REAL

what is real?

Winter Essentials splurge on these

Boys & Relationships

Accessories for every price range

great makeup tips

WEAR TO WORK

THE MOST EMBARRASSING MOMENTS

on the cover:

ALLORY HOWARD
THE CREATION OF REAL MAGAZINE

A Thesis

presented to

the Faculty of the Caudill College of Humanities

Morehead State University

In Partial Fulfillment of the Requirements for the Degree

Master of Arts

by

Fallon Wilburn

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Director of Thesis

Master's Committee: Chair

Date
A woman in today's society is constantly saturated with media images showing her how to dress, wear her hair, and most importantly how thin she should be. Studies have proven that the continuous exposure to these stylized images leads to both eating disorders and depression.

Researchers have noted a dramatic increase in women who are unhappy with their body image and have in turn introduced several theories on repairing women's body image perceptions. Fallon & Hausenblas introduced a theory using bursts of exercise and Chambers & Alexander explored the idea of media literacy. However, neither study produced a positive change. The only theory that was able to yield positive results, completed by Birkeland, Thompson, Herbozo, Roehrig, Cafri, & Van Den Berg in 2005 that involved a removing the models.

Media images are responsible for the overwhelming amount of women who suffer from body dissatisfaction, and the cure lies within the problem—media. Removing stylized images from popular media is the only way to repair the body image perceptions of young women.
There is a market for a real magazine, a magazine that will still cover the most popular topics, but doesn’t use models, airbrushing, or any sort of stylized images, rather the images of real women. REAL magazine was created with the body dissatisfaction phenomenon in mind, every aspect of the magazine was created to help women gain both self-confidence and accept and learn to recognize what is healthy and what is unrealistic.

This paper documents the creative process of REAL magazine, from the original rough ideas, to the finished product, and all of the pitfalls in between.

Accepted by: 

[Signature]

Chair
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I. Introduction

During the past five years of my college career, I have noticed that many of the women around me have very negative ideas about their body image. They wake up every day with unrealistic expectations about the way they should look, and this causes them to feel depressed or inadequate.

These women are being exposed daily to magazine after magazine filled with beautiful and perfectly airbrushed models. These partly fictional images are setting their standard of beauty, and sadly the bar is being set to a standard that is unattainable because it is artificial and in most cases nearly impossible for a real woman to attain.

Women need a better standard; they need a magazine that provides them with the same witty articles and fashion advice without the use of airbrushed models. Women need a magazine that is real, a magazine that they could picture themselves in, a magazine that empowers them and makes them feel good about the bodies they have.

II. Pre Study/ Past Research

In past research I conducted with a social sorority on the campus of Morehead State University, I discovered the vast majority of the group had very poor body image perceptions, and were using the media to set their standard of beauty.

In a fall 2007 survey 56% of the group members were unhappy with their body image, 68% indicated that if given the chance to instantly change anything
about themselves they would change their body image. Twelve respondents ranked media as the number one factor that influenced their thoughts and ideas about body image. Three of the group members participated in personal interviews about how their body image was affected by media.

Original survey questions and results and interview data:

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4. Are you currently happy with the way you look?
Yes- 30%   No- 56%   Not Sure- 14%

5. If you could instantly change something about yourself what would it be?

Weight/ Body Image- 68%   IQ level-16%   Relationship Status-14%

Other – 2%

6. Please rate which factors influence you most about body image. 1 being least and 5 being most

Media – Twelve respondents ranked media as 1.

Nine respondents ranked media as 2.

Fifteen respondents ranked media as 3.

Thirteen respondents ranked media as 4.

One respondent ranked media as 5.

Family/Friends/Peers – Sixteen respondents ranked f/f/p as 1.

Sixteen respondents ranked f/f/p as 2.

Ten respondents ranked f/f/p as 3.
Seven respondents ranked f/f/p as 4.

One respondent ranked f/f/p as 5.

Health Concerns - Nine respondents ranked Health as 1.
Ten respondents ranked Health as 2.
Thirteen respondents ranked Health as 3.
Seventeen respondents ranked Health as 4.
One respondent ranked Health as 5.

Sexual Partners- Ten respondents ranked Sexual partner... as 1.
Twelve respondents ranked Sexual partner... as 2.
Twelve respondents ranked Sexual partner... as 3.
Eleven respondents ranked Sexual partner... as 4.
Five respondents ranked Sexual partner... as 5.

Other- Two respondents ranked other as 1.
Three respondents ranked other as 2.

Zero respondents ranked other as 3.

Three respondents ranked other as 4.

Forty-Two respondents ranked other as 5.

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Out of the 50 respondents 5 wrote Not Applicable to question 7, the following answers were given by those who were chosen for interviews are transcribed below.

7. Please describe any way in which you feel the media has influenced you about body image.
Interviewee 1 – Q7- “Although I love watching re-runs of America’s Next Top Model while chowing [sic] down of the fatty foods, I constantly compare myself to the girls and know I’ll never look like them.” (Ranked media as 4 in question 6)

Interviewee 2 – Q7- “All you see as you grow up are really skinny celebs & it gets planted in your mind that this is how you’re suppose to look.” (Ranked media as 3 in question 6)

Interviewee 3- Q7- “Constantly seeking perfection, not reality – raising everyone’s standards to something unreachable.” (Ranked media as 1 in question 6)

Interviewee 1 is in the age category of 21-22, is 5’7 or over and weighs between 141-160. She is not overweight according to any of standard healthy weight information, however, she is not happy with the way she looks and she indicated that if she could change anything instantly it would be her weight/ body image. In question six, she ranked Media as a 4, Friends/Family/Peers as 3, Health Concerns as 5, Sexual or Relationship partner (or potential sexual or relationship partners) as 2, and other as 1, specifying other as herself.

During the interview, she indicated that her body image perceptions were influenced by the media. She describes the way she is influenced by the media by referencing the popular television program, America’s Next Top Model. “When I watch America’s Next Top Model the idea of the models that are 6’2 and 100 pounds gets stuck in my head. I feel like I should look more like them.” “It inspires me too
lose weight, when I lose weight I feel good about myself, unfortunately I usually just get depressed and end up eating more because I know that I'm never going to look like them anyway."

When asked how she thought the media had been able to affect her, she said it was the consistency. The fact that every model has the same look, tall and thin. When she was asked again if she was happy with her weight, she indicated that she was not, and that in order to be happy she would need to lose 15 pounds.

Interviewee number one indicated that she was in a very serious long term relationship, and that she did feel that the media affected the way her boyfriend viewed her. — "I know he loves me for me, but yeah, (hesitation) I think he sees the thin girls and their breast size and wishes I looked more like them. He always says he doesn’t, but I feel like he lies about it."

She goes on to discuss awkward situations between the two of them while watching television and seeing advertisements for companies who use stereotypically thin and attractive women, such as Victoria’s Secret. She says that the commercials have caused her and her boyfriend to argue, and have caused her to feel depressed and insecure.

In interviewee number one’s opinion, the average body image perception of a woman today would improve if the media changed the look of the average model, "You can only hear it so many times 'you’re not fat’ but if you saw people your size
in magazines and on TV. If you saw it happen worldwide you would feel like everyone else.”

Interviewee two is in the 19-20 age category, is between 5’1 -5’3, and weighs between 141-160. She is overweight according to the online health information used as a standard in this study (Ask the dietitian. (2007). She indicates that she is not happy with the way she looks, and that if given the chance to instantly change anything she would change her relationship status. She rates Media as 3, Friends/Family/Peers as 1, Health Concerns as 4, Sexual or Relationship Partners (or Potential Sexual or Relationship Partners) as 2, and other as 5.

Interviewee two indicated that she is influenced by the media because “- everyone you see on television is skinny, so consistency I suppose. Just seeing the same thing over and over can make it seem like it is true.” It is also important to mention here that she as well compared herself to the models used in the television show America’s Next Top Model.

When asked if the media had ever caused a change in her diet or exercise she said no. However, she went on to say that she did diet for upcoming events such as spring break. When asked why she felt it necessary to do so, she said “I only crash diet before spring break, but I guess that’s because all the girls you see on MTV Spring Break are thin, I didn’t want to be the fat girl.”
When asked about not wanting to be the fat girl, interviewee two said that when you grow up seeing fat people as being unpopular you don’t want to be fat. She related this directly to the media when she explained, “On TV the fat person is never the hot one, they are always the one that is funny.”

When asked again if she was happy with her weight, she said no, but did not associate any of her reasoning for that statement with the media. “No, I have huge love handles. My pants don’t really fit anymore, sometimes I’m afraid that when I bend over there is going to be a big ripping noise. I mean I don’t want to look like a model or anything, I just want to be more in shape, but who has time to exercise?”

Interviewee two is not currently in a relationship, but is interested in men. When asked if she thought media influenced men’s standards as far as dating she indicated that she did not, but rather thought that guys would take what they could get whether it was acceptable with the media standards or not. However, she did go on to say, “I do think though, that the girls who have more confidence are the ones who usually end up with the guys, and the girls who are confident do look more like the model type.”

In interviewee two’s opinion, if the images used in the media changed, and were more like the image of an average woman, the norm would change and people would be able to feel better about themselves “I think the norm would switch to
maybe a range of sizes that could incorporate everyone.” However, she said that it wouldn’t have much of an effect on her.

Interviewee three is in the 19, 20 age group, is 5’7 or over, and weighs between 161 and 180. She indicated that she is currently not happy with the way she looks, and that if given the chance to change something that it would be weight/body image. She ranks media as 1, Friends/Family/Peers as 3, Health Concerns as 4, Sexual or relationship partner (or potential sexual or relationship partners) as 2, and other as 5. Interviewee three feels like she is very influenced by images from the media and indicated that she has a very poor self-esteem.

When asked what ways she felt influenced by the media, she says that she feels it sets her standards, on how to dress, how to look, and what to weigh. She explains that sometime she does drastic things to lose weight, “Yeah, sometimes I get really depressed. I just feel so fat. At the end of last semester I decided to lose weight, I was eating around 500 calories a day, and going to the Wellness Center. On a good day, I could run about three miles, but everything was different every day, and when I moved home for the summer, I wasn’t able to keep up dieting as much.”

These are the signs of both anorexia and exercise bulimia. Interviewee three also admitted to me that she often times made herself throw up if she felt she had eaten too much, however she does not see herself as a bulimic.
When asked how she felt the media was able to influence her, she said that she wasn’t really sure; it just made her feel bad that anyone on television that was her size was considered plus size, or the fat character.

When asked again if she was currently happy with her weight she said no, that she would like to continue losing. When asked how much she wanted to lose, she wasn’t able to produce a number, “Ah man, I don’t know, till I’m not fat anymore I guess. I’m fat, I live a fat lifestyle, and it makes me fat. I just want to look like everyone else. I don’t want to have to worry so much about weight and food.”

When asked if she was currently in a relationship she said, “Nope, I would like to be though, but what hot guy is gonna [sic] want to date the fat girl?” She says that she believes that men are influenced by the media, “Yeah, guys want a trophy; they want something to show off. I think guys are more loyal to girls who are beautiful and thin than they are to girls like me. I mean if I looked like a freaking model I’m sure I wouldn’t have the relationship problems that I do.”

In interviewee three’s opinion, the average woman’s body image perception would improve if the images in the media were a better representation of the average woman. However, she thinks this would be something that would take a long time “Yeah I think that it could, it would just take a really long time because that image is already burned into everyone’s minds, and if the media changed, people will just think it is to try and make them feel better. But if the new images really stuck around,
then people would eventually begin to change their thoughts and be able to feel better.” When asked if it would change anything for her, she said “not really,” that she would only feel better once she had lost more weight.

Based on the responses for the three interviewees, it is safe to say they all are influenced by the media; it just isn’t something that isn’t easy to admit. Interviewees report that the media causes them to feel sad or depressed, and in some cases that can mean engaging in dangerous eating or exercising behavior.

III. Literature Review

The average weight for a woman is increasing (Fallon & Hausenblas, 2005) while the weight of professional models is decreasing (490-497). This phenomenon is producing images that are more difficult to relate to and causing women to set their standards of beauty to an impossible standard. This trend is leading to what body image researchers are referring to as normative discontent (490-497). Normative discontent states that it is normal for women to be discontent and unhappy with the ways they look, which is probably why Americans hand over upwards of 47 billion dollars every year to the beauty industry (490-497).

Evidence of a severe problem is both prevalent and alarming (Chambers & Alexander, 2007). According to a 2006 Penn State Study, women who have a positive body image are less likely engage in risky or dangerous sexual behavior,
demonstrating that media images can be held responsible for much more than eating disorders and discontent. Even worse is the evidence that more than ever before women in general do not have a positive body image (490-497).

The negative body image is unhealthy, hazardous, and hastily sweeping the nation. American women are saturated with idealized images on a daily basis. According to an article in *Gender, Race, and Class in Media*, because these images have become unavoidable, we have lost our control over being influenced by them as well.

"We cannot help but construct notions of ourselves at least in part from the media images that surround us, and given that the advertiser uses idealized images of ourselves to sell us products, most of us will find ourselves woefully inadequate when we compare ourselves to such images"


*Gender, Race, and Class in Media* devotes an entire section of their textbook to advertising and identities, in which we are shown it isn’t just the viewers who are being affected, but the women in the advertisements are suffering as well. Models are being objectification, exploited, and are in most cases being forced to risk their health for job security. Kilbourn said it best “the more you subtract the more you
add" (Kilbourn, 2003). Subtract the feelings and the flaws, and add body image issues to of women everywhere (258).

