiased." Like *Uncovered*, *New Beauty* publishes four times a year. A one year subscription costs \$29.95.

*New Beauty*'s Ad rates are as follows:

- Full Page: \$34,125
- Cover 2: \$41,060
- Cover 4: \$42,770
- 1/3<sup>rd</sup> Page: \$19,960

According to *New Beauty*'s media kit, the magazine has a circulation of 300,000. 22% of its readers are through paid subscriptions, 22% are through newsstand purchases, and 56% are "qualified non-paid." The median age of *New Beauty* is 51. Digitally, *New Beauty* has 1.78 million social followers/fans.

The brand is also selling a tester pack called "The Test Tube." This is a subscription service similar to *Allure*'s, but it is only testing size products. It is branded as a "luxury testing experience" and with purchase of the kit includes a *New Beauty* print subscription

*Uncovered* has a variety of different qualities that sets itself apart from *New Beauty*. *Uncovered* focuses more on skin care, while *New Beauty* focuses more on cosmetic procedures. *Uncovered's* target audience is slightly different than *New Beauty* when it comes to age. *New Beauty* has an older target audience than *Uncovered*.

Minor Competition:

- *InStyle*
- *Elle*
- *Vogue*
- *Cosmopolitan*
- *Health*
- *Shape*
- *Magnolia Journal*

CIRCULATION PLAN:

According to Doctor Samir Husni, “magazines are purchased either on impulse or by habit.” *Uncovered's* circulation plan is aimed at both with the goal of impulse decisions leading to a habit.

*Uncovered Magazine* will have be distributed mostly via newsstands and subscriptions. A large part of the newsstand placement will be to attract first time buyers. Subscription readers will be devoted consumers. The magazine has the ability to create loyal readers, the content will drive readers to become repeating customers.

If a major competitor sits on the newsstand, *Uncovered* will be placed next to it. If they are not, *Uncovered* will be placed next to minor competitors. This will make sure that the magazine is exactly where it needs to be as its target audience scopes out the newsstand.

A less traditional form of circulation will be to place magazines at the checkout lines of retailers like Sephora and Ulta. By doing this, the magazine will be placed at the same place that people buy skincare products. It also will allow the magazine to be able to reach an audience that would not typically go to a magazine newsstand. In order to get young readers, *Uncovered* will need to grab the attention of people who have never bought a magazine before and these retailers are a great place to do it.

Another form of circulation will be “promotional freebies.” Especially in the beginning years of *Uncovered*, copies will be given to spas, hair and nail salons, and medical spas to be placed in waiting rooms. By placing the magazine in these areas, the magazine will be sitting in front of the right reader at the right time. Waiting rooms can also be a time of “phone fatigue” so a magazine is an appealing thing to pick up at the time.

After being picked up at a newsstand, check-out line, or for free at another spot, the next step is for the content to do the work. This is why the content of the magazine is the selling point of the magazine. The magazine should be an escape from digital clutter as well as bombarding advertising. When the future loyal *Uncovered* readers experiences this, they can purchase a subscription for themselves.

Subscription services are popular among Generation Z and Millennial shoppers. So many products exclusively sell as a subscription. Everything from razors, tv, wine, books, and more are



sold in subscription form. Because of this, it is believed that *Uncovered* readers will enjoy purchasing the magazine through a subscription.

#### ADVERTISING ANALYSIS:

Wishlist:

\*Seen in *Allure*

1. Neutrogena\*
2. OLAY\*
3. Clinique
4. L'Oreal\*
5. Dove\*
6. Milk
7. Aveeno
8. Beauty Counter
9. Sephora
10. Glossier
11. Cetaphil
12. Ulta
13. Cerave\*
14. Epionce
15. Honest
16. Drunk Elephant
17. Tatcha
18. SK-II
19. Lancome\*
20. Dr. Dennis Gross
21. Dermalogica
22. Peter Thomas Roth
23. Cetaphil
24. Biossance
25. Tula
26. Lamer
27. First Aid Beauty
28. The Ordinary
29. Simple
30. Farmacy
31. Foreo
32. Tretinoin
33. Beta-hydroxy acid

34. Hydroquinone
35. Propecia
36. Vaniqa
37. SkinCeuticals
38. Paula's Choice
39. Differin Gel
40. Pixi
41. Botox
42. Estee Lauder
43. Revision
44. Supergoop!
45. Makeup Eraser
46. Medspas
47. RoC\*

#### STAFF:

Magazines typically do not have a large staff. One of the good things about magazines, is that a lot of the work can be done by freelancers.

