

affect

appeal

attract

belief

celebrity

cope

cover

decline

effect

elderly

e-zine

feature

lifestyle

may

persuasion

powerful

principle

publisher

reader

sector

self-image

specialist

survey

target

teen

title [name]

value

values

attitudes [how you see  
things]

collection [group]

demographic

image [picture]

market sector

(the) mass media

promote [support]