


James Abela ELT

	Who is it for? (The audience)	Why is it needed? (Purpose)	Where is it?	What information does it contain?	How effective is it?
	Men who have a interest in fitness, nutrition and exercise	To inform men about health issues.	In Health shops and newsagents in the Men's lifestyle section.	Articles about fitness, nutrition, and interviews with celebrities about their lifestyle	Highly effective for the specific audience it addresses.
