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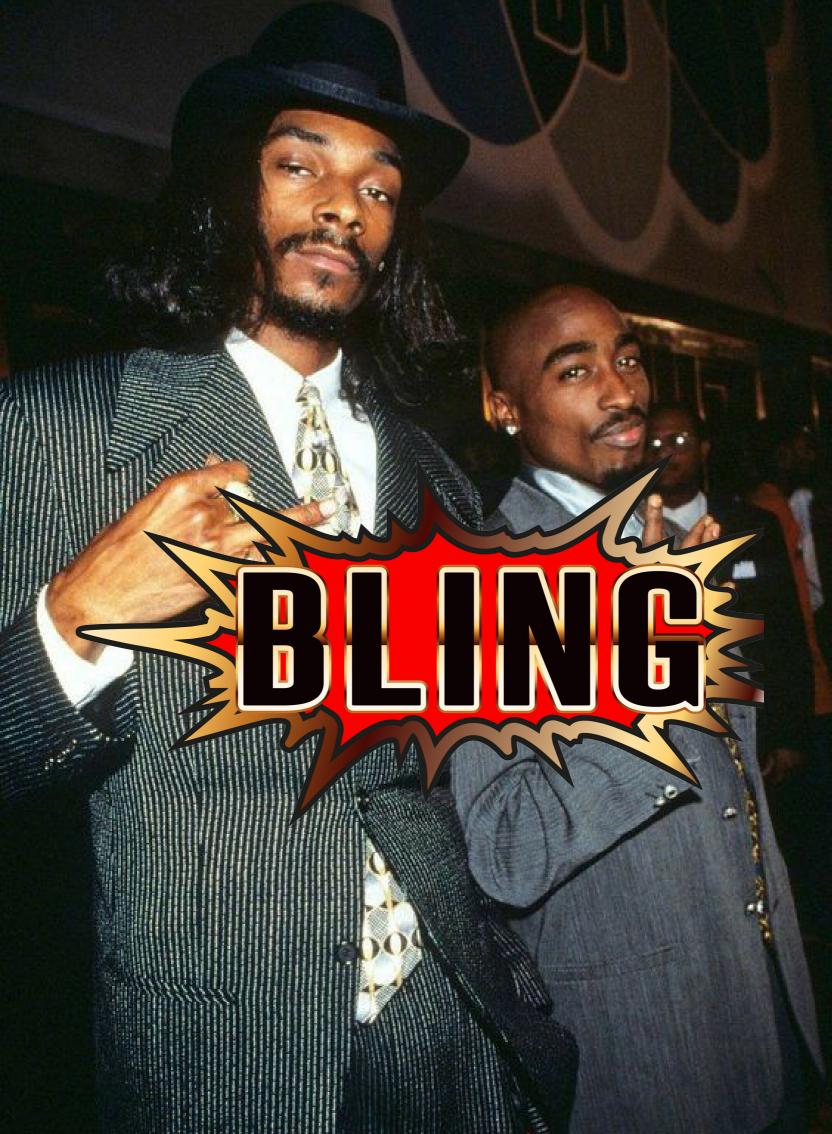
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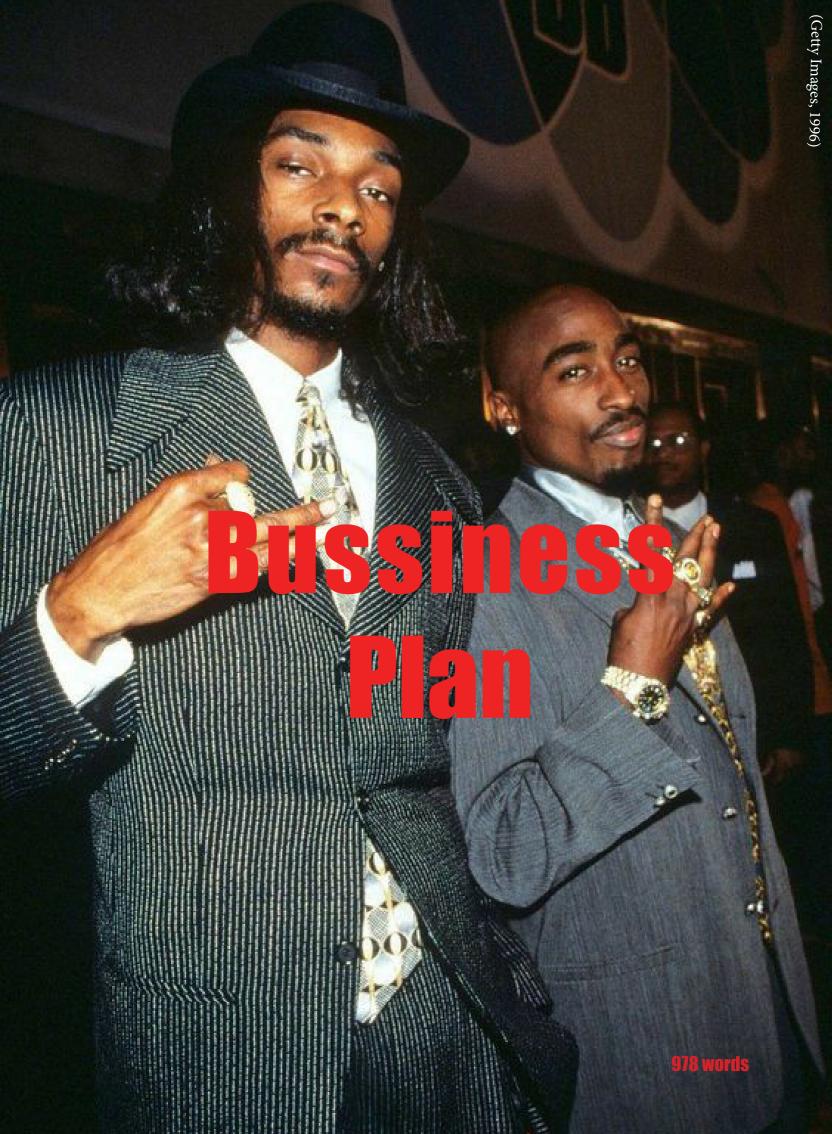
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Introduction