*Gender, Race, and Class in Media* also provides an interesting study women residing in Fiji. The study reports that before these women had access to television, the vast majority of them were satisfied with themselves. Weight gain signified health and prosper, and weight loss signified sickness or trouble. The women considered being asked about loosing weight an insult.

Fiji was introduced to television in 1995, and three short years later “the number of teenagers at risk for eating disorders more than doubled, 74 percent of the teens in the study said they felt “too big or fat” and 62% said they had dieted in the past month” (p. 262). “Fiji girls who were heavy viewers of television were 50 percent more likely to describe themselves as fat and 30 percent more likely to diet than those girls who watched television less frequently” (p. 262).

Chambers & Alexander (2007) suggest that young women are the most affected because they are using media images to set their goals and ideal beauty standards, which make them more likely to binge diet or develop eating disorders (490-497).

Proclaiming all young women are unsatisfied with their body image would be inaccurate; however, the amount of women that studies have found to be unsatisfied is alarming. Eighty percent of girls in the fourth grade are already
watching their weight. Fifty percent of women admit that if given a chance to change their lives in any way, said that they would change their weight (490-497).

Unhealthily thin, unnaturally beautiful women are on every channel of the television, on countless Web page advertisements, and on nearly every magazine cover at the supermarket checkout and it isn't just women who are taking it all in. It is safe to assume that this image saturation has perpetuated the popular idea that “thin is beautiful” for men and women alike. Women who are killing themselves with eating disorders (Chambers & Alexander, 2007) and men are holding their partners to a higher standard. Willinge, et al. (2006) found that stylized images of perfect women in media can cause men to view “a thin body size as ideal for females…” (576).

The body dissatisfaction phenomenon is fascinating, research on the topic is plentiful (Chambers & Alexander, Fallon & Hausenblas, Birkeland et al, Botta, Field) however, suggestions for change and strategies for repair are sparse. In current research, there are only a few studies that deal with repairing the damage, those include the idea that media literacy is the answer, another suggests acute bursts of exercise, and lastly it is suggested that removing the models will solve the problem.

McVey tested the idea of media literacy in 2002. Subjects were enrolled in a program which promoted positive body image, and educated them on everything from photo shopping and airbrushing to the complete creation in images. The subjects' body image was evaluated both at the beginning and end of the sessions and it was
evident that there had been no improvement or change for the subjects. The subjects were contacted one year later for a re-evaluation, and as a whole the group's body image perceptions had actually become more negative, which actually suggests that the experiment may have actually harmful (McVey, 2002).

Another theory was that exercise could improve a person's thoughts on body image. The idea was not to work out until you had achieved weight loss, or become closer to the media stereotype, but that a simple moderate dosage of exercise would improve upon the negative thought associated with appearance (Fallon, Hausenblas, 2005).

In a 1993, McInman and Berger conducted a study exploring the theory that exercise could combat body image dissatisfaction. They found that it had a very slight positive effect; however, the problems associated with body dissatisfaction have developed steadily since that time (McInman & Berger, 1993).

In 2005, Fallon & Hausenblas took on the exercise theory again. The study, however, did not produce positive results the second time around. The subjects who did report an increase in positive feelings reported a very minimal change, that in most cases only lasted a short time.

The only study that produced positive results at all was conducted by Birkeland, Thompson, Herbozo, Roehrig, Cafri & Van Den Berg (2005). Birkeland et al reported that young women who were exposed to models experience much higher
levels of body dissatisfaction than those who were not. They started their experiment with two groups of women. Both groups were given a preliminary body image questionnaire, after which one group was shown a series of advertisements featuring models, and the other group was shown advertisements for the same products sans the models. Both groups were again given the body image questionnaire. The Women in the group that was exposed to the models reported not only increased feelings of dissatisfaction, but also an increase in anger, compared to a group of women who did not (53-61). The body image feelings of the group that was exposed to the advertisements without models remained the same.

The failure of the first two studies and success of the third paint a clear picture of what needs to changed. In response to these recent studies, companies like Dove have been introducing positive body image and self-esteem campaigns. Postrel, (2007) explored the new Dove advertisement series. At first glance, these advertisements seem like a great combat against the stereotypical advertisements that are being blamed for causing poor body image perceptions. However, Dove’s main goal is marketing a line of beauty products. Dove’s Campaign for Real Beauty has received mixed views, some pleased to see advertisements breaking the norm, some outraged at the idea of stylized real beauty advertisements (125-127). The advertisements feature women who are considered to be plus size. The women are commonly pictured in their underwear, and though they do not adhere to the standard model look, however, the models never have any visible flaws in the pictures.
However, campaign has been seen as a step outside the norm, and has made a positive impact. Videos and images from the Dove campaign are easily accessible on the Internet. Dove’s campaign video entitled Evolution has been viewed on YouTube 7,527,745 (as of 9/14/08 at 7:45 p.m. You Tube, 2005).

IV. Creation of a New Text

a. Surveys

The creative process began when I presented a social sorority (the target audience for REAL) a survey about magazines. The women in the sorority are the ideal target audience of REAL magazine; therefore, their opinions were extremely valuable. The survey was open ended and allowed respondents to voice their opinions of what elements of a magazine they liked or disliked as well as what things had either a negative or positive effect on their body image ideas. The survey results are as follows:

Number of respondents 44

1. What fashion or women’s magazines do you read on a regular basis? (note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
   - Cosmopolitan- 37 or 84%
   - Seventeen – 8 or 18%
   - People – 7 or 15%
   - Us Weekly – 5 or 11%
   - Glamour – 5 or 11%
   - Vogue – 4 or 9%
1. Elle – 3 or 6%
   In Style – 2 or 4%
   Cosmo Girl – 2 or 4%
   Figure – 1 or 2%
   Bridal – 1 or 2%
   Home and Garden – 1 or 2%
   Marie Clair – 1 or 2%
   OK! 1 or 2%
   None – 1 or 2%

2. What do you like about them?
   (note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
   - 20 respondents said Articles/ Stories
   - 17 respondents said Fashion
   - 12 respondents said Tips
   - 11 respondents said Celebrity Gossip
   - 4 respondents said articles about Sex/Men
   - 4 respondents said Advertisements
   - 1 respondent said horoscopes
   - 1 respondent said Q&A
   - 1 respondent said Affordable Fashion
   - 1 respondent said Entertainment Value

3. What do you dislike about them?
   (note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
   - 14 respondents said advertisements
   - 11 respondents said skinny girls or models
   - 7 respondents said they pictures were unrealistic
   - 2 respondents said un-affordable fashion
   - 2 respondents said the featured fashion was not for their body type(s)
   - 1 respondent said celebrity gossip
   - 1 respondent said airbrushing
   - 1 respondent said sexual content
   - 1 respondent said negative comments about body image
• 1 respondent said long articles
• 1 respondent didn’t dislike anything about magazines

4. Do they (magazines) ever influence your ideas about body image?
• Yes – 39 respondents or 89%
• No – 5 respondents or 11%

5. What things make you have negative feelings about your body image?
   (note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
   • 3 respondents said the size of my (their) clothing
   • 30 respondents said slim women or models
   • 5 respondents said my (their) personal flaws
   • 3 respondents said diet or exercise articles
   • 1 respondent said the high price of fashion
   • 1 respondent said America’s Next Top Model
   • 1 respondent said not fitting into the ideal beauty type
   • 1 respondent said bathing suits
   • 1 respondent said nothing

6. What things make you have positive feeling about your body image?
   (note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
   • 15 respondents said seeing normal women in media
   • 5 respondents said compliments
   • 4 respondents said keeping a positive image
   • 4 respondents said the dove campaign for real beauty
   • 2 respondents said people that were heavier than they were
   • 2 respondents said their friends
   • 2 respondents said taking care of themselves
   • 2 respondents said exercise and health tips/articles
   • 2 respondents said losing weight
   • 1 respondent said loose clothing
   • 1 respondent said articles on dressing for my body type
   • 1 respondent said good hair days
   • 1 respondent said models that are too think or sickly
• 1 respondent said being small
• 1 respondent said staying current with trends.
• 1 respondent said nothing
• 1 respondent said she has lost the desire to care

7. If you were making a women’s magazine to promote positive body image what would you include?
(note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
• 32 respondents said real women
• 4 respondents said articles on dressing for your body type
• 3 respondents said real stories
• 3 respondents said information on real healthy food
• 1 respondent said diet information
• 1 respondents said affordable fashion
• 1 respondent said positive body image tips
• 2 respondents said didn’t answer this question

8. If you were making a women’s magazine to promote positive body image what would you leave out?
(note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
• 26 respondents size 0 or skinny girls/models
• 24 respondents said models
• 8 respondents said airbrushing
• 10 respondents said articles on dieting
• 2 respondents said quick fixes
• 1 respondent said perfect images
• 1 respondent said fashion that was too expensive
• 1 respondent said negative outlooks on body image

9. What things do you look for in a magazine?
(note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
• 17 respondents said good articles
• 10 respondents said new or current fashion
• 10 respondents said tips
• 3 respondents said ideas
• 1 respondent said normal girls
• 1 resonant said affordable fashion
• 1 respondent said makeup tips
• 1 respondent said dating
• 1 respondent said crosswords
• 1 respondent said horoscopes
• 1 respondent said scented perfume ads
• 1 respondent said good content

10. What factors do you think make a magazine more marketable?
   (note: values may add up to more or less than 44 because respondents were allowed unlimited responses)
   • 16 respondents said a good cover
   • 15 respondents said fashion
   • 5 respondents said color
   • 4 respondents said advertisements
   • 3 respondents said personal stories
   • 3 respondents said applying to everyone
   • 2 respondents said men/sex
   • 2 respondents said celebrities
   • 1 respondent said how to section
   • 1 respondent said price

11. Would you be interested in a magazine that did not use models but rather used everyday people?
    • Yes – 44 100%
    • No- 0
b. Textual Analysis

The survey data revealed that Cosmopolitan was the magazine of choice for 84% of my respondents, making it essential to familiarize myself with both their content, and the type of layout and design used by Cosmopolitan.


- 165 pages are advertisements.
- There are 193 total advertisements.
  - 96 beauty advertisements
  - 43 fashion advertisements
  - 12 miscellaneous advertisements
  - 11 sex or pregnancy advertisements
  - 8 food or non-alcoholic beverage advertisements
  - 5 automobile or electronics advertisements
  - 4 feminine hygiene advertisements
  - 4 alcohol advertisements
  - 4 weight loss advertisements
  - 3 home/cleaning products advertisements
  - 1 health advertisement
  - 1 men’s product advertisement
  - 1 plastic surgery advertisement
- Of the 193 advertisements 113 featured a slim/skinny model
- Of the 193 advertisements 35 featured strong sexual appeal
- Of the 193 advertisements 6 featured real women
  - 2 of which advertised events and featured pictures from said event
  - 4 of which were Dove advertisements

This issue has 123 pages featuring content, there are 72 articles.

- Articles about sex or men – 21
- Interviews/Stories – 14
- Articles about Fashion – 10
- Articles about Beauty – 7
- Articles about Health – 7
- Miscellaneous Articles – 7
This process allowed me to generate a substantial amount of new ideas both for content as well as layout and graphic ideas. I was also able to go back to my survey data to compare and discover the things that Cosmopolitan was doing that my target audience didn’t agree with or like. After this analysis, I was in a good position to begin with my preliminary designs. I knew that I should include personal stories and interviews, a section on men or relationships, and well as some tips on fashion and beauty, however, I also knew I needed to cut down on the number of advertisements and come up with new ways to advertise without the use of models.

This is when I developed my advertising philosophy: Advertisements are for the purpose of selling a product, so that is what they will do in REAL, however, they will simply include the product and a description. If the product fits the demographic of the reader, then the presence of the product should be sufficient and therefore the presence of a model is completely unnecessary.

c. Original Ideas

I shamefully admit that my original ideas were rough at best. I honestly had a hard time choosing a starting point, and the pages began as a somewhat unorganized cluster or ideas. I started with a blank PowerPoint presentation and then searched the internet for pictures of clothing, shoes, makeup, accessories, basically anything that I could turn into an idea for a story. I also spent a lot of time researching current
trends; make up tips, relevant health information to make sure that the information would be current and applicable.

The cover, as you can see a lot has changed since the original ideas for the cover. At this time, I was just starting out and hadn’t actually started using Photoshop much to design the pages. I was surprised to discover how hard it was to remove the background for the original picture used on the cover, and while doing this it occurred to me that I was indeed altering a photo. That is when I decided to make sure from that point to pay attention the background in the pictures I was taking. The story ideas, however, seemed to remain basically the same. I chose to stay with the same genre just the specific story ideas and titles changes to better accommodate the resources that I had attained.
It was very important to me to provide a section that explained and introduced REAL magazine. The reasoning behind the creation of the magazine is very important, and it was very important to relay that message to the reader. The problem I continued to have with this page was coming up with an attractive layout to introduce such a large amount of text. I struggled here with making a page that looked more like a magazine, and less like a flyer.
This page was saved for last; I just tried to compile pictures that were relevant to the articles as I went along.
The women who responded to my survey made it clear that they liked to see tips in a magazine. It was my personal goal to include everything that had been named specifically by the respondents in REAL magazine. This section started really small and grew to the largest section of the magazine which included 80 makeup tips I learned in 2008. It is one of the magazines strongest sections, and has been the favorite of nearly everyone who has had a chance to view it.
Including a section on fashion for every body type was another thing that was named specifically in the surveys, so it was another one of the highest priorities. I started by finding pieces that were flattering on most body types and I planned to go from there. However during my photo shoots, I actually decided to go another route and do two larger sections, a winter essentials, as well as a functional fashion section and only include items that would look good on a variety of body types.
Hot fashion for the cold months was also merged into the two larger sections along with the fashion for every body type. All of the key pieces were still accounted for in the larger sections, and this allowed me to take advantage of the photo opportunities that I had available to me.

