

META MAG

BUSINESS PLAN 2019



SPONSORED BY WHITECLAW

EMILY LARSON FOR J119 | 12.2.19

THE BASICS

MAGAZINE TITLE: Meta Mag

SPONSOR: White Claw Hard Seltzer

MISSION STATEMENT: *Meta Mag* gives readers exclusive access to artists on the rise. Every issue has meticulously crafted content: music industry features, artist profiles—those you know and those you'll be looking up on Spotify when you're done reading, captivating playlists, and more. Our brand sponsor, White Claw, is the ideal drink to enjoy while you unwind and read an issue. *Meta Mag* satisfies your inner rock star.

WHY META MAG?

The word meta is defined as, “pertaining to or noting an abstract, high-level analysis or commentary, especially one that consciously references something of its own type.” This magazine will be focused on showing readers what's new in the music community. Up and coming artists and how others got to where they are. *Meta Mag* won't just be another magazine featuring interviews with pop stars, it will have content that extends to culture as well. Other music and culture magazines generally extend to older audiences with median ages around 35. *Meta Mag* is going to strive to bring in a younger demographic by marketing our magazine specifically to those between the ages of 21-30. We plan to have an active social media platform including consistent posts on Twitter, Instagram, YouTube, and SnapChat. We also have a unique idea for event marketing that will definitely set us apart from any other publication out there.

EDITORIAL GOALS

- ★ From indie, to rock, to hip hop, to emo revival, readers will be given a wide range of new music and artists to listen to.
- ★ Provide a platform for people to read and share together in social settings. We want *Meta Mag* to go beyond sitting on your coffee table or in a basket in the bathroom. Our magazine should have a part in your choice in music, culture, and music festivals.
- ★ Work harder to connect the magazine to other media platforms like social media, podcasts, and videos. Instead of making any of those things “secondary”, constantly recycling media, we would aim to create new and specific media tailored to each platform.

SPONSORSHIP GOALS

- ★ To connect younger people, maybe they just turned 21 and entered the world of alcohol at music festivals and such, to White Claw.
- ★ Also, to connect those nearing 30, to White Claw. Maybe they think it's just for college kids at parties and ads in an interesting magazine like ours could change their mind.

- ★ Affirm the brand's image as the number one hard seltzer on the market. They have more and more competitors everyday and need to keep working to keep Claws at the top.

OUR SPONSOR: WHITE CLAW

White Claw is a brand of alcohol that sells hard seltzer waters in a multitude of flavors like black cherry, grapefruit, lime, mango, and raspberry. They are owned by Mark Anthony Brands who also owns Mike's Hard Lemonade. They've become vastly popular. Especially for people ages 21-30. According to an article done in May by Bevnet, they are the number one selling hard seltzer in America. Some competing brands are Truly, Bon & Viv, and Henry's. They began selling White Claw in 2016 but the brand saw a huge spike in sales during the summer of 2019.

White Claw is sold in stores across America. From Target to gas stations to local liquor stores, anywhere you go, they likely sell White Claw. Recently they've even had a supply problem: they can't keep up with demand. One of the many appeals of White Claw is the fact that they're Gluten and Allergen-Free. This means that more and more people, even those with dietary restrictions, can drink them. To quote them, "Using our unique BrewPure process, we've made an alcohol base that's naturally gluten free and clean tasting, for you to enjoy life without compromise. This allows our fruit flavors to come through, for a hit of epic refreshment. It's like nothing you've tasted before."

According to Eater, "Sales of White Claw make up roughly 50 percent of the hard seltzer market and grew by over 283 percent in July 2019 over the previous year." Apparently Mark Anthony Brands isn't sure when demand will return to normal. As far as plans for the future, it's to make more seltzer to keep up with buyers. White Claw is the perfect sponsor for our magazine. They're a company geared towards the same demographic as our magazine.

AUDIENCE

DEMOGRAPHICS

Our general audience is people between the ages of 21 and 30. College educated. They are probably still in school. Race would not be a factor. Gender neutral. The Washington Post recently did an article that talked about White Claw's popularity. In their eyes, it's because of the company's gender-neutral appeal. Both men and women drink it. And we want both men and women reading our magazine. Though income status wouldn't impact the demographic of people we're reaching much, we would lean towards a lower income person. Someone who has a job but might still have roommates and can't afford to buy a boat or anything.

As for a potential audience, our pool will lie somewhere between the amount of people in America who are in the Millenial age range and those who have subscriptions to music streaming services. According to Statista, there are roughly 45.4 million people in America between the ages of 20-29 and 61.1 million music streaming subscribers in America in the first half of 2019.

This is about the same demographic range of our sponsor, White Claw. Their drink is geared towards Millennials/college students. White Claw is our sponsor because of its popularity and because at concerts, which will be something covered by our magazine, people drink. White Claw is offered at concerts and other music events that will be covered in our magazine. We want the magazine to appeal to the young, we want the vibe to be fresh. Hard Seltzers are one of the hottest things among the young right now so having their ads in our magazine will only enhance the aesthetic. Also, White Claw is affordable. A six pack of White Claws is \$8.99 at Target. If we had ads for something like an expensive whiskey or aged wine, the readers wouldn't pay attention to it. It's not something they drink. White Claw is also accessible. Customers can get it almost anywhere these days. At a concert, Target, the gas station, anywhere they go, if they recently saw an ad for White Claw and they see it in the store, they might be more likely to reach for a refreshing seltzer. Asking the bartender or party host, "Do you have any White Claws?" has become natural to most people. It's the go-to for hard seltzer beverages. No one says, "Got any Bon & Viv?".