Bling is a quarterly independent magazine focused on "rap culture". Bling differentiates itself from other rap magazines because it engages with its target audience and understands what they want by giving a voice to new artists from all around the world as well as showcasing the fashion and lifestyle under this unique sector. "R&B and hip-hop are music's most consumed genre and leading the industry's revival. It is estimated that by 2030 these categories are going to reach \$38 billion for live music, \$12.5 billion for publishing, and the biggest gain will be seen in recorded songs at \$80 billion." (Hale, 2019). For Bling this is an opportunity to make its way into this forever growing market through a well curated publication that aims to become the magazine of reference for this music sector and community of readers.

Page Size: 297x210 (A4)

Pagination: 200

Frequency: Quarterly

Cover Price: £8

Subscription Price: £30





(Es la Moda, 2020)

Primary audience





Age: 18-25

Gender: 45% female 55% male

Income: 20,000-30,000 (most of them are dependent of their parents or are in starting jobs)

Socio-economic group: ABC1

Geographic: London, Madrid, Milan, Barcelona, New York, LA,

Ocupation: University students, Internship job...

Lifestyle: Social media driven, accustomed to the "big city" lifestyle, always on top of new trends and new music, shows and movie releases, very into urban fashion.

Hobbies: Video games, Meeting up with friends, Regular fashion shopper, Podcasts

Usage: Shorter reads, mobile phone promintent, Articles of interest and longer reads in print

Channels: Instagram, Snapchat, Tiktok, Twitch

Purchase volume: Very Frequent





(Pryce, 2018)

Secondary audience





Age: 25-35

Gender: 60% male 40% female

Income: 50,000+

Socio-economic group: ABC1

Geographic: London, Madrid, Milan, Barcelona, New York, LA,

Ocupation: Entrepeneurs, IT, Journalist, PR, Media

Lifestyle: Well traveled, into new fashion and comfortable with trying out different styles, new technologies, highly aware of the state of the world and the news.

Hobbies: Podcasts, avid magazine reader, streaming services, higher end shopper, going out to eat

Usage: Digests news in short snippets or through social media like twitter, longer reads in printed publications.

Channels: Instagram, Twitter, Facebook

Purchase volume: Frequent









Frequency: Quarterly

Cover price: £8

Subscription price: £30

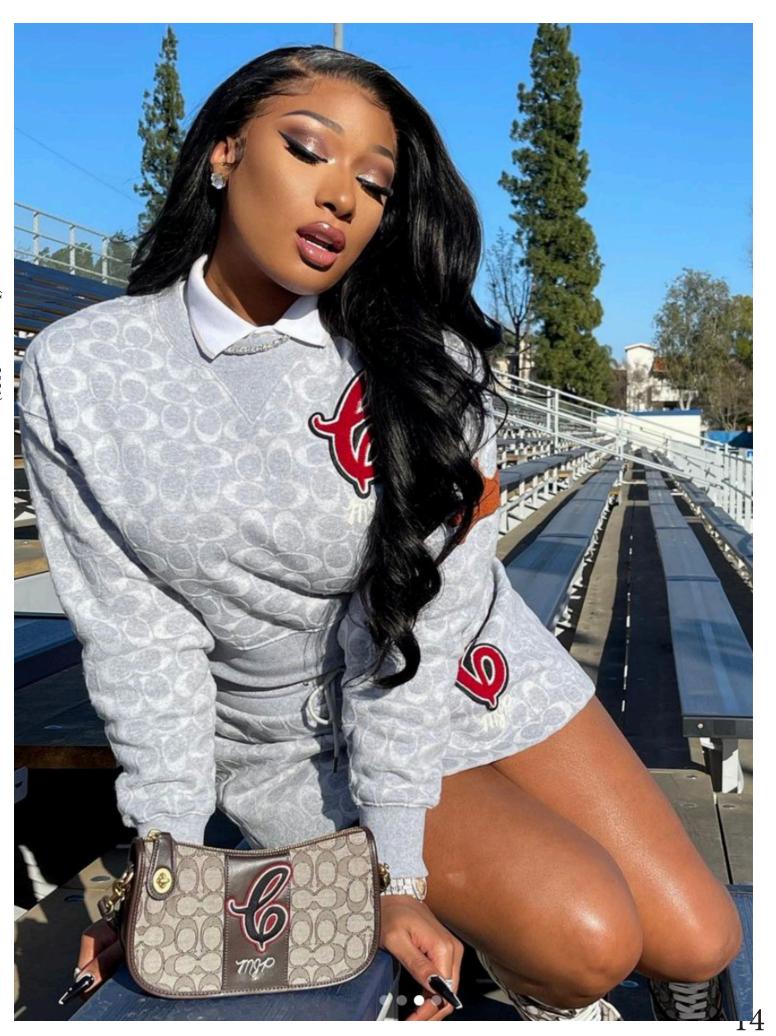
Circulation per quarter: 25,000

17,500 copies sold on newsstand and 7,500 in subscriptions

Circulation per year: 100,000

70,000 copies sold on newsstand and 30,000 in subscriptions





Promotion





Social Media

The artists that would be on the covers are already pretty famous and have a rather large following so them posting in their social media would already be a huge promotion

Launch Event

There would be an event twice a year each held in the primary audience main cities, it will have VIP guests, street food and some guest rappers.

