

My Magazine Competitor

Who am I up against?

Indie Magazines

Introduction

It is important to understand the competition around my magazine so I know who I am up against. I can use the information to create a unique magazine that has all of the correct features. It allows me to get inspiration and get a deeper understanding of my genre. Similar titles in my genre include; 'Indie', 'Clash', 'The Move', 'Record' and 'Native'.



Who do they interview?

Within the Indie genre there are several different artists that are featured and interviewed in Indie Music Magazines these include;

- Arctic Monkeys
 - Lana Del Rey
 - Sigrid
 - Clairo
 - Florence + The Machine
 - The Strokes
- Not only this they also interview new and upcoming artists who will be releasing music soon.

What specifically is available for the audience to be informed, educated and entertained?

You are able to enter different price draws, get up to date news about ticket releases and learn about your favourite artists. You will be informed about new artists and upcoming artists & and have access to monthly spotify playlists.

How do the readers interact with the magazine's artists or editors?

They get exclusive interviews with artists - they get to know them on a personal level, they also get exclusive access to certain events and personal experiences with the artists. There are also forums so the audience have input into the content they see and feel a part of a community with those who have the same interests as them.

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

There are several social media platforms and online forums for audiences to discuss the magazine contents and make connections with those who have the same interests as them. Not only this the magazine gives the audience ideas to reinforce their personal identities and create a safe space for them. The artists also directly talk to the audience making them feel they have a personal relationship with them.

What else do they include in terms of features, articles and interviews?

There are several features in most Indie magazines, these include;

- Fashion Tips and Tricks
- New Upcoming Artists and Music
- Includes up to date news about different artists
- Has a double page spread about the main cover star
- Interviews with different artists
- Different venues for upcoming tours and live shows
- Latest Drama
- Album and song announcements
- Pop culture news

What am I going to include, use and what will I do differently to make my magazine 'the same but different' and to make it conventional to the genre but stand out?

I will include all of the above to make my magazine stand out, one particular feature I will use would be the creation of a spotify playlist - this is because I feel this is a unique way to engage the audience. Not only this I will include an article about the main cover star and a contents page. I will include bright colours and have a key concept and theme for the issue of my magazine to make sure it is focused and driven. I will also include an exclusive interview with the main cover star to create a unique selling point that no other magazine will have. However, I won't have a plain front cover with just an image, I would like it to be sleek but also have enough information to engage the audience so that they will buy the magazine and get a taste for what's inside.