After reading various articles in the Washington Post, CNN, and, the New York Times, it's clear that White Claw's marketing team intentionally sold a gender-neutral product. Their ads feature groups of people enjoying it (<https://www.ispot.tv/ad/le1R/white-claw-hard-seltzer-new-wave>). This sense of comradery and shared interest is what we want our magazine to have. We want groups of people to have all read the magazine and to talk about it's content while sitting around enjoying some Claws. Music is a social topic. It's meant to be shared. That's what brings our magazine and sponsor together. According to Cision Media Research, Rolling Stone is the number one music magazine in circulation right now. But Rolling Stone's demographics revealed that the median age of their reader is 35. They aren't reaching a younger audience like my magazine would aim to. Another example would be Fader magazine. Their brand seems to be geared towards younger people but the median age of their readers is 31. Our magazine will be trying to

reach more into the 20s age range. To do this we'll include sponsors like White Claw and find a balance between keeping up with what's hot and staying ahead of the curve.

As far as psychographics, our audience will be those who enjoy going to concerts and festivals like Lollapalooza and Coachella, going to bars, drinking Kombucha and being vegan, sustainability, and memes. Maybe someone a 40 year-old would call a "hipster". For technographics, our audience would be big on Twitter, Instagram, and YouTube. We would work to reach these platforms in ways that appeal to readers. It would be more than links to articles on our websites. On Instagram it should be pleasing and interesting photos. On Twitter it would be tweets that keep up with what's trending but still relates to the magazine. On YouTube we'd strive to set up various reporter "personalities" to draw in the audience and have content like artist interviews and mini documentaries on their lives. Video profiles. This is what 20 somethings enjoy consuming these days. According to Statista, people age 18-34 spend roughly 180 minutes a day on their phone. For people aged 18-34, the most popular media being consumed is watching shows/episodes, watching short videos, and checking social media. The most consumed media platform though? Listening to music. Combining all of these platforms is sure to be a point of interest.

AUDIENCE PERSONAS

1. Taylor

Taylor is a 24 year old woman. She graduated from the University of Nebraska-Lincoln three years ago. She was in a sorority, Kappa Kappa Gamma. She has a stable job at a public relations firm in Chicago. On Thursdays she likes to go out with friends to various bars. But Taylor doesn't want to get wasted because she has work tomorrow, so she gets a White Claw. She also enjoys working out and has a gluten-intolerance. The gluten-free, low-carb hard seltzer is her ideal drink. While sitting together in a booth at a young bar called, "Alibi", she and her friends talk about their newest music finds. Taylor talks about her new favorite band, Catfish and the Bottlemen. When her friends ask her how she heard about them, she tells them she read about them in her favorite magazine, Meta Mag. Later, in the uber home, Taylor takes the aux and plays her new music find. When they all get back to her apartment, the girls see a copy of Meta sitting on the coffee table. Picking it up for a read while Taylor pops a bottle of Pink Moscato, they realize how good it is and they too want to read the magazine.



2. Andrew

Andrew is a 25 year-old man. He went to UCLA and was in a fraternity. Andrew now works in Silicon Valley at an up and coming tech firm. He drinks White Claws because he lives in California, the land of acceptance, and doesn't suffer from toxic masculinity. He realized their delicious and won't give him a beer gut like a Coors Light would. Andrew has a Juul and his favorite flavor is mango. He goes out with his bros on the weekends and when he has women over, they're always impressed with his fridge stocked with Claws. Though he is a "professional man" now, his inner frat boy lives on. He enjoys music and deep down always wished he had fulfilled his dream of becoming a DJ. All his friends told him he was really good at it at the



parties in college. So he keeps up with all the up and coming music artists by reading Meta Mag. He follows them on social media and enjoys listening to the “playlists of the week” they create on spotify. This playlist includes all the newest artists and djs in the media.

3. Alex

Alex is a 22 year-old bisexual woman. She's very liberal and open about her sexuality on social media. She's an Aquarius with a Scorpio moon (very into astrology). She recently graduated from college and works as a freelance photographer. She has a big group of friends that all go to slam poetry events together. Her favorite flavor of Claw is black cherry. Being ahead of the curve is very important to Alex. Listening to pop music is out of the question. She listens to artists like Tame Impala, Rainbow Kitten Surprise, Arctic Monkeys, and the Strokes. She owns a record player and brags about her extensive collection of vinyl she got from her grandparents. Memes and politics make up most of her personality. She reads Meta Mag so that she can one-up her friends in social settings in games of “who knows the most obscure artist?”. She also can't be seen reading magazines like Cosmo or InStyle, reading a “cool” magazine like Meta doesn't ruin her badass façade to the world.



ADVERTISING VISION

Almost all of the possible advertisers we list below are entertainment based. People aren't buying these things because they're practical or necessary, they're for enjoyment. Meta Mag is a music magazine, we're not going to advertise refrigerators. Our readers are reading the magazine for the same reason, to be informed and entertained. The ads they see in the magazine will tie into what they're reading about. At the beginning of the magazine is the, “Listen Up” playlist pages. As they flip through the rest of the pages, readers are going to want to listen to the music on a platform, and if the ad next to those pages is Spotify, they're more likely to tune in on Spotify. Our advertisers are also constantly evolving. Music streaming services like YouTube and Spotify have app updates all the time allowing for new features, music festivals like Lollapalooza and Coachella will never die out, and alcohol has been popular since its invention. It's all about finding the right advertisers for Meta Mag. We want companies that will peak our readers' interests. Our magazine is a platform to draw consumers in and advertisers will have the ripe opportunity of getting a wider set of eyes to see what they have to offer. Besides print, advertisers will have a chance to reach people on our social media platforms like Instagram, Twitter, and podcasts as well. It doesn't always have to be a five second ad before a video, it can also be posts of musicians and creators using their products, enticing others to do the same. Our sponsor, White Claw, will also have the opportunity to be an advertising customer in the magazine. They can have ad pages throughout the magazine, including the backpage ad.