**HOT fashion for the COLD months!**

<table>
<thead>
<tr>
<th>Scarves</th>
<th>Vests</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abercrombie</strong></td>
<td><strong>Abercrombie</strong></td>
</tr>
<tr>
<td>Kids 29.50</td>
<td>39.50</td>
</tr>
<tr>
<td><strong>Leather Boots</strong></td>
<td><strong>Straight Cut Jeans</strong></td>
</tr>
</tbody>
</table>

**HOT Tip:**
- Check out the kids section - they have the same things for less money!

**Leaflet Trick:**
- Make sure to wear a scarf with your hat and boots.

**Tip:**
- Straight cut jeans are ideal for tucking into your winter boots.

*Scarf by Abercrombie* $29.50

*Leather Boots by Naughty Monkey* $109.99

*Straight Cut Jeans by American Eagle* $39.50
Another section that was very important to the magazine was a boys and relationships section. The majority of my survey respondents were avid readers of Cosmopolitan which mainly composed of information on the opposite sex. I originally wanted to use Joel Charles as the man to answer the real tough questions, however, he opted to have a section about him and about what he likes in a date. I had trouble finding a man who wanted to answer the tough questions as himself, so I eventually came up with the concept of “anonymous Andy” then I had no trouble at all getting answers to my questions.
Using PowerPoint to make the rough designs first proved to be very helpful because I was able to view them in 'slide sorter view' and see them all next to each other as they would be in the actual magazine. When I looked at some of the original ideas, I realized that style of formatting I had been has way too much white space. After this realization, I went back to my copy of Cosmopolitan which was able to show me that I needed a lot more information, as well as ton more graphic or design elements on each page; another key thing I noticed was the use of backgrounds to fill white space.

Upon these discoveries, I was well aware of what I needed, and that was a ton of pictures. At this point, I began setting up dates and times for photo shoots with some real women.

d. Photo Shoots

I began taking pictures planning to easily drop them into the allotted page, however, with each picture I took, the ideas seemed to shift to better accommodate the best photographs. For example, the winter work wear, and fashion for everyone sections seemed to merge together, and form a winter essentials, and a functional fashion that included all the pieces from my original plans.

If I were to repeat this process in the future I would try to start off with more basic or generalized ideas and take as many pictures as possible to fit those categories, then with the pictures, I would make a collection of more specific page plans, and then go back for more specific pictures if necessary. I think that heading
out with the idea of getting a certain shot limited the amount of good pictures that worked in the end.

\[\text{\vspace{2cm}}\]

e. Design and Layout

The actual design and layout of the pages took up the majority of my time. Some of the pages actually took around 5 hours, however, as I grew more familiar with Photoshop, I was able to start skipping the preliminary designing stages I had been doing in Photoshop.

One big concern for me was making sure that all of the pages had a similar theme, or some sort of trademark look. Upon completion of each page, I would save it to a folder as a jpeg file and then open the folder to view all of the images together and if the new page didn't flow well with the others, I would clear it out and start over. This happened several times, but I realized that taking the time to re-do the pages would be better in the long run than having an inconsistent theme which would not have satisfied me.

Some pages would almost put themselves together. A good idea would come to me and everything else would somehow fall into place. The pages that I am least satisfied with took the most time to create.

The two-page fashion-on-a-budget section ended up taking the longest of any section, even though it is one of the smallest. The problems arose when I was
choosing the jewelry to showcase on the page. I wanted to show high-dollar designer items with a discount alternative that looked similar, so I looked around on the Internet for hours finding looks that were both relevant to each other and from the right price ranges. Another issue with this section was deciding just what to include. The page was actually completed at one point with purses and scarves in addition to the jewelry, however, this was one of the times when it just did not flow and starting over was unavoidable.

\textit{Constructive Criticism}

After countless hours of work, I felt confident enough in my product to put it out there for some constructive criticism. I took a printed copy to several people who helped me tremendously in achieving my final product.

Morehead State Universities Digital Media Coordinator, Joel Charles, was able to generate a lot of new and improved design ideas once he was shown the printout of the pages. He was actually able to take the time to sit down with a printout of every page and give me his professional opinion on what looked good, and what needed to be improved or changed.

I also had the opportunity to show the pages to someone who had once suffered from an eating disorder and get her reactions and suggestions for
improvements. She gave me a lot of suggestions of wording, and the particular way I
had things stated. I think her input really helped me to move toward my final product.

Once I was confident that my design work was finished, I took my magazine
to work with me and had 5 co-workers read it cover to cover and circle any
misspelling or typographical errors they could find. This was a process that was
incredibly helpful to me; I have learned that once you look at something for so long it
becomes hard for you to go through it with the fine tooth comb you need to pick out
the mistakes. It seemed like I had almost memorized the text on the pages, and rather
than reading it to myself, I would almost recite it in my head.

After correcting the typos and little mistakes, I was confident that my
magazine was ready to be printed.

\textit{g. Printing}

In order to achieve a high quality, I chose to have the magazine professionally
printed. The printer required me to place the pages in order as well as create an adobe
reader file which would allow the pages to be printed four to each 15 x 11. They were
estimated to cost around $20.00 each.

I dropped off the file with very specific instructions on a Thursday and
received the call to come pick them up the following Monday. Once I arrived, I was
less than pleased with the results. For some reason the magazines were printed with a
white border around the edge of every page. I am baffled as to where this came from, since it was not present in the file that they were given. The printing business, however, had no interest in changing them, so I did pay in full for all five copies.

This left me with the dilemma of choosing what to do next, should I have them reprinted elsewhere, to try and trim the border myself, or simply choose to ignore it, which was the popular choice with everyone who I chose to show it to.

I chose to reprint, and this time to give the printer specific instructions about what I did not want, as well as a copy of one of the magazines from the first batch. In addition, I only ordered one copy first to make sure I didn’t end up paying over $100.00 for something I could not use. Thankfully, the second time around was much better, a little more costly at $27.00 a copy. I now see why magazines choose to have many advertisers, because without them it would be hard to turn a profit considering the price of printing.

This stage was a real eye opener for me. In order to break even on the magazine if I were to sell them at a price of $3.00 I would have had to charge around $185.00 for each full-page advertisement. That kind of a price point could defiantly prove problematic when selling advertising space in a new publication, so I see how the ratio of content to advertising can become uneven. However, if I were to try and sell REAL magazine, I would try to look into some sort of additional funding, to avoid having more ad space than content.
V. Professional Opinions

After the magazine was complete, I was able to get several professional opinions on the design aesthetical value, as well as the validity and accuracy of the information included in the articles.

Morehead State University Assistant professor of Health, Gina Blunt, PhD was able to provide some positive feedback about the magazine. She agreed that it was a great idea for a magazine. "I do really like the idea. I think that you can show a variety of shapes, sizes, ethnicities, ages, etc... to be sure to include everyone. I know there are magazines out there with this same goal but they end up going towards a “plus size” group. That isn’t necessarily “real” for everyone either. I think if you keep a variety of individuals in the magazine then you will appeal to everyone. I like that you are looking at “real health” but you could add in stories that focus on health and not just weight control. For example, diets that are high in nutrient density (without trying to cut calories). I think this will add a different twist to the magazine because EVERYONE is trying to cut calories, diet, lose weight etc... when there are so many other issues with the foods that we eat."

The magazine was also sent to a few more professors who didn’t have time to respond, but did let me know that they thought the idea was going in a good direction.

I was also able to get the professional opinion of Bridges magazine photographer Ashley G Quinn. Quinn says she was impressed with the concept of a REAL magazine, and thought that it could be something that could eventually be
marketed. Bridges magazine is a local magazine that is also very young, Quinn was able to shed some light of the difficulties of finding advertisers for a new publication as well as what it takes to get things started.

Quinn also had helpful suggestions about layout, and blank space. She says that readers occasionally need a break and an area of blank space will allow their eyes to rest. She said that this space was present in the Real Health section on page 1, however, she suggested more blank space in both the makeup tips and embarrassing stories section.

VI. Self Evaluation

After taking some time to reflect on the entire project, I can say that I am very proud of both my finished product and the steps that I took to get there. My skills both in writing as well as designing for the magazine have vastly improved from the beginning of this project. Two semesters ago, I wouldn’t have been able to walk confidently into a meeting with a publisher to talk about REAL, however, now I feel like I not only have the research and the knowledge, but the design skills that it would take to make REAL into a success.

I can’t say that I think the project is perfect, but I can say that I spent more time working on REAL than any other project in my college career and it is my best work to date. I am more than proud of the journey that REAL magazine has taken me on over the past two semesters, and I am very grateful for everything that it has been able to teach me.
Though there were times that I felt like giving up, the work load was
tremendous and that came with an equally tremendous amount of stress. I am
incredibly thankful for those who kept me going, and continued to remind me of the
real reason I was making REAL magazine. This magazine and fighting the war
against body image dissatisfaction are things that I feel incredibly passionate about.
The requirements for my degree have been completed, however, REAL magazine is
far from over to me. I plan to continue with researching how to make REAL a real
magazine. I will be checking into the possibilities of an online version of the text as
well as the option of distributing the text through some sort of group or organization.
REAL is an important text to women, and I will make sure that REAL is able to make
even more of an impact that already has.
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what is REAL?

REAL is everything you love about fashion magazines without all the models and airbrushing!

REAL’S Mission:

REAL Magazine is an attempt to engage young women, women, and men who appreciate the real, the honest, and the authentic. To bring back the fun, the soul, the heart, and the essence of your youth. We love the idea of freedom and individuality. We offer a different perspective and hope to inspire you to find your own personal style. We are just like you, we want to share our stories and ideas, and we hope you will too.

REAL Covers:

Your stories, real women, REAL man of the month.

REAL’s first issue! December 2010

LAYER ON THE COLOR

WINTER ESSENTIALS

spur ge niber on these

ACCESSORIES for men & women

peats makeup tips

WEAR TO WORK THE MOST EMBARRASSING WOMEN

ALLOURY HOWARD

REAL EAGLE OUTFITTERS
Strike up the band, and cue the confetti! Macy's is turning 150! Shop now and save big on items from 150 of our most dazzling designers!

Everyone needs a soft sweater! Old Navy

150

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EMBARRASSING STORIES p.43
MEET REAL MAN OPEL CHARLES p.45

The Top 5 Things to splurge on this winter!
With style tricks and neat fashion advice.
Malory Howard

Over $100,000
A Cardigan Sweater & A Great Shell

A Trendy Sweater

2. Straight Leg Jeans

3. Brown Leather Boot

4. Easy and Comfortable Trousers

Get it all for under $150.00
get the cover look

LUCKY BRAND

Jeans
Find your perfect fit.
COMFORTABLE BLACK HEELS

Experts recommend choosing a pair of black heels that are comfortable and stylish. When selecting a pair, consider the heel height, material, and sole. High-quality materials like leather or suede will last longer and provide better support.

HIGH WAIST STRETCH JEANS

High waist stretch jeans are a must-have for comfort and style. They are perfect for occasions where you need to look your best. Choose a pair that fits well and feels comfortable. Pair them with a stylish top or a blazer for a chic look.
**Daytime Selection**

**CARDIGANS**

These cardigans are perfect for layering, whether you're heading to work or a casual gathering. They are made from a comfortable knit and come in a variety of colors to suit any occasion.

**SOLID CAMIS**

These camisoles are basic but essential for layering, especially on hot days. They are made from a lightweight, breathable fabric and come in a variety of colors and sizes.

---

**BRA**

**What's up with the Underwire?**

The area your wire comes in contact with your breast is the most important part of your bra. Don't be afraid to ask if you think your underwire might be too high or uncomfortable.

**Measure**

The smallest part of the middle of your back that is where your bra should be. Most women make it too high. If your cup is all wrong! If it's pulled away from your chest in the center, the cup size is too small. Get it right.

**Don't Deny**

Your bust size. Women have shown that many women are not happy with their current cup size, therefore they are likely to wear a size that is smaller because they like the look of it. Don't do this... if your bra doesn't fit correctly you aren't going to look your best, and no one will ever know what the tag says inside.

---

**Watch out for**

Let's face it, getting the right size isn't easy. Trying it on isn't enough. You get to move around. The best way to make sure you get the best bra for your body type is to go to a professional fitter. Let them measure you and then go by the size they tell you, even if it isn't the size you think you wear.

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**STARBUCKS COFFEE**

Life happens over coffee.

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**55**
Meet Beth -

Beth is 26 years old, a full time graduate student, as well as a full time Universal Banker at National City.

Beth loves fashion, and wasn’t ready to give up on her trendy style just because she is now a career woman.

