



thrive Magazine

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About **thrive**

- **thrive** is a college and lifestyle magazine based in the U.S. It will focus on life hacks to get through classes, study tips, DIY's, relationship advice on friends, roommates and significant others and how to balance your schoolwork, social life, and everything in between.
- **thrive** wants to celebrate young women who are trying to survive four years (or even longer) in school. We are committed to providing them genuine content to guide them through the greatest years of their lives.

thrive



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start your semester off right
15 easy dorm meals
tips on how NOT to procrastinate
affordable beauty hauls

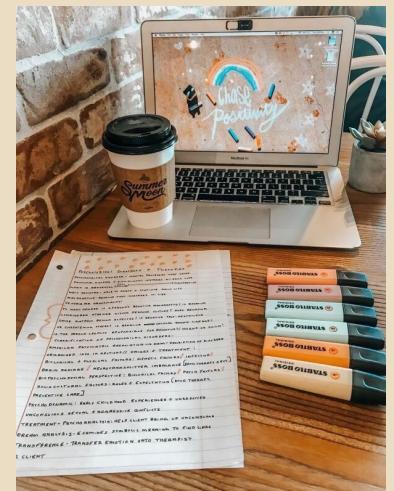
Mission Statement

- **thrive** is the ultimate college survival guide for the on-trend woman, covering the latest trends in fashion, beauty and everything lifestyle.



Target Audience

- Women entering or enrolled in college ages 18-25 years old.
- Very involved on campus
- Follows the latest trends, loves beauty brands and always down for a DIY
- School comes first, but health and friends are very important as well
- Spend money on clothes, eating out and going out with friends



Departments: print & digital

- **Fashion & Beauty:** trend report, dupes of high-end products that are affordable, list of must haves
- **Health & Fitness:** simple healthy recipes, workouts to stay in shape, self-care and self love
- **Entertainment:** easy DIY's, best books to read and series to binge-watch
- **Features:** stories on celebrities currently enrolled at a university and set a good example for young women
- **Tips & Advice:** survival tips, write-in advice column, and life hacks

Competitors



Her Campus

- **Mission statement:** Here's the deal: Her Campus is here to make your life easier while being 100% real with you at all times. We encourage, inspire, and celebrate. We provide no judgment, just real talk. We're like, kind of your best friend.
- In 2009, three smart, empowered, and fearless college women got together and launched a plan to fill a huge hole in the media market: an online magazine dedicated to, written by, and focused on empowering, college women.
- Her Campus is the #1 media site for college women, written entirely by the world's top college journalists.
- Her Campus is all over Instagram, from [@HerCampusStyle](#) to [@HerCampusBeauty](#) to [@HerCampusFoodie](#), and they're all over the internet, from the microsites run by a network of 360+ chapters strong across 11 countries to impactful campaigns around everything from sex to finance, skincare to career.

How is *thrive* different from *Her Campus*?

- *Her Campus* is more of a lifestyle magazine and focuses only on a digital platform. While *thrive* is more driven to helping college women navigate through four years at a university. Although they are fairly similar, *thrive* has a print magazine as well.



Seventeen Magazine

- **Mission Statement:** “As the voice of Gen-Z and ultimate queen of ‘cool’ for our 23MM users, Seventeen’s data driven content takes the guesswork out of every major teenage milestone.”
- “Serving a generation of socially savvy go-getters, our readers come to us as THE authority and guiding voice because we’re trusted, on-trend, and always keep it 100!”
- **How is thrive different from Seventeen Magazine?**
 - thrive focuses more on aspects of college life, while Seventeen is geared toward a younger audience and is more about relationships, fashion, beauty and lifestyle.



Potential Advertisers



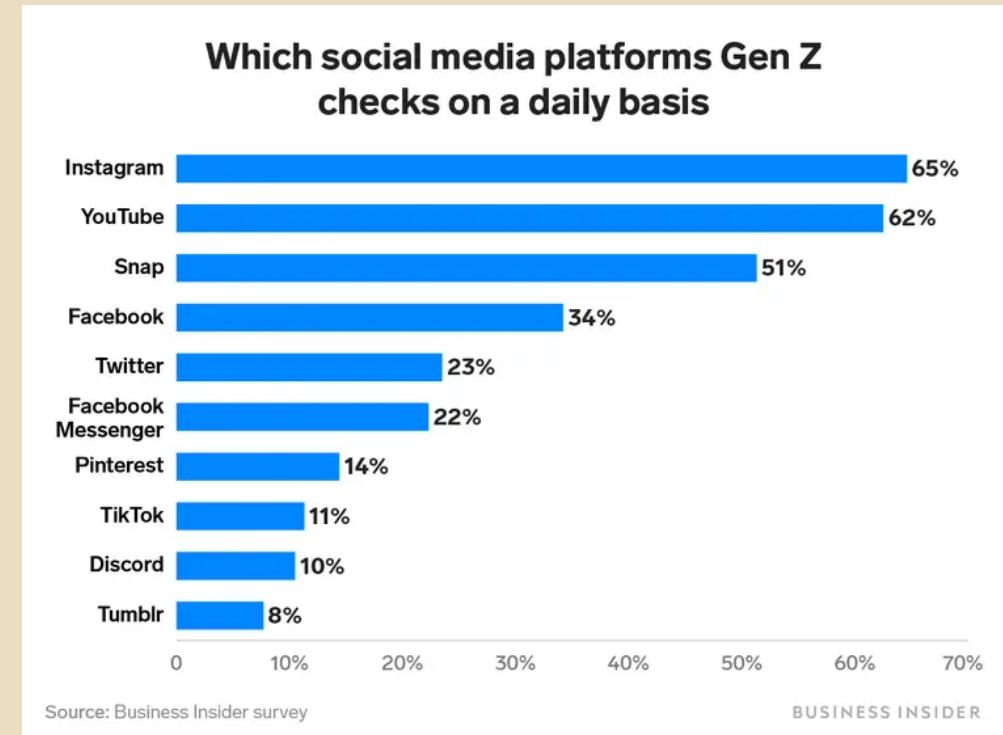
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Social Media

- thrive will focus on Instagram, Snapchat and YouTube to keep the audience engaged. Looking at this chart, those are the three social media platforms that are the most popular within Generation Z aka the target audience.
- All platforms will be updated weekly, with YouTube videos every Monday, Instagram posts/stories 3-4 times a week and Snapchat Discover 2 times a week.



Cover Story

- Yara Shahidi opens up about her peaks and pitfalls living on Harvard University's campus.
- In an interview, Yara Shahidi opens up about her experience as an actress at one of the most prestigious schools in the world.



Feature Story

- “How to budget your money as a broke college student”
 - An article all about how to budget while living off campus on our own and having to pay for many different expenses.