SPECIFICS

★ **Music streaming services:** Spotify, YouTube, Apple Music, Soundcloud.

- With our playlist section, titled “Listen Up”, we are going to have two pages giving our readers a “playlist” of new songs to listen to. How are they going to listen to them? On one of these platforms.

★ **Festivals:** Coachella, Lollapalooza, Boston Calling, 80/35, Capitol Hill Block Party.

- We also have a festival section talking about and reviewing different music festivals across the country. This is a perfect place for advertisers to make their festival known.

★ **Drinks:** White Claw, and other companies under the same umbrella of Mark Anthony: Mike’s Hard Lemonade

- When people go to concerts and festivals, they typically drink (if they’re of age, of course). So alcohol companies are perfect for a music magazine.

★ **Apparel:** H & M, PacSun, Vans, Free People.

- Our “Style Stanza” section will feature lyric/song-inspired looks and these brands could have a chance to be featured in either the magazine or place an ad.

★ **Technology:** Victrola, Beats by Dre, Apple, Sony, Bose.

- These are examples of companies that sell various devices that play music. From record players, to headphones, to phones, to speakers, these are ways to listen to music which is what our magazine is all about.

EDITORIAL FORMULA

BASICS

Total Pages: 70 pages, plus front and back, interior and exterior.

Pages of editorial: 49

Pages of advertising: 21

Ad/editorial ratio: 30/70

Total number of department pages: 28

Total number of feature pages: 21

Department/features ratio: 57/43

DEPARTMENTS

- ★ TOC (2 page)
- ★ Editor's letter (1 page)
- ★ Masthead (1 page)
- ★ "Listen Up" Playlist of the week. A playlist curated for our readers full of songs to listen to while they read the issue. Think of it like a print version of the "Discover Weekly" playlist offered on Spotify. (2 page)
- ★ "Beat it" A "reviews" page going over some of the newest releases in music and what our writers think. (3-4 pages)
- ★ "What's the Score?" A section for stories based on movies that have great soundtracks. Some will be recent and some will be throwbacks. (2 pages)
- ★ Back-page department: "Throwback". A "classics" spotlight. Each issue this page would highlight an album that's stood the test of time and a few songs from it. Each song would include a little blurb about it. For the first issue the album I would choose is Pink Floyd's "The Wall". Title? Rewind (1 page)
- ★ A "how to" section. In this issue it can be "How to Get Tik-Tok Famous". Lighthearted and fun section. Not sure of a better name. (1 page)
- ★ "AMused" Artist's to watch out for section. This one will have a bunch of mini-profiles on artists our readers should look out for. In this issue we will be featuring: Lewis Capaldi, Heartless Bastards, Lund, flora cash, Zella Day. Not sure of a better name. (5 pages)
- ★ "Festivals" This is going to be a spread on "top music festivals near you". We'll do the top music festivals of 2020 in states like New York, Illinois, Texas, and California. With each festival it will include a blurb on the vibe of the festival. I'm picturing a USA map graphic with little pointers at each location of festival with the blurb as well. Not sure of a better name. (2 page)

- ★ “This Lyrical Life” A “culture” department with pieces focused on stuff going on in the music industry/producers/news. Not sure of a better name. (4 pages)
- ★ “Style Stanza” will be a department that features song-inspired looks. Photo-based with little blurbs that say the song and a lyric from it. (4 pages)

FEATURES:

1. A descriptive article on how technology and apps have affected the music industry in the last five years. Apps like Spotify, Soundcloud, YouTube, Apple Music, and Vine. (4 pages)
2. A photo essay behind-the-scenes and going into the actual concert of a Tame Impala (or another indie band/artist concert. This story would be very visually driven featuring little blurbs on each picture with facts and quotes about the band or from the band members/artist. (6 page spread)
3. A profile piece on the band Rainbow Kitten Surprise. What sets this band apart is that one of their members, Charlie Holt, has come out as non-binary. I think this gives them an interesting edge in the world of indie rock bands. How does gender and stage appearance play a part in rock? Many rock stars have cross-dressed on stage and worn makeup or flamboyant clothes. How does sexuality and gender-identity affect a performer’s popularity? I think these are all questions that could be addressed in a profile of the band. (6 page)
4. A profile piece on Lil Peep and his legacy/start. Wikipedia: “He helped pioneer an emo revival style of hip hop and rock music,” and left an important legacy when he overdosed in 2017. (6 page)

BREAK-OF-BOOK

1. Ad
2. Masthead
3. Ad
4. Editor Letter
5. Ad
6. Ad
7. TOC
8. Ad
9. “Listen Up”
10. “Listen Up”
11. “Beat it”
12. Ad
13. “Beat it”
14. “Beat it”
15. Ad
16. “Beat it”

17. Ad
18. "What's the Score?"
19. Ad
20. "What's the Score?"
21. Ad
22. How-to
23. AMused
24. AMused
25. Ad
26. AMused
27. AMused
28. Ad
29. Festivals
30. Festivals
31. Ad
32. Ad
33. "This Lyrical Life"
34. "This Lyrical Life"
35. Ad
36. "This Lyrical Life"
37. "This Lyrical Life"
38. Ad
39. "Style Stanza"
40. "Style Stanza"
41. Ad
42. "Style Stanza"
43. "Style Stanza"
44. Ad
45. Ad

-----WELL BEGINS-----

46. Tech feature
47. Tech feature
48. Tech feature
49. Tech feature
50. Photo essay feature
51. Photo essay feature
52. Photo essay feature
53. Photo essay feature
54. Photo essay feature

- 55. Photo essay feature
- 56. RKS feature
- 57. RKS feature
- 58. RKS feature
- 59. RKS feature
- 60. RKS feature
- 61. Lil peep feature
- 62. Lil peep feature
- 63. Lil peep feature
- 64. Lil peep feature
- 65. Lil peep feature
- 66. Lil peep feature
- 67. Ad
- 68. Ad
- 69. "Throwback" backpage department

