

**Jordan
Kessel
Meilichson**

**Magazine
Publishing
Module**

**BA Fashion
Communication**

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Find Your Way

Business Plan (Page 3) What is Third Culture? (Page 4) Who is Third Culture For? (Page 5) Our Readers (Pages 6-7) Distribution (Page 8) Approximate Audience Chart (Page 9) Content (Page 10) Who are the Third Culture Typical Advertisers ? (Page 11) Flat Plan (Page 12) Circulation (Page 13) Membership Options (Page 14) Staff Needed (Page 15) Revenue (Page 16) SWOT (Page 17) Competitors (Page 18) Launch Method (Page 19) KPI's (Page 20) Website (Page 21) App (Page 22) Newsletter (Page 23)

Media Kit (Page 24) Mission Statement (Page 25) Audience (Page 26-27) Brand Overview (Page 28) Rates (Pages 29-32) Editorial Schedule (Page 33) Our Sponsors (Page 34) Terms & Conditions and Contact Details (Page 35)

Magazine Covers (Page 36)

Cover 1 (Page 37) Cover 2 (Page 38)
Cover 3 (Page 39) Cover 4 (Page 40)

Appendix (Page 41)

Reference List (Page 44)

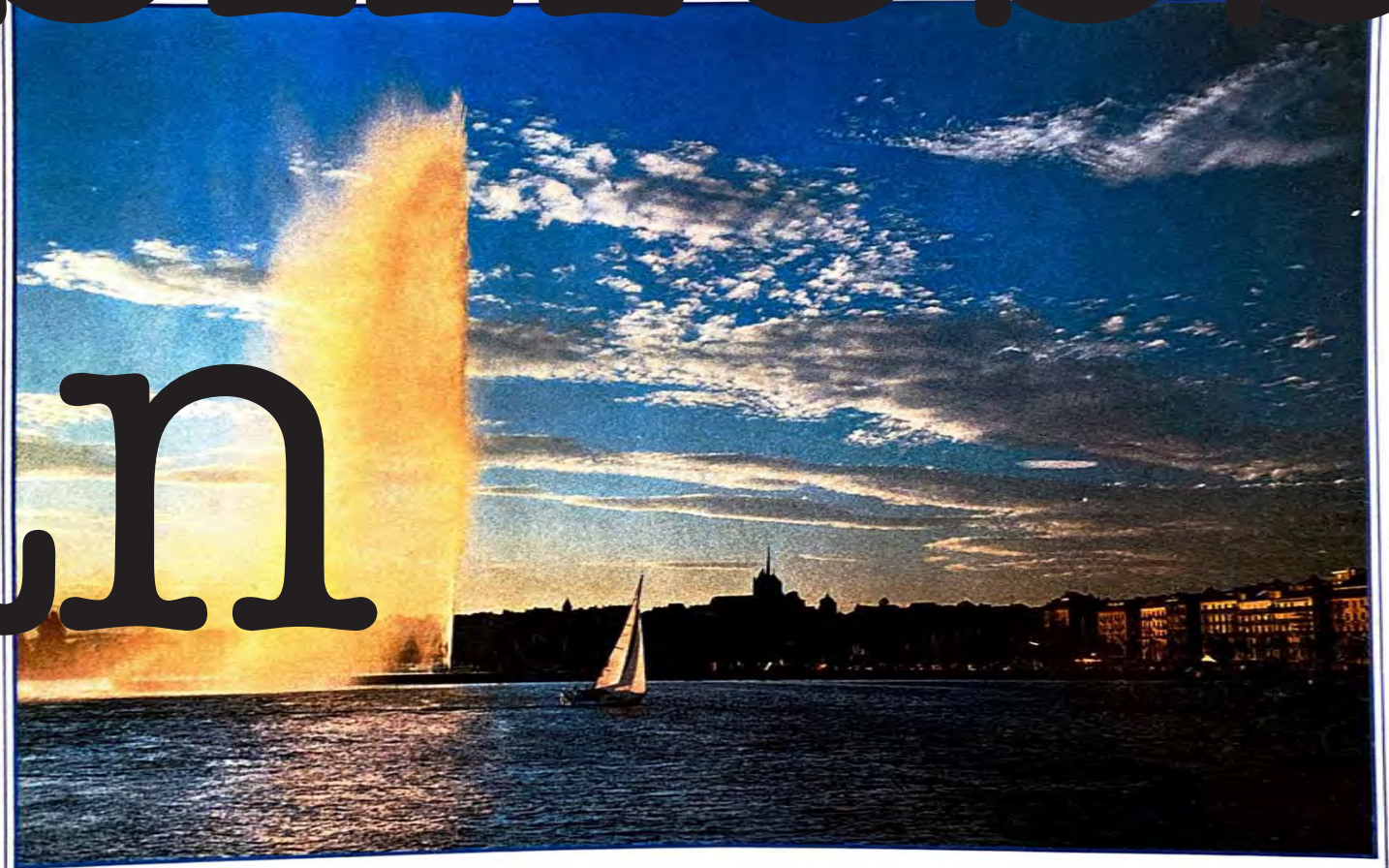
Bibliography (Page 48)



Figure 1 - Marcin Kempinski for Valentino

Business Plan

Word Count: 1078



Genève



What is

THIRD CULTURE

Third Culture is what the world could and should be.

It is an example of the society and the mentality that is built when people grow together internationally, multi-culturally.

A diverse mixing pot of races, genders, customs, languages and arts.

Third Culture as a brand, acknowledges, highlights and is the glue that brings together the global 'Third Culture' community.

It is a home, providing youth-focused cultural, travel and relocation news and content, platforms to connect, and opportunities to learn about global issues affecting third culture kids and international communities.



Figure 2 - Marcin Kempinski for Vogue Poland

Who is **THIRD CULTURE** For ?

'Third Culture Kids' are the primary audience.

Defined as : "*Children who spend a significant period of their developmental years in a culture outside their parents' passport culture(s)*" (Pollock & Van Reken, 1999, pp. xi), third culture kids have become more and more common in the globalizing world, with latest reports published in 2013 estimating over 70 million worldwide under the age of 29 (UN, 2013).

Their international lifestyles develop a unique mentality and personality traits that can cause challenges and benefits regarding identity and sense of cultural belonging that are specific to them.

96.4% of TCK's feel that they have a different mentality to Mono-Cultured people

67.3% of TCK's feel that there is a lack of acknowledgement of the community

78.2% of TCK's feel there is no Platform representing them or their culture in the media

92.7% of TCK's are interested in a specified Third Culture Magazine/ Platform

Figure 3 - Angelo Pennetta for British Vogue

Reference: see survey in appendix.

Our Readers

Primary: The Third Culture Kids



LEISBOA

Jacob, 24, is Swedish-born Hong Kong-raised. He comes from a wealthy family. His high school studies took place in the USA and university studies in photography in London. He has relationships with all of his home cultures and is friends with different types of people all over the world. He travels often globally, anywhere and everywhere. He loves to experience new things- food, culture, extreme sports - and have a good time - going out to dine and party.



Figure 5 - Loic Cardinal for Fucking Young! Online

Maya, 21 was born in Israel, she spent her primary years in London and High school in New York. She has volunteered for a month in Cambodia with children and has now moved back to Israel to serve in the military. She speaks two languages. She has a close group of friends in Israel that are all TCK's themselves, she feels comfortable with them. She loves to travel and will study psychology when she finishes her army service.



Figure 4 - Marcin Kempski for Mixte



THIRD CULTURE

Secondary: The Community

The Expat

Naomi, 26, was born and raised in the UK. After graduating from university with a teaching degree she decided she needed an adventure and moved to Kuala Lumpur to teach in an international school. After 2 years, she's now transferred to teach in Singapore. She's become immersed in the international community and is friends with local third culture millennials.