1. Chief Revenue Officer (publisher) - The chief revenue officer will be the manager of the finances. He or she will be the person over the whole magazine production. This is mostly a managing position, but will also include construction the media kit.
2. Editor - The editor will be in charge of content. The editor will not do a lot of writing, but more of managing content. This will require a creative mind, but also will need to be a leader, and an analytical thinker.
3. Creative Director - The creative director will be in charge of designing the print magazine, website, and social media pages. The creative director will need to have

graphic design skills and also be a good multi-tasker. The creative director will also need to fit the same style or at least understand the aesthetic that *Uncovered* wants to portray.

4. Intern - Since the magazine will start off pretty small in staffing, at least one intern will be necessary to join the team to do many of the tasks that will help with overall productivity of the office. The intern will also be able to gain real-world experience in both entrepreneurship and magazine service.

Freelancing: There will be three areas that will be majority freelancing. The freelancing opportunities are advertising, circulation, and editorial. Although these areas are being outsourced, it is critical that they are not overlooked and that they create the same unity as the rest of the magazine.

1. Advertising - Advertising the magazine and finding advertisers for the magazine will be outsourced by a marketing firm. The firm will be in charge of the advertising that pays to be in the magazine. The advertiser will be paid 20% commission per sale.
2. Printing Circulation - The circulation will be outsourced by a third party company. They will be in charge of distributing the magazine. A benefit of outsourcing the circulation is that there are many companies that specialize in this and know the market well.
3. Editorial - In order to have *Uncovered* full of different writers and photographers, all of the editorial pieces will need to be done through freelancers. It is likely many of the writers will become regulars in the magazine, but no writers will be hired as a full time staff member. Because editorial is being outsourced, the editor has a huge responsibility to pick articles and writers that fit the theme, tone, and style of *Uncovered* to create a cohesive magazine.

## BUDGET:

This budget is created for *Uncovered Magazine's* first sixteen publications. One third of the budget will be spent on printing and distribution, one third will be spent on salaries, and the remaining one third will be spent on content creation. The first four years that are shown represent the beginning of the magazine's production. Because of the newness, the staff will be small and employees will likely work other jobs. As the magazine grows, full time employees will be hired and salaries will increase. The first year, the budget is smaller coming in at \$162,000. The second and third year have the same budget of \$240,000. The fourth year has a budget of \$300,000.<sup>65</sup>

There are multiple factors that played a part in the budget. Printing and distribution is assuming a \$1.35-\$1.00/per magazine printing rate. The amount of magazines printed increases causing the price of the magazine to be printed to decrease. There will be 10,000 magazines printed at first and every year it will increase. Salaries also increase throughout the four years. The goal average salary is \$35,000. The budget for content creation increases as the other areas increase.

The pre-launch budget is the budget that is needed before the first magazine is printed. This includes things like advertising, prototype costs, and office expenses. This budget is important because it will be the very beginning of the magazine, and as it is used investors will be able to see how *Uncovered* acts as a business.

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<sup>65</sup> Husni, *The Definitive Guide on How To Launch Your Own Magazine*, 220-225

Pre-Launch Expenses	Description	Amount	
Marketing	Promotion	\$3,000	
Prototype Print	Initial Prototype	\$200	
Website	URL	\$100	
Office Expenses	Rent	\$3,000	
	Furniture	\$2,000	
	Technology	\$4,000	
	Utilities	\$300	
Total			12600

Year One Expenses	Description	Cost	Total
Printing/Distribution	10,000 Copies	13,500	54,000
		13,500	
		13,500	
		13,500	
Salaries	Publisher	20,000	54,000
	Editor	15,000	
	Creative Director	15,000	
	Commision	4,000	
Editorial	Content Creation	40,000	54,000
	Graphic Design	10,000	
	Photography	4,000	
Total			162,000

