A preliminary proposal for a teen magazine
by Iowa State University’s
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Executive summary

*Go!* is a bimonthly, advertising-free magazine for teens that opens their eyes to the exciting innovations in transportation as well as the human problems that transportation helps solve. The magazine is geared primarily toward high school girls and boys.

Each issue will focus on a single theme such as transport security (see a sample list on page 10). Lively articles and color photos and illustrations will convey the energy and problem-solving attitude inherent in the transportation industry (see a list of sample content for the first year’s issues on page 11).

Editorial content will be managed by the publications staff at Iowa State University’s Center for Transportation Research and Education (see page 8). A circulation consultant and subscription fulfillment vendor will handle subscriptions and distribution.

Subscriptions will be the primary source of revenue. Other sources will also be pursued (see ancillary products on page 8). A five-year budget outlines the anticipated costs of the magazine (see page 7).
Overview

Go! is a bimonthly, advertising-free magazine for teens that opens their eyes to the exciting innovations in transportation as well as the human problems that transportation helps solve. It will appeal to young men and women, 12 to 17, who are curious about the world and are interested in math, science, technology, politics, economics, geography, and/or the environment. Go! will show teens how to help people and make a difference in the world through the lens of transportation.

Editorial mission

Go! will show teens (and their parents, teachers, and guidance counselors) that transportation is an exciting, dynamic, cool field to read about. By engaging all readers with fascinating content and helping them better understand the role of this important industry in their own lives, Go! will also help fill the “pipeline” of future transportation workers.

The magazine covers transportation from all angles, from the practical to the political, from the infrastructure to the vehicles to the people behind the wheel—whether that “wheel” is on a car, train, plane, or ship. Making the transportation industry visible to teens is one of the main goals of Go!. Go! will focus on the positives of the industry while recognizing the problems and people’s search for solutions.

A free, separate teacher’s guide will help educators incorporate transportation topics into the junior and senior high curriculum. Home schoolers may also find it useful.

Situation analysis

Why a transportation magazine for teens

In 2006 the leading edge of the baby boom turns 60. Retirement is just around the corner. While dire predictions about the loss of institutional knowledge and skills may or may not come true as boomers retire, what is true is that even if the number of positions remains the same, there just aren’t enough people to fill them.

According to the 2000 census, people aged 35 to 54 totaled about 82.8 million; this figure includes the baby boomers, people born between 1946 and 1964, who were 36–54 in 2000. People aged 15 to 34 totaled about 78.9 million. That’s four million fewer people.

Couple the lack of people with the invisibility of the transportation industry—especially to teens considering their career possibilities—and recruiting qualified job applicants becomes even tougher.

By arriving six times a year in teens’ mailboxes, Go! makes transportation visible and interesting on a regular basis. In addition to a print magazine that teens can take anywhere and pass along when they’re through, subscribers will also have exclusive access to an online version.
Go! also shows teens how their high school classes in math, science, English, and social studies relate to jobs and careers in the real world—and why studying math, science, or engineering in college could be great for their wallets.

But do teens actually read print magazines? You bet. According to research by Mediamark Research Inc. (MRI) for the Magazine Publishers of America, eight out of 10 teens read magazines. And teens are much less likely to multitask with other media when reading magazines than when watching TV or using the Internet. For example, 55 percent of teens simultaneously use the Internet and watch TV compared to 12 percent who simultaneously read magazines and watch TV.

**Other magazines for teens—the competition**

There are many excellent magazines for children and teens these days, but none is in direct competition with Go!. Table 1 highlights the closest competition, magazines that deal with science and targeted to part of Go!’s target audience.

Table 1. Competition at a glance

<table>
<thead>
<tr>
<th>Title</th>
<th>Audience</th>
<th>Topics</th>
<th>Circulation / Frequency / Length</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>ChemMatters: Demystifying Everyday Chemistry</em></td>
<td>Age 15–18</td>
<td>Chemistry</td>
<td>35,000 5 issues/yr 20–24 pages</td>
</tr>
<tr>
<td><em>Dig</em></td>
<td>Age 9–14</td>
<td>Archeology (related to theme)</td>
<td>25,000 9 issues/yr 36 pages</td>
</tr>
<tr>
<td><em>Muse</em></td>
<td>Age 10 and up</td>
<td>Science, history, art (related to theme)</td>
<td>65,000 9 issues/yr 44 pages</td>
</tr>
<tr>
<td><em>Odyssey: Adventures in Science</em></td>
<td>Age 9–14</td>
<td>Science (related to theme)</td>
<td>22,000 9 issues/yr 52 pages</td>
</tr>
<tr>
<td><em>Science World</em></td>
<td>Age 12–16</td>
<td>Life science / health, physical science / technology, earth science / environment, astronomy</td>
<td>400,000 14 issues/yr 24 pages</td>
</tr>
</tbody>
</table>

*ChemMatters* is designed to complement the curriculum of first-year high school chemistry. Published by the American Chemical Society since 1983, the magazine focuses on chemistry as an everyday subject. Article topics include biography, health, history,
nature/environment, problem-solving, and science. Recent articles include the chemistry of liquid crystal displays, cat litter, and golf balls. Article contributors are often high school chemistry teachers.

