

Short Mission Statement Form

Our magazine, _____
(MAGAZINE TITLE)

is a _____
(PRINT SCHEDULE) (MAGAZINE TYPE)

for _____
(ADJECTIVE) (CORE AUDIENCE)

who need _____ **information on**
(ADJECTIVE)

_____ .
(ADJECTIVE) (CONTENT AREA)

Unlike _____ ,
(COMPETITION)

our coverage is _____
(DESCRIPTION)

and also has _____
(CONTENT AREA[S])

that interest _____
(ADJECTIVE)

_____ .
(SECONDARY AUDIENCE[S])