PLATFORMS

- ★ **Meta Mag online:** As any online presence begins, we will have a website. This website will be the core to the whirlpool that is the internet presence of *Meta Mag*. On any given platform, a link will be in site to lead viewers to our website. The purpose of *Meta Mag* online is two things: to lead readers to our print issue by hyping it up and to produce new content specifically meant for online. This content should be based on timeliness and won't be long features like in the print issue.
- ★ **Twitter:** We want our Twitter to have a similar tone and voice as our sponsor's, White Claw. White Claw tweets things like, "Hard seltzer, but the sipping's easy" and, "In case you were wondering, yes, you may White Claw after Labor Day". Funny, relatable content like this engages audiences on Twitter. If White Claw just tweeted a bunch of ads, their audience of millenials wouldn't be interested. We don't want our Twitter to be a collection of links to stories on our website. We want fresh, daily content curated to the Twitter platform. This would include tweets, images, and short videos.
- ★ **Podcasts:** *Meta Mag* will have a weekly podcast called "Meta Music". On this podcast two hosts will review the latest in music, retro tunes, and culture. Listeners would be those interested in music and culture. Before they open Spotify or Apple Music or any other music platform, they'll tune in to Meta Music for direction on who to listen to next. Our sponsor, White Claw, will receive promotions from the podcast hosts throughout the show.
- ★ **Instagram:** Our Instagram will feature pictures from shoots with artists/music industry people and little blurbs about who they are with a link to the story on our website. Photography will be interesting and "artsy". We will also have little video clips with blurbs leading viewers to our YouTube channel. We can engage the audience by posting Instagram stories with polls like, "Which track from *insert recent album* is your favorite?" where people can vote. There will be posts featuring White Claw. Ie: Someone at a concert drinking White Claw/a singer backstage refreshing with a White Claw.
- ★ **YouTube:** Our YouTube channel will have videos that feature people from pieces we've done, connecting our audience to multiple platforms--online and print. They'll be everything from vlogs "behind the scenes" of concerts and in the studio, to concert footage, to interviews. Similar to promotion on our Instagram and Snapchat, videos will feature people (of age) drinking Claws.
- ★ **Snapchat:** Our Snapchat is going to be one of a kind. By adding @metamag on snapchat, viewers will have access to exclusive content. Each week we will have an "artist takeover". An artist will be in charge of the Snapchat account for a week giving viewers a peek into their lives and musical

processes. In these Snapchats, the performer in charge of it will have at least one Story featuring White Claw. Our stories, posts on social media, and YouTube videos can all lead audiences to follow their favorite bands/performers journeys via *Meta* snapchat.

MEASUREMENT TOOLS

1. Everytime someone subscribes to our magazine, they have to answer a “how did you hear about our publication” question.
2. On Twitter we’ll release different “polls” in Tweets asking fun questions to get interaction from viewers. Since our Twitter account will be listed as a business, we’ll be able to see the audience reach and response rate.
3. Through Google Analytics we’ll be able to see interaction rate on our website.
4. We can compare our follower count and average likes on photos on Instagram to our competitors like *Indie* and *Fader*.
5. Off of the above answer, we will compare posts on our Instagram. If one type of post gets more likes than another, we’ll start doing more like that one. For example, if photos of an artist gets more likes than a photo of a concert, we’ll post less concert photos and more artists profiles. So we’ll follow the trends on types of posts to see what we should be doing more of.
6. On Snapchat we can see how many people viewed our stories vs. how many people are friends with us. If the numbers are too polar, we’ll know the content isn’t appealing to people.
7. We could attach a questionnaire to the magazine asking questions about audience interaction on various platforms. To get people to do it we’d promise a drawing for a signed copy of someone’s record.

MARKET ANALYSIS: COMPETITION COMPARISON

PRINT POINTS OF DIFFERENCE

1. Exciting editorial content written for all genders that will engage a reader beyond reading from page to page through social media and music streaming interaction.
2. Visually unique. Focus on simplicity in design. The cover won't be busy with blurbs, it will be a photograph, the magazine title, and a little slip saying what piece the cover is about. TOC will be organized and easily navigate the reader throughout the magazine.
3. The magazine will strive to be eco-conscious in print. I.e.: recyclable, eco-friendly ink.

DIGITAL POINTS OF DIFFERENCE

1. Our magazine is going to try to reach a younger audience and in order to do that we will be on multiple platforms. Print, social media, video, possibly podcasts. What sets us apart is that all the content on these various platforms will be tailored to fit them. We won't just cycle through the same stories and post about them. Though we may use one story concept and find ways to tell it that is molded to a specific platform of media.
2. Twitter is one of the most popular social media platforms for news and other media content. On a lot of competitors' Twitters, they just post links to their stories online. We are going to have a team designated to creating tweets that generate fresh content and interest.
3. Videos are another hot platform for media right now. *Meta Mag* will have a YouTube channel showcasing interviews of artists and behind-the-scenes at musical festivals and concerts.

ONE-TO-ONE COMPARISONS

Rolling Stone

The main difference between our magazine and *Rolling Stone* is going to be demographics and content. They are reaching a more middle-aged demographic and more men than women where we will be aiming for 20 somethings and no particular gender. Their content is also more pop-culture where ours will be more counter-culture and fresh.

Philosophy

"Welcome to the new *Rolling Stone*. As of today, we've given both our magazine and our website complete makeovers. Starting with our current issue, featuring Cardi B and Offset on the cover, the magazine appears in a big, bold, glossy format, with more pages and richer photography. Each issue will feature more new music, more political coverage, more of the best and brightest in pop culture. Our logo has also

undergone a subtle but significant update – for more on that, watch the video above. What isn't changing is our commitment to deep reporting, unforgettable interviews, criticism you can trust and political journalism that speaks truth to power." Rollingstone.com

Circulation and frequency

Total paid circulation as of January 2017 was 1.47 million copies (statista.com). Approximately 1,445,000 readers (gaebler.com).