*Dig*, established in 1999 and published by Carus Publishing, the preeminent children’s magazine publisher in the United States, is produced in conjunction with the Archeological Institute of America. Like many of Carus Publishing’s magazines, *Dig* is theme-based with each issue focusing on a different theme. All features and activities are devoted to the theme although departments cover broader archeological topics. A recent issue’s theme was Jamestown and included articles on artifacts found in a well, kids’ activities at the settlement, and the so-called lazy settlers.

*Muse*, another member of the Carus Publishing family, has a broader scope than *Dig* and may be harder to incorporate into the curriculum. Established in 1996, *Muse* has a sense of humor and may be more frequently read for simple entertainment. Articles often have a light or irreverent tone. A recent article about the Tower of London included several mini stories about how people escaped from or died in the tower. In the same issue (the theme was “reader beware”) were articles about a supposed four-armed corpse found in an Egyptian tomb and a drug called sulfanilamide that killed people in 1937 who were taking it for infections.

*Odyssey*, also published by Carus, was established in 1979 with a focus on space-related science and technology. Several years ago the magazine broadened its editorial concept to include other scientific fields although it maintains a department devoted to astronomy. Like other Carus publications, *Odyssey* uses a theme-based approach to its content. Upcoming themes include “Shhhhh!: The Science of Noise,” “Breathless!: Cleaning Up Our Air,” and “‘Smart’ Clothes: Wearing Science.”

*Science World*, established in 1959, is published by Scholastic, the largest children’s publisher in the country. *Science World* is a classroom magazine geared toward the grades 6–10 science curriculum. According to Scholastic’s website, “*Science World* helps teachers meet local, state, and National Science Education standards.” Its significantly higher circulation (400,000) compared to the other magazines above suggests how successful Scholastic is at getting its products adopted by schools. *Science World* has lower quality paper than the Carus magazines. It also accepts some advertising which is run on the inside covers and the back cover. It was named “Young Adult Periodical of the Year” in 2005 by the Association of Educational Publishers.

Each of the magazines above (except, possibly, *Muse*) also publishes a teacher’s guide for each issue. Excluding *Science World*, none of the magazines runs advertising except for its own product line. Revenues are, presumably, primarily from subscriptions and ancillary product sales. *ChemMatters* and *Dig* are both affiliated with professional organizations that likely contribute to their respective magazines’ support.

**Other magazines’ coverage of transportation**

According to the *Children’s Magazine Guide*, an index of 68 magazines, only one of the magazines above, *Odyssey*, published a transportation-related article between September 2003 and August 2004. In that time, several other children’s magazines published a total of nine articles on bridges (the most common transportation-related topic), trains, traffic safety, and the history of transportation in Canada.
Does this lack of coverage suggest that children and teens aren’t interested in transportation? It’s possible. But a more likely explanation is that magazine people don’t “see” the topic well enough themselves. If magazines devoted to relatively narrow topics like chemistry and archeology can survive and even thrive, a magazine on transportation, with its breadth of disciplines and wealth of exciting and innovative topics, is bound to find its niche.

Circulation

Subscriptions will be the primary source of revenue. The best science magazines, such as those described in the competition section above, do not rely on external advertising. We believe it’s in the best interests of our readers to follow this trend with Go!.

Target readers

Go! will appeal to teens 12 to 17 who are interested in the world and how it works. The core target group will be high school students (since they’re more likely to be thinking about life after high school than the 12–14 year olds). According to the US Census Bureau, there were 40.7 million kids between the ages of 10 and 19 in 2000. In other words, the potential universe of Go! readers is about 24 million 12- to 17-year-olds. And this doesn’t include the potential international readership.

Actual subscribers will more likely be adults such as math and science teachers, librarians, guidance counselors, parents, and people working in and already promoting the transportation industry. Marketing to teens directly is also possible.

Pricing strategy

Go! will offer an introductory one-year subscription (six issues) for $19.95. Renewals in year two will be at the price of $24.95 per year, and all renewals after that will be at the full price of $26.95. The cover price will be $4.50. Three or more copies to the same address will sell for $16.25 each. As you can see from Table 2 below, the proposed pricing strategy for Go! is competitive.

The prices in Table 2 do not reflect any discounts. Carus Publishing routinely offers discounts of $5 (about 15 percent of the one-year subscription price) in ads that appear in its own magazines (i.e., house ads).