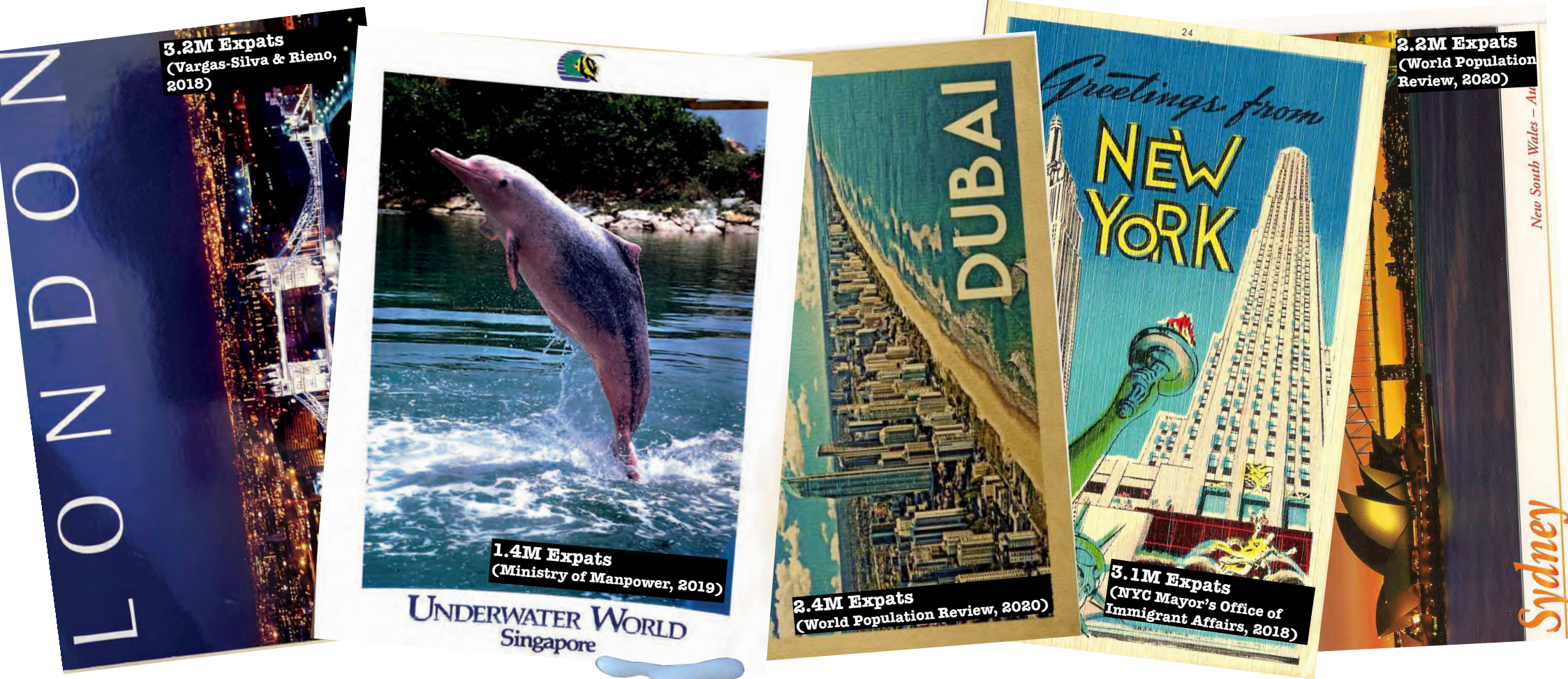
The International Student

Oscar, 19, was born and raised in South Africa and decided to move to New York for university. He lives in the student dorms and has become close friends with many other international students and third culture Gen Z and has become immersed in the community.

Young Parents of TCKs

Maarya & Anwar, 33 & 35, are a married couple with 2 young kids. They were both born and grew up in the UAE and due to work, have temporarily relocated to Kenya. They have enrolled the kids in an international school and are interested in the cultural and psychological effects the relocation could potentially have on their children.

Figure 6 - Pasquale Autorino for Fucking Young!



Distribution of Third Culture

Third Culture will be distributed in these Major Expat cities. TC exclusive members clubs will open here too.

The Magazines will be distributed through News-stands in Airports, shops and cafes in area's surrounding international schools, offices and universities.

Online distribution will occur through the newsletter, social media platforms, the brand website and app.

Approximate Audience Chart

City	Number of Expats	Average Percentage of Youth in the City	Approximate Number of our Audience (18-35) in City
Dubai	2.4M Expats (World Population Review, 2020)	22% of Expats are between 18-34 Years old (Expats Explorer Survey -HSBC, 2018)	528,000
Singapore	1.4M Expats (Ministry of Manpower, 2019)	26% of Expats are between 18-34 Years old (Expats Explorer Survey -HSBC, 2018)	364,000
Sydney	2.2M Expats (World Population Review, 2020)	29% of the population in Sydney are between 15-34 Years old (Australian Bureau of Statistics, 2016)	620,000
London	3.2M Expats (Vargas-Silva & Rieno, 2018)	12% of Expats are between 16-25 Years old (Vargas-Silva & Rieno, 2018)	412,000
New York	3.1M Expats (NYC Mayor's Office of Immigrant Affairs, 2018)	43% of all-foreign born New Yorkers are between 18-44 Years old (NYC Mayor's Office of Immigrant Affairs, 2018)	1,100,000

Total: (estimate) 3M

Note: These numbers reflect the youth sector of the international communities in these cities, they do not reflect the TCK's that may be native to these cities and lived abroad from them, only the foreign population in them. Also not reflected is the Global Online Audience which, as mentioned, is estimated at 70M.

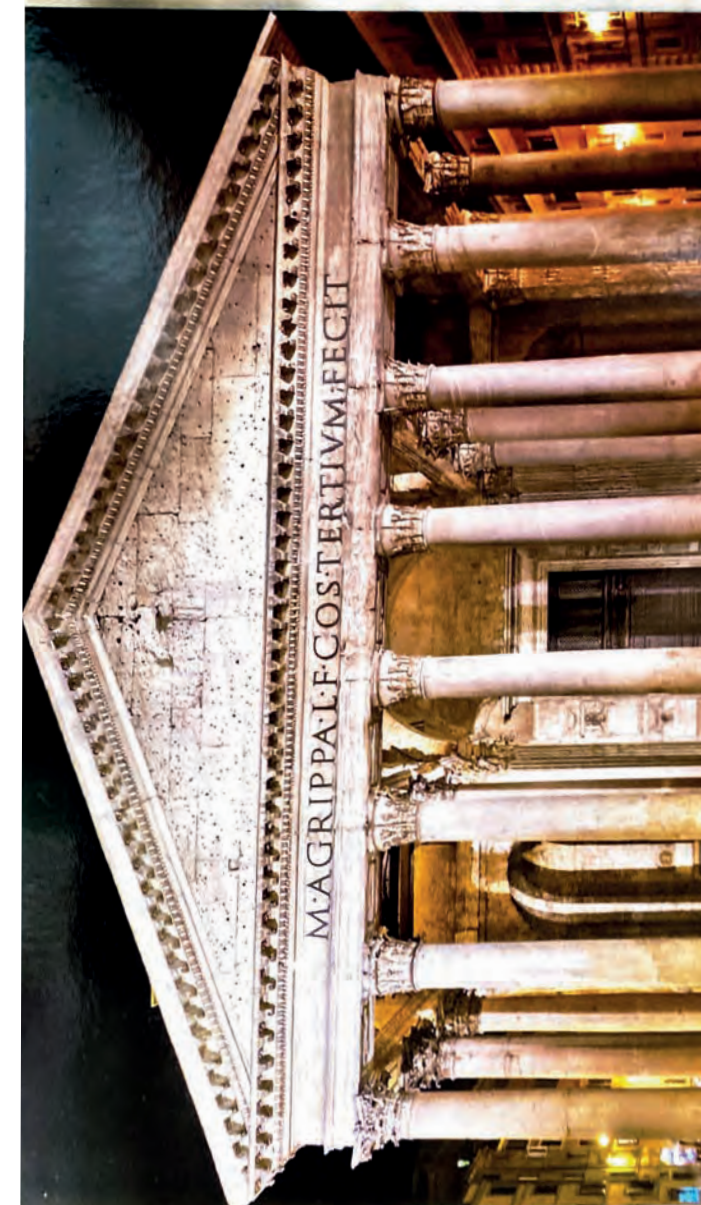




Figure 7 - Angelo Pennetta for Vogue



Figure 8 - Gucci for Petra Collins Book Launch



Figure 9 - Stef Mitchel for Paco Rabanne

Content

TRAVEL, GLOBAL
CULTURE,
EVENTS & FOOD

SPOTLIGHT ON
TCK's & THEIR
COMMUNITIES,
BUSINESS &
FASHION
NEWS

DIVERSITY,
MENTAL
HEALTH &
ISSUES SUCH AS
APPROPRIATION

Who Are The Third Culture Typical Advertisers?



Figure 10 - Javier Sola for Dazed

Global brands with an interest in an educated, well-travelled, diverse and wealthy population.

Ranging from the travel sector with agencies, aviation, events, restaurants and hotels, to worldwide fashion brands, to corporate companies such as banks, universities or international movers.

