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**Describe Your Target Readers and Buyers**

|  |  |
| --- | --- |
| **WHO, WHAT, WHERE, WHEN, WHY** |  |
| **AGE** |  |
| **EDUCATION** |  |
| **OCCUPATION** |  |
| **INCOME LEVEL** |  |
| **RELIGION** |  |
| **MARITAL STATUS** |  |
| **CHILDREN/FAMILY** |  |
| **MEDIA PREFERENCES** |  |
| **HOBBIES/PASTIMES** |  |
| **OTHER**  |  |
| **OTHER** |  |
| **WHO ELSE?** |  |