Table 2. Competitors’ pricing

<table>
<thead>
<tr>
<th>Title</th>
<th>Cover Price</th>
<th>Subscription 1 Year</th>
<th>1 Year Bulk*</th>
<th>2 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChemMatters</td>
<td>NA</td>
<td>$12</td>
<td>$5</td>
<td>$24</td>
</tr>
<tr>
<td>Dig</td>
<td>$4.95</td>
<td>$32.97</td>
<td>$21</td>
<td>$53.97</td>
</tr>
<tr>
<td>Muse</td>
<td>$4.95</td>
<td>$32.97</td>
<td>NA</td>
<td>$53.97</td>
</tr>
<tr>
<td>Odyssey</td>
<td>NA</td>
<td>$29.95</td>
<td>$21</td>
<td>$48.95</td>
</tr>
<tr>
<td>Science World</td>
<td>$5.45</td>
<td>$12.65</td>
<td>$9.25**</td>
<td>$25.30</td>
</tr>
</tbody>
</table>

*more than 3 copies to same address  **more than 10 copies to same address
Marketing strategies

Following are marketing strategies that will be particularly promising for attracting Go! subscribers:

Direct mail

Locate and rent high quality mail lists and develop spot-on direct mail materials. Direct mail can be an expensive marketing strategy, so it must be well targeted. Hiring a circulation consultant will be an important step. Lists could include math and science teachers’ associations and children’s science magazine subscribers, e.g., Odyssey subscribers.

Advertising

Advertise in a serials catalog used by librarians to order subscriptions. Serials catalogs are produced by vendors like EBSCO. Through these vendors, libraries manage their magazine subscriptions so they can renew all of them at once. EBSCO also offers (for an additional fee) promotional opportunities at their booth during various national and international library conventions.

Single-copy distribution

Give away free copies loaded with subscription order cards at events such as math and science teacher conferences, transportation/construction career fairs for high school students, and transportation association conferences and events.

Single-copy sales

Sell single copies through science and/or transportation museum gift stores.

Gift promotion

Encourage transportation professionals such as members of AASHTO, TRB, and other organizations and associations to order gift subscriptions for their own teens, nieces, nephews, or grandchildren, the local library, or the local school (perhaps a bulk subscription).

Tie-ins

Sell bulk subscriptions to transportation companies, organizations, or associations for their employees to take home to their teens.

House ads

Include new subscriber and renewal order cards in each issue of Go!.

Web

Develop a website with a sample issue for download, an article from the current issue, and an easy way to order or renew subscriptions. Additional content may include interactive activities, links to college programs in transportation, etc.
Publicity

Generate buzz and free publicity as much as possible through professional transportation news outlets such as association/organization newsletters as well as traditional media outlets. Iowa State University News Service will be of particular help.

Distribution

Distribution will be primarily through subscriptions, both bulk and single copy. CTRE will work with a subscription fulfillment vendor to handle new subscriptions and renewals and mail lists. Mail lists will either be sent directly to the printer who will prepare the magazines for mailing/shipping or to ISU Printing Services to manage the mailing/shipping, whichever is most cost effective.

Financing the magazine

Start-up costs

The one-time investments necessary before publishing the first regular issue will include the following:

- Hiring a publishing/circulation consultant to develop a strategic business plan that includes detailed promotion and marketing plans.
- Working with the circulation consultant to develop a promotion campaign. This will include writing, designing, printing, and mailing the direct mail, conversion, and renewal promotion materials and renting mail lists.
- Setting up a subscription fulfillment service with a vendor.
- Preparing a trial issue.
- Designing a website for the magazine with brief sample content, an online subscription form, and contributors’ guidelines.
- Purchasing editorial office supplies such as sample magazines and stock photos.
- Marketing and publicity by CTRE via email, conferences, etc.

For a breakdown of these estimated costs, see Appendix A, Table A1.

Fixed costs

Fixed costs remain the same regardless of how many copies of Go! are published. These costs include the following:

- Salaries and fringe benefits for 2–3 professional editorial employees plus student interns’ hourly wages.
- Freelance writers’ and photographers’ contributions.
- CTRE administrative support for financial/accounting tasks.
- Fixed marketing costs such as staff travel to conferences and web maintenance.
- Circulation consultant fees for continuing efforts to get and keep subscribers.
Proposal for Go! A Teen Magazine

- Iowa State University overhead.
  Computers, software, phone, office supplies.

For a breakdown of these estimated costs, see Appendix A, Table A2.

**Variable costs**

Variable expenses rise and fall when adding or subtracting subscribers. These expenses will include the following:

- Printing charges, including paper.
- Postage and distribution (CTRE will apply for the periodical rate from the USPS; postage rates will increase in 2006).
- Subscription fulfillment (working with a fulfillment vendor).
- Promotion costs for printing renewal and direct mail materials.
- Renting mail lists.

For a breakdown of these estimated costs, see Appendix A, Table A3.

**Five-year budget**

The budget in Table 3 below shows the income and costs per subscriber in the first three lines. The costs of getting and keeping subscribers are calculated on a per subscriber basis.

The overhead expenses include primarily salaries and consulting fees. Iowa State University overhead is figured at the standard rate of 47 percent and is included as a separate line item.

The break-even number of subscribers is calculated by dividing the total overhead expenses per year by the net contributions per subscriber for that year. Since finding new subscribers is much more costly than persuading existing subscribers to renew, the costs per subscriber are significantly higher in Year 1 than in subsequent years.