Year Two Expenses	Description	Cost	Total
Printing/Distribution	20,000 Copies	20,000	80,000
		20,000	
		20,000	
		20,000	
Salaries	Publisher	30,000	80,000
	Editor	25,000	
	Creative Director	20,000	
	Commision	5,000	
Editorial	Content Creation	60,000	80,000
	Graphic Design	15,000	
	Photography	5,000	
Total			240,000

Year Three			
Expenses	Description	Cost	Total
Printing/Distribution	20,000 Copies	20,000	80,000
		20,000	
		20,000	
		20,000	
Salaries	Publisher	30,000	80,000
	Editor	25,000	
	Creative Director	20,000	
	Commision	5,000	
Editorial	Content Creation	60,000	80,000
	Graphic Design	15,000	
	Photography	5,000	
Total			240,000

Year Four Expenses	Description	Cost	Total
Printing/Dist	25,000	25,000	
		25,000	
		25,000	
		25,000	
			100,000
Salaries			
	Publisher	35,000	
	Editor	35,000	
	Creative Director	25,000	
	Commision	5,000	
			100,000
Editorial			
	Content Creation	70,000	
	Graphic Design	20,000	
	Photography	10,000	
			100,000
Total			300,000

THE CONTINGENCY PLAN:

Skin care is a crowded market and so is the current method of learning about skin care. With *Uncovered Magazine* a community will be built of skin care enthusiasts who are aware of dishonest branding, paid influencing, and skin care advice they cannot trust. This community will give members a sense of trust and respect.

The magazine is an experience. By publishing quarterly every page will have months of thought and detail. The esthetic will be calming and upscale. When women go to the spa they often have conversations with their esthetician about their skin and it feels like an educational experience. *Uncovered Magazine* is this experience in print. To do this *Uncovered* will be



available in all the right places. It will be placed in spas, skin care stores, newsstands, and salons. By being placed in these spots, it will allow the future members of its community to pick it up for the first time. After this, the content will have to bring the reader back for more.

The magazine is not just pages of enormous amounts of information. This is what the magazine is avoiding. The content should be an experience, not just listed facts, but there is a standard that nothing is printed unless it is factual information. To build his reputation, the content has to sell. It has to be a conversation starter, it has to promote action, and it has to bring readers back for more.

*Uncovered* is a niche magazine. There is nothing exactly like it on the market. It has the ability to reach a young audience that other publications are struggling with. It will stand out against other magazines.

The small staff and small budget will allow the magazine to enter the market without too much of a risk. It is the perfect time to enter the market because of phone fatigue, overwhelming digital content, and movements towards natural beauty.

## **CONCLUSION**

Magazines have been relevant in the United States for over 200 years. Their relevance is not expiring. They are evolving to be more targeted, content driven, high quality published pieces. The crowded digital market place allows print to be more appealing. Skin care will always be changing, but one thing remains the same, that people are driven to take care of themselves, especially the largest organ in their body. The skincare product market is booming as more people spend money to take care of their skin.

Younger generations have many qualities that would encourage them to pick up a magazine. They are attracted to branding, quality, design, and aesthetics. More of this can be achieved in print than it can on a smartphone. These generations like to skip ads and are tired of being highly targeted all the time through their digital devices. A magazine allows an advertisement to be skipped by the flip of a page.

Print magazines, if done properly can be a relaxing break from the long hours on digital devices. Print is trusted and the skin care market is booming. A skin care magazine could not only survive in today's market, but it would thrive.

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# Uncovered Magazine Prototype

A CAPSULE  
A DAY FADES  
DARK SPOTS  
AWAY.

20% Pure Vitamin C Serum.  
High concentration. Proven results.



**1 WEEK**  
for smoother, brighter skin.

**4 WEEKS**  
visibly reduces the look  
of dark spots.

#1 dermatologist recommended brand

**Neutrogena**

ISSUE 1

UNCOVERED

MAGAZINE

SPRING 2021



EXPLORE  
SKINCARE  
THROUGHOUT  
TIME

HOW STRESS  
CAN AFFECT  
YOUR SKIN

\$8.00 USD



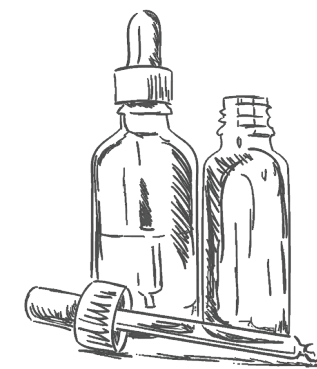
# show your glow



New Burt's Bees Truly Glowing Skin Care naturally boosts your skin's moisture above and below the surface. For a glow the world can see.



