

As my magazine is inspired by other magazines such as CLASH and NME, the main audience is males primarily still in education, specifically university. However, the statistics of males to females are extremely close, so the magazine will not only target males.



40% of readers prefer indie
20% of readers prefer rap
40% of readers prefer RnB

The magazine will be released in Summer. This is due to the fact that, surveys show the readers of NME and CLASH prefer the summer editions. Therefore, my magazine will launch in Summer of 2017.

The majority of my readers are in the age range of 16-18.

Despite the fact that this is a few years younger than NME and CLASH magazines demographic, the majority are in education and still have very similar interests. This means the pricing may still be similar as well as the articles within the magazine.



Jessica Smith

17 years' old

Student at the University of Kent.

Owens the new iPhone 7, a MacBook light, MP3 player and a digital camera.

Mainly orders her clothes online, from stores such as Topshop and Missguided as she is particularly interested in Fashion as well as music.

Lives in a student accommodation.

Has a part time job at New Look.

Reader Profile