Third Culture's advertisers should be able to offer services catering to the audiences needs and expand on the brands young, multi-cultural, cool-luxury feel.



Flat Plan

Page Size: A4 (210mm x 297mm)

Number of Pages: 218

-Editorial/Content: 108 (49.6%)

-Advertising: 110 (50.4%)

Key:

- Cover
- Content
- Advertising

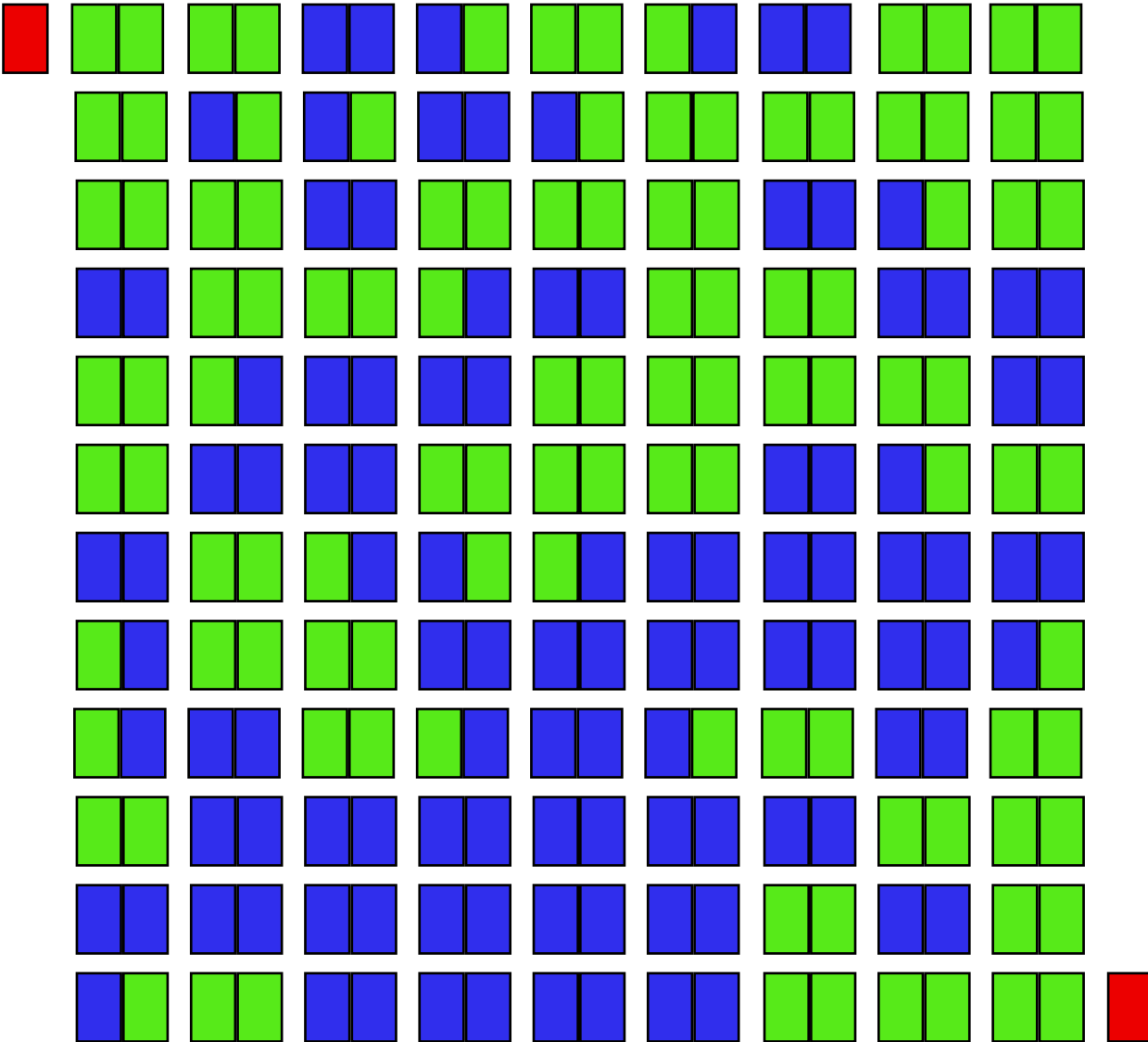


Figure 11 - Angelo Pennetta for LOVE

THIRD CULTURE's Circulation

The Third Culture publication will be released **Triannually** and will be sold for **£13** per print issue, **£4** per digital.

The Website will have a free access areas and paid-for Members areas.

Circulation Per Issue:

200K	450K
Print	Digital

Readership Per Issue:

850K	1.4M
Print	Digital

Figure 12 - Daniel Arnold for Vogue

Membership Options:

RESIDENT - A 'Resident' membership will cost £35 per year and will include:

- Magazine Subscription
- Discounted tickets to the annual event

PERMANENT RESIDENT- A 'Permanent Resident' membership will cost £99 per year and will include:

- Magazine Subscription
- Members App/Website (travel, employment and dating platforms specified for TCK's and discounts to worldwide businesses)
- Discounted tickets to the annual event

CITIZEN - A 'Citizen' membership will cost £1000 per year and will include:

- Access to Third Culture's worldwide private members clubs.
- Magazine Subscription
- Members App/Website
- Tickets to the annual event



Figure 13 - Daniel Arnold for Vogue

St(a/u)ff Needed

For *THIRD CULTURE*



Figure 14 - Simon Cecere for Daily Paper

Permanent Staff:

Sector	Role	no.	Cost (per annum)
Publication	Publisher	1	£55,000
Publication	Advertising Sales Representative	2	£23,800
Publication	Accountant	1	£34,000
Publication	Editor-in-Chief	1	£55,000
Publication	Content Writer/Editor	2	£33,800
Publication	Digital Content Writer/Editor	1	£33,800
Publication	PR Consultant	1	£24,000
Publication	Web/App Design and Developer	1	£32,800
Publication	Distribution Manager	1	£31,400
Publication	Social Media Manager	1	£25,800
Club	Global Operations Manager	1	£55,000
Club	Local Manager	5	£50,000
Club	Bartender	25	£15,400
Club	Waiters	45	£15,400
Club	Chef/Kitchen staff	30	£21,400
Club	Cleaners	10	£17,400
Club	Receptionist	10	£15,400

Total: £2,527,200

Note: These numbers are based on Average UK salaries for these Jobs, see Bibliography for references. Also, there will be freelancer cost.

1 Publication Office

5 Club Spaces

Physical Property for Clubs and offices - cutlery, kitchen equipment, art, furniture, lighting, speaker system

5 Internet Routers - £250 each

25 Desktop computers - £1499 each

6 Laptops- £1499 each

Website host- £15-£25 Per Month

6 Phones - £170 each

6 Printers - £220 each

THIRD CULTURE Revenue Streams (Per Annum)



Figure 15 - Courtesy of Soho House

1. Print Magazine

3 X 200K X £13 = **£7.8M** in Print
3 X 450K X £4 = **£5.4M** in Digital

2. Print Advertising

50.4% of each print issue is sold.
This earns up to **£3.26M..**

3. Members Online Subscription

An online membership earns £64 per member. With a membership base of 70K, This earns up to **£4.5M.**

4. Online Advertising

Available through links, Partnerships and Ad Space, This earns up to **£4M.**

5. Club Membership

Club membership earns £901 per member. With a membership base of 15K, This earns up to **£13.5M.**



Figure 16 - Buck Ellison for Weiss Berlin

6. Club Sales (food, drink..)

According to Toast, "The average monthly revenue for a new restaurant that's less than 12 months old is" **£89K** (2019).

7. Annual Event

80K Tickets sold at £80 and sponsorships can potentially earn up to **£20M.**

8. Newsletters

This earns up to **£234K.**

THIRD CULTURE

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Third Culture is a platform that is desired by the TCK community (See 'Survey' in the Appendix). • Third Culture will tap into a huge global audience that is currently not being targeted on a commercial scale. • The diverse and relatively wealthy audience will be attractive to advertisers. 	<ul style="list-style-type: none"> • Third Culture is aimed toward a worldwide audience - distribution will have to work well, simultaneously in several cities around the world. This will be more expensive than a local market and it may be difficult to create equal brand awareness in all locations. (Schleckser, 2018)
Opportunities	Threats
<ul style="list-style-type: none"> • This brand has the potential to grow into many other area's - such as: reality TV, a talent agency, tour guides, educational seminars... • The magazine could expand its distribution to many other TC cities worldwide. • In the future, the publication could be adapted to other TCK ages - older/younger. 	<ul style="list-style-type: none"> • Lack of Investors due to the economic situation caused by Covid 19 could threaten the launch of a new global brand of this size (Rodriguez Chiffelle & Vanham, 2020).

