Each magazine costs 10 pence to make.

What should the selling price be in order to make the most money?

Suppose production costs increase... how will this affect your answer?

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Making and selling a magazine

Some teenagers want to raise money by making and selling a new magazine.

They conduct a survey to find out how the selling price might affect the number of people that will buy it.

They ask the following question to 100 people:

"How much would you be prepared to pay for this magazine?"

This is what they find:

Selling price (£)	0	0.50	1.00	1.50	2.00	2.50
Number of people who would buy it at this price.	100	82	60	42	18	0



1 of 2

Making and selling a magazine

2 of 2

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	Kim's spi	readsheet								
	Cost of making each magazine (in pence)				10	10	10	10	10	10
	Selling price (£)				0.00	0.50	1.00	1.50	2.00	2.50
					100	82	60	42	18	0
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Kim has started to solve this problem with a spreadsheet.

See if you can work out what she has done and use the spreadsheet to solve the problem.

(Start by changing Kim's name to your own!)