Podcast

"Bling podcast" would be launched alongside the publication where the artists featured in the magazine would share annecdotes as well as their music being played

Newsletter

Sending invites to events created by the brands that are sponsors of the magazine.

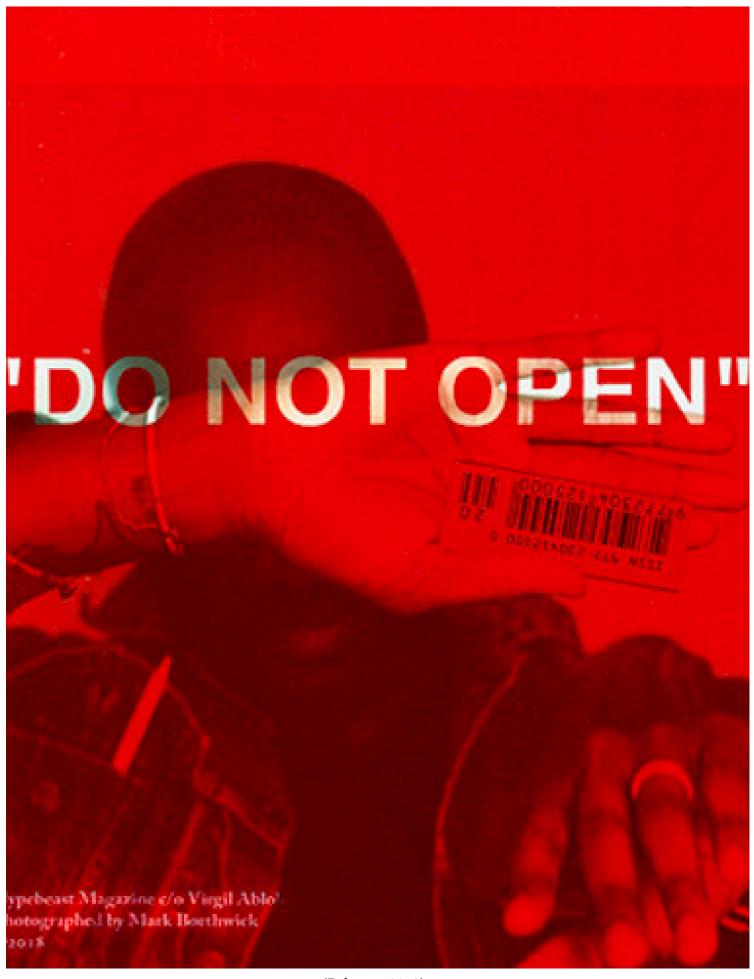
Sponsorship

Partnering with high end brands such as Gucci and Dior for photoshoots with cover stars.

Merchandise

Bling merchandise such as sweatshirts and chains









Editorial: 60%

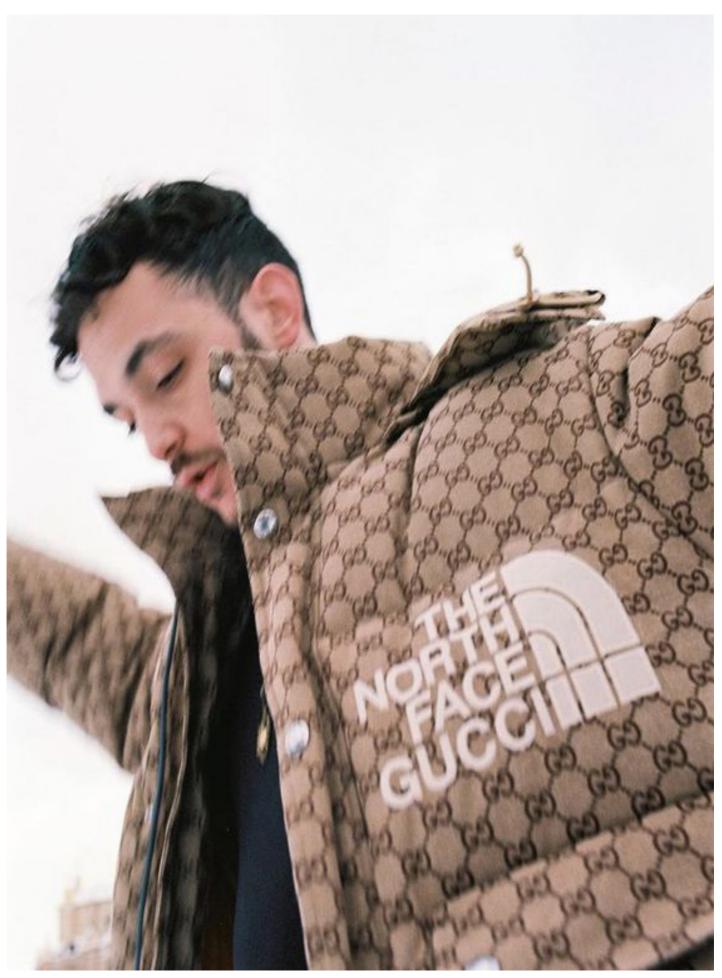
Advertisement: 40%

40% Music Features & Events

30% Lifestyle

20% Fashion

10% Interviews



(Instagram, 2021)





Fashion

Dior

Jordans

END.

