

NME Case Study

Background

NME was created in 1949 and is a British music journalism magazine. The magazine focuses mainly on the genres of Indie, Rock and Alternative music. The magazine features huge artists such as David Bowie, The Beatles, The Smiths and Prince. In 1996, NME broadened its audience to those online, by launching NME.com, an online version of the magazine. Since its founder Theodore Ingham began the magazine in 1949, copies have been published weekly.

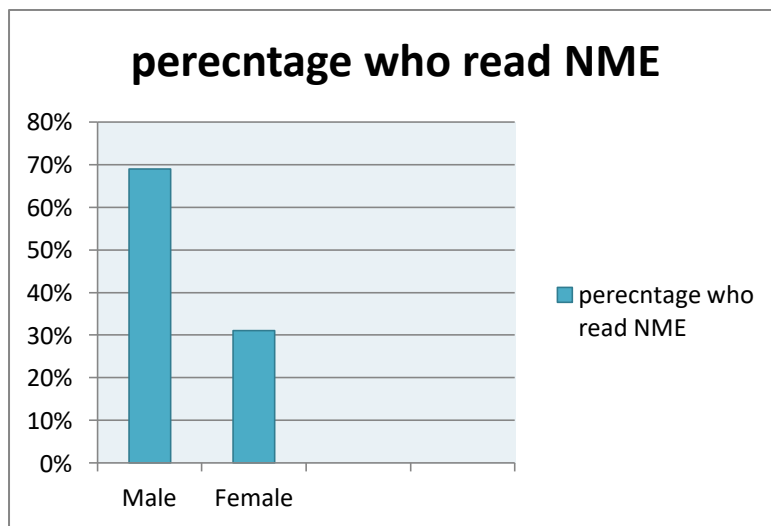
NME had become such a success that an NME Awards Show was created to celebrate the best new artists of the year. To get the readers involved, the readers of the magazine were the voters and deciders of who won the awards. This awards ceremony happens yearly.

Distribution

After 63 years, NME has become a free magazine. Every Friday, over 300,000 copies of the magazine will be distributed to 85 towns and 46 cities.

The copies are to be handed out in 64 tube stations, 26 rail stations and 49 universities. As well as this, the magazines are available in popular shops such as 140 Topman stores, 121 HMV stores and 75 independent record stores. The magazine is also free digitally and can be downloaded on to any apple device, free of charge.

Audience



Statistics show that 69% of the readers of NME are men, while one 31% are women. It is also shown that the average age of the audience is 24 years old. The statistics imply that 52% of its weekly audience are full time workers, 7% are part time workers and 29% are still studying.