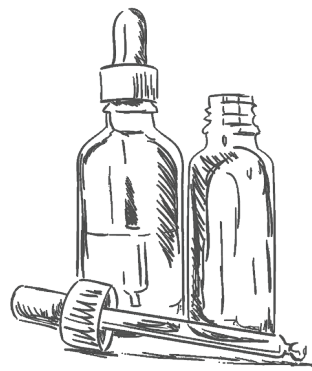
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## Letter from the Editor



*Dear Readers,*

Welcome to the beginning of Uncovered Magazine. Every page in this magazine has been published with a great amount of thoughtfulness. In a world where information regarding the care of your skin can seem crowded, we hope that these pages can provide clarity. The hope of Uncovered is for its readers to learn to love and care for their skin through trusted advice and recommendations by our team.

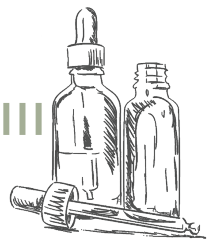
I have always been interested in skin care but I often have found myself confused due to the flooding of advice on the internet that often contradicts each other. By creating Uncovered I hope that readers will have a source of trusted information in the caring of their skin.

Whether it is by finding that routine that works for you or gaining confidence in your natural beauty, it is our intention that our community will learn to look at themselves in the mirror at night and find a new care and appreciation for their skin as it is completely uncovered with cosmetics.

In this issue we will focus on the past and the present. You will find a fascinating timeline of essential methods of skincare used throughout history. You will also see how our team de-stresses to avoid stress showing on their skin. One thing we know for sure is that caring for our skin will always be necessary so enjoy your first issue of Uncovered and we hope you will learn something new.

*Avery*





# Meet the Cover Girl

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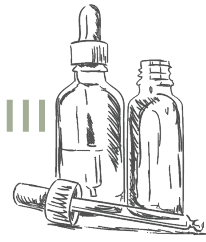
with SKINTELLIGENT



**Skintelligent** is a smart system with Probiotic Technology for healthy-looking, radiant skin. Come in to try Skintelligent with a free skin assessment.

**MERLE NORMAN**  
cosmetics

At the Medspa



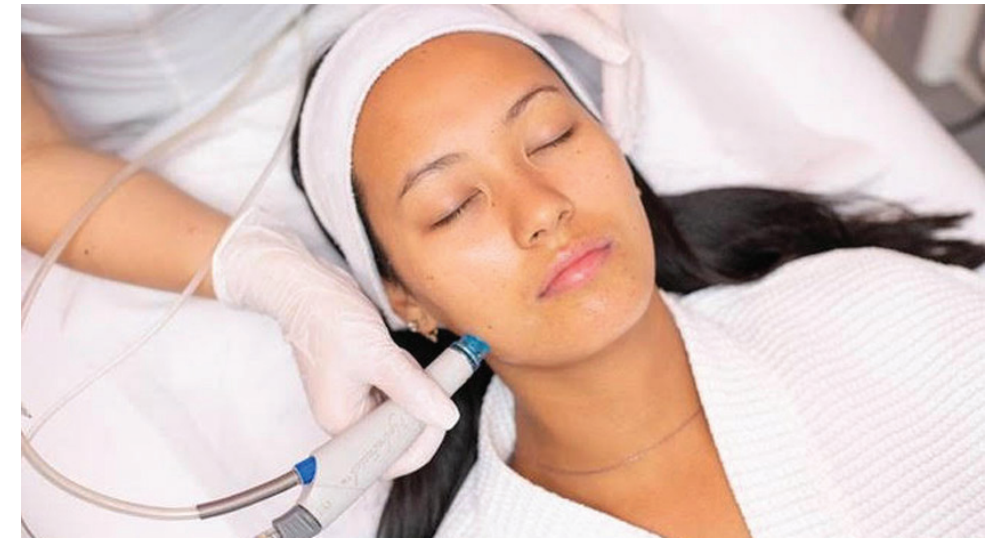
# Ultimate Hydration with *Hydrafacial*

By Jane Doe

This facial is not an ordinary facial, it is a bit more complex. Known for its three step system, hydrafacial is taking over medspas and dermatology offices by storm.