The break-even number of subscribers is at the low end for the total circulation of the magazines described in Table 1. We believe a reasonable circulation target is 30,000–35,000 subscribers.
Table 3. Start-up and five-year budget

<table>
<thead>
<tr>
<th></th>
<th>Start-up</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue per subscriber</td>
<td>0</td>
<td>$19.95</td>
<td>$24.95</td>
<td>$26.95</td>
<td>$26.95</td>
<td>$26.95</td>
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<tr>
<td>Net contributions per</td>
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<td><strong>Overhead expenses</strong></td>
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<td>$150,000.00</td>
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<td>Staff)</td>
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<td>20hrs/wk)</td>
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<tr>
<td>Editorial freelancers</td>
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<td>$32,000.00</td>
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<td>$33,000.00</td>
<td>$33,000.00</td>
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<td>CTRE administrative staff</td>
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<td>$12,875.00</td>
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<td>$13,659.09</td>
<td>$14,068.65</td>
<td>$13,272.84</td>
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<td>Circulation consultant</td>
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<td>$36,000.00</td>
<td>$37,080.00</td>
<td>$38,192.40</td>
<td>$39,338.17</td>
<td>$40,518.32</td>
<td>$38,225.78</td>
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<tr>
<td>Direct mail creative</td>
<td>$10,000.00</td>
<td>$5,000.00</td>
<td>$5,150.00</td>
<td>$5,304.50</td>
<td>$5,463.64</td>
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<tr>
<td>Marketing by CTRE (web,</td>
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<td>$5,000.00</td>
<td>$5,150.00</td>
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<td>conf. travel)</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td>Editorial office supplies,</td>
<td>$1,000.00</td>
<td>$2,000.00</td>
<td>$2,060.00</td>
<td>$2,121.80</td>
<td>$2,185.45</td>
<td>$2,251.02</td>
<td>$2,123.65</td>
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<td>phone, computers</td>
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<tr>
<td>Start-up direct mail</td>
<td>$100,000.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>production</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>$191,750.00</td>
<td>$280,100.00</td>
<td>$261,915.00</td>
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<td>$278,309.98</td>
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<td>$270,480.54</td>
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<td>ISU overhead</td>
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<td>123,100.05</td>
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<td>130,805.69</td>
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<td>$127,125.86</td>
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<tr>
<td>Total overhead expenses</td>
<td>$281,872.50</td>
<td>$382,347.00</td>
<td>$385,015.05</td>
<td>$389,233.14</td>
<td>$409,115.68</td>
<td>$422,321.13</td>
<td>$397,606.40</td>
</tr>
<tr>
<td>Break-even number of</td>
<td>N/A</td>
<td>107,703.38</td>
<td>23,476.53</td>
<td>21,153.98</td>
<td>22,234.55</td>
<td>22,952.24</td>
<td>26,454.18</td>
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<tr>
<td>subscribers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Potential ancillary products

Significant potential exists for selling ancillary products that could help Go! become and remain self-supporting as well as provide even more useful information to our subscribers. Products may include the subscriber mail list (renting it to other organizations), an annual annotated listing of college and university programs in transportation, curricula for groups that offer kid programming (e.g., home schoolers, 4-H, Boy Scouts, Girl Scouts), books expanded from magazine content, and a summer career exploration workshop for teens.

Management and staffing

Iowa State University’s Center for Transportation Research and Education (CTRE) will publish, manage, and staff the magazine and website. Part of CTRE’s mission is educating the future transportation work force. Developing and publishing a transportation magazine for teens is a natural fit for CTRE interests and abilities.

**Internal staff**

CTRE’s award-winning communications group includes three full-time writers/editors, one full-time editor/webmaster, and one full-time graphic designer. Together the editor-in-chief and managing editor have 20+ years experience in transportation communications.
Marcia Brink, CTRE communications manager, will serve as editor-in-chief. She’s managed many ongoing and one-time communications projects. She will oversee the business of running the magazine. Michele Regenold, CTRE editor/webmaster, will be the managing editor. She’s been a writer for children for several years and is completing a master’s of fine arts in writing for children and young adults. She will be responsible for the day-to-day business of the magazine including working with contributors, editing articles, and managing the overall content. Alison Weidemann, CTRE graphic designer, will serve as art director. She will be responsible for the magazine’s design. A staff writer will be hired to write a couple of features per issue and edit a couple of departments.

A long-standing component of CTRE’s mission is to educate students through research assistantships or internships. Two student interns, one in journalism and one in graphic design, will be hired to assist the managing editor and art director. With its excellent programs in journalism and graphic design, Iowa State University offers a strong pool of potential interns. The interns will have the unique opportunity to work on a non-profit, locally produced, nationally distributed magazine.

CTRE transportation professionals will review articles for factual correctness. CTRE financial/accounting staff will provide administrative support.