Gucci

Stussy

North Face

Lifestyle

Uber

 BMW

Amazon

G.H Mumm

Melia Hotels

Netflix

Music

Spotify

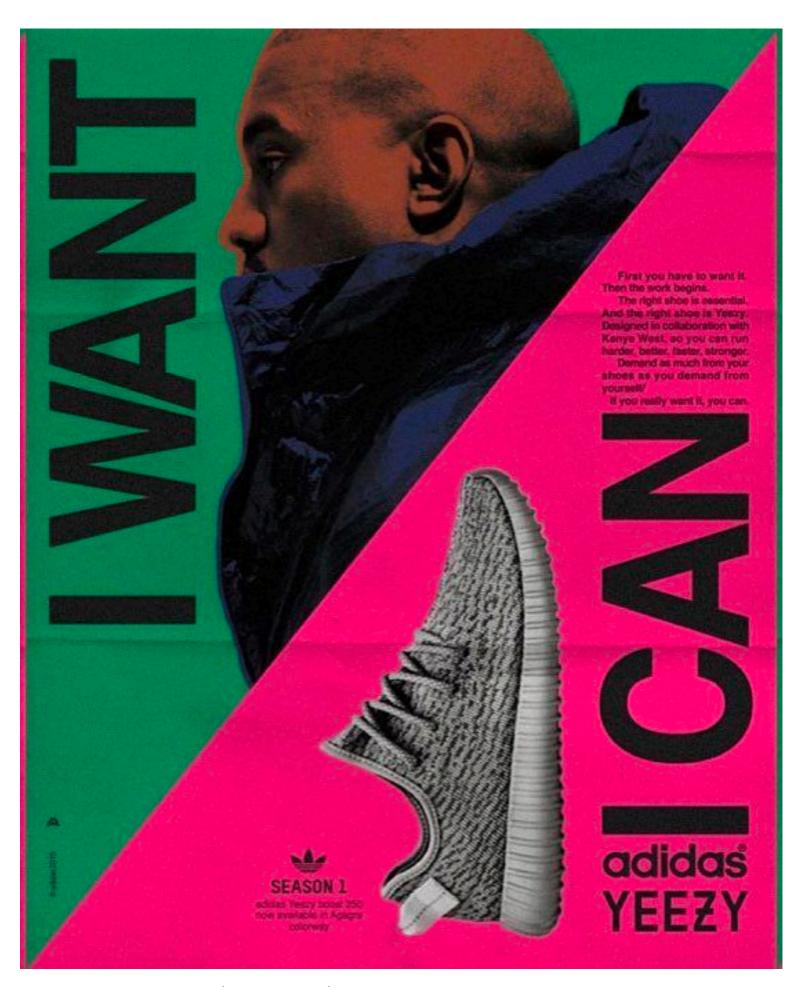
Airpods

Beats

Bose

Soundcloud





(Instagram, 2015)





Newstand revenue = £8 x 70,000 = 560,000

Subscription revenue = £ 30 x 30,000= 900,000

Total = £1,460,000

Advertisment sold

Advertisements = 80 pages, each £6,000 =480,000 x 4 = £1,920,000

Sponsorship 2 pages for £20,000 per spread = £40,000 x 4 = £160,000

4 Advertorials each £5,000 5,000x4x4= £80,000

TOTAL Advertisment = £2,160,000

Events revenue

1 twice a year for £20,000 x2 = £40,000

Merchandise £15,000 per issue

 $15,000 \times 4 = £60,000$

TOTAL REVENUE = £2,260,000



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Strenghts Weaknesses

Covers information about a type of music with a strong fanbase

Competitive price

Direct feedback with magazine readers

Niche market in time of economic crisis means less money for these types of publications, target audience prioritizes essentials.

Creates opportunities for artists all over the world that are not as known outside of their country

Different lifestyle due to COVID means more people are at home and taking up new interests as well as more reading Specific information

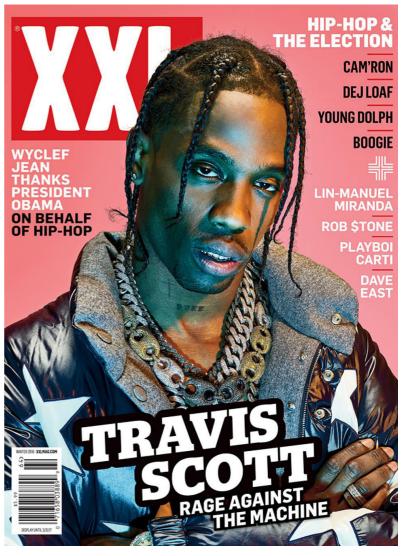
Only customers interested in this specific music genre

Comes out at a time with no festivals or concerts

Opportunities Threats







(The Source, 2020) (XXL, 2016)



(Complex, 2021)