Hydrafacial is a non-invasive skin treatment that combines deep cleansing, exfoliation, and hydration. It is known for its three-step system: cleanse, peel, extract, and hydrate. The procedure is performed using a specialized device that uses a combination of water, oxygen, and vacuum suction to remove impurities from the skin. The result is a clear, hydrated, and glowing complexion.



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“It is relaxing and effective at the same time. I feel my best after a Hydrafacial.”

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# Skin In Motion

By Jane Doe

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BRIGHTENS+TIGHTENS

100% had visibly firmer,  
more luminous skin in 4 weeks

NEW

RoC Revive + Glow Serum

Powered by our most potent Vitamin C and Peptides

Product Reviews



Editorial Team Reviewed  
These Eight Products

See What We Thought

1



### Clinique Dramatacally Different Moisturizing Lotion

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### Kiehl's Creamy Eye Treatment with Avocado

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### L'Oreal Revitalift

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### Simple Hydrating Gel Cream

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### Aesop Hand Wash

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### Neutrogena Hydro Boost

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### L'Oreal Redness Solutions

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### Kiehl's Daily Reviving Concentrate

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Boosts cell turnover to help brighten skin.



#1 DERMATOLOGIST RECOMMENDED BRAND

# Neutrogena®

# 3 Skin Care Myths Never to Believe

**1** "Quit moisturizing if you have oily skin."

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## 2 "All makeup causes acne."



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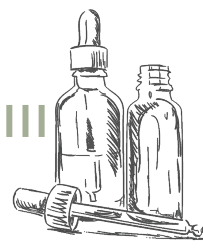
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## "If it burns, it is working." 3

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# Spring is Here!

By Jane Doe

## So is the Sun!

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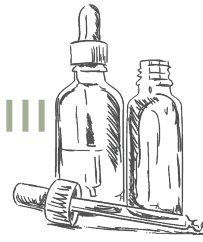
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By Jane Doe

## More Than Just Fun Packaging... All About Drunk Elephant

You have probably heard of Drunk Elephant because of its many loyal followers, but is the price tag worth it, or is it just fun packaging?

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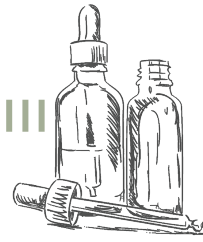
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“Skincare does not have to be boring.”

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# You Asked and We Found the Answers

**Q:** At the end of the night, I always find myself not wanting to wash my face. I get super tired and it becomes my least priority. Do you have any tips on how to make this process easier and still good for my skin?

**A:** Going to sleep with a dirty face is never ideal, but we know it is easy to get sleepy and not want to take the time. There are some fast solutions. If you wear makeup, try using a makeup eraser towel to take off your makeup fast. Then go in with a toner water to easily clean your face. Ideally, you would end with a gentle face wash and moisturizer, but on those busy nights, just make sure you are taking off your makeup.



