

PAPERWEIGHT

At a Glance

Paperweight is a beautifully designed, independent, interactive humor magazine for the iPad. We bring you hilarious voices from around the world exploring the boundaries of what a tablet magazine can be.

What Paperweight Is

Rather than humor pieces that could run in existing outlets, Paperweight features work that takes advantage of our unique possibilities as a tablet magazine. For example, a flowchart becomes an interactive board game. Or a written monologue becomes a phone message and the text scrolls while the audio of the phone message plays. Or something else entirely.

Paperweight is targeted at an audience that's familiar with comedy and is looking for writing that's clever yet accessible. Our readers shouldn't need a graduate degree to appreciate our pieces, but they also shouldn't need to chug a six pack. We're a moderately cultured humor magazine.

What Paperweight Is Not

Paperweight is not *The Onion*. We don't run fake news stories and we never will. In general, we strive for content that's hilarious and evergreen, rather than short-lived and topical. We also feature more visual and high-design pieces than any other humor publication out there.

What's in Paperweight?

Paperweight features a wide variety of content from our diverse contributors. We've got multimedia pieces, cartoons, videos, essays, a children's book about untranslatable words and a screenplay about a time-traveling panda.

Each issue will also feature an interview with a writer or comedian whom our editorial staff love.

What Will Paperweight Look Like?

The aesthetic will generally be modern and minimalist so as to highlight the content, typography, photography, and illustration.

Who's Involved?

Paperweight is a global network of comedians, writers, artists, designers, and performers creating hilarious content and pushing the boundaries of what a tablet magazine can be. The core team is based in New York, Boston, and Chicago with contributors throughout the country and in the United Kingdom. Our team includes contributors from *The New Yorker*, *Upright Citizens Brigade*, *Second City*, *McSweeney's*, *The Ellen DeGeneres Show*, and more.

How Will Paperweight Be Funded?

We are a small media startup distributing through the iTunes App Store. We will incur a number of expenses, including payment of administrative staff, contributors, and development costs.

We will fund this project through Kickstarter fundraising, comedy showcases, and single issue app purchases. Other potential sources of revenue include subscriptions and advertising.

How Can I Get Involved?

Paperweight is always open to awesome people with experience in: fundraising, distribution, video creation/editing, writing, graphic design, and illustration. If you or anyone you know can help in these areas, please get in touch with us at discourse@paperweightmagazine.com



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