

# Question 5

**How did you attract/  
address your audience?**

# Gender



According to the audience survey I created, the feedback proved that the audience was entirely female. From this information, I then had the opportunity to target my entire magazine specifically towards females. However, I decided to make my magazine more broad and diverse by appealing to all genders for a larger audience to become interested in. My magazine is not targeted towards one sex in particular, however it could be argued that due to the colour of the masthead and the same pale pastel purple being repeated throughout the magazine, some male readers may become uninterested as it can stereotypically be viewed as a 'feminine' colour.

# Age

My audience survey revealed that the majority of readers are around sixteen to seventeen. I tried to attract this audience subtly by including articles I know people of that age would be interested in, for example, I included a large article about festivals. This is important as I know the typical age range of people that go to festivals are teenagers. I also targeted this age group by not including material that is only appropriate for people above the age of eighteen as that would not be relevant to them so therefore would waste space in the magazine. On the contents page, I also included the twitter of my magazine company to target the teenage audience who are stereotypically known for constantly being on their phones and online



# Class and Status



The demographic for my magazine is mainly c1 to c2 as it is targeted towards the age range of teenagers still in education. I have targeted them by making the price of the magazine £1.50 as, in the survey, those that answered it said they would purchase it if it was priced between £1 to £1.50 this is likely due to the fact that they are in college or secondary school, potentially without a job, so therefore only minimal money. By making the magazine affordable, it caters to those who are still in education. However, I have not made the magazine free, due to the fact that this makes it appear cheap and something anybody could just pick up and I want it to maintain worth.

# Sexuality/ Ethnicity

The ethnicity of the female model on my front cover is white. This may unintentionally make some races feel excluded. However, on my contents page, a different model is used who is of mixed ethnicity. This appeals to a much broader audience and helps some ethnicities not feel so excluded.

Sexuality is not directly displayed in my magazine. There are no articles included directed specifically at a certain gender or sexuality, therefore none are excluded. However, a female artist on the front cover may stereotypically appeal more to females or heterosexual males, despite the fact that this is unlikely as the magazine is about the artists music as opposed to them as a person.



# Genre

Due to the fact that the genre of my magazine is indie, it is directly targeted towards those who are interested in and listen to the indie genre. I have done this by including several indie artists on my coverlines so it can instantly deciphered what genre the magazine is for those unaware. As well as this, the strapline labels my magazine UK's best Indie magazine. Despite indie being a specific type of genre, there is different hybrid genres that have been created. For example, indie pop, indie rock etc. To attract a wider audience, I have used very diverse indie artists for my cover lines to appeal to a reader who may listen to only one specific type of indie. This would make the magazine more popular and therefore sell more copies.

