

Dear Blitz magazine,

I have taken all the information from our meeting and concluded this is what you are after:

The website you are after will be able to advertise to current and new subscribers also to potential advertisers. Your target audience is around the age of 16-36, with a mainly male gender but you would like an increase in your amount of female readers by adding gossip and fashion. Your readers are a highly educated group in the low to mid social economical status.

I understand that you are a fairly new company and want to keep the website similar to the magazine, so I believe you are after a website we a gritty feel to it like the magazine, using street scenes and a grey color scale but I will bring in one brighter color to advertise for your female readers but not so bright that it might lose some of your male followers, but quite conservative.

The website will be a fairly small website with only 2 pages of a similar design to make these pages easy to navigate and give a good theme to your readers the pages will take the form of:

- A 'home' page with the general links and a welcoming screen. Maybe links to live music and streaming sights
- A 'about' page with options to subscriptions, purchases and other details.

Thanks for you time and cooperation in planning for this website, it has a I'm sure it will continue to be a pleasant time working with you if what is on this proposal is what your after I should have your website done within its due time.

Thanks,
Jonathan