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IMM 140

Prof Pearson

Chapter 5 exercise

Magazine Choice:

Outdoor Magazine

http://www.outsideonline.com/

I have no past experience with the content of Outdoor Magazine. The content is geared to people who, unsurprisingly, spend a lot of time adventuring outdoors. Content wise, Outdoor presents a well rounded selection of material. Their audience seems to be people who are adventurous and outdoor going but also diverse people. As reflected in their navigational menu their content includes:

* Gear
* Travel
* Fitness
* Adventure
* News
* Photo
* Video
* Magazine

In selecting these content features, they are culling basically anyone who is interested in the outdoors, they are simply casting a wide fishing net and pulling in anyone interested. These are people who love nature, respect it, and from what I've gleamed of their content their readers are people who seem to want to share that feeling with others. Several articles have sub-messages of sharing nature with others, such as explorer Daniel Fox's The Wild Image Project, featured here: http://www.outsideonline.com/photo-galleries/outdoor-adventure/nature/Wildlife-Photography-Restores-Your-Spirit.html

The purpose of the publication is both news and entertainment.