Figure 17 - Harley Weir for Missoni

Competitors of **THIRD CULTURE**

Third Culture is in a unique position where there is no existing platform of its calibre catering to this audience.

However, these are some that may compete either on content or audience base.



Figure 18 - Fabien Viltrus for Nicolas Guichard



Mock up of the art installation at the entrance to the clubs.

Launch Method

Where: Member Clubs Worldwide

When: 28.10 2021, 18:30 local time

Who: local TCK celebrities, artists, business people and influencers

What: Dinner and a Comedy act relating to the psychology of TC.

Upon arrival, guests will insert into a digital art installation; where they have lived/are from. These locations will light up on a map – this will be an icebreaker and allow guests to meet others who have lived where they have.

They will leave with a magazine, hoodie and a HSBC goodie bag.

Launch of Digital Cover and Digital Platforms - July 2021



Worldwide Launch Parties - October 2021



Launch of First Physical Cover - November 2021





1. By its first year, Third Culture will reach a total of 100,000 followers on its social media platforms.

2. By 2022, unique monthly users will rise by 25%. This will be measured by SEO and website traffic data on a monthly basis.

3. By 2022, Third Culture will increase distribution to 2 new markets: Hong Kong & Taiwan. This will include opening clubs.

4. By 2022, Third Culture will double the number of digital and print editors on its payroll.

5. Third Culture will break even in its first year.

Figure 19 - Alasdair McLellan for Gucci

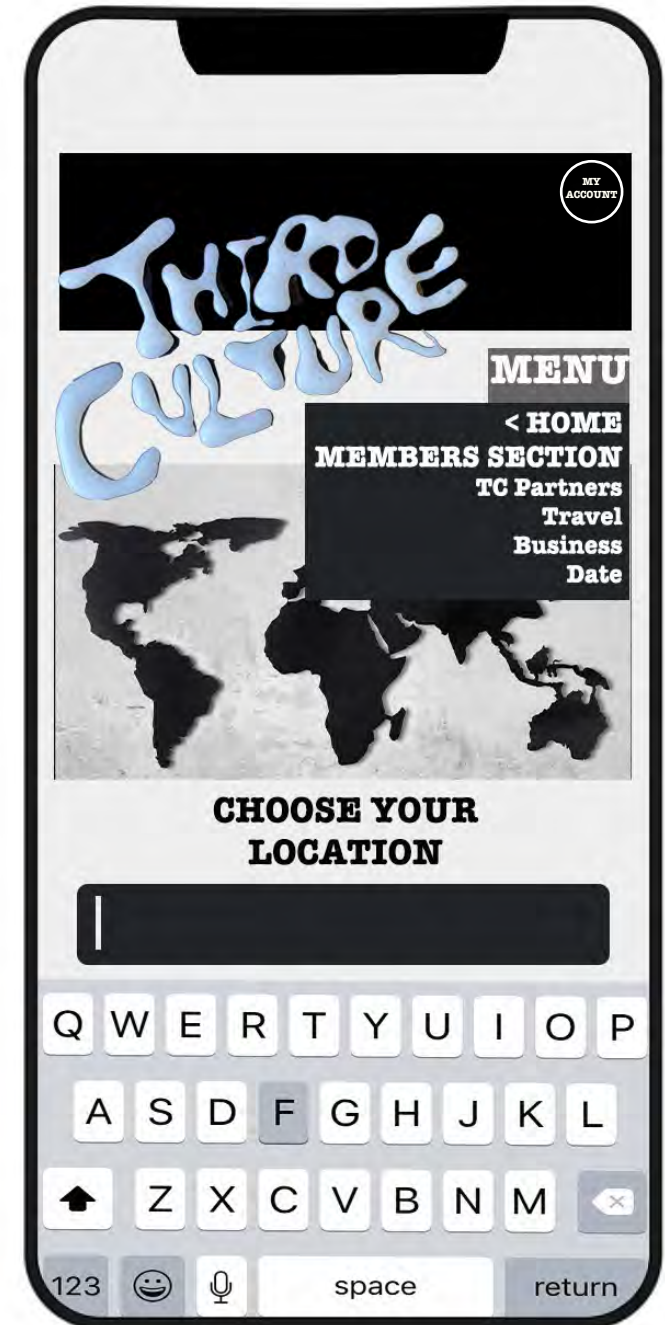
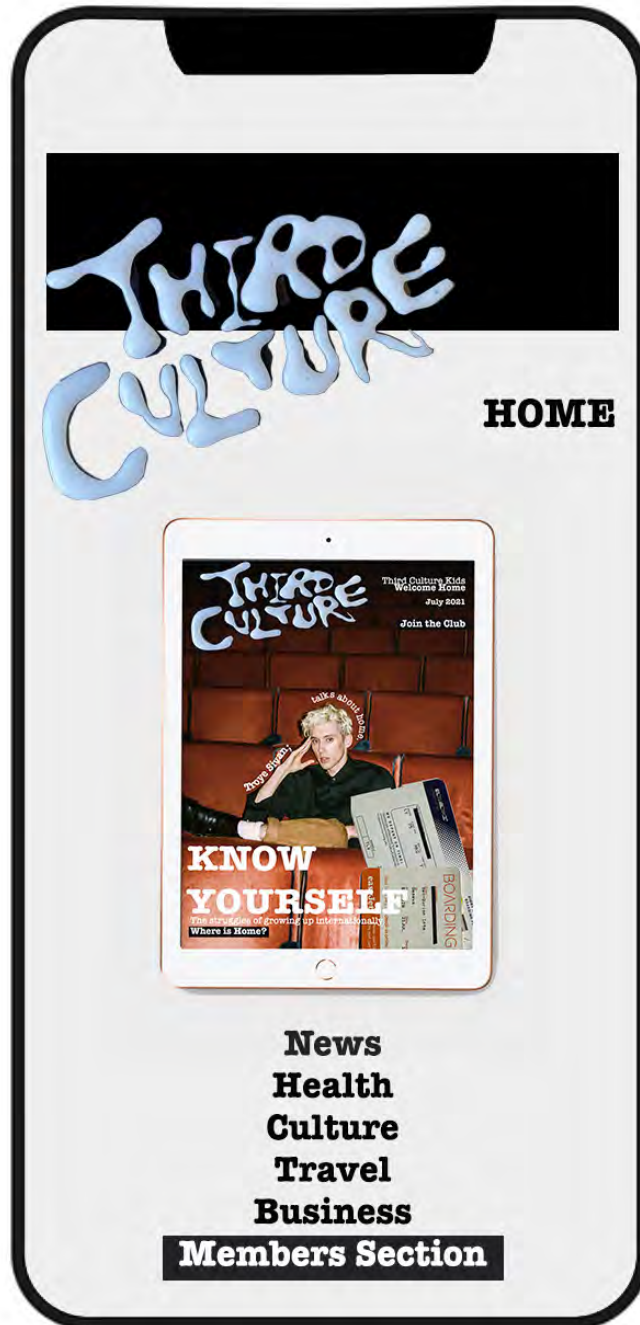


Website



App

22



Newsletter

**THIRD CULTURE CLUB**

First edition

To: Jordan Kessel

Inbox - Jor...ust1@gmail.com 15 July 2020 at 19:27

JH

**Hey Kiddos!**

How's the weather in your part of the world?
We have some great deals for you this week, [Click Here](#) to find out.

Also, have a quick read on the best banks for international living [HERE](#).

Hoping to see you in your nearest Club soon,

The THIRD CULTURE FAM.



Media

Kit

Word Count: 497



Figure 20 - Theresa Marx for Jacquemus

THIRD CULTURE



Realistically, **Third Culture** is a Publication and a Club. But in its essence, it is so much more than that.

It represents an International youth culture that has yet to be acknowledged and provides an opportunity for them to learn, communicate and inspire through digital and physical platforms.

Mission Statement

Third Culture aspires to become a home for Third Culture Kids Worldwide, to offer support and to highlight and connect the community.

96.4% of TCK's feel that they have a different mentality to Mono-Cultured people

67.3% of TCK's feel that there is a lack of acknowledgement of the community

78.2% of TCK's feel there is no Platform representing them or their culture in the media

92.7% of TCK's are interested in a specified Third Culture Magazine/ Platform

Figure 21 - Marcin Kempinski for Reserved

Reference: see survey in appendix.