Ad rate and CPM

For a full-page black and white ad it's approximately \$142,095.00 (gaebler.com).

CPM: 96.66

SWOT Analysis

- ★ Strengths: They've established a notable brand name as the #1 music magazine in the industry.
- ★ Weaknesses: Their demographic is restricted to a primarily older audience with a median age of 35 years old. I also noticed that their Twitter, Facebook, and Instagram mostly just recycle stories and direct readers to their website via links.
- ★ Opportunities: *Rolling Stone* tends to cover a lot of pop music, our magazine would be reaching an audience more interested in alternative artists.
- ★ Threats: They are who people go to when they're looking for a music magazine. We want to change that.

Billboard Magazine

Philosophy

"Billboard is the world's most influential music media brand reaching key executives and tastemakers in and around the music business through Billboard Magazine, Billboard.biz, Billboard Conferences, Billboard Bulletin, and other targeted newsletters, and millions of music fans through Billboard.com and Billboard Events. The Billboard brand is built on its exclusive charts and unrivaled reporting on the latest news, issues and trends across all genres of music." (billboard.com)

Circulation and frequency

As of 2019 the magazines circulation is at 23,191 print issues (Billboard media kit). 115k in readership.

Ad rate and CPM

For a full-page black and white ad it is \$7,090.00 (gaebler.com). CPM: 296.53

SWOT Analysis

- ★ Strengths: As of 2018, they were the number one music media publisher on social engagement and Facebook video. (Billboard media kit)

- ★ Weaknesses: Their median age for digital is 35 and for print it's 47. As that group ages, they're going to be less and less interested in engaging online.
- ★ Opportunities: Our demographic will be reaching a younger audience, those between the ages of 21-30 through event marketing and social media strategy.
- ★ Threats: Maybe the younger demographic we're trying to reach won't be interested in buying a magazine, therefore, these magazines are doing the right thing by reaching an older group of readers.

Entertainment Weekly

Philosophy

“Entertainment Weekly owns pop culture. We are the first to tell you about the best and worst movies, TV shows, music, books and more. With unparalleled access, we are your most trusted source for entertainment news, and your direct line to Hollywood’s most compelling artists. Our content lives everywhere you do. Entertainment Weekly knows your time is precious; we tell you how to spend it wisely.”
(Meredith.com)

Circulation and frequency

26 million consumers. In circulation: 1,530,052. (their media kit)

Ad rate and CPM

For a full-page black and white ad it is \$160,600. (their media kit)

CPM: 104.96

SWOT Analysis

- ★ Strengths: They have 26 million consumers, a large number of people interested in their publication.
- ★ Weaknesses: Again, their median age of consumer is 46 years old. Music and entertainment magazines aren't doing a good job reaching a younger audience.
- ★ Opportunities: Our magazine will be taking more of an initiative when trying to reach readers on social media.
- ★ Threats: They could be stealing our readers since they have so many consumers.

MARKETING PLAN

STRATEGY

At *Meta Mag*, our audience is people of any gender, ages 21-30. So, our marketing strategy will reflect that. We will not be sending promotional mail because our audience would be unhappy with the waste that would be. Our biggest strategies for marketing are going to be using social media and events. We want to create an entire brand out of Meta, not just the print magazine. As far as event marketing, we plan to create an entire music festival, sponsored by White Claw, called Meta Fest. This will be an annual music festival. Every year, the various artists that were featured in our magazine will be invited to perform. Readers can watch their favorites perform while also discovering new music. We will have stands with our magazine and promotional booths. The only hard seltzer we would sell would be White Claw. We'll have a bunch of *Meta* swag for people like: drink koozies, t-shirts, hats, fanny packs, and pop sockets. We could have a raffle where people who subscribe to the magazine get entered into a raffle for various backstage/VIP passes, incentivizing people to subscribe to our magazine. Meta Fest will be a huge, exclusive yearly event. We'll promote it on social media throughout the year. As far as acquiring subscribers before we launch, we could start by promoting the magazine at other various music festivals throughout the months before. We would hand out swag and sheets with links to our social media. Social media will be the key to getting a following going though. We'll have to post a lot on there to promote what Meta is all about. By getting social media "influencers" to be a part of the process as well, we'll gain followers. We could have them post about us and we post pictures with them. Our posts could also include information about us and our brand and what we want to do in the world.

DIGITAL MARKETING

For us, we will be primarily focusing on social media as a form of reaching our audience. We don't want to be boring though. If our posts are only links to stories online, people aren't going to care. We want to sandwich links to the website in between fun posts that can engage viewers. On the website we could have lots of pictures of the print edition to entice people. Something I noticed *Rolling Stone* did that I thought was smart was promote their latest issues on their website and social media before it was released, it got people excited, and a hype was built up. And when there's hype there's going to be a rise in demand for the product. Our magazine could have a page in the front encouraging people to check us out online. We could also do ads on music platforms like Pandora, Soundcloud, Spotify, and podcasts. We could have podcasters promoting us on their shows. On YouTube we could do video ads.

THE LAUNCH

We touched on this above, but we will be using social media and event marketing to promote the launch of our magazine. At various music festivals like Coachella and Lollapalooza we'll have booths promoting *Meta Mag*'s launch. We can also have the artists who will be featured in the first issue promoting

us on their social media to encourage people to follow us for updates. In our posts we'll tell people our mission and what kind of content we'll have, really working to establish a solid brand.

DISTRIBUTION CHANNELS

CIRCULATION

Because *Meta Mag* is a new magazine, we do not expect to have a circulation as high as our competitors. However, our projected circulation is 100,000 with 60,000 coming from subscriptions and 40,000 from newsstand purchases.