Her look is fun, fashionable, and at times a little risky!

“Sometimes I want to feel free... School, work, and boys are so stressful that I just want to be a kid again.”
Get the looks

80 makeup tips

I learned in 08.

face & skin

1. If you tan easily and do not burn, your skin's natural melanin level is higher, and you must be careful to choose not to overreact.

2. A mother's hair and color may be more sophisticated than their equivalent, which gets it in a gray, which, unless otherwise noted, can look terrific. A deeply sun-tanned look may give older women a look of vitality.

3. Wear your hair or your clothes to emphasize a younger appearance. Choose your look and cut your hair that need to help settle.

4. If you tan easily and your skin is sensitive, you may be able to get away with a little bit of makeup, but if you are prone to acne, choose your colors carefully. Cite yellow or orange will make your skin look more yellow.

5. Choose your skin care regimen with care. There are many different types of skin care products, and the majority of them are designed to be used in conjunction with other

6. Dishes with facial medicine skin care products. Your skin is the first line of defense against the elements, and it is important to keep it healthy.

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57
20. To maintain posture, apply a light brush in the same three directions, four to five times, and don’t forget to stretch your skin regularly.

21. Facing the mirror, first brush in dry to wet (dry to wet), and then set the mirror to the left of the mirror. Gently brush as you move your eyes to the left, right, up, and down, ensuring that the brush is smooth and uniform.

22. Correct any mistakes or unevenness in the surrounding area, and take the time to apply even pressure. You can also apply liquid or cream-based products to the area.

23. Use a clean brush to apply the chosen color. Begin by applying the color to the center of the eye shadow, and then blend outward, ensuring even color distribution.

24. Use a clean brush to blend the colors together, ensuring a seamless transition. Focus on the outer corners of the eye to create depth and dimension.

25. Use a clean brush to blend any remaining color. Blend outward and downward to create a natural appearance.

26. Make-up helps you see things that you might not see otherwise. The skin around the eyes is the most sensitive part of the body, and it can easily become damaged if not treated properly.

27. Brush in dry to wet, and then set the mirror to the left of the mirror. Gently brush as you move your eyes to the left, right, up, and down, ensuring that the brush is smooth and uniform.

28. Gently blend the color to create a natural appearance. Blend outward and downward to create a seamless transition.

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40. Use a clean brush to blend any remaining color. Blend outward and downward to create a natural appearance.
## Lips

<table>
<thead>
<tr>
<th>53. Transfer-Resistant</th>
<th>means that the lipstick should last up to eight hours, unless you are eating something greasy or oily. This means your hair won’t come out, but it can fall out on your mouth.</th>
</tr>
</thead>
<tbody>
<tr>
<td>54. Long-Lasting</td>
<td>means that you put on for four to seven hours but will also probably fall out. To balance the lipstick, look for long-lasting formulations that also contain-bleugene like the Victoria’s Secret line.</td>
</tr>
<tr>
<td>55. Parfum</td>
<td>means that the lipstick will be aromatic, not merely a perfume.</td>
</tr>
<tr>
<td>56. Matte</td>
<td>means it will be embossed, as opposed to the pigments that are usually used in this type.</td>
</tr>
<tr>
<td>57. Cream</td>
<td>means it will contain some light based on the base, so your lips won’t be to dry, but the former tends to be for shorter amounts of time.</td>
</tr>
<tr>
<td>58. Moisturizing</td>
<td>means that the lipstick should be smooth and shiny and would contain the moisturizing ingredients like Vitamin E and Aloe. However, it won’t last as long as other formulations.</td>
</tr>
<tr>
<td>59. Satin or Silky</td>
<td>means it will be glossy and full of moisture, but requires lots of supplementation. Usually has a high oil content and looks much better in the mirror.</td>
</tr>
</tbody>
</table>

### Lips

| 60. Choose a color that complements your skin tone and the natural color of your lips. |
| 61. Choose shades that are similar to your skin tone and the natural glad of your lips. |
| 62. Try a matte shade on your skin. |
| 63. If you have dark skin, wear a warm, red or blue lipstick. |
| 64. If you don’t want to use lipstick, give it a try. |
| 65. Add a small amount of lightweight color to the corners of your lips. |
| 66. Apply a thin layer of your favorite color to the corners of your lips. |
| 67. For a glossy effect, use an enhancing gloss or lip balm. |

### Eyes

70. The best shade is the one that will look great even if you’re wearing no other makeup. This is a color that will always work for you.

71. You’ll want to use lipstick whenever possible, just because a shade looks great in the tube, that doesn’t mean it will look good on you.

72. If you want a FULLLOOKING mouth, apply lipstick, then fill in small amount of lightweight color on the corners of your lips, blending it outward.

73. If your lips are too full and you want to them to look shallower, try a few things: change the color of your lips, use a neutral lipstick that looks natural, dress like your mouth, and bear the color on your face. This is the best way to fool the eyes.

74. If you want lipstick that looks great all the time, but don’t want to use it, try applying it to your eyelid to save things down.

75. Keep your lipstick off your BIRDS, apply your color, blend, then hold your fingers to your mouth, pinch your lips around your fingers, and slide them out of smooth between lips. They should remove lipstick that would otherwise remain on your teeth.

76. Hands are the most visible part of you, but they also take a lot of abuse. Use them in a not-so-subtle way, but they are the ultimate weapon. You can give them the same attention you give your face.

77. Start your beauty routine with a base that will stay in place. Add a little dimpled look (to trap moisture) to your cheeks. The base will make your skin look like a smooth white.

78. Wash off dead skin cells with a solution made of sea salt, lemon, and a little bit of water. Do this weekly or two times a week and remove dead cells.

79. Wash hands thoroughly with soap and water, then, using a soft towel, rub briskly. While skin is slightly damp, apply a mixture of one teaspoon honey and one teaspoon water to the hands in small, gentle pinches. Rub in the mixture for deep moisture. The hands help the moisture penetrate.

80. Warm up a cup of milk in the microwave for three seconds (to warm but not scald) and rub the hands for five minutes to strengthen nails and keep them soft. Only use milk in the mixture of nuts or seeds, but not more, to make sure the hands are not burned. Keep your hands for five minutes to strengthen nails and keep them soft.

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### Fashion on a Budget

- **Jewelry for under $100**
- **Watch for $28.00 Stainless Steel**
- **Earrings for $6.00**
- **Doll, $3.00**

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**Free Vintage**

Don't forget to look for accessories at flea markets and second-hand stores.
8 things you should always say yes to...

1. A SEXY new little black dress
2. an interview for your dream job
3. Dessert.
4. A fabulous night out on the town with Mr. Right.
5. A HUG FROM YOUR BFF
6. Flowers
7. YOUR GUT
8. Time with family.

...and 5 to say no to

1. Horrible man
2. The one drink too many.
3. A situation that brings you pain you don't.
5. Terribly uncomfortable shoes, no matter how cute...

your most embarrassing stories

* Story of the Month
There it was. in the yard. covered in poop.

das auto

WHAT'S HOT: the paisley UGG®

A new pattern gives a fresh look to the classic UGG® Australian ugg boot. Soft paisley print boots a snuggly chic look and a note of elegance to any casual outfit. The sheepskin boot is fully lined with luxurious sheepskin fleece and has a light durable boot.
Real Health

THIS ISSUE:
find YOUR ideal weight,
A REAL healthy eating plan,
& QUIZ: Are YOU taking
good care of yourself?

Q: When is it too soon to give it up?

Q: What do you think is the secret part of a woman?

Q: What is a daily deal broker?

Q: What is the worst thing you have ever done to someone you were dating?

Q: What is the one thing a girl should never say in a bar?

Q: Does a woman's weight matter to you?

Q: How often would you expect sex from a serious girlfriend?

Q: How drunk is too drunk?

Call me every night and leave a voice-mail instead of coming over and I won't have to deal with any consequences. If you are getting drunk with your guy, tack on your eyes have already showed. You know, or inappropriate looking.

were over, but don't water on your

I was at the party with the other girls, when she found out what I had done, she was so mad I had to leave the party. I thought she was going to kick me out, she said I would have to go back to school. I didn't think she would even think about that, but I figured it would be the best thing for me. She just said she didn't want anyone to talk to me, and I left.

Q: How soon is too soon to say I love you?

Q: Who is Anonymous Andy?

If it's a girl that you're playing around with, and you don't want to lose her, don't do it. If she's not into you, then don't worry about it.

Q: What is Viva Versa?

I am a REAL healthy eating plan, & QUIZ: Are YOU taking good care of yourself?
**RH**

Your Ideal Body Weight

In this results obtained we see that many women are under the impression that their weight should be lower than what they consider ideal. However, it is important to understand that a healthy weight is not simply a matter of being thin. It is also important to consider factors such as height, age, and body type.

It is important to have a good understanding of your weight and how it affects your overall health. Weight management that should be maintained for the benefit of keeping your body in its ideal condition rather than compromising health standards for unrealistic beauty ideals.

REAL CHALLENGE: Find your weight on the chart and adjust your habits accordingly. If you fall outside the recommended weight range, consider your practices as an opportunity to improve your health.

**RH**

A Real Healthy Eating Plan

1. **Dine on a regular basis.**
2. **Eat a variety of foods.**
3. **Choose foods that are high in fiber and low in fat.**
4. **Limit your intake of sugars and fats.**
5. **Drink plenty of water.**
6. **Eat plenty of fruits and vegetables.**
7. **Eat a balanced diet.**
8. **Get regular exercise.**

**RH**

Are You Taking Good Care of Yourself?

**REAL QUIZ**

1. How well do you take care of your health compared to the average person?
2. How often do you exercise?
3. How often do you eat a healthy diet?
4. How often do you go to the doctor?
5. How often do you get enough sleep?
6. How often do you drink alcohol?
7. How often do you smoke?
8. How often do you use tobacco products?
9. How often do you take medication?
10. How often do you take vitamins?

**PIPERLINE**

**Riding**

Dashing.

Riding boots are huge for fall. So we found all the timeless styles you'll adore. Just throw on a big cozy sweater and skinny jeans. It's a classic look.
Meet Our Real Woman of the Month

SARAH HALTZ

Q. What do you look for in a guy?
A. I don't really think I have one. I just look for a guy who is funny and doesn't take himself too seriously and who can be a friend.

Q. What is the best thing about being single?
A. I don't know. I guess the fact that I can do what I want, when I want, without worrying about what other people think.

Q. How do you feel about being called a feminist?
A. I don't know what that means. I just do what I believe is right.

Q. What is the most important thing in life?
A. Love.

Q. What is your favorite book?
A. "Pride and Prejudice" by Jane Austen.

Q. What is your favorite movie?
A. "Thematrix"

Q. What is your favorite hobby?
A. Shopping.

Q. What is your favorite food?
A. Salmon.

Q. What is your favorite color?
A. Red.

Q. What is your favorite music?
A. Rock.

Q. What is your favorite sport?
A. Basketball.

Q. What is your favorite season?
A. Summer.

Q. What is your favorite vacation destination?
A. Hawaii.

Q. What is your favorite travel destination?
A. New York City.

Q. What is your favorite way to relax?
A. Reading.

Q. What is your favorite thing to do on a Saturday night?
A. Going out with friends.

Q. What is your favorite thing to do on a Sunday morning?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday afternoon?
A. Shopping.

Q. What is your favorite thing to do on a Monday night?
A. Watching TV.

Q. What is your favorite thing to do on a Tuesday night?
A. Studying.

Q. What is your favorite thing to do on a Wednesday night?
A. Going out with friends.

Q. What is your favorite thing to do on a Thursday night?
A. Watching TV.

Q. What is your favorite thing to do on a Friday night?
A. Going out with friends.

Q. What is your favorite thing to do on a Saturday morning?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday evening?
A. Reading.

Q. What is your favorite thing to do on a Monday morning?
A. Sleeping.

Q. What is your favorite thing to do on a Tuesday morning?
A. Studying.

Q. What is your favorite thing to do on a Wednesday morning?
A. Going out with friends.

Q. What is your favorite thing to do on a Thursday morning?
A. Watching TV.

Q. What is your favorite thing to do on a Friday morning?
A. Going out with friends.

Q. What is your favorite thing to do on a Saturday afternoon?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday afternoon?
A. Reading.

Q. What is your favorite thing to do on a Monday afternoon?
A. Studying.

Q. What is your favorite thing to do on a Tuesday afternoon?
A. Going out with friends.

Q. What is your favorite thing to do on a Wednesday afternoon?
A. Watching TV.

Q. What is your favorite thing to do on a Thursday afternoon?
A. Going out with friends.

Q. What is your favorite thing to do on a Friday afternoon?
A. Watching TV.

Q. What is your favorite thing to do on a Saturday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Sunday evening?
A. Sleeping.

Q. What is your favorite thing to do on a Monday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Tuesday evening?
A. Watching TV.

Q. What is your favorite thing to do on a Wednesday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Thursday evening?
A. Watching TV.

Q. What is your favorite thing to do on a Friday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Saturday morning?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday morning?
A. Reading.

Q. What is your favorite thing to do on a Monday morning?
A. Studying.

Q. What is your favorite thing to do on a Tuesday morning?
A. Going out with friends.

Q. What is your favorite thing to do on a Wednesday morning?
A. Watching TV.

Q. What is your favorite thing to do on a Thursday morning?
A. Going out with friends.

Q. What is your favorite thing to do on a Friday morning?
A. Watching TV.

Q. What is your favorite thing to do on a Saturday afternoon?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday afternoon?
A. Reading.