Figure 22 - Harmony Korine for Gucci

Primary: Third Culture Kids

Defined as : “Children who spend a significant period of their developmental years in a culture outside their parents’ passport culture(s)” (Pollock & Van Reken, 1999, pp. xi)

Secondary: The Community

The Expat

The International Student

Young Parents of TCK’s

Audience



Male, Female & Non Binary Audience

18-35

Age Demographic
Median Age: 24

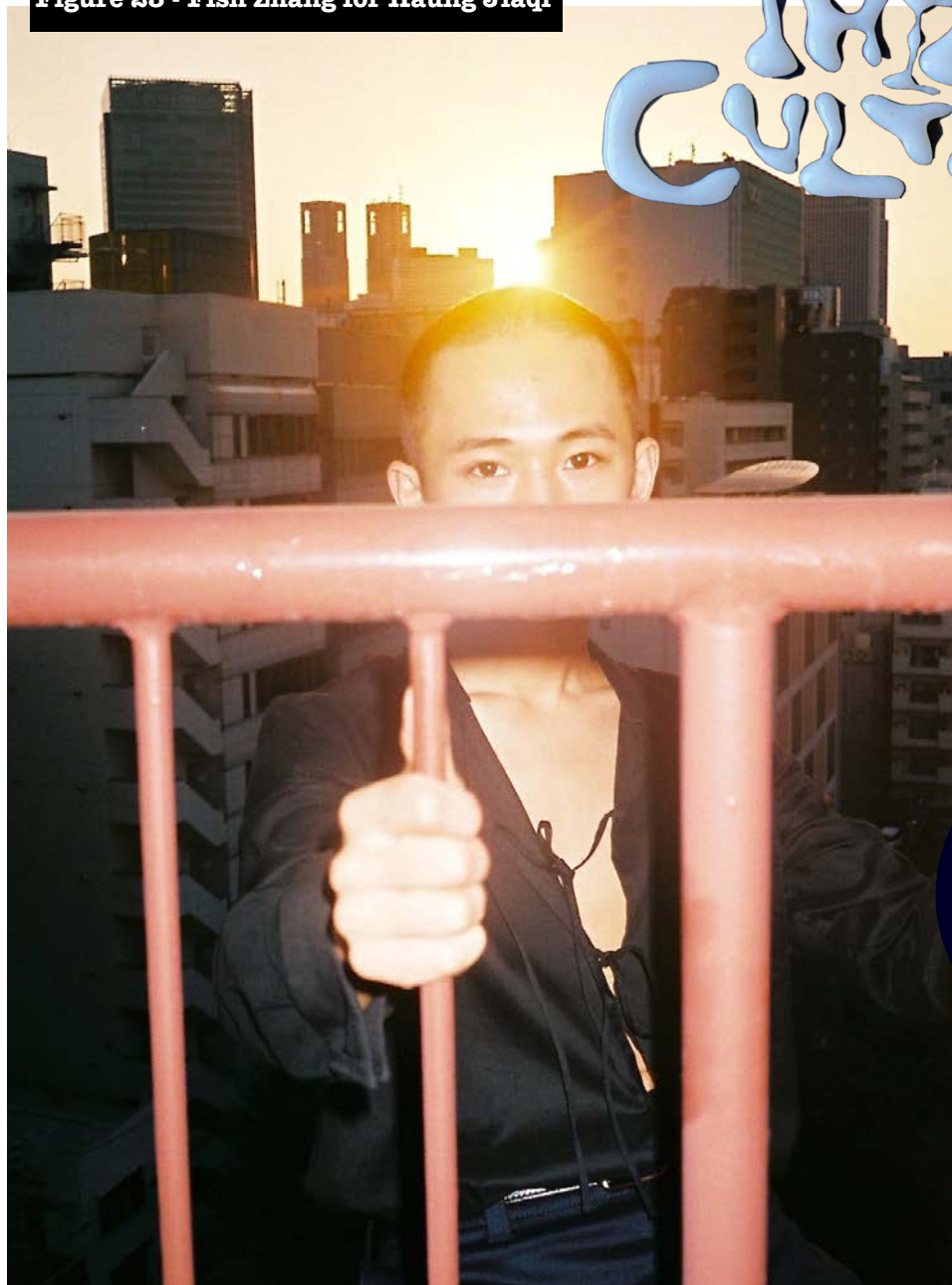


39,661
On Average Per Annum (Gilchrist, 2019)

87%



Figure 23 - Fish Zhang for Haung Jiaqi



THIRD CULTURE



Young adults that are usually the children of expats.

They lead international lives, usually living in 3 different countries by the time they are 20.

They are educated, curious and love to experience new things.

They have a loose sense of cultural belonging, which, among other things, is what they come to Third Culture for.

**TRAVEL, GLOBAL
CULTURE,
EVENTS & FOOD**

**SPOTLIGHT ON
TCK's & THEIR
COMMUNITIES,
BUSINESS &
FASHION
NEWS**

**DIVERSITY,
MENTAL
HEALTH &
ISSUES SUCH AS
APPROPRIATION**

Brand Overview For

THIRD CULTURE



Figure 24 - Inez & Vinoodh for Michael Kors

Distributed in **Singapore, Sydney, New York, London** and **Dubai**.

Given the nature of its international audience, **Inclusivity** and **Diversity** are the two most important values to the Third Culture brand.

Third Culture's Footprint:

Print Magazine, Website, App, 5 Clubs, Social Media, Newsletter.

Circulation Per Issue:

200K	450K
Print	Digital

Readership Per Issue:

850K	1.4M
Print	Digital



Advertising Rates 2021

Print Rates

½ Page - £13,490

Single Page Run of Paper - £27,190

Single Page Specified Position - £35,190

Double Page Spread Run of Paper - £57,320

Double Page Specified Position - £66,890

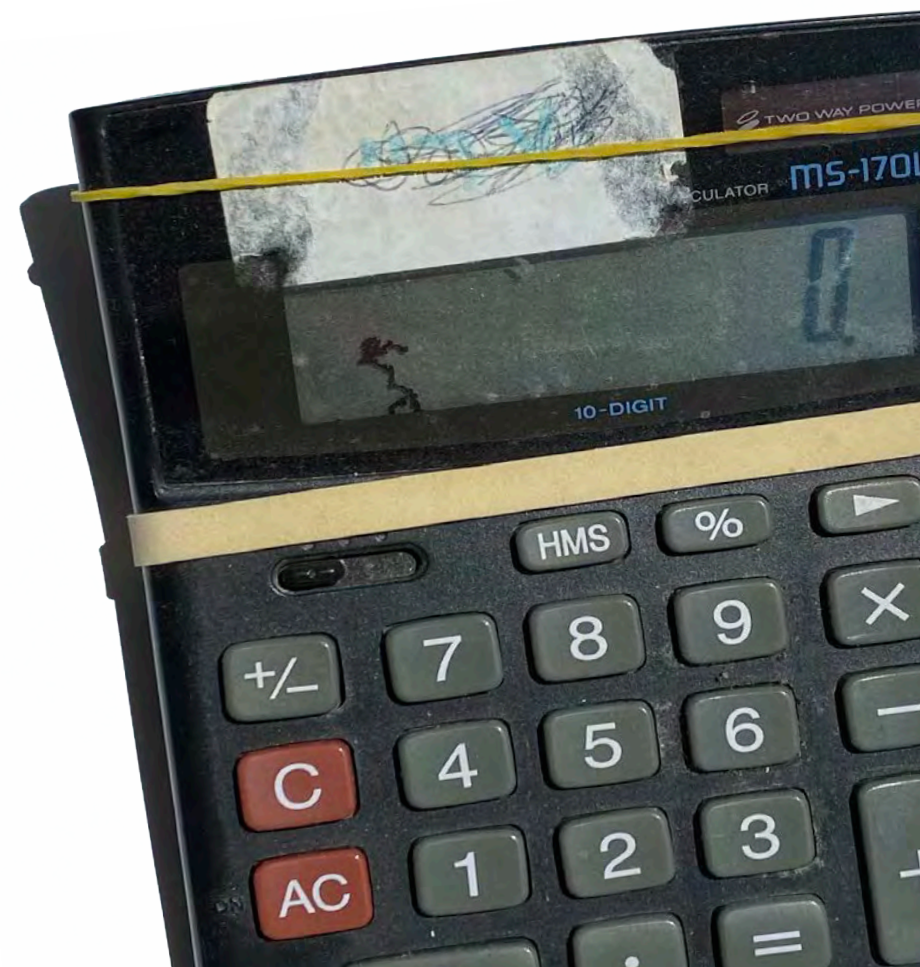
1st Double Page Spread - £75,070

Inside Back Cover - £43,550

Outside Back Cover - £46,760

Cover Sponsorship - £115,190

Inserts, Tip Ons, Specials, Classified - Individual Costing



Digital Rates

Homepage Takeover - £20,000 per week

	Moving Banner (468 X 60px) :	Skyscraper (120 X 600px):
News	£54 cpm	£37 cpm
Health	£45 cpm	£29 cpm
Culture	£47 cpm	£34 cpm
Travel	£45 cpm	£30 cpm
Business	£48 cpm	£33 cpm
Members Section	£100 cpm	£88 cpm

Advertisers can Sponsor the Weekly Newsletter for £4,500.

