

# INTERVIEWMAGAZINE.COM

INTERVIEWMAGAZINE.COM IS CREATING INDIVIDUAL CHANNELS THAT HOUSE FASHION, MUSIC, FILM, ART AND CULTURE CONTENT. THESE CHANNELS ARE ORGANIZED IN THE TOP NAVIGATION, AND WILL GATHER OTHER RELATED CONTENT TO THAT CATEGORY FROM THE CALENDAR OF EVENTS TO BLOG POSTS.

## Weekly POLL

A weekly poll will be featured on the homepage, allowing users to participate in Interview's questionnaire.

## Archives

Explore interview's archives, as well as a gallery of all the magazine's covers dating back to 1969.

## Most POPULAR

Featured on the homepage, "Most Popular" shows users what stories have been shared, viewed, and commented on the most from throughout the site.

## Nightlife

Interview will own the idea of nightlife. In this section, Interview presents image galleries of parties and events; ranging from art openings and film premieres to exclusive dinner parties and new clubs. This coverage will have high-quality photography and a wide range of events that will undoubtedly make this feature popular and different from other sites reporting on parties.

## Calendar

Offers the user a well edited and curated list of happenings from movie openings, parties, art events, new hotels and restaurants, concerts.

## Videos

Interview will produce original videos ranging from celebrity interviews to behind-the-scenes look at photo shoots, studio visits and events. We'll also host videos produced by a variety of talented contributors.

## User

### COMMENTS

Users can comment on Interview magazine articles. These comments will be moderated, and in some cases spotlighted, by Interview editors.

## Weekly NEWSLETTERS

A weekly email newsletters informing users of new content as well as offering exclusive content only available to newsletter subscribers

## My LIBRARY

My library allows users to save material from the site in a kind of "playlist".

## Browse

The browse feature allows the user to scan the site by celebrity, gathering all information on that celebrity from recent issues back from the archives.

## Blogs

Interview's blogs will include breaking news, additional culture coverage, embedded videos, celebrity guest bloggers dealing with a range of different subject matter reflected in the magazine.

## Capture

The Capture feature expands on the print franchise by allowing users to upload photos from their cell phones, for an opportunity to have their images displayed in the Capture photo gallery. These images will be approved by Interview editors to ensure strong visual quality.

## Immediate REPORTS

Interviewmagazine.com will be capitalizing on the immediacy of the web by offering timely, original online features. Round-ups from film festivals, reports from Art Basel, trend stories immediately after fashion week.