Q. What is your favorite thing to do on a Monday afternoon?
A. Studying.

Q. What is your favorite thing to do on a Tuesday afternoon?
A. Going out with friends.

Q. What is your favorite thing to do on a Wednesday afternoon?
A. Watching TV.

Q. What is your favorite thing to do on a Thursday afternoon?
A. Going out with friends.

Q. What is your favorite thing to do on a Friday afternoon?
A. Watching TV.

Q. What is your favorite thing to do on a Saturday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Sunday evening?
A. Sleeping.

Q. What is your favorite thing to do on a Monday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Tuesday evening?
A. Watching TV.

Q. What is your favorite thing to do on a Wednesday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Thursday evening?
A. Watching TV.

Q. What is your favorite thing to do on a Friday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Saturday morning?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday morning?
A. Reading.

Q. What is your favorite thing to do on a Monday morning?
A. Studying.

Q. What is your favorite thing to do on a Tuesday morning?
A. Going out with friends.

Q. What is your favorite thing to do on a Wednesday morning?
A. Watching TV.

Q. What is your favorite thing to do on a Thursday morning?
A. Going out with friends.

Q. What is your favorite thing to do on a Friday morning?
A. Watching TV.

Q. What is your favorite thing to do on a Saturday afternoon?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday afternoon?
A. Reading.

Q. What is your favorite thing to do on a Monday afternoon?
A. Studying.

Q. What is your favorite thing to do on a Tuesday afternoon?
A. Going out with friends.

Q. What is your favorite thing to do on a Wednesday afternoon?
A. Watching TV.

Q. What is your favorite thing to do on a Thursday afternoon?
A. Going out with friends.

Q. What is your favorite thing to do on a Friday afternoon?
A. Watching TV.

Q. What is your favorite thing to do on a Saturday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Sunday evening?
A. Sleeping.

Q. What is your favorite thing to do on a Monday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Tuesday evening?
A. Watching TV.

Q. What is your favorite thing to do on a Wednesday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Thursday evening?
A. Watching TV.

Q. What is your favorite thing to do on a Friday evening?
A. Going out with friends.

Q. What is your favorite thing to do on a Saturday morning?
A. Sleeping.

Q. What is your favorite thing to do on a Sunday morning?
A. Reading.

Q. What is your favorite thing to do on a Monday morning?
A. Studying.
Interview 1

First I just want to let you know that at any time if something is too personal or uncomfortable, feel free not to answer. All of your answers are completely confidential, and will be used only for an academic research study.

Would you say the media influences your body image perceptions? Yes

In what ways? – When I watch America's next top model the idea of the models that are 6'2 and 100 pounds gets stuck in my head. I feel like I should look more like them.

Does watching that type of show cause you to take any sort of action? – It inspires me to lose weight, when I lose weight I feel good about myself, unfortunately I usually just get depressed and end up eating more because I know that I'm never going to look like them anyway.

Why do you think the media has been able to influence you? – I think it's because the girls are all the same. In TV, movies, never really any fat people, only in fat people roles. Well you know what I mean, fat people only play the fat person.
Are you happy with your weight? – no, but I would be happy if I lost fifteen pounds.

Do you have a boyfriend? Yes

Is it a serious relationship? – yes, we have been together almost a year.

Do you think the media has any effect on the way he thinks about your appearance? – I know he loves me for me, but yeah. (hesitation) I think he sees the thin girls and their breast size and wishes I looked more like them. He always says he doesn’t, but I feel like he lies about it.

Do you ever feel uncomfortable when you are with your boyfriend, perhaps watching a TV commercial, or a scene from a movie when it shows a stereotypically thin and attractive model? – YES! Especially Victoria’s secret commercials, those thin big busted half naked girls come on, and I see him look up. It’s only for a second, like of we are doing homework he will look up to see the commercial, and I know it is just to look at the sexy girls.

How does that make you feel? – Not good, even though he denies that he is looking at them, I know he is. It makes me feel like he wishes I looked more like that, and that makes me feel like crap.
Has exposure to these TV commercials ever caused anything to happen? — It has caused us to fight a few times, and it has caused me to feel insecure.

In your opinion would the average women’s body image perception improve if the media changed the norm for models to a more accurate representation of the average woman? — ummm I think so.

Would it make any difference for you? — It would make me feel better, and probably more confident. You can only hear it so many times “you’re not fat” but if you saw people your size in magazines and on TV, if you saw it happen worldwide you would feel like everyone else.

Well, that’s all I have, Thanks Again for your Time, your answers have been very helpful.

NOTES:

- Seems very insecure when talking about body image.
- Could tell she was becoming upset when talking about her boyfriend.
- She seems to be very emotionally effected by media.
- Seems to care a lot about looks. Is fixed up nicely with makeup and hair styling. Has jeans and a tee-shirt.
Interview 2

First I just want to let you know that at any time if something is too personal or uncomfortable, feel free not to answer. All of your answers are completely confidential, and will be used only for an academic research study.

Would you say the media influences your body image perceptions? - ummm not really... maybe a little.

In what ways is the media able to influence you? - Everyone you see on television is skinny, so consistency I suppose. Just seeing the same thing over and over can make it seem like it is true, kind of like watching Americas Next Top Model, all those girls look the same- skinny. It’s all you ever see it’s what you expect as the norm and what people should look like. All they ever do are anorexia stories and who has lost a shit ton of weight.

I realize you said that you weren’t really influenced by the media, but do you think media images have ever caused you to take any sort of action? – um not really, I only crash diet before spring break, but I guess that’s because all the girls you see on MTV spring break are thin, I didn’t want to be the fat girl
Why was it important to you to not be considered the fat girl? – Well it was my first year on spring break, and I wanted to fit in with everyone else. I was going with a group of I guess more (makes air quotes with hands) “popular people” and I wanted people to pay attention to me too. I mean if you want me to relate that to the media I guess I think that because on TV the fat person is never the hot one, they are always the one that is funny, and I didn’t really want to be thought of all week as the one that was funny.

Are you currently happy with the way you look? – No, I have huge love handles. My pants don’t really fit anymore, sometimes I’m afraid that when I bend over there is going to be a big ripping noise. I mean I don’t want to look like a model or anything, I just want to be more in shape, but who has time to exercise.

Are you currently in a relationship? No, I’m kind of in-between boyfriends right now. I’ve been on a few dates with guys, but nothing has turned out to be anything serious.

Do you think that men are influenced by the images they see in the media, and that they are looking for that type of girl to date? - Hummm, honestly..... I think guys will take whatever they can get. I do think though, that the girls who have more confidence are the ones who usually end up with the guys, and the girls who are confident do look more like the model type.
Do you think that the average woman's body image perception would change if the look of models changed? – Yeah, I thin the norm would switch to maybe a range of sizes that could incorporate everyone.

Do you think it would make any change to you? I don’t know, probably not but I look more at the people around me than the people on TV.

Well, that's all I have, Thanks Again for your time, your answers have been very helpful.

NOTES

- Doesn't seem to be concerned much with body image or looks. Isn't wearing any make-up, her hair is pulled straight back.

- She seem slightly affected by the media.
Interview 3

First I just want to let you know that at any time if something is too personal or uncomfortable, feel free not to answer. All of your answers are completely confidential, and will be used only for an academic research study.

Do You Think your Body Image Perceptions are influenced by Media? – Umm Yeah I guess.

In what ways, or how? - It sets my standards, on how to dress, how to look, and what to weigh.

Do you ever take any actions to more adhere to the media stereotype? – Yeah, sometimes I get really depressed. I just feel so fat. At the end of last semester I decided to lose weight, I was eating around 500 calories a day, and going to the wellness center. On a good day I could run about three miles, but everything was different every day, and when I moved home for the summer I wasn’t able to keep up dieting as much., I have lost 15 pounds though.

How do you think the media is able to influence you? – Well whenever I watch TV anyone who is my size is considered fat or plus sized, and I just get sick of feeling like that.
Are you currently happy with your weight after your recent loss? – No, I am still dieting.

How much more are you going to try to lose? - Ah man, I don’t know, till I’m not fat anymore I guess. I’m fat, I live a fat lifestyle, and it makes me fat. I just want to look like everyone else. I don’t want to have to worry so much about weight and food.

Are you currently in a relationship? – Nope, I would like to be though, but what hott guy is gonna want to date the fat girl?

Do you think men are influenced about what women should look like by the media? - Yeah, guys want a trophy; they want something to show off. I think guys are more loyal to girls who are beautiful and thin than they are to girls like me. I mean if I looked like a freaking model I’m sure I wouldn’t have the relationship problems that I do.

Do you think the average woman’s body image perception would improve if the Media standard was to change, and become something more reflective of an average woman? – Yeah I think that it could, it would just take a really long time because that image is already burned into everyone’s minds, and if the media changed, people will just think it is to try and
make them feel better. But if the new images really stuck around, then people would eventually begin to change their thoughts and be able to feel better.

**Would a change do anything for you?** – Nah man, I just need to lose some more weight. I always feel so gross after watching a tv show with skinny pretty girls, it makes me want to go throw up whatever I’ve eaten that day... I feel so guilty.

**Do you ever make yourself throw up?** Yes, but I don’t think I’m bulimic; I only do it if I have eaten too much, not like every meal or anything. If I have pigged out or something, not like after every meal or anything.

Well, that’s all I have, Thanks Again for your time, your answers have been very helpful.

**NOTES**

- Has very very low self esteem
- Seems very influenced by media
- Her diet may have been bordering on an eating disorder, perhaps exercise bulimia
- Looks like she puts a lot of time into her appearance, a lot of makeup, hair is styled, dressed very “trendy”
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   
   Cosmo

2. What do you like about them?
   
   Sex info

3. What do you dislike about them?
   
   Ads

4. Do they ever influence your ideas about Body Image? If so please specify.
   
   No

5. What things make you have negative feeling about your body image?
   
   The fact that girls who look like straight pins or considered beautiful.

6. What things make you have positive feelings about your body image?
   
   When people say “Curves” are in

7. If you were making a women’s magazine to promote positive body image what would you include?
   
   Everything
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Negative out looks on different body types.

9. What things do you look for in a magazine?

Information about health and every day woman problem.

10. What factors do you think make a magazine more marketable?

New Style and Men!

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   - Cosmo
   - Marie Claire

2. What do you like about them?
   - The articles & the pictures

3. What do you dislike about them?
   - The amount of ads

4. Do they ever influence your ideas about body image? If so please specify.
   - Yes, they make us believe that we need to look like the girls in those magazines to be deemed "attractive".

5. What things make you have negative feelings about your body image?
   - Really "perfect-looking models & stories about how to look like a model or lose weight"

6. What things make you have positive feelings about your body image?
   - Positive body-image stories
     (accepting yourself)

7. If you were making a women’s magazine to promote positive body image what would you include?
   - Ways to eat/be healthy not how to get skinny
   - Pictures of "real" ppl
8. If you were making a women's magazine to promote positive body image what would you leave out?

- super skin, re-touched models

9. What things do you look for in a magazine?

- positive interesting articles

10. What factors do you think make a magazine more marketable?

- attractive cover

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

- yes

Please use the space below to provide any additional comments or suggestions.

- content marked out to protect identity
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?

   *Cosmo*

2. What do you like about them?

   *Advice, fashion*

3. What do you dislike about them?

   *Too many ads*

4. Do they every influence your ideas about Body Image? If so please specify.

   *Sometimes, because most of the fashion only looks good on sticks.*

5. What things make you have negative feeling about your body image?

   *Other people w/ negative feelings on their own, ex. skinny people saying they are fat.*

6. What things make you have positive feelings about your body image?

   *I know no one is the same.*

7. If you were making a women’s magazine to promote positive body image what would you include?

   *Every body type.*
8. If you were making a women's magazine to promote positive body image what would you leave out?

ads w/ the super skinny.

9. What things do you look for in a magazine?

gossip + clothes

10. What factors do you think make a magazine more marketable?

headlines on cover

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

yes!

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   *Cosmo, US Weekly, OK!*

2. What do you like about them?
   *Info, Fashion Tips, Celebs*

3. What do you dislike about them?
   *Too many ads*

4. Do they ever influence your ideas about Body Image? If so please specify.
   *Yes, all the skinny girls*

5. What things make you have negative feeling about your body image?
   *Seeing skinny girls being spotlighted*

6. What things make you have positive feelings about your body image?
   *When they tell you how to work with what you’ve got*

7. If you were making a women’s magazine to promote positive body image what would you include?
   *Fashion, Dating Advice, Make-Up, Positive!*
8. If you were making a women's magazine to promote positive body image what would you leave out?

All the fatness

9. What things do you look for in a magazine?

Who's on the Cover
The Cover Stories

10. What factors do you think make a magazine more marketable?

Well-Known People on the Front

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women's magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women's magazines do you read on a regular basis?
   
   *Cosmo & Vogue*

2. What do you like about them?
   
   Information, pictures of new styles, etc.

3. What do you dislike about them?
   
   Everyone is too skinny.

4. Do they ever influence your ideas about Body Image? If so please specify.
   
   They made me feel that I should be thinner.

5. What things make you have negative feelings about your body image?
   
   The models that have no curves & no meat on their bones.