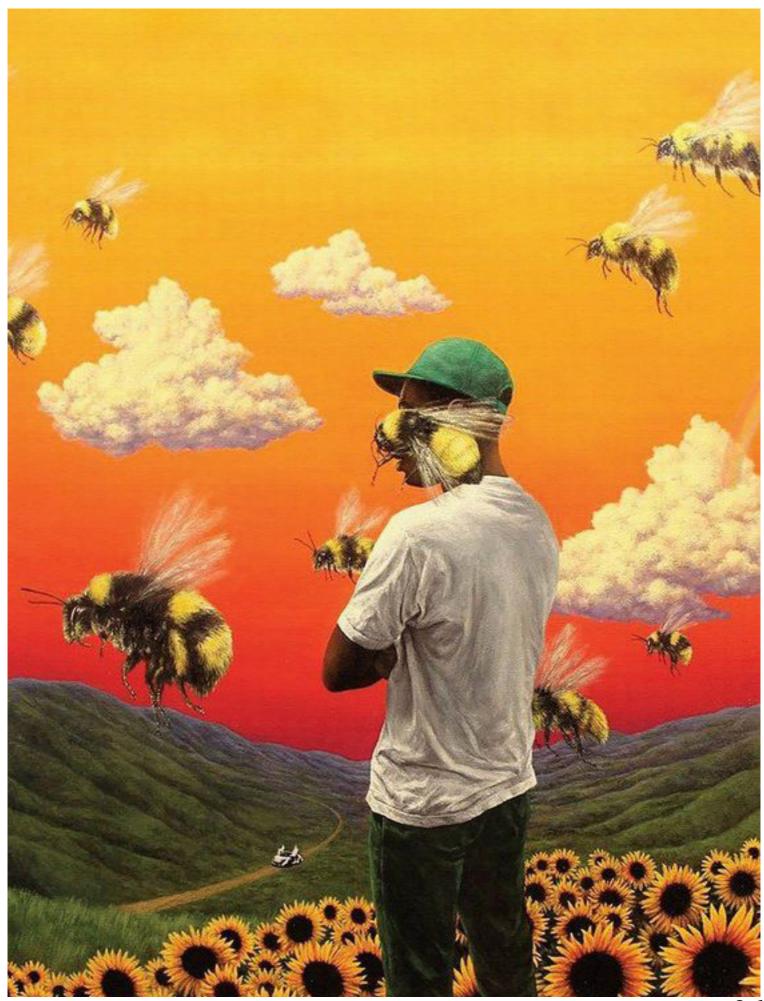
Competitors





The main competitors for Bling are The Source magazine and XXL. Bling aims to offer a more bespoke look into the rap culture and differ from gossip or the artist's private life focusing completely on their music. Bling also showcases "hiphop fashion" and how it has and continues to shape the industry as well as a look into this type of lifestyle whilst giving a voice to new artist trying to make their way into the always growing industry. Complex is also a big competitor for Bling although not a magazine the website also provides an insight into music with a big focus on rap but it also talks about Pop and Sports and features new movie and tv show releases, all three mostly only talk about artists from the United States. Bling not only aims to only focus on rap and its lifestyle as previously said but also to showcase talent of all over the world.









Editorial

Editor in Chief

Creative/Art Director

Editor at Large

Proofreaders

Photographers

Writers/Freelancers

Commercial

Publishing Director

Distribution Manager

Advertising Manager

Supporting Admin





(Bajsel, 2018) 28





Readership

Achieve the 150,000 target of readers by the first year from newstand magazines

Circulation

Achieve the circulation target of 100,00 by end of year one

Advertisers

Achieve selling 90% of the advertisers pages

Sponsorships

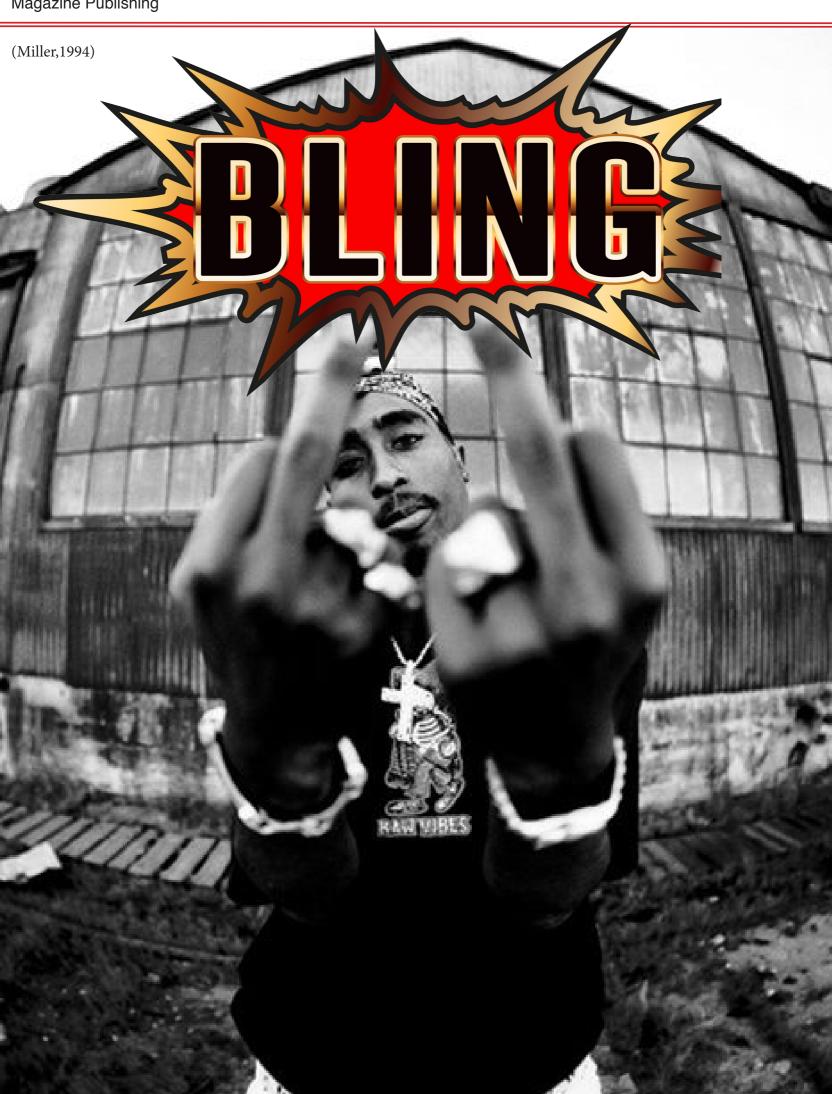
Achieve the sponsorship figure of £160,000 by the end of year one

