



ICM

MARCH 2017

MAGAZINE JOURNALISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer Question 1, which is compulsory, and then any FOUR of the remaining questions.
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. Explain briefly what is meant by the following terms:
 - a) NRS
 - b) rhfm
 - c) Advertorial
 - d) obc
 - e) Flatplan
 - f) Bleed
 - g) Voucher copies
 - h) Verso
 - i) Cover mount
 - j) Series discount [2 each]
 2. Describe FIVE advantages and FIVE disadvantages for a motoring magazine against a TV motoring programme. [2 each]
 3. List TEN qualities you would require in a fashion editor for a general interest magazine. [2 each]
 4. You are going to be interviewed for a job as a feature writer on a national magazine. Give TEN steps you would take to achieve the best possible chance of landing the job. [2 each]
 - a) What is the purpose of running a fiction serial in a magazine?
 - b) Apart from the covers, which are the most important pages in a magazine?
 - c) What do you understand by the terms: **gutter**, **spread**, **graveyard** and **verso**?
 - d) What is the benefit of having a celebrity contributor? [5 each]
 6. Name FIVE qualities you consider essential for the editor of a retirement planning magazine and FIVE you would require for an editor of a sailing magazine. [2 each]
 7. Retention value is prized by advertisers in magazines. Which TEN steps would you take to enhance this fact? [2 each]
 8. Your publisher has complained that your letters page is dull and uninteresting. Name TEN steps you would take to improve its impact. [2 each]