6. What things make you have positive feelings about your body image?
   
   Seeing models above a size 4.

7. If you were making a women's magazine to promote positive body image what would you include?
   
   Models of all shapes & sizes.
8. If you were making a women's magazine to promote positive body image what would you leave out?
   I would just make sure to include all body types. Take out all the skinny minnies and have a mixture.

9. What things do you look for in a magazine?
   New pages coming out for the actresses and the different antiques

10. What factors do you think make a magazine more marketable?
    If it would relate to all types of women.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
   Yes.

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   People

2. What do you like about them?
   It's reading about the celebrities

3. What do you dislike about them?
   N/A

4. Do they ever influence your ideas about Body Image? If so please specify.
   Yes, I read to find out how to lose weight, etc.

5. What things make you have negative feelings about your body image?
   my stomach (abdomen)

6. What things make you have positive feelings about your body image?
   N/A

7. If you were making a women’s magazine to promote positive body image what would you include?
   How to be happy + healthy.
   (not lose weight to be pretty) just to be healthy
8. If you were making a women's magazine to promote positive body image what would you leave out?

Show to have the intimate body.

9. What things do you look for in a magazine?

What to eat to lose weight.

10. What factors do you think make a magazine more marketable?

The cover.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes.

Please use the space below to provide any additional comments or suggestions.

MA
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer to the best of your ability. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?

   Cosmo

2. What do you like about them?

   Info women need to know

3. What do you dislike about them?

   Too many ads

4. Do they ever influence your ideas about body image? If so please specify.

   Sometimes, most of the time I realize not everyone is made like them girls.

5. What things make you have negative feelings about your body image?

   [Blank]

6. What things make you have positive feelings about your body image?

   Compliments

7. If you were making a women’s magazine to promote positive body image what would you include?

   Women in all shapes, sizes, ethnicities
8. If you were making a women’s magazine to promote positive body image what would you leave out?

   Exercise tips that are body based not health
   i.e. the perfect abs

9. What things do you look for in a magazine?

   Good stories

10. What factors do you think make a magazine more marketable?

    It varies with the type of magazine

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

    Most likely, though they would still be models, maybe just different shaped models

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   
   Cosmo, 17, Glamour

2. What do you like about them?
   
   Articles that are helpful hints funny stories about dating

3. What do you dislike about them?
   
   The sexual positions articles in Cosmo

4. Do they ever influence your ideas about Body Image? If so please specify.
   
   No, I am happy with my body I don’t really pay attention to them

5. What things make you have negative feeling about your body image?
   
   Bathing suits

6. What things make you have positive feelings about your body image?
   
   Nia

7. If you were making a women’s magazine to promote positive body image what would you include?
   
   Women of all shapes, conservative clothing show that all women are okay and you don’t have to show it all in order to achieve sexiness.
8. If you were making a women's magazine to promote positive body image what would you leave out?

n/a

9. What things do you look for in a magazine?

who's on the cover and
interesting articles

10. What factors do you think make a magazine more marketable?

cover, articles

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

yes as long as the articles were interesting

Please use the space below to provide any additional comments or suggestions.

n/a
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   
   Elle, Cosmo

2. What do you like about them?
   
   Reading the articles about an overcoment of struggles

3. What do you dislike about them?
   
   all of the “junk” and meaningless advertisements

4. Do they every influence your ideas about Body Image? If so please specify.
   
   Sometimes, tiny-tiny models make me want to puke.

5. What things make you have negative feeling about your body image?
   
   Mostly advertisements on TV and in magazines.

6. What things make you have positive feelings about your body image?
   
   Exercise and health articles

7. If you were making a women’s magazine to promote positive body image what would you include?
   
   Something to do w/ health in every issue.
8. If you were making a women's magazine to promote positive body image what would you leave out?

Ads w/ paper small women?
Stories of ownly celebs.

9. What things do you look for in a magazine?

Good content.

10. What factors do you think make a magazine more marketable?

The cover

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

Please use the space below to provide any additional comments or suggestions.

Great idea!
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   Cosmo

2. What do you like about them?
   Articles, clothes

3. What do you dislike about them?
   All the ads

4. Do they ever influence your ideas about Body Image? If so please specify.
   Sometimes, but it seems like now they are incorporating women of all body types.

5. What things make you have negative feeling about your body image?
   Being compared to other women.

6. What things make you have positive feelings about your body image?
   When I get compliments.

7. If you were making a women’s magazine to promote positive body image what would you include?
   Articles & pictures that include women of all body types.
8. If you were making a women’s magazine to promote positive body image what would you leave out?
   I would leave out pictures of malnourished women.

9. What things do you look for in a magazine?
   Catchy phrases on the cover.

10. What factors do you think make a magazine more marketable?
    Colors, phrases, pictures

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
    Yes

Please use the space below to provide any additional comments or suggestions.

This is a good study. Good luck!
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?

   whichever ones are laying around Dr’s offices or in the checkout line. Examples: Teen Vogue, Seventeen, etc.

2. What do you like about them?

   They inform me about all of the current fashion and makeup tips. They also inform me about all of the celebrity gossip, etc.

3. What do you dislike about them?

   All of the stuff they feature is not really available in my area, or it is way too expensive to buy.

4. Do they influence your ideas about Body Image? If so please specify.

   Yes, because it would take a lot of effort and money for me to look like that. I can’t always do so and it makes me wish I could do more to be skinnier, etc.

5. What things make you have negative feelings about your body image?

   The way the models look in the pictures, etc., or on TV. They seem so much smaller than me.

6. What things make you have positive feelings about your body image?

   That sometimes I see some of the stuff I am already doing in magazines or on TV and I feel like I am on top of the recent trends.

7. If you were making a women’s magazine to promote positive body image what would you include?

   That healthy should be emphasized over super skinny
8. If you were making a women's magazine to promote positive body image what would you leave out?

Super skinny starving models.

9. What things do you look for in a magazine?

Interesting articles,
Pretty pictures.

10. What factors do you think make a magazine more marketable?

A good appearance, good price,
Approachable, relatable to everyday girls.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes

Please use the space below to provide any additional comments or suggestions.

Good ideas for your project!
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   I read Cosmopolitan, Allure, & the juicy gossip magazine!! (like US or People)

2. What do you like about them?
   I like the fashion and stories

3. What do you dislike about them?
   I dislike the fact that they scrutinize every little thing someone does wrong.

4. Do they every influence your ideas about Body Image? If so please specify.
   Not usually. I mean sometimes I say I wish I looked like her, but I don’t think down on myself.

5. What things make you have negative feeling about your body image?
   When I see other girls looking cute and small in magazines it makes me feel like I need to go to the gym.

6. What things make you have positive feelings about your body image?
   I feel good about the way I look naturally. I don’t like fakeness. I also feel positive when I workout.

7. If you were making a women’s magazine to promote positive body image what would you include?
   I would include normally dressed and everyday people, not celebrities.
8. If you were making a women’s magazine to promote positive body image what would you leave out?

The super skinny ads. Sections about these celebrities being anorexic.

9. What things do you look for in a magazine?

- fashion
- advice

10. What factors do you think make a magazine more marketable?

Popular things at the time of it coming out.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Sure what? I like to see the clothes on models, but I suppose everyday people are more realistic.

Please use the space below to provide any additional comments or suggestions.

Good luck!
This information you provide in this survey will be used to help guide the creation of a women's magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women's magazines do you read on a regular basis?
   Cosmo, Seventeen, Cosmo Girl
   (4 all sorts of tabloids!)

2. What do you like about them?
   I usually look at the new & upcoming "styles." I also read the articles believe it or not.

3. What do you dislike about them?
   Sometimes I feel like articles and issues are repetitive from month to month.

4. Do they ever influence your ideas about Body Image? If so please specify.
   Yes, at times. I am comfortable with my body for the most part, so the magazines don't affect me in a negative way. I like to look at the "dress for your shape" articles.

5. What things make you have negative feeling about your body image?
   Girls who are skinnier than me, complaining about being fat. The top models show me feel less-than-stellar about the way I look.

6. What things make you have positive feelings about your body image?
   Knowing that everyone is uncomfortable with themselves at times.

7. If you were making a women's magazine to promote positive body image what would
you include?

I would include points of view on women's body issues from all types of women. The magazine would be like a self-help guide to loving yourself and taking care of your body.

8. If you were making a women's magazine to promote positive body image what would you leave out?

I would leave out "average sizes" & the unnaturally thin models. I would use only real women.

9. What things do you look for in a magazine?

Colorfulness (if that's a word)
Pictures & articles worth reading.

10. What factors do you think make a magazine more marketable?

Honest / real women
Real issues
Real people / not models

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!!

Please use the space below to provide any additional comments or suggestions.

Good luck with everything!

Sorry if you can't read my writing! Love in YKE,

Julianne
1. If you were making a women's magazine to promote positive body image, what would you...

   Good Help, Cindy!

2. What things make you have positive feelings about your body image?

   Reading Oceanfront

3. What things make you have negative feelings about your body image?

   I find negative feedback to look ill.

   Somewhat, there are lots of extreme skin models that I do not see everyone influence your ideas about body image, so please specify.

   Nothing really

4. What do you dislike about them?

   Reality stars?

   Fashion / beauty tips

5. What do you like about them?

   Vogue

   Cosmopolitan

6. What fashion or women's magazines do you read on a regular basis?

   Will be provided for you.
you include?
Models of every different size and race

8. If you were making a women’s magazine to promote positive body image what would you leave out?
Super-skinny models and models with tons of makeup.

9. What things do you look for in a magazine?
Stories, tips, advice on everyday living

10. What factors do you think make a magazine more marketable?

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
Yes!

Please use the space below to provide any additional comments or suggestions.
1. What fashion or women's magazines do you read on a regular basis?

2. What do you like about them?

3. What do you dislike about them?

4. Do they even influence your ideas about body image? If so, please specify.

5. What things make you have negative feelings about your body image?

6. What things make you have positive feelings about your body image?

7. If you were making a women's magazine to promote positive body image, what would you say to the readers?
8. If you were making a women's magazine to promote positive body image what would you leave out?
- diet tips

9. What things do you look for in a magazine?
- cute clothes
- hair styles
- cool make-up

10. What factors do you think make a magazine more marketable?
- bright colors
- interesting articles
- fashion tips

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
- yes

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1. What fashion or women's magazines do you read on a regular basis?
   Fitness

2. What do you like about them?
   Gives you tips about eating healthy

3. What do you dislike about them?
   The body images beside the eat healthy are a size 2

4. Do they ever influence your ideas about Body Image? If so please specify.
   They made me wanna lose weight and wanna work harder

5. What things make you have negative feeling about your body image?
   How they are all little and fit and they are promoting more exercise

6. What things make you have positive feelings about your body image?

7. If you were making a women's magazine to promote positive body image what would you include?
   Women of all different sizes
8. If you were making a women's magazine to promote positive body image what would you leave out?  
All size two girls

9. What things do you look for in a magazine?  
Good tips, Exercise ideas

10. What factors do you think make a magazine more marketable?  
Variety

11. Would you be interested in a magazine that did not use models, but rather used everyday people?  
Yes

Please use the space below to provide any additional comments or suggestions.  
GREAT IDEA!}

Try
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?

Seventeen, Cosmopolitan, Elle

2. What do you like about them?

The new fashion, make-up tips, articles, and celebrity gossip.

3. What do you dislike about them?

How the women in the magazines don’t look anything like any other women I’ve seen. Also, I believe there needs to be more articles about positive women.

4. Do they ever influence your ideas about Body Image? If so please specify.

Yes, because I look at those women and feel that I need to look that certain way in order to feel like a real woman.

5. What things make you have negative feeling about your body image?

Trying on the same kind of clothes that I see women wear in the magazine and seeing that they don’t look as great on me as they did on that model.

6. What things make you have positive feelings about your body image?

When the magazines do certain stories on what works well for your body type. I feel like they realize that not every woman is a size 0.

7. If you were making a women’s magazine to promote positive body image what would you include?

Articles about positive women, fashion for all body types, and clothes that aren’t so expensive.
8. If you were making a women's magazine to promote positive body image what would you leave out?

Skinny models, expensive clothing

9. What things do you look for in a magazine?

Fashion ideas, make-up tips, articles

10. What factors do you think make a magazine more marketable?

Celebrity cover models, bright colors, interesting articles.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

YES!!

Please use the space below to provide any additional comments or suggestions.
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1. What fashion or women's magazines do you read on a regular basis?
   Cosmo

2. What do you like about them?
   The sex info

3. What do you dislike about them?
   The ads

4. Do they ever influence your ideas about body image? If so please specify.
   Yes, every girl's body is shaped perfectly

5. What things make you have negative feelings about your body image?
   The way media promotes body images

6. What things make you have positive feelings about your body image?
   Promoting "curves" in women

7. If you were making a women's magazine to promote positive body image what would you include?
   Real women & Real Stories
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Models, smaller women

9. What things do you look for in a magazine?

The info they provide & clothing ideas

10. What factors do you think make a magazine more marketable?

The cover & the info they provide

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes

Please use the space below to provide any additional comments or suggestions.
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1. What fashion or women’s magazines do you read on a regular basis?
   - Cosmo

2. What do you like about them?
   - They are interesting and entertaining

3. What do you dislike about them?
   - The fact that the women in them are not real women.

4. Do they every influence your ideas about Body Image? If so please specify.
   - Yes and no. Yes because that is what is portrayed as "sexy", but I know they aren’t real women.