Subscriptions

Achieve the subscription target of 30,000 as pre stablished





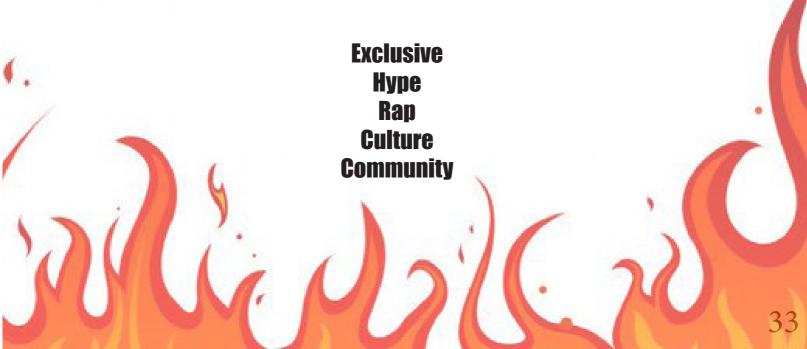




Bling is a quarterly independent magazine focused on "rap culture". It's aim is to provide lovers of this music genre an insight on the latest news on up and coming artists of all over the world as well as a look into their lifestyle and fashion choices. Bling is highly visual and follows the hiphop or hypebeast aesthetic creating exclusive and original content.

Mission Statement

The mission for Bling is to provide a carefully curated publication for rap and hiphop lovers, introducing new artists and devoted to a "hypebeast" lifestyle creating exclusive content whilst satisfying a community of new readers.



Events:

Autumn 2021: For the official launch of Bling C. Tangana the autumn cover star holds an event in Covent Garden with other guest rappers, street food, freebies and live music.

Sponsorship

Bling partners with high end brands such as Gucci and Dior for photoshoots with cover stars.

Merchandise:

Sweatshirts, Shirts, Chains, Stickers, Caps, Sweatpants and other on offer on Bling.com

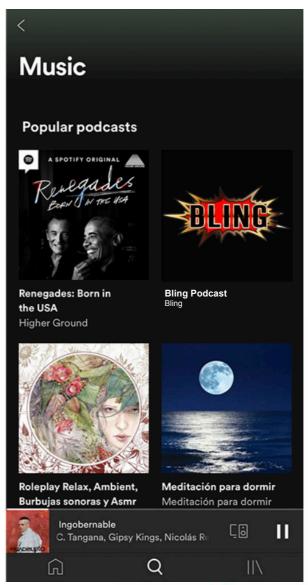
Podcast:

Bling Podcast features the cover stars as well as other new artists, annecdotes on their life, music playlists, interviews and other exclusive content premiering every Friday on Spotify.

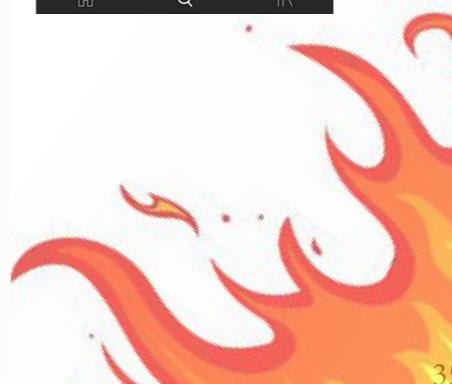


Only at Bling









Reader's profile

Women..... 45%

Men.....55%

Total Audience......150,000

ABC1......92%

Age:

18-25......65% 25-35......35%

Education:

Attended College.....85%

Graduated College......50%

Household Income

20,000+.....65%

50,000+.....35%

Location

Europe.....70%

USA.....30%

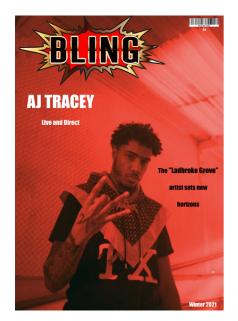






Brand footprint

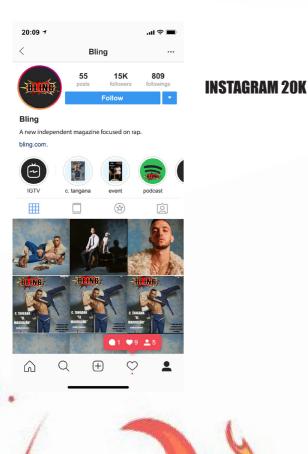
150,000 READERS PER MONTH





PRINT, MOBILE, TABLET 60K





WEBSITE 70K





Rates 2021

PRINT

Full Page	£6,000
Half Page	£3,000
Quarter Page	£1,500
Inside Front Cove	r DPS £12,000
Advertorial	£5,000
Contents	£8,000
Masthead	£8,000