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# OLAY

FACE ANYTHING

**NEW COLLAGEN PEPTIDE24**  
**HYDRATES BETTER THAN THE \$400 CREAM.**



# Fighting Maskne

By Sarah Smith

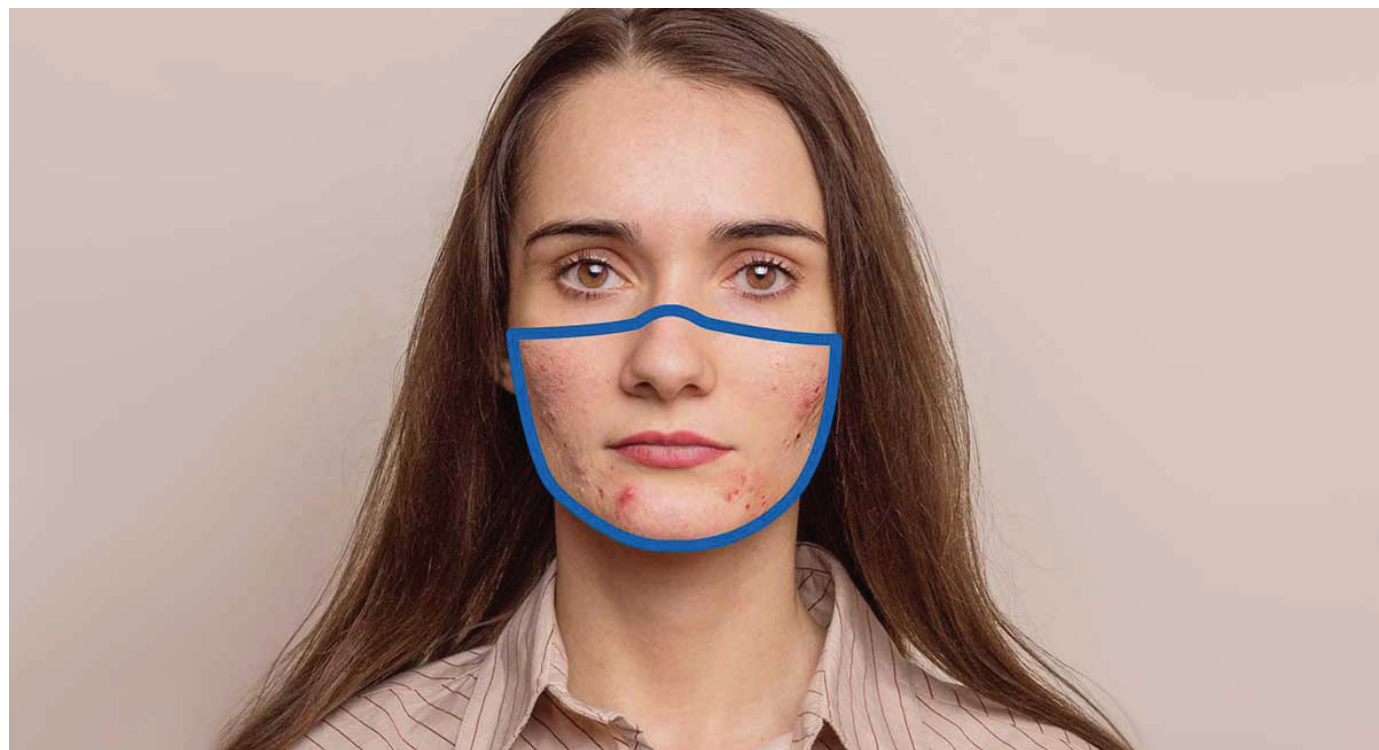
With mask laws due to Covid-19, many Uncovered Readers have experienced acne from wearing masks for the majority of the day. We found ways to prevent and treat "maske," so you can take care of your skin while being socially responsible.



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Fast Visible Repair  
Youth-Generating  
Power



Advanced Night Repair  
Wake up to more youthful-looking skin.

**ONE DROPPER** Skin looks radiant, hydrated. **THREE WEEKS** Lines and wrinkles appear reduced. 88% of women said skin looked more youthful.<sup>1</sup> **ONE BOTTLE**<sup>2</sup> Now, skin feels firmer. 89% of women agreed.<sup>1</sup>

<sup>1</sup>Consumer testing on 543 women. <sup>2</sup>50ml/1.7 oz. bottle.

Save or Splurge



# Save *or* Splurge?



Expensive does not always mean better, but some things are worth saving for.

