

Dear Sir/Madam

The following proposal summarizes the information we received at the meeting regarding 'Blitz' magazine. Please review this material carefully for our accuracy in interpretation, as it is the basis for the way we will approach developing your site.

## PRODUCT BACKGROUND

'Blitz' magazine is a small business based in Melbourne, but your magazine is distributed to all major cities across Australia. You employ 4 staff members and get all your graphic design and publishing done by external companies.

## TARGET AUDIENCE

The characteristics of your target audience is as follows:

- Aged 16 to 36
- Strong male audience
- Mostly computer literate
- Mostly city people
- Low to mid socio economical statuses.
- Mostly educated people.
- Heavily social people
- Produces
- Musicians
- Consent goers

## WEB SITE OBJECTIVES

This is a list of objectives you hope the website will achieve:

- Increase audience mainly female audience
- Boost advertising sales by providing online information for potential advertisers.
- Increase 'off the shelf' sales by providing positive information about subscribing
- You want to be found by people searching Australian music from overseas.

These objectives will be achieved by conservative yet young content. A subscription button will be incorporated to catch the readers eye and give them more information.

## SITE STYLE AND APPEARANCE

- Exciting, Gritty, raw but with recognition that some viewers may be of the conservative nature.
- Grey and black colour pallet with on bright colour.
- Easily accessible - fast, well organised navigation.

I plane on achieving this design style by using two different shades of grey and a bright colour yellow. The design will have In mind your conservative audience and will be clean and slick, not busy and cluttered.

## SITE SPECIFICATIONS

- 3 to 4 pages as appropriate.
- Live music web streaming.