

# APPENDIX 4 —

## INITIAL IDEAS

# TARGET AUDIENCE

- The magazine I am going to create will be mainstream and will target a larger audience.
- The target age will be 15-30 year olds, my magazine will be focused at a younger audience.
- The target gender will be predominantly males, however it will also be aimed at females, giving a more mainstreamed audience.



# SUB GENRE



- The musical sub-genres of my magazine will be focusing on rock, punk and metal music. I think this will appeal to my target audience and allow me to make my magazine mainstream, like intended.



# POSSIBLE TITLES OF MAGAZINE AND CONNOTATIONS

‘**Collision**’ – instruments and vocals of a band coming together could be considered as a ‘collision’ of sound to make music.

‘**Rant**’ – connotes to the fast paced style of music but also as the magazine reviews music and lets readers ‘rant’ about various topics target at the audience.

‘**Hype**’ – a word regularly used to express a feeling of excitement, connoting to how targeted readers would feel reading/seeing about certain bands.



# IDEAS FOR MAIN COVER IMAGE

The main cover image on the magazine will show the whole band. The photo will be taken in a studio/professional setting and not at a gig. I could use some images which I can take at one of their gigs inside the magazine.



I will use a house style and cover lines to draw in my target audience, emphasising the features of the magazine.

Furthermore, I could use smaller images of bands included to draw immediate attention from readers.





# IDEAS FOR MAIN SPLASH ARTICLE

I prefer the layout for the main splash article on the example above. It is a double page spread and allows more room for the article, biography, review and photo's. Moreover, in my main splash article I will stick to the house style, similar to how a professional magazine would.



In my main splash article I’ll do an interview with my chosen band and I might even include a review of one of their gigs. Also, there will be pictures of the band, some in a studio and some of them performing. I may include a band biography, appealing to the audience so they can find out more about the band.



# IDEAS FOR CONTENTS PAGE

The style of my contents page will be similar to that of Kerrang! magazine.

It should be in keeping with the house style, showing pictures of various artists who would appeal to my target audience.



**THANKS FOR WATCHING**  
**PLEASE FILL IN MY**  
**QUESTIONNAIRE**