COMPETITION COMPARISON AND SUBSCRIPTION ESTIMATION

According to Statista, there are roughly 45.4 million people in America between the ages of 20-29. Also according to Statista, there were 61.1 million music streaming subscribers in America in the first half of 2019. Our magazine plans to target millenials who enjoy listening to music enough so, initially, we are attempting to reach a very wide audience pool. Our magazine's focus is on rising musicians and we want to specifically make *Meta Mag* for those who enjoy finding new music. Spotify's playlist "New Music Friday" has 3.4 million followers. It stands to reason that the people who follow this playlist are who we're going to target for readers. Ten percent of that is 340,000, giving us a reasonable sized potential audience pool. But, being a start-up magazine, we recognize not all of those people are going to be interested in subscribing.

We plan to use social media and event marketing primarily to gain an audience following. We want to create an entire brand out of *Meta*, not just the print magazine. As far as event marketing, we plan to create an entire music festival sponsored by White Claw called *Meta Fest*. This will be an annual music festival. Every year, the various artists that were featured in our magazine will be invited to play. Readers can their favorites perform while also discovering new music. We will have stands with our magazine and promotional booths. The only hard seltzer we would sell would be White Claw. We'll have a bunch of *Meta* swag for people like drink koozies, t-shirts, hats, fanny packs, and pop sockets. We could have a raffle where people who subscribe to the magazine get entered into a raffle for various backstage/VIP passes, incentivizing people to subscribe to our magazine. *Meta Fest* will be a huge, exclusive yearly event. We'll promote it on social media throughout the year. As far as acquiring subscribers before we launch, we could start by promoting the magazine at other various music festivals throughout the months before. We would hand out swag and sheets with links to our social media. Social media will be the key to getting a following going though. We'll have to post a lot on there to promote what *Meta* is all about. By getting social media "influencers" to be a part of the process as well, we'll gain followers. We could have them post about us and we post pictures with them. Our posts could also include information about us and our brand and what we want to do in the world. We could partner with music streaming services like Spotify and Apple Music to gain interest. If people purchased a monthly service, they also get a discounted subscription to *Meta*.

Magazine	Subscription Price	Circulation	Frequency	Newsstand Price	CPM	Ad Rate

<i>Meta Mag</i>	\$25	100,000	10/year	\$5.50	50	\$5,000
<i>Rolling Stone</i>	\$49.95	1.75 million	26/year	\$9.99	96.66	\$142,095
<i>Billboard</i>	\$218	23,191	34/year	\$7.99	296.53	\$7,090

SINGLE COPIES

As far as newsstand sales go, we plan to put our magazines in places that our age group tends to go to like record stores, grocery stores, and Barnes and Noble.

DISTRIBUTION

Our publication will be available online and in print, depending on what our users want. They can purchase different subscription plans that could be online and print, or just online/just print issues. As far as getting copies to people and outlets, we'll probably just do the usual of trucks to the newsstands and U.S. Postal Service for print issues.

REVENUE STREAMS

RATE BASE

100,000

ANCILLARY PRODUCTS AND SERVICES

One of the biggest revenue generators outside of subscriptions, newsstand, and advertising is going to be *Meta Fest*, the annual music festival we plan to put on. Here we'll make money by selling tickets, swag, and magazine subscriptions we entice people to get at the festival. Down the line it's possible we even make our own music streaming service that people can purchase subscriptions to. Similar to the idea of playlist department where we put together a playlist full of songs for our readers to check out, we could curate music for our followers to enjoy. They could even listen to them while they read our magazine. (Does a bookazine count as an ancillary product?) Another thing we could offer readers is various bookazines like a female-rapper one, an LGBTQ+ musicians one, and so on and so forth. These may not appear to every single reader but they'd be specific issues that specific readers would be very interested in. We could have a "shop" section on our website where readers could buy signed copies of things and promotional products from the artists in the magazine like albums, t shirts, cups, pins, and fanny packs. Another thing we could offer readers who have purchased a subscription to the magazine is that they'll be in various raffles throughout the year. Raffles to win tickets to their favorite bands' concerts and music festival tickets and backstage passes.

REVENUE SOURCES FOR YEAR 1 AND 5

- ★ Subscriptions: 1.5 million
- ★ Single-copy sales: 1.1 million
- ★ Advertising: 420,000

Figures	Year 1	Year 5
Total Revenue	\$3,020,000	14,143,750
Revenue from circulation	\$2.6 million	13,187,500
Percentage of total revenue from circulation	41%	32%
Revenue from subscriptions	\$1.5 million	12,250,000
Revenue from single-copy sales	\$1.1 million	937,500

Revenue from ads	\$420,000	956,250
Percentage of total revenue from ads	23%	16%

COST STRUCTURES

BUDGET: THREE YEARS OF FIVE-YEAR BUDGET

Magazine Info	Year 1	Year 3	Year 5
Issues per year	10	12	15
Subscribers	60,000	120,000	350,000
Single-copy sales/year	40,000	80,000	150,000
Total circulation	100,000	200,000	500,000
Subscription price	\$25	\$30	\$35
Cover price	\$5.50	\$6.00	\$6.25
Pages/issue	70	75	80
Ad pages/issue	21	25	30
Editorial pages/issue	49	50	50
Editorial pages for the year	490	600	750
Full-color ad rate	\$5,000	\$7,000	\$8,500
CPM	50	35	17
Average discount (percentage)	40%	35%	25%
Average revenue per ad page (with discount)	\$2,000	2,450	2,125

STAFFING: EDITORIAL POSITIONS

Year 1: Editor in Chief. We need someone who can make executive decisions and keep the idea of the magazine in line. At least one editor for each department and one for the feature section. There should be one person who can keep a clear vision for each section. Someone who can be the middle-man between the magazine and advertisers. At least 5 staff writers, the rest can be freelanced. 3 staff photographers. 2 designers.

