

Magazine Analysis Worksheet

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WRIT 541/541G-01 WRITING FOR
PUBLICATION AND PROFIT WITH
SUSAN PERRY

Magazine Name: Minnesota Cyclist

Local or small market:

<http://www.minnesotacyclist.com/>

Target reader:

Bike enthusiasts in the Twin Cities

Types of articles (first person, how-to, round-up, investigative, etc.):

Style of articles (tone, length, point of view, etc.):

- SOME INVESTIGATIVE – PROBLEMS OF BIKING TO WORK, HOW MUCH DOES NOT BIKING COST,
- ROUND UP – SHOWING FUN PLACES TO BIKE
- HOW TO – RIDE YOUR BIKE TO WORK
- MOST OF THE FREELANCE ARTICLES ARE ESSAY FORMAT TELLING OF BIKING EXPERIENCES.
- TONE IS FIRST PERSON

Percentage and number of articles from free-lancers:

- 70%

Types of articles written by free-lancers:

- Essay stories about biking

Special sections:

- Bike Tips
- Events
- Parks and Trails
- Clubs and Shops

Best bet for breaking in:

Having a fun or interesting story to share

Other observations:

There's very little photography with the freelance work, but I think it's just because most people don't think of it.