5. What things make you have negative feeling about your body image?
   - Knowing that the women used have to be "photo shopped"

6. What things make you have positive feelings about your body image?
   - When real women are shown.
   - Knowing no one is perfect.

7. If you were making a women’s magazine to promote positive body image what would you include?
   - Real women
8. If you were making a women’s magazine to promote positive body image what would you leave out?
   *all the photo shop work.*

9. What things do you look for in a magazine?
   *Interesting stories*

10. What factors do you think make a magazine more marketable?
    *What demographic it is focused on, if it does things to get someone’s attention*

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
    *Yes*

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This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?

Vogue, Teen Vogue, Seventeen, Glamour

2. What do you like about them?

Trendy clothes, Affordable books

3. What do you dislike about them?

Some (like Vogue & Teen Vogue) only show super skinny models & I’m definitely not skinny

4. Do they ever influence your ideas about Body Image? If so please specify.

Yes, they make me feel like my body is so far from perfect

5. What things make you have negative feeling about your body image?

Nothing but skinny girls

6. What things make you have positive feelings about your body image?

Full size women in media

7. If you were making a women’s magazine to promote positive body image what would you include?

Women of every shape, size, ethnicity & background
8. If you were making a women's magazine to promote positive body image what would you leave out?
Models who are skin & bone
How to lose weight articles

9. What things do you look for in a magazine?
Fashion & make-up tips for my body look

10. What factors do you think make a magazine more marketable?
Appealing to wide audiences through body image & race

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
Yes.

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1. What fashion or women’s magazines do you read on a regular basis? Cosmo

2. What do you like about them? the stories, pictures, articles

3. What do you dislike about them? ads

4. Do they every influence your ideas about Body Image? If so please specify.
   Yes, everything is always “sexed” up – All the women are flawless, they are always skinny and always have on the latest fashion.

5. What things make you have negative feelings about your body image?
   feelings & the way others look - weight/height

6. What things make you have positive feelings about your body image?
   compliments

7. If you were making a women’s magazine to promote positive body image what would you include?
   • everyday women - no retouching!
8. If you were making a women's magazine to promote positive body image what would you leave out?

All the anorexic-looking, half-naked pictures of models
diet ads / diet pill ads

9. What things do you look for in a magazine?

good article / interesting

10. What factors do you think make a magazine more marketable?

relatability

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

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1. What fashion or women’s magazines do you read on a regular basis?
   Cosmo

2. What do you like about them?
   They are interesting and sometimes very entertaining to read.

3. What do you dislike about them?
   I know some of the body types are unachievable by some/most

4. Do they ever influence your ideas about body image? If so please specify.
   No.

5. What things make you have negative feeling about your body image?
   Media with girls who have a body index of like 2

6. What things make you have positive feelings about your body image?
   Friends

7. If you were making a women’s magazine to promote positive body image what would you include?
   Ways to help keep in shape and positive ways to look at my body.
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Super skinny Models

9. What things do you look for in a magazine?

Color & Interesting articles

10. What factors do you think make a magazine more marketable?

Sex appeal

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes, but attractiveness is helpful

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1. What fashion or women’s magazines do you read on a regular basis?

   Glamour
   Cosmopolitan

2. What do you like about them?
   - Articles about women
   - Q & A’s
   - Makeup Tips
   - Exercise Info

3. What do you dislike about them?
   Too many Ads!

4. Do they ever influence your ideas about Body Image? If so please specify.
   Somewhat. Lots of skinny girls

5. What things make you have negative feeling about your body image?
   - Skinny People

6. What things make you have positive feelings about your body image?
   When I go in a store and all the sizes that are left are 2’s + 0’s because most real people aren’t that small.

7. If you were making a women’s magazine to promote positive body image what would you include?
   Models size 8 + above
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Bony, unhealthy looking women

9. What things do you look for in a magazine?

- Articles that are interesting
- Articles to help better your health and looks.
- Q&A's

10. What factors do you think make a magazine more marketable?

- Appealing Ads
- Articles that appear to people of all ages.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes.

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1. What fashion or women's magazines do you read on a regular basis?
   Us Weekly, People, Cosmo

2. What do you like about them?
   I like the celebrity pics & gossip.

3. What do you dislike about them?
   People are fake and unrealistic.

4. Do they ever influence your ideas about Body Image? If so please specify.
   Yes, it always makes me want to lose weight.

5. What things make you have negative feeling about your body image?

   Celebrities who are stick thin, acne

6. What things make you have positive feelings about your body image?

7. If you were making a women's magazine to promote positive body image what would you include?

   Pictures of real women, real stories that impact everyday women's issues, fitness/health tips.
8. If you were making a women's magazine to promote positive body image what would you leave out?
Models that are too thin, minimize celebrities.

9. What things do you look for in a magazine?
Beauty tips, fitness tips, pics

10. What factors do you think make a magazine more marketable?
Probably celebrities and thin ppl—which is sad.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
Definitely.

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1. What fashion or women’s magazines do you read on a regular basis?
   - Cosmo

2. What do you like about them?
   - The Stories

3. What do you dislike about them?
   - The millions of ads

4. Do they every influence your ideas about Body Image? If so please specify.
   - No

5. What things make you have negative feeling about your body image?
   - Hearing about dieting and how you should look all the time.

6. What things make you have positive feelings about your body image?
   - When I see real women in the media portrayed in a positive way.

7. If you were making a women’s magazine to promote positive body image what would you include?
   - Women who have real life stories. They is a lot more to people than just the way that they look.
11. Would you be interested in a magazine that did not use models, but rather used everyday people?  

Yes

Please use the space below to provide any additional comments or suggestions.
8. If you were making a women’s magazine to promote positive body image what would you leave out?
Dieting tips, bathing suit ads.

9. What things do you look for in a magazine?
Fashion

10. What factors do you think make a magazine more marketable?
They appeal to all women not just certain demographics.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   
   Cosmo

2. What do you like about them?
   
   The advertisements and articles that I can relate to.

3. What do you dislike about them?
   
   I dislike the disgustingly skinny models

4. Do they every influence your ideas about Body Image? If so please specify.
   
   Yes, the magazines with women that are stick skinny make you feel self conscious about yourself and you find yourself comparing your body with theirs even though they don't eat and are airbrushed.

5. What things make you have negative feelings about your body image?
   
   That I don't look like a supermodel... the models in the magazines look good in anything - a swimsuit, dress, garbage bag, they make anything look awesome because they have an awesome body - I know I don't look good in everything.

6. What things make you have positive feelings about your body image?
   
   When I see that I have curves, for some reason it's no longer cool to have curves but I like mine and it's what makes me look like a woman and not a teenager or 12-year-old.

7. If you were making a women's magazine to promote positive body image what would you include?
   
   Real life women with real curves, no airbrush and articles about women's struggles with the media and body image, and dieting.
8. If you were making a women's magazine to promote positive body image what would you leave out?

Skinny stick models who aren't realistic - don't even put them in advertisements. I'd probably leave out dieting ideas, those just make you feel like you need a diet and they give you false hope.

9. What things do you look for in a magazine?

Relevant articles, catchy advertisements, advice on love, friendship, and dating.

10. What factors do you think make a magazine more marketable?

Advertisements and of course having a famous person on the cover who is skinny and gorgeous. Boldly stated phrases on the cover like "Best Sex Ever" or "Flat Abs Fast"

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?

Don’t read many really. Cosmo?

2. What do you like about them?

Gossip. Not gonna lie.
Stories, fashion, etc

3. What do you dislike about them?

Crazy skinny outfits for crazy skinny ppl...stuff I couldn’t ‘pull off’.

4. Do they ever influence your ideas about Body Image? If so please specify.

Somewhat. You never see those plus sized models, and normal size women are only shown when “flattering” suggestions are being laid out for them (i.e. pants that make you look thinner, blouses that trim full figures, creating illusions of thinness). 

5. What things make you have negative feelings about your body image?

Everyone expects one kind of beauty, and that Barbie is the standard, now. Otherwise, you suck at life.

6. What things make you have positive feelings about your body image?

Haha.
Well I feel so far behind on the beauty race that I just give up and eat whatever and somewhat lose hope/desire to change.

7. If you were making a women’s magazine to promote positive body image what would
you include? Real women, "Regular" clothes, not emphasizing size, just the look the fashion creates. Fashion is for interest, not for "fixing" problem areas w/ properly draped dress shirts.

8. If you were making a women's magazine to promote positive body image what would you leave out?

Quick diet fixes that don't work.
Life isn't a diet! It's life!

9. What things do you look for in a magazine?

Society trained me to look for diets + self improvement strategies, not really things that emphasize that I'm actually ok.

10. What factors do you think make a magazine more marketable?

- the people on the cover's popularity.
- headlines

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yep. Jaime Curtis offered to model w/ out airbrush in a mag & everyone went apeshit. It's just reality & everyone flipped out 'cause of public display of imperfection.

Please use the space below to provide any additional comments or suggestions.
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1. What fashion or women’s magazines do you read on a regular basis?
   - Cosmo, Women’s Health

2. What do you like about them?
   - Learning about the shenanigans of the crazy celebrities

3. What do you dislike about them?
   - Skinny Bitches

4. Do they every influence your ideas about Body Image? If so please specify.
   - Yes, I feel to be attractive you have to look like them

5. What things make you have negative feeling about your body image?
   - The girls in the magazines, no matter how many times you use the thigh master, you can’t ever look like them.

6. What things make you have positive feelings about your body image?
   - When regular size girls are in the media

7. If you were making a women’s magazine to promote positive body image what would
8. If you were making a women's magazine to promote positive body image what would you leave out? 

- the airbrushing to make the girls look so small

9. What things do you look for in a magazine?

- good articles

10. What factors do you think make a magazine more marketable?

- good trustworthy articles

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

- yes

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1. What fashion or women’s magazines do you read on a regular basis?

   Cosmo

2. What do you like about them?

   Funny men stories, sex articles, & boy advice

3. What do you dislike about them?

   The girls pictured in them make me feel too big, not tan enough or I have bad hair.

4. Do they every influence your ideas about Body Image? If so please specify.

   Definitely. There is a section in every issue on how to look hot, what’s in & what’s out, how to lose weight...

5. What things make you have negative feeling about your body image?

   The pictures of other women that look so confident about their body.

6. What things make you have positive feelings about your body image?

   Compliments from others, fitting into smaller jeans

7. If you were making a women’s magazine to promote positive body image what would you include?

   Pictures of real women, real diets, interviews with average women.
8. If you were making a women’s magazine to promote positive body image what would you leave out?

The images of women who are just bone & skin.

9. What things do you look for in a magazine?

Believable material. Interesting cover. Who’s on the cover?

10. What factors do you think make a magazine more marketable?

Having a well-liked person on cover

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes. I would still like the interviews & stories of celebs, but not just models.

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1. What fashion or women's magazines do you read on a regular basis?
   Cosmopolitan & Elle

2. What do you like about them?
   I like the fashion spreads, hair, makeup tips

3. What do you dislike about them?
   Sometimes there's things in there that I feel like I could never wear or do. Like a "I'm not that pretty" attitude

4. Do they influence your ideas about body image? If so please specify.
   Yes. They have so many tips about the latest hair/makeup/fashion that it's like if you don't fit in with this trend you're not as "pretty"

5. What things make you have negative feelings about your body image?
   When clothes don't look right on me, for example when I shop. Stores carry clothes for body types that are slender, tall.
   But I'm not. So even if I find a size that fits it doesn't look the same

6. What things make you have positive feelings about your body image?
   When I exercise or eat healthy when I take care of myself (put on makeup, fix my hair) instead of a ponytail & sweats

7. If you were making a women's magazine to promote positive body image what would you include?
   Fitness, reasonable, "reality" food that is healthy
8. If you were making a women's magazine to promote positive body image what would you leave out?

   too much of the things that reality wouldn't have. I like the fashion but no one can afford or wear it.

9. What things do you look for in a magazine?

   clothes, hair, makeup

10. What factors do you think make a magazine more marketable?

    "real" women

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

    yes. It would make me more comfortable with the way I look and feel

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1. What fashion or women’s magazines do you read on a regular basis?
   - InStyle
   - Glamour
   - Cosmo

2. What do you like about them?
   - I like the fashions they have in them.
   - I like the stories.

3. What do you dislike about them?
   - Some of the ads are misleading.

4. Do they ever influence your ideas about body image? If so please specify.
   - No not really, sometimes when I look at them, I wonder how airbrushed they are, & if the model in the picture is even real.

5. What things make you have negative feelings about your body image?
   - The pencil thin models, & they way they are portrayed, in some of the ads. Some ads make women look like possessions instead of real people.

6. What things make you have positive feelings about your body image?
   - I really like the Dove ads. They portray real natural looking women.

7. If you were making a women’s magazine to promote positive body image what would you include?
   - I would include real women of all shapes & sizes, & positive info about women & body.
8. If you were making a women’s magazine to promote positive body image what would you leave out?

The fake looking airbrushed ads.

9. What things do you look for in a magazine?

The stories about real women, information that is actually useful.

10. What factors do you think make a magazine more marketable?

The ads, the cover of the magazine whether it is able to catch the consumer’s eye, the colors are a big factor as well.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

Please use the space below to provide any additional comments or suggestions.
The information you provide in this survey will be used for research concerning media and body image. The answers you record will be transcribed into a research report that will be viewed by a group of MSU faculty.