Hyperlink - £500

Hyperlinked Content Article - £10,100

Social Media Sponsored Post - £4,400

Members receive benefits and discounts from our partners
and have a unlimited online presence in the Members Section.
To become a partner please inquire individual costing.

Package Rates

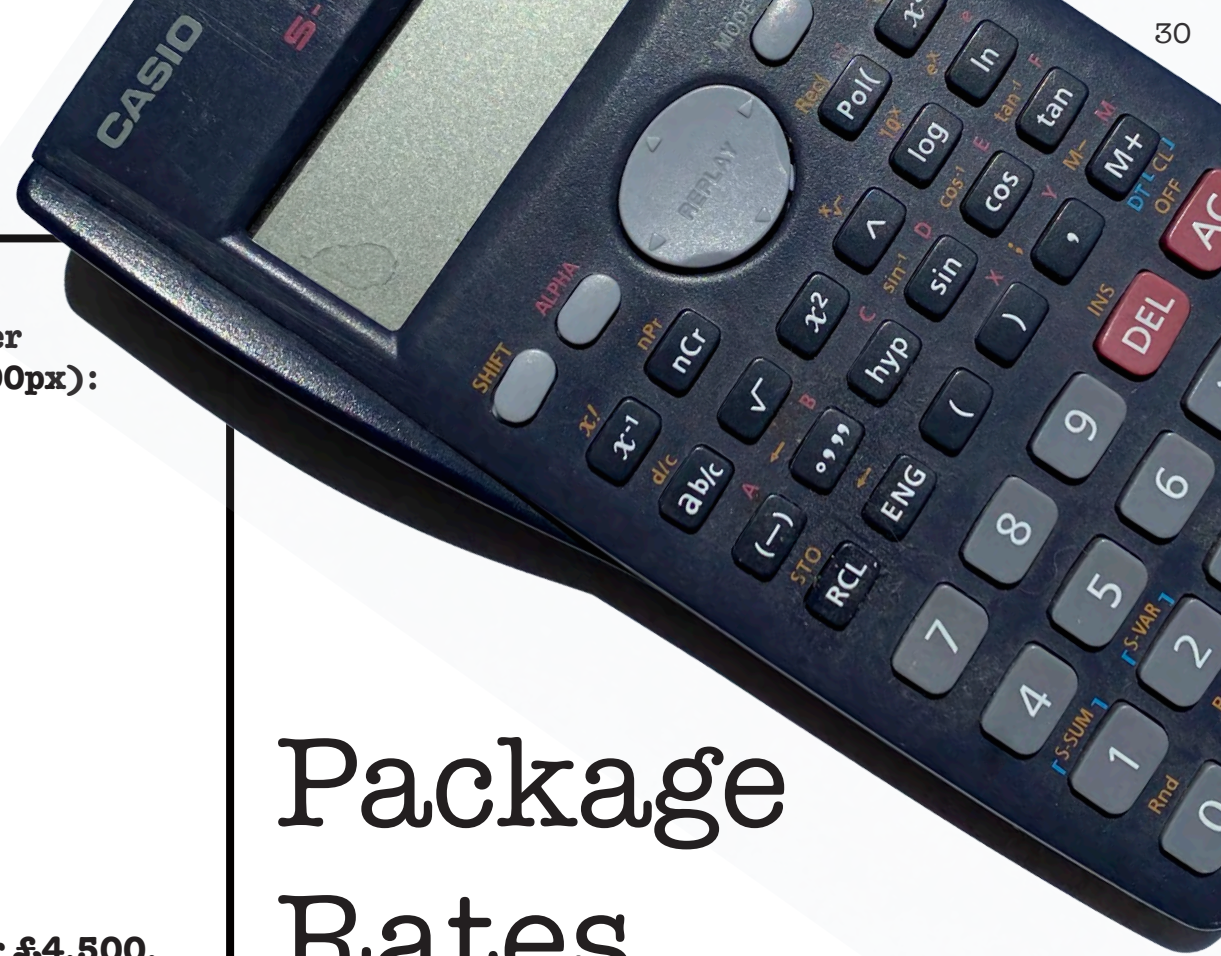
4 Double Page Spreads Run of Paper - £209,280

4-Week Website Homepage Takeover - £72,800

4 DPS + 40K Moving Banner Impressions

Member Section - £212,780

1st DPS + 3 DPS Run of Paper - £231,890

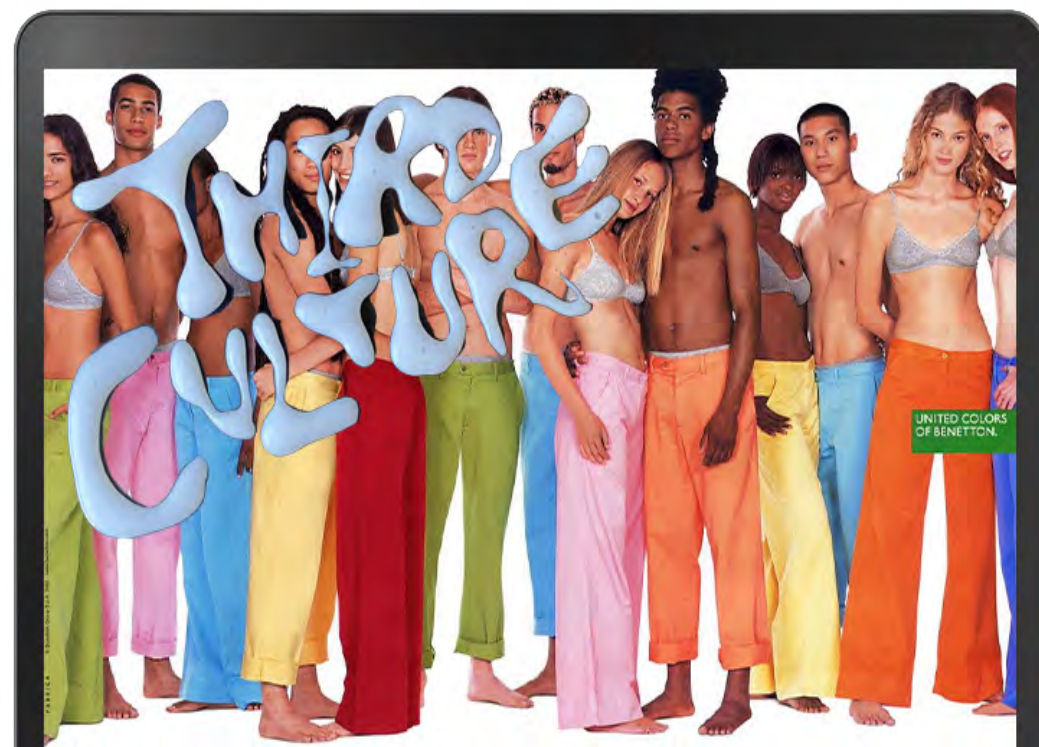


Instagram
Monthly Reach
1M

Facebook
Monthly Reach
450K

Digital Memebers
152K

Physical Members
20K




Homepage Takeover



Coverpage Sponsorship

Page Inbox COVID-19 Notifications 3 Insights Publishing Tools More ▾



Illrd Culture
@IIIRDCULTURE

Home

Posts


Events

See more ▾

Promote

Visit Ad Centre


Like Follow Share ...

 **Illrd Culture**
Just now · 🌐

THE FIRST DIGITAL ISSUE OF THIRD CULTURE IS OUT!!

Read about Troye Sivan's thoughts on third culture and where he feels most at home.

