

Magazine Analysis Worksheet

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WRIT 541/541G-01 WRITING FOR
PUBLICATION AND PROFIT WITH
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Magazine Name: Men's Health

Target reader:

College-age to near retirement-age men. Probably mostly middle-aged, successful men.

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

- Articles on how to improve your health, increase your muscularity, reduce body fat, improve your sex life, but mostly - how to get 6-pack abs. I heard an interview once with the managing editor. He was asked, "Have you ever published Men's Health without something on the cover about abs? He said, "If we have, it probably didn't sell very well."
 - Nearly all articles are "how to" style- How to do something better or how to do it at all. There are several "round up" style articles as well.
 - Style of articles (tone length, point of view, etc.):
 - Most articles are short (300 to 700 words). However, the freelance stuff tended to be longer- 1500 words.
 - Tone: Many are first person- like someone giving you advice.

Percentage and number of articles from free-lancers:

I'm having a difficult time figuring this out. Most of the articles are not credited. So, I assume the section editor created all of the content (minus the artwork, which is credited separately). Also, Men's Health solicits letters for many of its sections. I could be reading a letter submitted for free. I would guess that less than 10% of the articles are freelanced. Men's Health has a large editorial staff who churn out a lot of material on their own. Most of the Freelance articles are near the end of the magazine- after the feature sections.

Types of articles written by free-lancers:

Women telling men what they really want versus what we think they want.

Articles about health and weight loss, Supplements, Sex, Succeeding in business, eating well is a big one,

Special sections:

Sex and Relationships, Nutrition, Fitness, Guy knowledge

Best bet for breaking in:

Being published in another major magazine, being an expert, being a superior athlete

Other observations:

The average readership is 35. The ad models are 25. The article models are about 30. The writers do not supply their own artwork. Some of the ads for weight-loss products seem a little shady to me, but their articles never seem to give the impression they think the stuff in the ads work. Like politicians talking about Jesus, you're left with the impression that something has to pay the bills.