**Freelance contributors**

Additional editorial contributions will be solicited from professional freelance writers, photographers, and illustrators. Contributors’ guidelines will be published on Go!’s website. The guidelines will include upcoming themes, areas of the magazine to which contributors may submit, suggested word length, payment rates, rights purchased, and submission requirements (contributors will be required to submit copies of all resource materials to facilitate fact checking). Since high quality photography will be crucial to the design of Go!, freelance photographers will be hired by the day or half-day for cover photography and features as needed.

**Outside expertise**

Expertise in printing will come from ISU Printing Services staff who will oversee and negotiate printing contracts on CTRE’s behalf. A circulation consultant will be hired to assist with developing the direct mail and renewal promotions. Subscriptions and mail lists will be managed by an outside contractor.

An editorial advisory board will be formed to guide the magazine’s development. Board members will include transportation professionals (public and private sector), media professionals, educators, and students.

**Publishing plan**

**Editorial approach**

Go! will inspire teens to take a closer look at the world around them through the lens of transportation. All topics will be approached from a teen perspective and a questioning attitude. Why and how will be the most important questions writers can ask and answer in their articles.
Each issue will revolve around a single theme. All the features will relate to the theme. The departments/columns will run unrelated content. In addition to non-fiction features, Go! will also be open to one theme-related fiction piece per issue. The field of transportation, after all, needs people from the humanities as well as from the sciences.

In-house and freelance writers will always consider how a particular topic affects teens. They will be free to write in their own voice and style. Go! will not be edited for one particular “house” voice. A variety lively styles and voices will be preferred. Articles will inform, educate, and entertain. Humor will always be welcome.

**Content**

Providing exciting, engaging, and factually correct content will be the key to Go!’s success. Each issue will revolve around a single theme to give the magazine coherence and to give readers a broader understanding of a single concept. The features will relate to the theme as will some of the departments/columns.

Each 36-page issue will contain 3–5 features of 1,000–2,000 words. Features will comprise approximately two-thirds of the content. Departments and columns will make up the balance, excluding the table of contents and front cover.

**Themes**

Sample themes may include the following:

- Transportation evolution: past, present, future of different modes and/or the infrastructure (could be repeated with a different mode every couple of years)
- Rebuilding transportation systems after disasters
- Fueling the future
- Beautiful design (of facilities such as train stations, of vehicles such as ships and cars and planes, of roads and bridges)
- Transport safety and security
- Mapping out a future in transportation (career fields and college programs)
- Traffic safety (all modes)
- “Extreme” transportation projects (jumbo jumbo jets, the “Big Dig”, etc.)
- People-powered
- Weather effects
- Rural vs. urban
- Environmental impact (wetlands, wildlife, water quality, air quality)
- Transit
- Urban sprawl: what it is and what we can do about it
- Transportation challenges around the world
- Old visions of future transport
• “Weird” transport
• Maps and mapping

Themes will be included in writers’ and photographers’ guidelines so contributors have some direction on what kinds of content to query the editor about.

Departments and columns

Departments and columns are front-of-the-book and sometimes end-of-the-book sections of a magazine that are usually one or two pages. Regular departments and/or columns may include a mix of six to nine of the following:

• Weird but true/Fun facts (related to theme)
• College/university: profiles of all different kinds of post-secondary schools with transportation-related programs
• Historically speaking: text and graphics that tell a powerful story about the history of transportation as related to the issue’s theme
• What do they DO?: profiles of people with various jobs/careers in transportation
• Tech trends: short bits on cool transportation technology
• Expert Q&A (related to theme)
• Bookshelf: review of books related to transportation
• Puzzles/games: logic, math, word, etc.
• Mystery photo
• Letters to the editor (could send a t-shirt with magazine logo to writers of published letters)
• International scene: brief stories about unique aspects of transportation in other countries
• Teen POV (related to theme, written by a teen)

Year 1 sample list of contents

Issue 1 theme: Rebuilding transportation systems after disasters

Features

• Tsunami effect: Getting around in southeast Asia two years later
• After the mines are cleared: Building a 646-mile road in war-torn Afghanistan
• New Orleans: Devastating effects of flood waters
• Short story

Departments

• Teen POV: A hurricane survivor’s tale
• Historically speaking: San Francisco earthquake in 1906: How much harder to rebuild 100 years ago?
• Mystery photo
• Expert Q&A: why hurricanes and flood water are so destructive
• What do they DO?: Planners helping towns devastated by hurricanes
• Tech trends: GPS and your cell phone, smart buses and trains
• Puzzle

Issue 2 theme: Extreme transportation projects

Features

• Bury a multi-lane highway underground through downtown Boston: Are you kidding me? The what and why of the “Big Dig”
• The colossal-sized Airbus A380, the biggest airliner ever built: Just bigger or better too?
• Reconnecting Asia and North America: What a bridge over the Bering Strait might look like
• New York to London—by train: How an undersea/underground maglev train could work

Departments

• Expert Q&A: How planes get up and stay up
• Teen POV
• Historically speaking: The Panama Canal
• Mystery photo
• What do they DO?: Aerospace engineer
• College/university profiles
• International scene: Japan’s bullet trains