Year 3: The same as above but add: a managing editor, another feature section editor, an art director 2 more people to the ad team, 1 more staff writer, 2 more staff photographers, and 2 more designers.

Year 5: Same as year one and three but add more to every position and a secretary.

WHAT IF I HAD TO CUT MY STAFF IN HALF?

Year 1: Editor in Chief. One editor for every two departments and one for features. 3 staff writers. 1 photographer. 1 designer.

Year 3: Editor in chief. One editor for every department. Feature editor. Art director. Advertising director. 2 staff writers. 1 photographer. 1 designer.

Year 5: Editor in chief. One editor for every department. Feature Editor. Art director. Advertising director. Secretary. 4 staff writers. 2 photographers. 3 designers.

APPENDIX

PROTOTYPE:

Used for all dummy text: <http://www.dummymetgenerator.com/#jump>

Front Cover photo: <https://aubreydenisphoto.format.com/rainbow-kitten-surprise-fall-2018>

RKS Feature “Fever Pitch”: First picture in spread:

<https://www.visitgreenvillesc.com/event/rainbow-kitten-surprise/31650/>

Second picture: <https://aubreydenisphoto.format.com/rainbow-kitten-surprise-fall-2018>

BW Photos for sidebar: <https://www.facebook.com/RainbowKittenSurprise>

Fifth page: <https://aubreydenisphoto.format.com/rainbow-kitten-surprise-fall-2018>

Sixth page: <https://aubreydenisphoto.format.com/rainbow-kitten-surprise-fall-2018>

Ad 1: <https://www.refinery29.com/en-us/2019/09/8364374/america-running-out-of-white-claw>

Ad 2: <https://www.mediapost.com/publications/article/301799/brand-pivot-for-mikes-hard-lemonade.html>

Ad 3: <https://www.slideshare.net/MicaelaMetz/bose-ad-campaign-silence-never-sounded-so-good>

Ad page 7: <https://www.fashiongonerogue.com/free-people-december-2015-catalogue-desert-fashion/>

Ad page 8: https://www.adsoftheworld.com/media/print/sony_elvis_presley

Ad page 10: <https://dribbble.com/shots/7277383-Rapper-Advertisement-illustration-project-for-Spotify>

Ad page 12:

<https://www.adweek.com/brand-marketing/how-beats-used-celeb-marketing-become-millennials-favorite-audio-brand-175314/>

Ad page 13: <https://www.behance.net/gallery/53042931/Group-Project-Advertisement-Vans>

Ad page 16: pacsun.com

Editor’s Letter: behind the scenes photo: @druephoto on twitter

Backstage: <http://thedeadstation.com/meshuggah-25th-anniversary/>

TOC: Feature pic: <https://www.gq.com/story/lil-peep-says-his-fearless-style-is-what-fashion-needs>

Department pics:

Listen up: <https://genius.com/Raleigh-ritchie-time-in-a-tree-lyrics>

Style stanza: <https://www.instagram.com/p/BYq4I4PAAyC/>

Beat it:

head in clouds: <https://www.complex.com/music/2019/10/88rising-head-in-the-clouds-2-stream>

the house with no doorbell: <https://mccaffertymusic.bandcamp.com/album/the-house-with-no-doorbell>

How to: https://www.iconfinder.com/icons/4362958/logo_social_media_tiktok_icon

Backpage:

<https://www.loudersound.com/features/pink-floyds-the-wall-the-secrets-behind-1980s-best-selling-album>

Playlist of the week:

<https://www.vectorstock.com/royalty-free-vector/seamless-pattern-mouth-tongue-out-rock-and-roll-vector-19753413>

Style stanza:

attention : <https://www.lulus.com/products/speedway-black-vegan-leather-moto-jacket/642042.html>

Yoko ono: <http://livyland.com/2017/01/26/instagram-roundup-january-26-2017/>

By my side: <https://www.mingalondon.com/products/call-me-angel-oversized-t-shirt>

Vape nation: <https://www.instagram.com/p/BYq4I4PAAyC/>

Bottom:

<https://www.instagram.com/p/BR8VtLuAkOW/?taken-by=urbanoutfittersmens&crlt.pid=camp.DegC3GOYquK2>

Sayonara: <https://i.pinimg.com/originals/2d/74/2d/2d742d03742fff7b19aaaac0ecd1a418.jpg>

BUSINESS PLAN:

Page 2:

Eater.com <https://www.eater.com/2019/9/6/20853351/america-is-experiencing-a-white-claw-shortage>

Whiteclaw.com <https://www.whiteclaw.com/>

Page 3:

Statista.com <https://www.statista.com/>

Target.com <https://www.target.com/>

The Washington Post

<https://www.washingtonpost.com/news/voraciously/wp/2019/09/10/the-key-to-white-claws-surging-popularity-marketing-to-a-post-gender-world/>

CNN <https://www.cnn.com/2019/09/06/business/white-claw-shortage-trnd/index.html>

The New York Times <https://www.nytimes.com/2019/09/05/style/white-claw-popular-memes.html>

White Claw ad <https://www.ispot.tv/ad/le1R/white-claw-hard-seltzer-new-wave>

Cision Media Research

<https://www.cision.com/us/2019/08/media-moves-at-rollingstone-and-propublicaillinois-forbes-hires-several-editorial-staff/>

Fader Magazine <http://advertising.thefader.com/platforms/print/>

Page 12:

Rolling Stone <https://www.rollingstone.com/>

Gaeblor Gaebler.com

Page 13:

Billboard billboard.com

Billboard media kit https://www.billboard.com/files/media/bb_Media_Kit_2019.pdf

Entertainment Weekly media kit <http://microsites.ew.com/microsite/media-kit/2018/index.html>

Meredith.com

Page 15:
Statista statista.com
Spotify app

DESIGN PHILOSOPHY

CONCEPT

1. *Meta Mag* wants the magazine look to be simple, but fun. We want a clean look with emphasis on photography, bold typography, and rich colors. If the photography is colorful, our typography will be kept neutral. If the photo is black and white, the typography will be bolder in color. Though we want to keep things on the cleaner side of design, we don't want too much black type on white page, it just doesn't draw the eye in. Each page should have an element of vibrancy and playfulness that makes the reader stop and see what's going on. We want the photography to really jump off the page because this is a music magazine and music is an immersive experience.