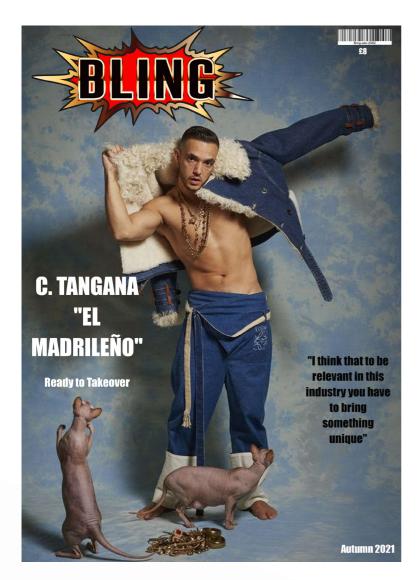
DIGITAL

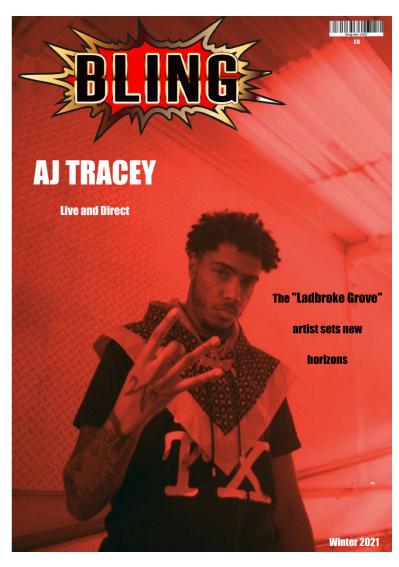
	Leaderboards £5	
	MPUs £12	
	Double Skys £15	
	In-Content £15	
	Billboards £15	
G	allery Interstitials £30	
	Solus Email £70	
S	ponsored Newsletter £20	





Editorial





AUTUMN 2021

AD CLOSE: 15/08/21 ON SALE: 15/09/21

WINTER 2021

AD CLOSE: 15/11/21 ON SALE: 15/12/21





calendar





SPRING 2022

AD CLOSE: 15/02/22 ON SALE: 15/03/21

SUMMER 2022

AD CLOSE: 15/05/22 ON SALE: 15/06/21



Terms &

Bling magazine published independently by Bling Ltd will not be bound by any condition appearing below

These conditions apply to and form part of the contract between Bling, the customer and the advertisers.

No change of these conditions unless agreed by Bling Ltd

A. General Terms & Conditions

Bling Ltd will not be responsible for any loss or damage occasioned by late publication, error, or the simple inadequacy from an advertisement. The advertiser will not intervene in any Act of Parliament nor is it in any other way illegal or defamatory of any other party's rights or an infringement of the British Code of Advertising Practice. The Advertiser shall indemnify Bling Ltd against any error, damage, loss or expense.

B. Copy & Deadlines

Copy must be supplied by the advertiser by Bling's deadline. In the event of copy instructions not being supplied by the deadline, Bling reserves the right to repeat the copy in another issue with the right to publish only the name and address of the advertiser. The total price of the order will remain unchanged.

It is understood that copyright in the contents prepared by the publication shall remain Bling's and may not be reproduced elsewhere without Bling's consent.

C. Cancellation

Cancellation of any advertisement must be alerted to Bling 30 days before the publication's deadline.



D. Anti-bribery

Each party should respect Bribery Laws in accord with the Bribery Act 2010 in addition to ensuring that it has adequate procedures put in place to prevent bribery and use all legitimate efforts

Neither should be involved in any type of bribe (as defined in the Bribery Act 2010) or other erroneous payment, or grant any such to be made or accepted on its behalf, either in the United Kingdom or elsewhere, and should apply and maintain proper procedures to make sure that such bribes or payments are not made or received directly or indirectly on its behalf.

E. Liability

The magnitude of both parties' liability in connection with the contract (regardless of whether such shall be as set out in this clause.

F. Personal Data

Both parties shall comply with its obligations and may exercise its respective rights in accord with Data Protection Laws.

G. Content

You must not use the content in any way that might infringe our IPR or the IPR of any third party.

To the extent that any content is made available by us online we reserve the right to suspend or remove access to such content at any time.

H. Entire agreement

Both parties agree that the contract and any documents entered into pursuant to it constitutes the whole agreement between them and overrules any previous agreement.

No party shall have any claim for innocent or negligent misrepresentation on the basis of any statement in the contract.

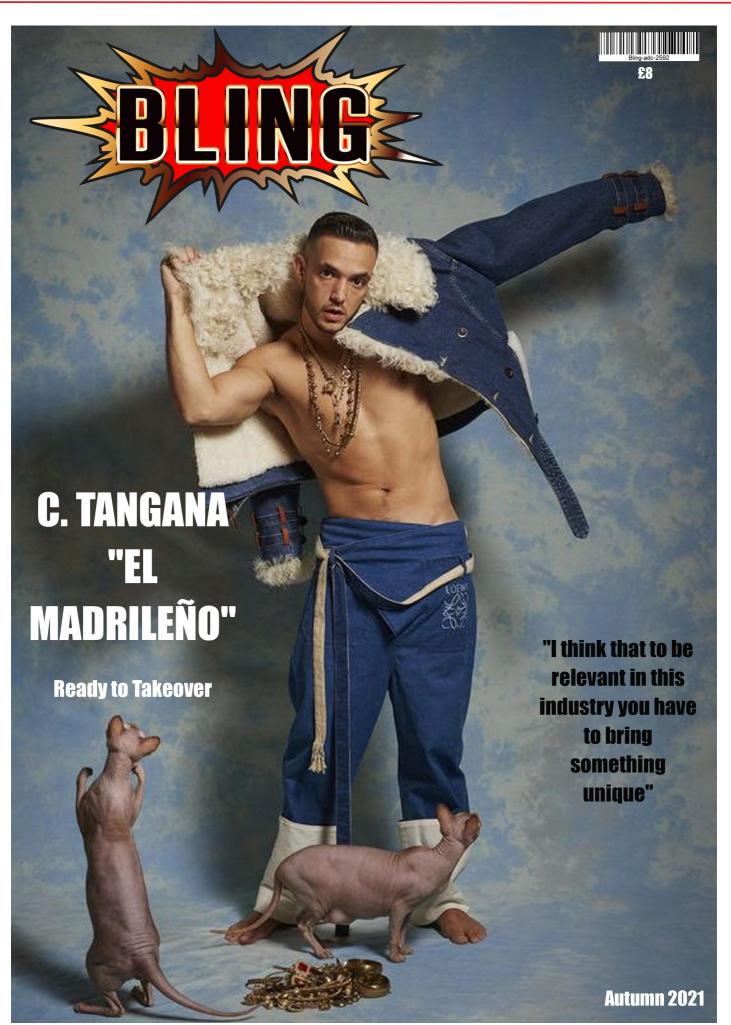
Nothing in these terms imply to limit or exclude any liability for fraud.