Issue 3 theme: Fueling the future

Features

• The powerful promise of bio fuels: Ethanol and soy diesel
• Cool, clear water: Why hydrogen fuel cells are so tricky
• So where do we get this newfangled fuel? Developing the infrastructure
• Powering planes: Where are the alternative fuels for them?
• Short story
Departments

- Weird but true: Facts about really out there alternative fuels
- Teen POV: Dreams for the future
- College/university profiles
- Mystery photo
- What do they DO?: Inventors of alternative fuels
- Tech trends:
- Bookshelf

*Issue 4 theme: Beautiful design*

Features

- Photo essay/profile of a gorgeous train station
- Corridor design: Why and how aesthetics are shaping where we drive
- A beautiful machine: Cars throughout history
- Boat building: It’s all in the lines

Departments

- Weird but true: Facts about bridges
- Teen POV: My dream car
- College/university profile
- Mystery photo
- What do they DO?: Car designers
- International scene
- Bookshelf

*Issue 5 theme: Maps and mapping*

Features

- How differences between male and female brains affect map reading skills and what to do about it
- Mapping crashes to help make roads safer
- Creating a road map: Then and now
- Short story
Departments

- Weird but true: Facts about maps, why north is on top
- Teen POV:
- College/university profile
- Mystery photo
- What do they DO?: Cartographers
- Tech trends: Driving aids
- Historically speaking: Ancient maps

**Issue 6 theme: Environmental impact**

Features

- Creative crossings: Helping wildlife cross roads safely
- Hear that whistle blowing: Train whistles, safety, and noise
- How’s your air? Effects of different kinds of vehicles on a community’s air quality
- Clean water: Road builders work hard to keep dirt and other contaminants out of rivers and lakes

Departments

- Weird but true:
- Teen POV:
- College/university profile
- Mystery photo
- What do they DO?: Environmental Engineers
- International scene
- Letters to the editor

**Design and production**

The design of *Go!* will appeal to teen sensibilities by emphasizing dramatic color photography and illustrations throughout the 36-page, four-color magazine. The cover will illustrate the issue’s theme. A varnish or laminate will be used on the cover to give it richer depth of color.

The format will be standard (8 in. x 10.5 in.) size with a saddle-stitch binding. The paper weight and sheen will be similar to Carus Publishing’s products, such as 80-pound white gloss cover stock and 70-pound white gloss text for the body.
The magazine layout will be done by the art director at CTRE. Files will be submitted electronically to the printer. The art director will oversee all production.

Conclusion

*Go!* is poised to position itself in an undiscovered market niche. By presenting transportation in a fun, visually exciting way, *Go!* will appeal to teens who are particularly interested in science and math and open their eyes to the possibilities in this dynamic career field. *Go!* will grab readers’ attention quickly and keep them fascinated (and renewing their subscriptions) by high quality writing and graphics.
Appendix A: Details and assumptions of costs

Table A1. Start-up costs and assumptions

<table>
<thead>
<tr>
<th>Start-Up</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and fringe (Ed. Staff)</td>
<td>540 hrs at $36/hr for producing trial issue; 250 hrs Michele, 250 hrs Alison, 40 hrs Marcia</td>
</tr>
<tr>
<td>Editorial freelancers</td>
<td>$500-800 per feature/article/story for 4 features with photos</td>
</tr>
<tr>
<td>CTRE administration</td>
<td>Higher during start-up because of setting up contracts, etc.</td>
</tr>
<tr>
<td>Circulation consultant: planning and strategy</td>
<td>$24,000.00 $3,000/mo. min. fee</td>
</tr>
<tr>
<td>Circulation consultant: promotion campaign, subscription fulfillment set up</td>
<td></td>
</tr>
<tr>
<td>Direct mail creative services</td>
<td></td>
</tr>
<tr>
<td>Direct mail printing and distribution, mail list rental</td>
<td>$100,000.00 includes 30,000 trial issues</td>
</tr>
<tr>
<td>Magazine web development</td>
<td></td>
</tr>
<tr>
<td>Editorial office supplies: stock photos, sample magazines</td>
<td></td>
</tr>
<tr>
<td>Marketing by CTRE via email, assns, publicity</td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td>$196,750.00 47% overhead</td>
</tr>
<tr>
<td>ISU overhead</td>
<td>$92,472.50</td>
</tr>
<tr>
<td>Total fixed costs</td>
<td>$289,222.50</td>
</tr>
</tbody>
</table>