2. For *Meta Mag*'s cover design, we want the cover to bold and simple. Especially our title. We plan to keep the title an all caps, large, centered taking up most of the top of the cover, and serif in black or white--depending on the photo--on every issue. The cover is inspired by magazines like *Indie* and *Fader*. For example:



Blurbs will be minimal, we don't want the cover to get too busy. They can be in san serif. We plan to do primarily photography for our magazine. Things like pictures from concerts and of musicians either posed or doing various music-related things like strumming a guitar or writing a song. We want the title of the magazine to be simple and a bold serif because we're not a wedding magazine, we don't want cutesy script front. Our magazine is ungendered and typically script font is "girlier". We want to do photography because illustrations just don't relate to a music magazine at all.

3. **Typography choices, pt. 1.** The cover page fonts are very basic to maintain readability but throughout the magazine, fonts get a little more playful. Design and color-wise, it was kept simple and the title fonts are where we get creative. We didn't want to use too many fonts in the magazine though and we reused some here and there.

4. **Typography choices, pt. 2.** We plan to have the digital presence style match the vibe of the magazine. We want our audience to be able to connect our digital content to the print content. The same font style should be always used for the title anywhere it is used.

5. **Design elements.** What's going to set *Meta Mag* apart from a lot of magazines is the true appeal to the eye while also keeping the interest of the reader. Too many magazines these days are focused on giving the reader as much information as possible, hoping something on the page will catch somebody's eye. But the look of it ends up being chaotic. We kept the majority of the pages very clean with white or minimal backgrounds. What makes them pop is pictures and fun fonts.

MAGAZINE SPECIFICS

Number of pages per issue: 70

Size: 7.8 inches x 11.8 inches, a traditional magazine size. (I thought the size of *Entertainment Weekly* seemed like a good size, so I measured it and that's where I got these numbers.)

Binding: perfect bound

General description of cover stock (what type of paper would you select for the covers): Matte finish, uncoated paper (easier to recycle) or actually recyclable paper would be a goal, 90 lb weight of paper, grade 4 paper.

General description of text stock (what type of paper would you select for the internal pages): 60 lb weight of paper, uncoated or recyclable paper, grade 3 paper.

TYPOGRAPHY:

List fonts, styles, and sizes for the following:

FOLIO: all caps, DIN condensed, serif, black or white depending if there's a dark or light color in that spot, 12 pt.

DEPARTMENTS

Letter from the Editor:

Department Title/Headline: Dolce Vita Heavy, 36 pt, all caps, the color matches the shirt in my picture.

Body Copy: Big Caslon, 12 pt, sanserif, black

Sign off: Same color as headline, Big Caslon, sanserif, 12 pt.

Signature: Black, my own handwriting, I signed it in notes on my iPad with my iPencil.

Photo captions: Big Caslon, 10 pt, sanserif, black

1. Table of Contents

Department Title/Headline: Arastin Std, 50 pt, all caps, serif, black

Dek/Subhead: Finis Grotesk, 15 pt, black

Story Heds: Arastin Std, 20 pt, all caps, serif, black

Page number: Afterglow, 20 pt, serif, black

Story Dek: Finis Grotesk, 12 pt, black

2. Listen Up

Dep Title: Kiona, 16 pt, all caps, black
Hed: DK Longreach, 54 pt, black, all caps
Dek: DK Longreach, 12 pt, black, all caps
Body: Bebas Neue, 22 pt, all caps, orange

3. Beat It, both stories

Dep Title: Kiona, 16 pt, all caps, black
Hed: PonyMaker, 28 pt, all caps, black
Dek: Bodoni 72, 12 pt, black
Body: Bodoni 72, 12 pt, black

4. Style Stanza, both stories

Dep Title: Kiona, 16 pt, all caps, black
Hed: Artsender, 44 pt, black
Dek: Avenir Next Condensed, 12 pt, black
Body: Avenir Next Condensed, 12 pt, black

5. Throwback

Dep Title: Kiona, 16 pt, all caps, black
Hed: Dolce Vita Heavy, 25 pt, all caps, orange
Dek: Avenir Next Condensed, 14 pt, black
Subheds: Avenir Next Condensed, 12 pt, orange, all caps
Body: Avenir Next Condensed, 12 pt, black

FEATURES

Headline: SignPainter, sanserif, 230 pt. It goes over a 2-page photo so it needs to be big. I wanted it in a script font but still legible, so I chose SignPainter.

Dek/Subhead: Big Caslon, sanserif, 16 pt. I kept this the same as the body copy, I don't want too many fonts going on in one spread.

Pull quote: Avenue Next Condensed, serif, 17 pt.

Body copy: Big Caslon, sanserif, 10 pt.

Credit Line/Caption: Also Big Caslon, sanserif, 9 pt. Again, I wanted continuity in my fonts.

Approach to artwork (explain where necessary): We plan to be a photo-heavy magazine, with exceptions here and there. Photos will likely be primarily in-color. Like for our "Listen Up" department, it's a playlist curated and has no photo but a graphic background. Every now and then we'll use black and white photos and balance them out with colored text, like the cover. Otherwise photos should jump off the page.