Available for purchase at www.thirdculture.com



 **Illrd Culture**
Just now · 🌐

Read about the 10 fashion brands that are channeling third culture online at www.thirdculture.com

Partnered with United Colours of Benetton ©



9:41 Instagram

 **ThirdCulture**
Partnered with United Colours of Benetton



26 likes

ThirdCulture

3 SECONDS AGO

snowgraphs 🍌🍌🍌

Sponsored Posts on Social Media

Plan Ahead...

Cover	Issue	Booking Deadline	Copy Deadline	Insert Deadline	On Sale Date
	The Acknowledgement Issue	28 May 2021	01 June 2021	19 June 2021	12 July 2021
	The Framework Issue	16 September 2021	20 September 2021	09 October 2021	01 November 2021
	The Tradition Issue	01 February 2022	05 February 2022	21 February 2022	14 March 2022
	The Common Ground Issue	29 May 2022	02 June 2022	18 June 2022	11 July 2022

Our Sponsors



Terms and Conditions

1. Third Culture Limited ("TC") accepts publication of Advertisements (as defined below) on the terms and conditions set out herein ("Terms").

2. These Terms apply to:

- Print advertisements in the Third Culture Publication as well as inserts ("Inserts");
- Online advertisements on www.thirdculture.com (the "Website") and 'Third Culture' the app.

3. By placing an order, the "Advertiser" (which is the person bidding for or placing the order for the Advertisement whether they are the advertiser of the product or service or the advertising agency or media buyer for such advertiser) accepts and agrees to be bound by these Terms in full.

4. Materials for any Advertisement (whether print or digital) must adhere to TC's technical specifications and be delivered to TC within the applicable timeframes.

5. TC may, without any responsibility to the Advertiser, reject, cancel or require any Advertisement to be amended that it considers unsuitable or contrary to these Terms or the Brand Values - as a brand safety measure - and remove, not print, suspend or change the position of any such Advertisement. TC may refuse to publish any Advertisement for any Advertiser who has not paid any sums due for any advertising in the Magazine, the Website or the App. The Advertiser will remain responsible for all outstanding charges.

6. All Advertisements are accepted on the basis that they will be paid for at the prevailing rates set out in the rate card on the date of publication or the rates agreed upon in the Advertisers contract.

7. TC may change the rates on the rate card. These changes will take effect immediately. However, any changes to the applicable rates will not apply to any orders made prior to the date of such change.

8. All sums payable to TC should be made in GBP currency 28 days from date of invoice. TC will provide services only on a pre-payment basis. Further Financial Terms and Conditions will be given on inquiry.

Contact Information

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**Don't Hesitate to
contact regarding
questions or
inquiries.**

Magazine

Covers



Cover Star: Troye Sivan





Second Cover:

November 2021

First Physical & Digital Launch

Cover Star: Dua Lipa



Third Cover:

March 2022

Physical & Digital Launch

Cover Star: Betty Bachz





Fourth Cover:

July 2022

Physical & Digital Launch

Cover Star: Adut Akech



Appendix

Survey (Pages 42-43)

Focus Group - Covers (Page 44)

Timestamp	Total score	where have you lived?	how old are you?	Prior to this, had you heard the term TCK before?	Do you relate more to third culture (Mixed) or to your 'original' nationality (Parents passport)?	Have you ever felt there was a lack of acknowledgement as a community?
2020/07/03 10:10:18 pm GMT+3	0.00 / 0	Hong Kong and Israel	18-24	Yes	Third Culture	Yes
2020/07/03 10:18:44 pm GMT+3	0.00 / 0	Canada, USA, Israel	24	No	Original	
2020/07/03 10:26:06 pm GMT+3	0.00 / 0	New Zealand, Australia, Hong Kong, India, USA	18-24	Yes		
2020/07/03 10:27:36 pm GMT+3	0.00 / 0		18-24	Yes		
2020/07/03 10:31:49 pm GMT+3	0.00 / 0		18-24	Yes		
2020/07/03 10:32:55 pm GMT+3	0.00 / 0	USA, Israel	Below 18	No		
2020/07/03 10:38:51 pm GMT+3	0.00 / 0	Israel, United Kingdom, United States	18-24	Yes		
2020/07/03 10:42:33 pm GMT+3	0.00 / 0	America	18-24	No		
2020/07/03 10:42:34 pm GMT+3	0.00 / 0	Hong Kong USA London	18-24	No		
2020/07/03 10:51:17 pm GMT+3	0.00 / 0	Nairobi, Brighton, London	18-24	Yes		
2020/07/03 10:56:50 pm GMT+3	0.00 / 0	USA, Israel	18-24	No		
2020/07/03 11:20:42 pm GMT+3	0.00 / 0	France	24	No		
2020/07/03 11:21:11 pm GMT+3	0.00 / 0	Russia, Israel	18-24	Yes		
2020/07/03 11:45:33 pm GMT+3	0.00 / 0	Israel, England	18-24	No		
2020/07/03 11:56:24 pm GMT+3	0.00 / 0	Indonesia	18-24	Yes		
2020/07/04 12:20:53 am GMT+3	0.00 / 0	Brazil, United States and Israel	18-24	Yes		
2020/07/04 1:14:26 am GMT+3	0.00 / 0	Poland, England	18-24	No		
2020/07/04 1:14:40 am GMT+3	0.00 / 0	Hong Kong, Uk	18-24	Yes		
2020/07/04 1:38:43 am GMT+3	0.00 / 0	London	18-24	No	Original	
2020/07/04 2:25:18 am GMT+3	0.00 / 0	Chicago, UK, Switzerland	18-24	Yes	Third Culture	Yes
2020/07/04 2:28:26 am GMT+3	0.00 / 0	Berlin and Geneva	18-24	No	Third Culture	Yes
2020/07/04 3:36:13 am GMT+3	0.00 / 0	Hong Kong, Oman, Dubai	18-24	Yes	Third Culture	Yes
2020/07/04 4:24:57 am GMT+3	0.00 / 0		18-24	Yes	Original	Yes
2020/07/04 4:25:32 am GMT+3	0.00 / 0	Hong Kong	18-24	Yes	Original	Yes
2020/07/04 5:27:52 am GMT+3	0.00 / 0	London, New York, Israel	18-24	No		
2020/07/04 5:41:14 am GMT+3	0.00 / 0		18-24	Yes		
2020/07/04 8:05:18 am GMT+3	0.00 / 0	Hong Kong, Thailand, New Zealand	18-24	Yes		
2020/07/04 8:37:21 am GMT+3	0.00 / 0	Hong Kong	18-24	Yes		
2020/07/04 11:36:58 am GMT+3	0.00 / 0	Hong Kong	18-24	Yes		
2020/07/04 11:46:34 am GMT+3	0.00 / 0	Hong Kong	18-24	Yes		
2020/07/04 12:59:09 pm GMT+3	0.00 / 0	UK	18-24	No		
2020/07/04 2:12:32 pm GMT+3	0.00 / 0	Hong Kong, Ireland, Boston and England	18-24	Yes		
2020/07/04 2:24:09 pm GMT+3	0.00 / 0	Hong Kong	18-24	No		
2020/07/04 2:53:10 pm GMT+3	0.00 / 0	Israel, Nigeria, Greece.	18-24	No		
2020/07/04 2:54:03 pm GMT+3	0.00 / 0	Hong Kong and Israel	18-24	Yes		
2020/07/04 3:43:11 pm GMT+3	0.00 / 0	Germany	18-24	No		
2020/07/04 4:51:37 pm GMT+3	0.00 / 0	USA and Israel	24	No		
2020/07/04 5:04:29 pm GMT+3	0.00 / 0	Italy, United Arab Emirates	18-24	No		
2020/07/04 5:33:59 pm GMT+3	0.00 / 0	Italy, United Arab Emirates	18-24	No		
2020/07/04 6:00:28 pm GMT+3	0.00 / 0	Hong Kong, London, USA	18-24	Yes		
2020/07/04 6:38:05 pm GMT+3	0.00 / 0	Hong Kong	18-24	No	Original	
2020/07/04 8:03:05 pm GMT+3	0.00 / 0	Hong Kong	18-24	Yes	Original Nationality	No
2020/07/05 1:18:39 pm GMT+3	0.00 / 0	Scotland, Dubai, Hong Kong, England	18-24	Yes	Third Culture	No
2020/07/05 4:42:18 pm GMT+3	0.00 / 0	Hong Kong, Germany, the Netherlands	18-24	Yes	Third Culture	Yes
2020/07/05 6:47:20 pm GMT+3	0.00 / 0	Venezuela	24	No	Original Nationality	Yes
2020/07/05 7:10:37 pm GMT+3	0.00 / 0	Argentina, Costa Rica, England and Israel	18-24	No	Original Nationality	No
2020/07/07 12:22:11 am GMT+3	0.00 / 0	California and israel	24	No	Original Nationality	No
2020/07/07 6:03:36 am GMT+3	0.00 / 0	Hong Kong and LA	18-24	No	Third Culture	No
2020/07/07 6:35:43 pm GMT+3	0.00 / 0	London, New York, Israel	18-24	No	Third Culture	No
2020/07/07 9:25:40 pm GMT+3	0.00 / 0	Hong Kong and Israel	18-24	No	Original Nationality	Yes
2020/07/08 12:30:44 am GMT+3	0.00 / 0	Hong Kong, USA	18-24	No	Third Culture	No
2020/07/09 11:18:11 am GMT+3	0.00 / 0	Hong Kong and Israel	18-24	No	Original Nationality	Yes
2020/07/09 3:04:16 pm GMT+3	0.00 / 0	Hong Kong, UK	18-24	Yes	Third Culture	Yes
2020/07/11 1:33:42 pm GMT+3	0.00 / 0	Philippines, Thailand, Hong Kong, england	18-24	Yes	Third Culture	Yes
2020/07/13 4:30:54 pm GMT+3	0.00 / 0	USA, Israel	18-24	No	Third Culture	Yes