Table A2. Fixed costs and assumptions

<table>
<thead>
<tr>
<th>Fixed Costs</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Average</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overhead expenses</td>
<td>$150,000.00</td>
<td>$150,000.00</td>
<td>$150,000.00</td>
<td>$160,000.00</td>
<td>$165,000.00</td>
<td>$155,000.00</td>
<td>Years 1-3, 2 FTE employees charging pubs cost center rate. Year 4+, 2.5 full-time employees billing actual salaries and fringe.</td>
</tr>
<tr>
<td>Salaries and fringe</td>
<td>$150,000.00</td>
<td>$150,000.00</td>
<td>$150,000.00</td>
<td>$160,000.00</td>
<td>$165,000.00</td>
<td>$155,000.00</td>
<td></td>
</tr>
<tr>
<td>Student interns (2@ 20hrs/wk)</td>
<td>$17,600.00</td>
<td>$17,600.00</td>
<td>$17,600.00</td>
<td>$19,200.00</td>
<td>$19,200.00</td>
<td>$18,240.00</td>
<td>Two interns, 20 hrs/week for 40 weeks $500-800 per feature, 4-5 features per issue, 6 issues per year, plus photography</td>
</tr>
<tr>
<td>Editorial freelancers</td>
<td>$32,000.00</td>
<td>$32,000.00</td>
<td>$33,000.00</td>
<td>$33,000.00</td>
<td>$35,000.00</td>
<td>$33,000.00</td>
<td></td>
</tr>
<tr>
<td>CTRE administration/accounting</td>
<td>$12,500.00</td>
<td>$12,875.00</td>
<td>$13,261.25</td>
<td>$13,659.09</td>
<td>$14,068.86</td>
<td>$13,272.84</td>
<td>3% increase/yr</td>
</tr>
<tr>
<td>Circulation consultant</td>
<td>$36,000.00</td>
<td>$37,080.00</td>
<td>$38,192.40</td>
<td>$39,338.17</td>
<td>$40,518.32</td>
<td>$38,225.78</td>
<td>3% increase/yr</td>
</tr>
<tr>
<td>Direct mail creative</td>
<td>$5,000.00</td>
<td>$5,150.00</td>
<td>$5,304.50</td>
<td>$5,463.64</td>
<td>$5,627.54</td>
<td>$5,309.14</td>
<td>3% increase/yr</td>
</tr>
<tr>
<td>Marketing by CTRE (web, conf. travel)</td>
<td>$5,000.00</td>
<td>$5,150.00</td>
<td>$5,304.50</td>
<td>$5,463.64</td>
<td>$5,627.54</td>
<td>$5,309.14</td>
<td>3% increase/yr</td>
</tr>
<tr>
<td>Editorial office supplies, phone, computers</td>
<td>$2,000.00</td>
<td>$2,060.00</td>
<td>$2,121.80</td>
<td>$2,185.45</td>
<td>$2,251.02</td>
<td>$2,123.65</td>
<td>25 FTE. 3% increase/yr</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$382,347.00</td>
<td>$385,015.05</td>
<td>$389,233.14</td>
<td>$409,115.68</td>
<td>$422,321.13</td>
<td>$397,606.40</td>
<td>Full 47% overhead</td>
</tr>
<tr>
<td>ISU overhead</td>
<td>$122,247.00</td>
<td>$123,100.05</td>
<td>$124,448.69</td>
<td>$130,805.69</td>
<td>$135,027.84</td>
<td>$127,125.86</td>
<td></td>
</tr>
<tr>
<td>Total fixed costs</td>
<td>$382,347.00</td>
<td>$385,015.05</td>
<td>$389,233.14</td>
<td>$409,115.68</td>
<td>$422,321.13</td>
<td>$397,606.40</td>
<td></td>
</tr>
</tbody>
</table>
Table A3. Variable costs and assumptions

Variable Cost Estimates

<table>
<thead>
<tr>
<th>Fulfillment Costs</th>
<th>per issue</th>
<th>all 6 issues</th>
<th>Assumptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printing (paper, ink set up)</td>
<td>$21,500.00</td>
<td>$129,000.00</td>
<td>30,000 copies; price includes stitched in subscription card</td>
</tr>
<tr>
<td>postage and distribution</td>
<td>$9,000.00</td>
<td>$54,000.00</td>
<td>.30 each (max cost)</td>
</tr>
<tr>
<td>mailing labels</td>
<td>$1,500.00</td>
<td>$9,000.00</td>
<td>list sent from fulfillment vendor</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$32,000.00</td>
<td>$192,000.00</td>
<td></td>
</tr>
<tr>
<td>Per Subscriber</td>
<td>6.40</td>
<td></td>
<td>Divide subtotal by 30,000 copies</td>
</tr>
</tbody>
</table>

New Orders

<table>
<thead>
<tr>
<th>Selling Costs</th>
<th>100,000 direct mail pieces/yr for new subscribers; avg. cost is .50 per name</th>
</tr>
</thead>
<tbody>
<tr>
<td>direct mail</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$50,000.00</td>
</tr>
<tr>
<td>Per Subscriber</td>
<td>10.00 if generates 5,000 subscribers</td>
</tr>
</tbody>
</table>

