Dear Blitz Magazine,

I have gone over the information given from our meeting and have written up the following proposal;

The new website for the Blitz magazine will promote the magazine, to both new and current subscribers, as well as potential advertisers.

The target audience as discussed is between sixteen and thirty-six of both genders and both national and international. I understand that you intend on the website appealing to an international audience as an example of Australian music based journalism and will not alienate the international community while keeping an 'Australian' language. In order to appeal to this target audience the website will include more bi-gender elements, such as colours.

As the target audience is between the ages of sixteen and thirty-six, they will likely be literate of popular modern youth slang. I will use this to your advantage and will use snippets of modern language without 'flooding' with niche language and alienating audiences. I intend on using active language to keep the audience interested in Blitz magazine.

However, it was discussed that the website keep a similar aesthetics style to magazine, which will involve a gritty and dirty style, with heavy use of grays and blacks. The alternate colour I intend to use as discussed will be red as I believe it will fit the dirty/gritty style and wont alienate either gender or any member of the intended audience.

It was also mentioned that you are wanting the website to appeal to potential advertisers, I will achieve this by lacking offensive and/or bias language or opinions. The website will also include an exclusive page for advertisers containing information about advertising offers, contact emails and other details.

The website will be designed in a 'web structure', meaning that every page will be accessible from every other page. This will work best as it will be the easiest to navigate and will likely appeal to the intended audience. A web structure is possible as there is no need for a large number of separate pages and there is only a need for three to four.
The pages I intend to create for the website will be;

•   A main 'home' page, which will welcome users and display the magazine.
•   An 'about' page which will include more information about subscriptions and content and will contain links to subscription options.
•   A page for advertisers, including about advertising opportunities and contact details.
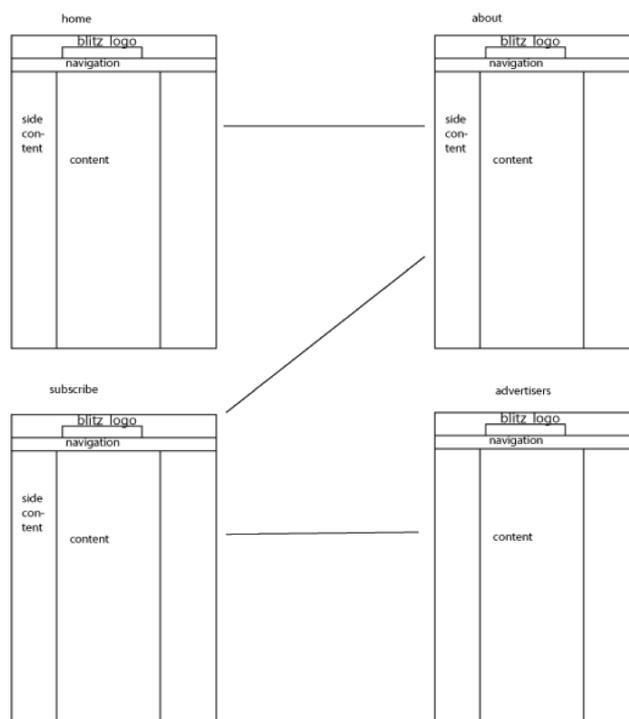
I thank you for your time,
Stephen Page