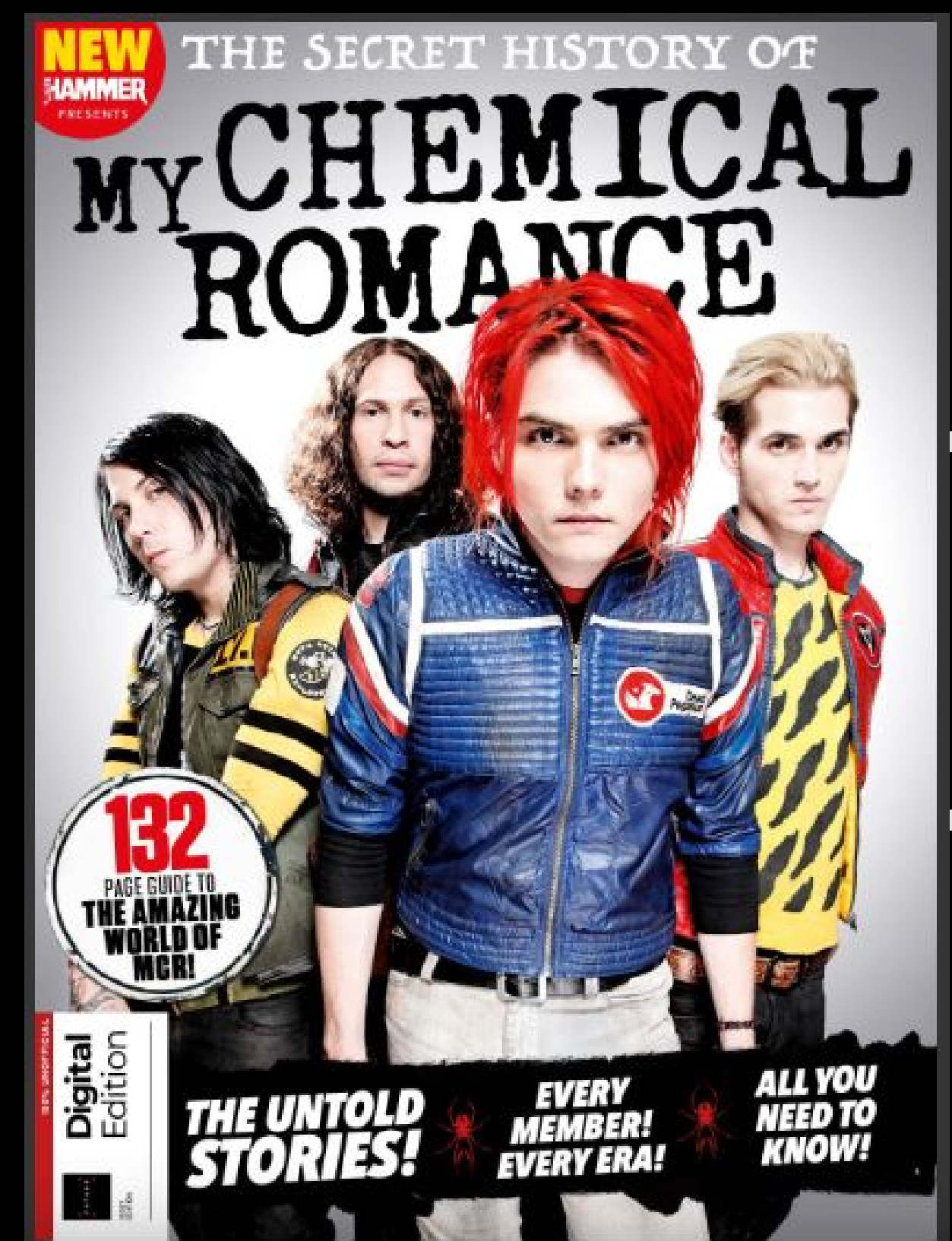


MY MAGAZINE COMPETITION

Who am I up against?



I have started off my research by looking at other magazine titles that have the same genre as my theme. 5 examples of Punk-rock magazine names are; New hammer, NME Originals, UNCUT, Kerrang, and Rock Sound. NME seems like my biggest competition for punk magazines because they have a similar aesthetic/ artistic style to my envisioned version. They're also showing a popular brand already with many loyal customers. I particularly like their background styles (pop-art images) and side plugs. An example of two competitive online blogs for me would be 'Punktastic' (<http://www.punktastic.com>) and 'The PunkYears' (<https://disorderareyouexperienced.blogspot.com>). This is because they're always updating their viewers on the newest gigs and upcoming bands- like my magazine will. I like the illustrations from the 'Punk Rock Mag' blog (<https://punkrockmag.com>), and I'd ideally like to include something similar in my own magazine.

Who do they interview?

Usually they interview popular, upcoming punk musicians. They display the most known people on the front cover as the main cover stars to attract a wider audience. For example, the band from my inspirations above is a relatively well-known group. Most punk-rock artists are groups/bands. Punk musicians are interviewed because they are the best role models for anyone wanting to go punk but feels too scared.

What else do they include?

They also include other features/ pugs/ plugs like small cartoon illustrations and extra tour photos. For example, the 'music news' magazine added a smaller photo of another band called "Helstar". In terms of articles, they list the most important ones on the front cover. The magazines also state the prices and any freebies/ competition rewards available. This is to try and draw the customers in and persuade them to buy the product.

How do the readers interact with the artists and editors?

The readers interact with the magazine's artists and editors by buying their products. They also help promote the magazines editors and brands since the more sales it has, the more popularity it gains.

What is available for the audience?

Specifically, the audience will be informed on upcoming band gigs and merch. The magazine will tell them the dates, locations and new launches available from certain artists/ musicians. The product will also educate them on any new information and updates they haven't seen yet. The audience will also be entertained through the gossip and stories that'll be told. For example, one of the cover lines says "the untold stories!" to hook the audience in.

How will the audience be able to feel part of the community?

The audience will be able to feel part of the community if there is something personal they can have or find. For example, they could relate to stories about famous punk people. Therefore, if the magazines did a page on sharing secrets it could help the readers make a connection with the magazine. This might also encourage social interactions between the readers. The more common a style gets the more comfortable someone would feel being a part of it.

I am going to include bold colours and shapes in my magazine to keep it conventional to the genre. However I am going to use black, red or yellow as my main colours instead of neon purple/ green, so that it's slightly different to my competition. I might also add more captions and cover line details. For example, I could add a small selection of cartoon drawings down the flip-side of my page. This will make it stand out amongst most front covers that don't include many extra details. The bold typefaces and colours will make it easy to grab the reader's attention and draw them in.