By John Smith

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# Skincare

By Jill Jones

## Throughout

## Time



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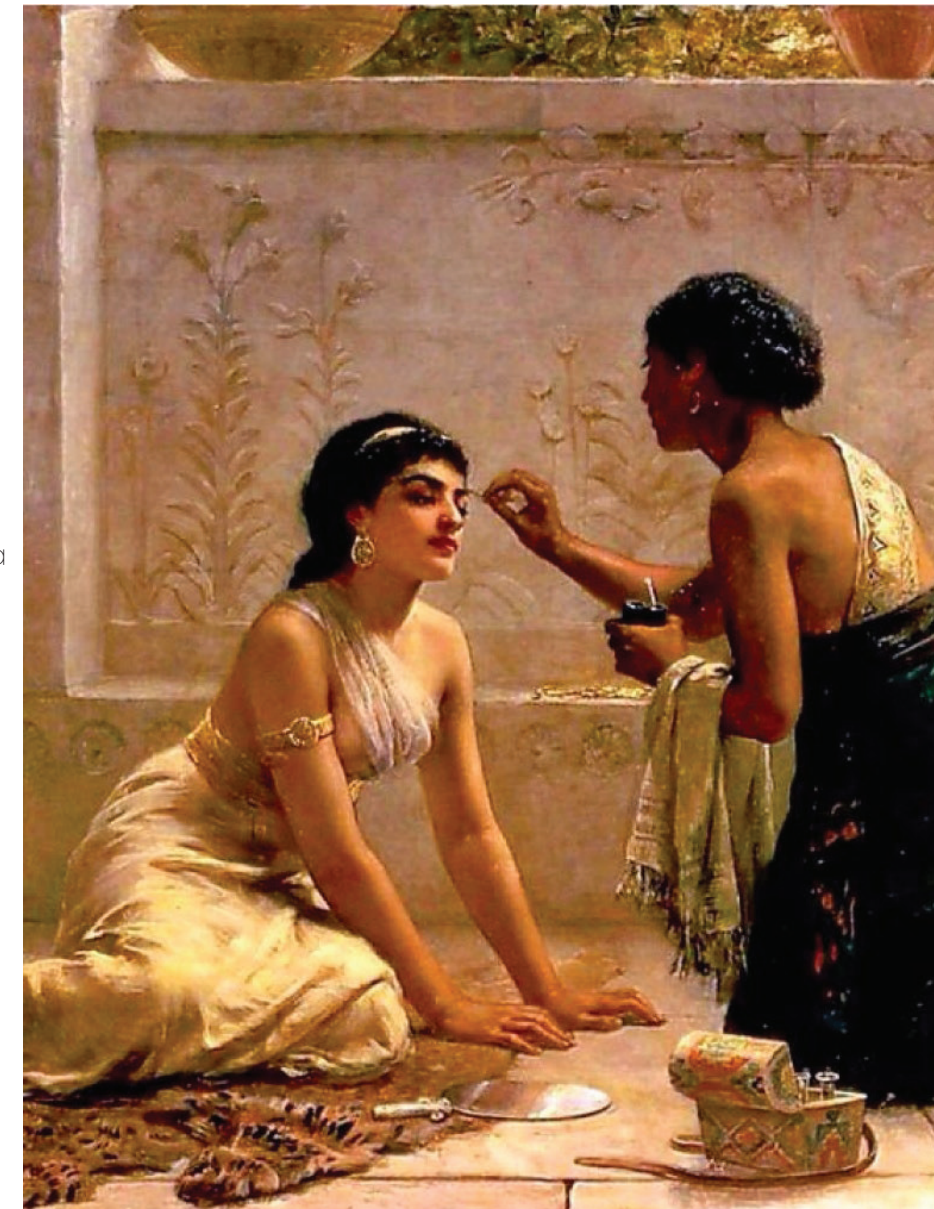
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*In ancient times, skincare was made by natural ingredients, many of which are still used today.*

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*Advertising for skincare became highly target towards women in the 19th century.*

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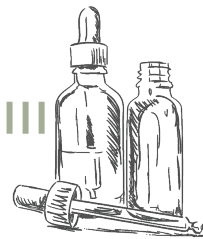
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## Celebrity Routine



# Go all Natural With Shailene Woodley

Shailene Woodley shows us her earth-friendly skincare routine.

By Jane Doe

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*"I care about the ingredients in my skincare."*

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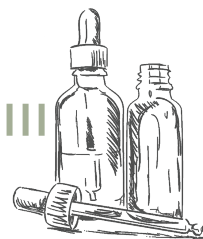


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## Uncovered Reader Julia Berolzheimer Shows us her Daily Skincare Routine

By Jane Doe

A fan of natural beauty, Uncovered Reader Julia Berolzheimer shares her tips and skincare routine

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“I like my skincare routine to feel like a luxurious process, rather than a burden.”

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# Skin From Within: How Stress is Showing on your Skin and How to Take Time to Relax

By Sarah Reid

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“Nurture your body and relax, your skin will thank you.”