Your identities will remain confidential, only your responses will be recorded in the research. The information from this survey will be transcribed into an electronic version before it will be shown. The original copies will be stored in a secure location until the end of this study, they will then be destroyed.

If you choose, you may also sign up to take part in a focus group about media and body image and the creation of a new magazine to help promote positive body image. If you would like to participate please fill in your name and contact information in this page. Please note that the focus groups will be videotaped; however, your identities will remain confidential, the recorded focus groups will only be viewed by the researcher, during the initial stages of the project, and will later be destroyed.

Your participation in this study is completely voluntary. Thank you in advance for your time and cooperation.

I give permission for the information I provide in this survey to be transcribed into a research report concerning Body Image and Media.

[Signature] ______________________________ Date 4-14-08

I wish to be contacted about the focus groups pertaining to this study.

Name ________________________________ Phone ________________________________

Email ________________________________
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   
   Bridal mag, Home & Garden

2. What do you like about them?
   
   They have good tips

3. What do you dislike about them?
   
   They do not fit my budget

4. Do they every influence your ideas about Body Image? If so please specify.
   
   Yes, it makes me more aware of my shape and size

5. What things make you have negative feeling about your body image?
   
   Not really anything. Recently, my hands - growing out my nails.

6. What things make you have positive feelings about your body image?
   
   That I am small enough to wear the close that it show.

7. If you were making a women’s magazine to promote positive body image what would you include?
   
   Women of very light skin and every nationality & size
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1. What fashion or women's magazines do you read on a regular basis?
   
   Cosmo

2. What do you like about them?

   I like the articles

3. What do you dislike about them?

   A lot of the pictures portray girls who seem airbrushed or unhealthily thin

4. Do they ever influence your ideas about body image? If so please specify.

   Yes, seeing the photos of the very petite girls makes me feel inadequate, ugly, and large.

5. What things make you have negative feelings about your body image?

   Photos (magazines), movies, etc.

6. What things make you have positive feelings about your body image?

   Seeing normal looking girls

7. If you were making a women's magazine to promote positive body image what would you include?

   Photos of "normal" looking girls, who weren't unhealthily thin.
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Photos of girls who are incredibly skinny

9. What things do you look for in a magazine?

Interesting articles that catch my attention

10. What factors do you think make a magazine more marketable?

Articles that are different, entertaining, and do not apply to women who look a certain way only

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes, I think it would be great.

Please use the space below to provide any additional comments or suggestions.

This is a great idea!
I would love to see cute clothing ideas on girls who are not size 0.
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1. What fashion or women’s magazines do you read on a regular basis?

   Cosmo

2. What do you like about them?

   Horror Stories.

3. What do you dislike about them?

   Too Many Ads

4. Do they every influence your ideas about Body Image? If so please specify.

   Yes, every girl is perfectly shaped & flawless.

5. What things make you have negative feeling about your body image?

   Flat bellies, brown tans.

6. What things make you have positive feelings about your body image?

   Fat People Stories

7. If you were making a women’s magazine to promote positive body image what would you include?

   Every Shape & Size
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Every person who is perfect.

9. What things do you look for in a magazine?

Ideas or info

10. What factors do you think make a magazine more marketable?

The cover, the info highlights.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

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1. What fashion or women’s magazines do you read on a regular basis?

   People, Cosmopolitan, Instyle, US Weekly

2. What do you like about them?
   - celebrity gossip
   - fashion trends & tips

3. What do you dislike about them?
   - unrealistic portrayals of what people today are supposed to look like.

4. Do they every influence your ideas about Body Image? If so please specify.
   - of course. It would be hard to pick up a copy of any of these magazines & not let it affect your own body image.

5. What things make you have negative feeling about your body image?
   - t.v., movies, magazines
   - all media types

6. What things make you have positive feelings about your body image?
   - friends supporting you.

7. If you were making a women’s magazine to promote positive body image what would you include?
   - real women
8. If you were making a women’s magazine to promote positive body image what would you leave out?  
- Airbrushed photographs

9. What things do you look for in a magazine?  
- Interesting articles

10. What factors do you think make a magazine more marketable?  
- A cover w/ exciting article topics & celebrities

11. Would you be interested in a magazine that did not use models, but rather used everyday people?  

   YES

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1. What fashion or women’s magazines do you read on a regular basis?

    Cosmopolitan

2. What do you like about them?

    The articles about interesting facts “not know before reading it”
    pictures of new makeups & fashions

3. What do you dislike about them?

    All the girls are tall, skinny & beautiful not real-life people.

4. Do they every influence your ideas about Body Image? If so please specify.

    Yes, I would like to lose some weight so that I could look better in some of the advertised clothes.

5. What things make you have negative feeling about your body image?

    Seeing girls in binnis and tight clothing that wouldn’t look good on me

6. What things make you have positive feelings about your body image?

    Seeing girls that are my size and know how to make what they have look good.

7. If you were making a women’s magazine to promote positive body image what would you include?

    Real life women of all shapes & sizes.
8. If you were making a women's magazine to promote positive body image what would you leave out?

That all women have to be a small size to be beautiful. Health tips are good, but they make me feel bad about my lifestyle.

9. What things do you look for in a magazine?

Good articles and new items in the market.

10. What factors do you think make a magazine more marketable?

Bright colors, bold print and interesting stories.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes

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1. What fashion or women’s magazines do you read on a regular basis?
   
   *Cosmo*

2. What do you like about them?

   *Ads = Stories - tips - makeup * ½ hair wise*

3. What do you dislike about them?

4. Do they every influence your ideas about Body Image? If so please specify.

   *Yes - style wise*

5. What things make you have negative feeling about your body image?

6. What things make you have positive feelings about your body image?

   *Stories in images*

7. If you were making a women’s magazine to promote positive body image what would you include?

   *Real Stories, tips to make you feel better about yourself, uplifting quotes—etc.*
8. If you were making a women's magazine to promote positive body image what would you leave out? 

Stick figures

9. What things do you look for in a magazine?

Stories, tips, pictures | Ads, Q's & A's

10. What factors do you think make a magazine more marketable?

They should be able to meet all kinds of different people

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

A little of both would be okay. But more everyday people.

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1. What fashion or women’s magazines do you read on a regular basis?
   None

2. What do you like about them?
   N/A

3. What do you dislike about them?
   I’m more concerned with my life than the lives of celebs. I feel like most of the info is fabricated or exaggerated.

4. Do they every influence your ideas about Body Image? If so please specify.
   Yes, they make you think you have to be skin & bones to be pretty.

5. What things make you have negative feeling about your body image?
   Constantly seeing tall skinny women everywhere you look.

6. What things make you have positive feelings about your body image?
   Losing weight

7. If you were making a women’s magazine to promote positive body image what would you include?
   Average weight & height models
8. If you were making a women’s magazine to promote positive body image what would you leave out?

Revealing clothes that only 10% of the world look good in.

9. What things do you look for in a magazine?

Horoscopes + crosswords

10. What factors do you think make a magazine more marketable?

Bright colors + juicy info on the front

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes. It’d be more realistic + interesting.

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1. What fashion or women's magazines do you read on a regular basis?
   - Cosmo (Girl)
   - Cosmo
   - People

2. What do you like about them?
   - The horoscope and the articles and stories

3. What do you dislike about them?
   - Nothing really.

4. Do they ever influence your ideas about Body Image? If so please specify.
   - Not really besides the fashion models are too skinny for my liking.

5. What things make you have negative feeling about your body image?
   - Sometimes clothes.

6. What things make you have positive feelings about your body image?
   - The way the magazines make you feel sexy about the body you are in.

7. If you were making a women's magazine to promote positive body image what would you include?
   - Dieting tips, Sexy clothes for your body type, things to make you more attractive.
8. If you were making a women’s magazine to promote positive body image what would you leave out? 

The way things on "normal" people look different than models.

9. What things do you look for in a magazine?

New clothing ideas and what is new and hot on the market.

10. What factors do you think make a magazine more marketable?

More personal stories and ways to help other women out.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

More colors, women of every shape and size, different lifestyles.

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1. What fashion or women's magazines do you read on a regular basis?
   
   Yighe

2. What do you like about them?
   
   Real woman are used in all photo spreads.

3. What do you dislike about them?
   
   N/A

4. Do they every influence your ideas about Body Image? If so please specify.
   
   Yes, each woman in the magazine is of a shape & size that "normal" woman see as themselves.

5. What things make you have negative feeling about your body image?
   
   America's Next Top Model & other "skinny" girl shows.

6. What things make you have positive feelings about your body image?
   
   The way I think! I think positive therefore I am.

7. If you were making a women's magazine to promote positive body image what would you include?
   
   Real Women!
8. If you were making a women’s magazine to promote positive body image what would you leave out?

   Diet Plans.

9. What things do you look for in a magazine?

   Good Stories

10. What factors do you think make a magazine more marketable?

    Beautiful people on the front.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

    Everyday of the week.

Please use the space below to provide any additional comments or suggestions.
Please feel free to omit the stupid answers in this survey!

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1. What fashion or women's magazines do you read on a regular basis?

   Cosmopolitan, US Weekly

2. What do you like about them?

   Provide interesting information about the celebs, trips to rehabs, sex tips to improve my already awesome sex life, fashion tips.

3. What do you dislike about them?

   Showing all new fashions on size 0 models.

4. Do they ever influence your ideas about Body Image? If so please specify.

   To an extent I know that I will never be as skinny as them, but it still makes me want to diet and try to get skinnier but then I look at Alexia and feel so much better.

5. What things make you have negative feeling about your body image?

   The size of my clothes and the fact that I could never be caught dead in a skimpy outfit.

6. What things make you have positive feelings about your body image?

   I do feel like the outfits I wear are not tight fitting and it's easier to hide my fat. Plus I love my gi-normous boobs!

7. If you were making a women's magazine to promote positive body image what would
8. If you were making a women's magazine to promote positive body image what would you leave out?

Anyone who wears a size 0, and Alexis

9. What things do you look for in a magazine?

New fashions, new gossip

10. What factors do you think make a magazine more marketable?

Being current w/fashion

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes

Please use the space below to provide any additional comments or suggestions.
1. If you were making a women's magazine to promote positive body image, what would you want to promote?

   That I look healthier, tan, or anything
   when people tell me I've lost weight or
   changed my body.

   Things... count things. I dislike or want to change
   skinny, tall, dark, perfect hair, nose, teeth
   or what things make you have negative feeling about your body image?

   Yes, after looking through how. I don't want to eat and I want to look at
   ads, fashion

   What do you dislike about them?

   Losing people

   What fashion or women's magazines do you read on a regular basis?

   Please answer as honestly and completely as possible. If you need more space for writing additional paper
   this information you provide in this survey will be used to help guide the creation of a
5. If you were making a women's magazine to promote positive body image what would you leave out?

Perfect (airbrushing)

9. What things do you look for in a magazine?

normal girls w/ flaws

10. What factors do you think make a magazine more marketable?

using people that aren't models.

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

Yes!

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1. What fashion or women's magazines do you read on a regular basis?
   Cosmo, Seventeen

2. What do you like about them?
   Ads, stories about embarrassing moments

3. What do you dislike about them?
   People's perfect complexion

4. Do they ever influence your ideas about Body Image? If so please specify.
   Yes, skinnier is beautiful

5. What things make you have negative feelings about your body image?
   My jiggly leg

6. What things make you have positive feelings about your body image?
   Compliments

7. If you were making a women's magazine to promote positive body image what would you include?
   Real woman - real curves with class
8. If you were making a women’s magazine to promote positive body image what would you leave out?
the stereotypical skinny model

9. What things do you look for in a magazine?

perfume ads that you can smell

10. What factors do you think make a magazine more marketable?

beautiful woman & tips to get their looks

11. Would you be interested in a magazine that did not use models, but rather used everyday people?

sure, as long as the stories & advice in it were still good

Please use the space below to provide any additional comments or suggestions.
This information you provide in this survey will be used to help guide the creation of a women’s magazine which will promote positive body image. Please answerer as honestly and completely as possible. If you need more space for writing additional paper will be provided for you.

1. What fashion or women’s magazines do you read on a regular basis?
   - Seventeen
   - Cosmo

2. What do you like about them?
   - I like to look at pictures (clothes, purses, shoes etc.)
   - Read some of the articles.

3. What do you dislike about them?
   - Feeling like I don’t look a fit into the types of girls in the mags.

4. Do they every influence your ideas about Body Image? If so please specify.
   - Yes, I feel like I need to be skinny and wear a certain type of clothes.

5. What things make you have negative feeling about your body image?
   - I’m not the same size/look as them and I know I can’t afford most of the things in the mags.

6. What things make you have positive feelings about your body image?
   - Sometimes I feel like I wouldn’t want to be so skinny where some people look sick.

7. If you were making a women’s magazine to promote positive body image what would you include?
   - "Average" Women.
8. If you were making a women's magazine to promote positive body image what would you leave out?
   *Sickly skinny models.*

9. What things do you look for in a magazine?
   *Positive articles, things that I can afford.*

10. What factors do you think make a magazine more marketable?
    *Advertising, ads on diets/workouts.*

11. Would you be interested in a magazine that did not use models, but rather used everyday people?
    *Yes!*

Please use the space below to provide any additional comments or suggestions.