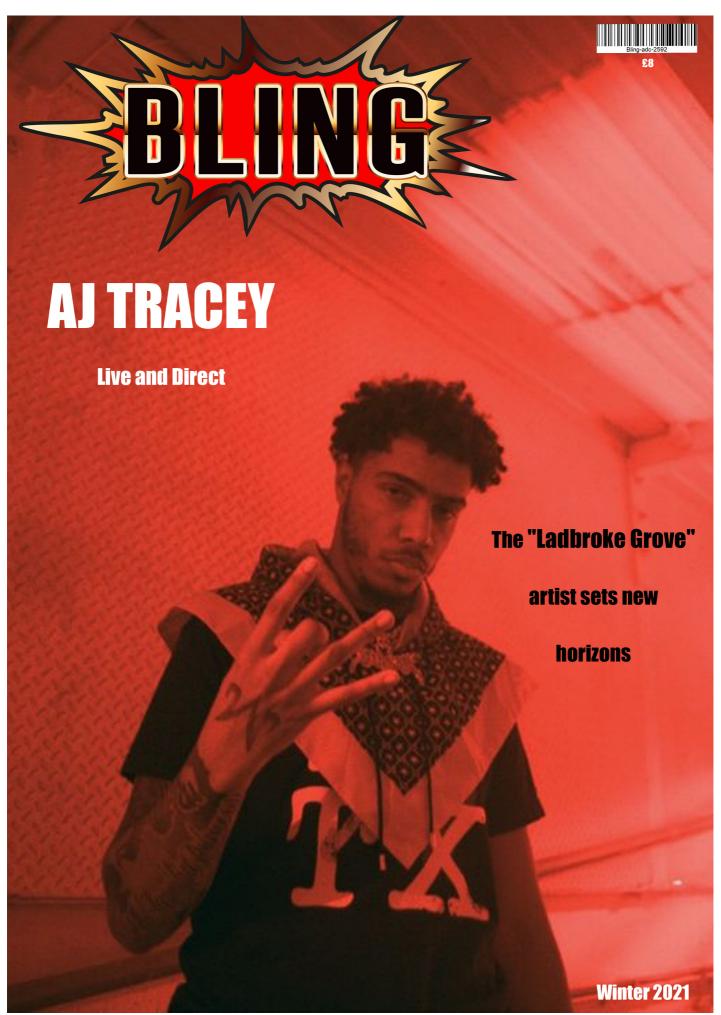




Autumn 2021





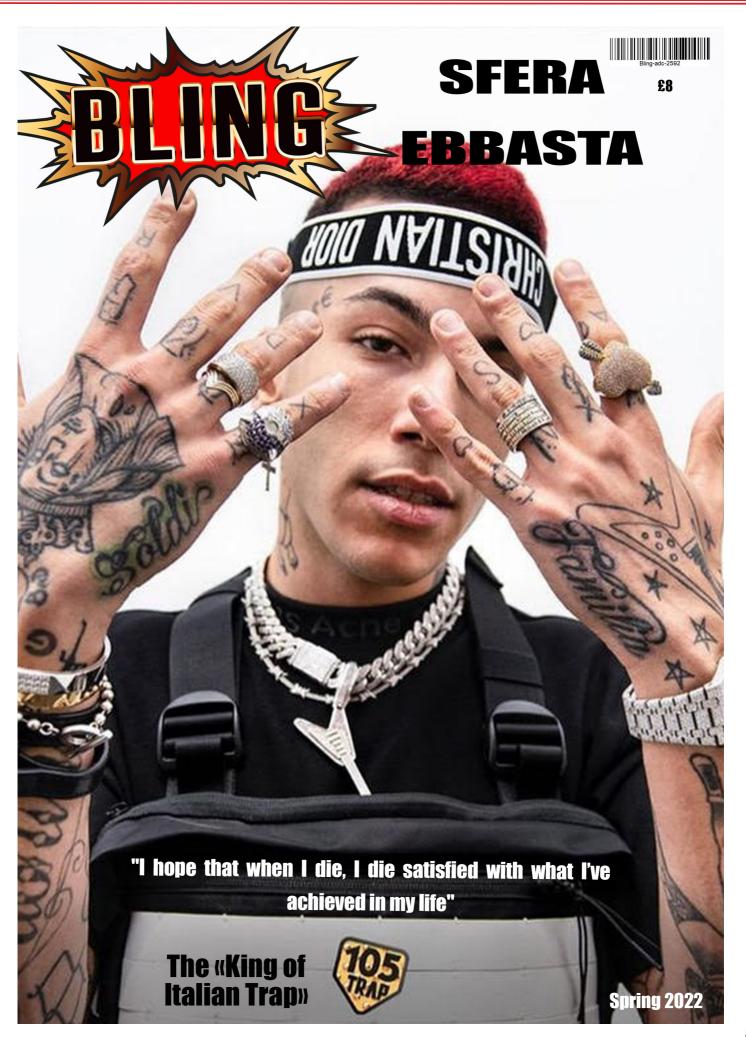




Winter 2021

Spring 2022









Summer 2022





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