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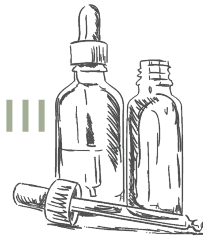
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# Reader Testimonials

See how these readers improved their skin and how they Uncovered helped them along the way

By Jane Doe



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“I am finally comfortable in my own skin!”

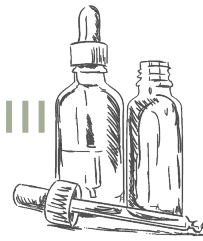
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Skin with Hiram



# Skin *with* Hiram

by Hiram Yarbro

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## REAL RESULTS. BACKED BY NATURE AND SCIENCE.

The prebiotic oat formula in Aveeno® Daily Moisturizing Lotion locks in moisture to improve skin health in just one day. For twice the nourishment, pair with Daily Moisturizing Wash.\*





# Uncovered Magazine Media Kit

M e d i a K i t



# Who We Are

Uncovered Magazine is a quarterly printed magazine that produces trusted content about skin care in order to encourage women to feel comfortable in their natural skin without cosmetics.



Our Audience

Consistent  
Skin Care Enthusiasts

Confident Generation Z

90% Female

Readers

Millennic

Fun

40% Single

Classic

The Future

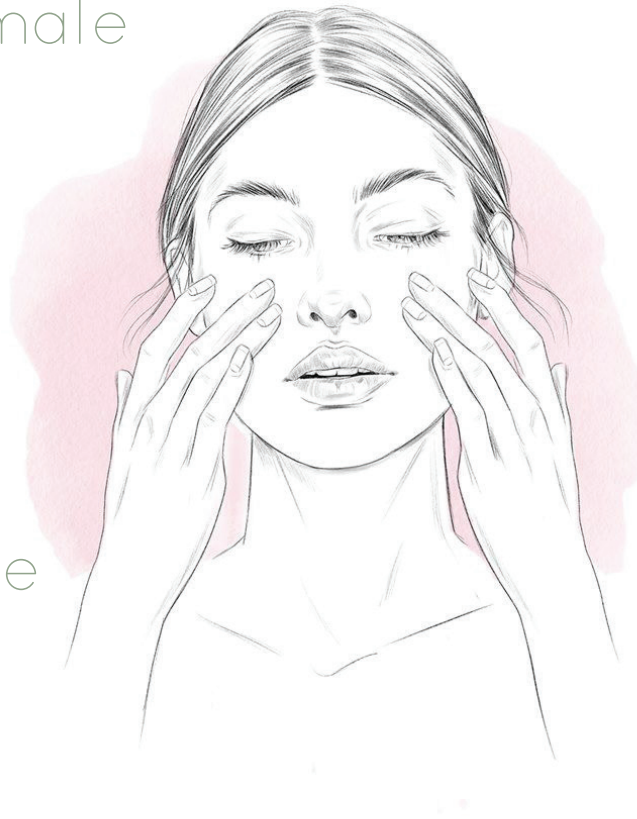
On Average  
25-40 Years Old

Motivated

Active Lifestyle

Intelligent

Shopper



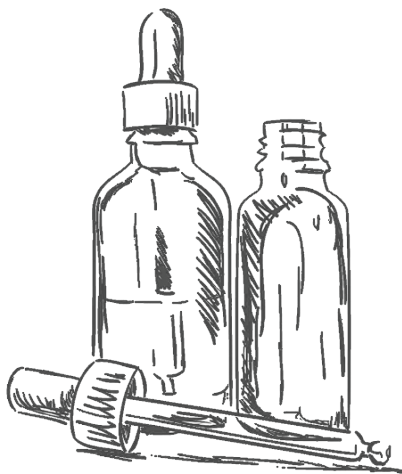
# REACH



100,000 + Annual Circulation

150,000 Annual Distribution

10,000 Controlled Circulation



Fastly  
Growing

## The Only Skin Care Magazine

Uncovered is a niche magazine. There is nothing exactly like it on the market.

Only quality, trusted pieces are published in Uncovered. If a product is advertised in our magazine, our followers trust it because it is part of our mission to take partners seriously.

The magazine successfully reaches a young audience. Our readers love taking care of their skin, which is why it is the best place to advertise skincare products. Uncovered stands out.