Conversions and Renewals

<table>
<thead>
<tr>
<th>Selling Costs</th>
<th>$2.15 includes renewal and billing by outside fulfillment vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Subscriber</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE OF ORDER</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td></td>
</tr>
<tr>
<td>Selling Costs</td>
<td>$10.00</td>
</tr>
<tr>
<td>Fulfillment Costs</td>
<td>$6.40</td>
</tr>
<tr>
<td>Total per order</td>
<td>$16.40</td>
</tr>
</tbody>
</table>

| Conversions and Renewals     |         |
| Selling Costs                | $2.15   |
| Fulfillment Costs            | $6.40   |
| Total per order              | $8.55   |
Appendix B: Career fields

The transportation industry includes a broad spectrum of career fields, which the editors of Go! plan to cover as thoroughly as possible. These will include careers involving the following:

- Designing and building vehicles and associated fuels and technologies
- Developing and implementing other transportation-related technologies
- Planning, designing, building, and maintaining the transportation infrastructure
- Researching better materials, methods, etc.
- Planning and managing transportation systems
- Transporting people and goods
- Keeping people and goods safe during travel/transit
Appendix C: Additional article ideas

GPS devices in cell phones: a safety feature for locating you in emergencies or tracking every move you make?

- Sidebar: how GPS works
- Educational supplement: pencil and paper exercise in triangulation

Cameras are in airports, train stations, bus stations and on the streets. Do they really make us safer? Can they help stop terrorists?

Using cameras to catch people violating the law including people who vandalize buses and trains and people who run red lights. Is it legal? Are they violating our privacy?

E-hijacking: hackers altered shippers’ data while goods were in transit so the goods were delivered to the thieves instead of the rightful recipients. How secure is your gift on its way to Grandma?

Vulnerable transportation targets: how are we keeping bridges and tunnels safe? (e.g., Madison County bridge monitoring—not just cameras)

Educational supplement: Defining and identifying local vulnerable targets and exploring the ramifications of attacks on those targets

Who’s keeping people on the roads safe? Not just the cops. The Highway Watch program trains professional drivers to spot and report suspicious activity.

High-tech security screening for trains and subways to detect suicide bombers. How and why it’s different from airport security.

Want to catch that flight? Then you cannot tell a lie. New lie detector security systems for air travel.

Is your town pedestrian and bike friendly? Take this quiz to find out.

- Educational supplement: How to do a simple traffic study for determining safest routes to school for bikes and pedestrians

So what if somebody steals that goofy street sign for “Lovers Lane”, right? Everybody knows what street it is. Implications of theft and vandalism of street and road signs.

- Educational supplement: Categorize the signs around the school and in students’ own neighborhoods. How many are missing? How many have been vandalized? Invite the city public works director or county engineer to talk about the cost of theft and vandalism in your area.

Softer landings: How well designed crash cushions, guardrails and other road safety devices help keep motorists safe.

Seat belts: Why doesn’t everybody wear them?
Sidebar: Volkswagen and Scholastic have a nationwide program to encourage teens to create their own 30-second TV ad to persuade teens to buckle up.

Educational supplement: Choose teens or another target audience and develop print, radio, web, or TV public service ads to encourage them to buckle up. Let the whole school vote on the ads they think are most persuasive.

Driverless vehicles not controlled by remote control. Stanford University won $2 million from the Pentagon for creating one that completed a long-distance desert course. So when will they go into production?

Steering trains: how rail traffic controllers keep everything on track

Railroad time: How railroads "engineered" the U.S. standard time zones to keep passenger and freight trains running on time.

Road building’s a dirty job, so how do they keep all that dirt out of our water?

Challenges of rebuilding roads after Hurricane Katrina.

Choosing a safe route to school. How do you decide which way to go?

Big yellow school buses. Maybe not the coolest ride but definitely one of the safest. How come?

Why can’t the city bus just stop at my front door?

Educational supplement: Plot classmates’ addresses on a map and then plan the most efficient and cost effective bus routes to get everyone to school on time.

Riding the bus, or not: Rosa Parks, transit, and civil rights

Profile: Helicopter pilot / traffic reporter for the radio

No more dummies: Infrared cameras stop toll bridge cheaters

Smart subway cars that use liquid crystal display screens to let passengers know the car’s progress along its route

You take your eyes off the road to load a CD and your car signals that you’ve swerved into oncoming traffic in time for you to safely return to your lane: Auto makers’ smarter cars

Is getting lost a thing of the past? Using GPS to find your way around a new place

Imagine getting a printout that tells you every single thing you did wrong during your driving class. A new “black box” being tested in the U.K. is doing just that.

Getting ready to buy your first car? Make sure you (or your parents) can make those payments on time. New device shuts off the engine for deadbeats.
Calling all speed demons. New gadget for your dashboard warns you when your foot gets too heavy.

It’s freezing but you have to stand outside because you’re not sure when your bus is coming. Unless your bus is “smart” and you’ve got a cell phone or PDA on you.

Tracking convicted drunk drivers with GPS to keep them sober.

Interstate highways are now more than 50 years old. Does that mean they’re over the hill?

I’m a great driver: Take our quiz to find out if you’re as good as you think

Old visions of future transport. Back in the day, what did they think we’d be driving by now?

Challenges of finding transportation to get across the world’s toughest terrain

Teens review transportation-related computer/video games