Survey

55 TCK Participants

Prior To This Survey Had You Heard Of The Term ‘Third Culture Kid’?

**50.9% NO
49.1% YES**

Do You Relate More To Third Culture Or Your Original Nationality (Parents Nationality)?

**34.5% Origin
65.5% TC**

Have you ever felt there was a lack of acknowledgement as a community?

**32.7% NO
67.3% YES**

Do you feel that there is a platform that represents TCK's or third culture in the media?

**79.2% NO
21.8% YES**

Timestamp	Total score	where have you lived?	how old are you?	Prior to this, had you heard the term TCK before?	Do you relate more to third culture (Mixed) or to your 'original' nationality (Parents passport)?	Have you ever felt there was a lack of acknowledgement as a community?
2020/07/03 10:10:18 pm GMT+3	0.00 / 0	Hong Kong and Israel		Yes	Third Culture	Yes
2020/07/03 10:18:44 pm GMT+3	0.00 / 0	Canada, USA, Israel			Original Nationality	Yes
2020/07/03 10:26:06 pm GMT+3	0.00 / 0	New Zealand, Australia, Korea, Hong Kong				
2020/07/03 10:27:36 pm GMT+3	0.00 / 0	Hong Kong				
2020/07/03 10:31:49 pm GMT+3	0.00 / 0					
2020/07/03 10:32:55 pm GMT+3	0.00 / 0	england				
2020/07/03 10:38:51 pm GMT+3	0.00 / 0	Israel, United Kingdom				
2020/07/03 10:42:33 pm GMT+3	0.00 / 0	America				
2020/07/03 10:42:34 pm GMT+3	0.00 / 0	Hong Kong USA LA				
2020/07/03 10:51:17 pm GMT+3	0.00 / 0	Nairobi, Brighton, London				
2020/07/03 10:56:50 pm GMT+3	0.00 / 0	USA, Israel				
2020/07/03 11:20:42 pm GMT+3	0.00 / 0	France				
2020/07/03 11:21:11 pm GMT+3	0.00 / 0	Russia, Israel				
2020/07/03 11:45:33 pm GMT+3	0.00 / 0	Israel, England				
2020/07/03 11:56:24 pm GMT+3	0.00 / 0	Indonesia				
2020/07/04 12:20:53 am GMT+3	0.00 / 0	Brazil, United States and Canada				
2020/07/04 1:14:26 am GMT+3	0.00 / 0	Poland, England				
2020/07/04 1:14:40 am GMT+3	0.00 / 0	Hong Kong, Uk				
2020/07/04 1:38:43 am GMT+3	0.00 / 0	London				
2020/07/04 2:25:18 am GMT+3	0.00 / 0	Chicago, UK, Switzerland			Third Culture	Yes
2020/07/04 2:28:26 am GMT+3	0.00 / 0	Berlin and Geneva	18-24	No	Third Culture	Yes
2020/07/04 3:36:13 am GMT+3	0.00 / 0	Hong Kong, Oman, Dubai	18-24	Yes	Third Culture	Yes
2020/07/04 4:24:57 am GMT+3	0.00 / 0				Original Nationality	Yes
2020/07/04 4:25:32 am GMT+3	0.00 / 0	Hong Kong			Original Nationality	Yes
2020/07/04 5:27:52 am GMT+3	0.00 / 0	London, New York, Israel				
2020/07/04 5:41:14 am GMT+3	0.00 / 0					
2020/07/04 8:05:18 am GMT+3	0.00 / 0	Hong Kong, Thailand, New Zealand				
2020/07/04 8:37:21 am GMT+3	0.00 / 0	Hong Kong				
2020/07/04 11:36:58 am GMT+3	0.00 / 0	Hong Kong				
2020/07/04 11:46:34 am GMT+3	0.00 / 0	Hong Kong				
2020/07/04 12:59:09 pm GMT+3	0.00 / 0	UK				
2020/07/04 2:12:32 pm GMT+3	0.00 / 0	Hong Kong, Ireland				
2020/07/04 2:24:09 pm GMT+3	0.00 / 0	Hong Kong				
2020/07/04 2:53:10 pm GMT+3	0.00 / 0	Israel, Nigeria, Greece				
2020/07/04 2:54:03 pm GMT+3	0.00 / 0	Hong Kong and Israel				
2020/07/04 3:43:11 pm GMT+3	0.00 / 0	Germany				
2020/07/04 4:51:37 pm GMT+3	0.00 / 0	USA and Israel				
2020/07/04 5:04:29 pm GMT+3	0.00 / 0	Italy, United Arab Emirates				
2020/07/04 5:33:59 pm GMT+3	0.00 / 0	Italy, United Arab Emirates				
2020/07/04 6:00:28 pm GMT+3	0.00 / 0	Hong Kong, London, USA				
2020/07/04 6:38:05 pm GMT+3	0.00 / 0	Hong Kong			Original Nationality	
2020/07/04 8:03:05 pm GMT+3	0.00 / 0	Hong Kong		Yes	Original Nationality	No
2020/07/05 1:18:39 pm GMT+3	0.00 / 0	Scotland, Dubai, Hong Kong, England	18-24	Yes	Third Culture	No
2020/07/05 4:42:18 pm GMT+3	0.00 / 0	Hong Kong, Germany, the Netherlands	18-24	Yes	Third Culture	Yes
2020/07/05 6:47:20 pm GMT+3	0.00 / 0	Venezuela	24	No	Original Nationality	Yes
2020/07/05 7:10:37 pm GMT+3	0.00 / 0	Argentina, Costa Rica, England and Israel	18-24	No	Original Nationality	No
2020/07/07 12:22:11 am GMT+3	0.00 / 0	California and israel	24	No	Original Nationality	No
2020/07/07 6:03:36 am GMT+3	0.00 / 0	Hong Kong and LA	18-24	No	Third Culture	No
2020/07/07 6:35:43 pm GMT+3	0.00 / 0	London, New York, Israel	18-24	No	Third Culture	No
2020/07/07 9:25:40 pm GMT+3	0.00 / 0	Hong Kong and Israel	18-24	No	Original Nationality	Yes
2020/07/08 12:30:44 am GMT+3	0.00 / 0	Hong Kong, USA	18-24	No	Third Culture	No
2020/07/09 11:18:11 am GMT+3	0.00 / 0	Hong Kong and Israel	18-24	No	Original Nationality	Yes
2020/07/09 3:04:16 pm GMT+3	0.00 / 0	Hong Kong, UK	18-24	Yes	Third Culture	Yes
2020/07/11 1:33:42 pm GMT+3	0.00 / 0	Philippines, Thailand, Hong Kong, england	18-24	Yes	Third Culture	Yes
2020/07/13 4:30:54 pm GMT+3	0.00 / 0	USA, Israel	18-24	No	Third Culture	Yes

Do you believe that Third Culture is an example for an ideal society in terms of racism, diversity and gender?

83.6% YES
16.4% NO

Would you be interested in a specified Platform/ magazine that Acknowledges TC as a community and looks into any psychological, cultural (such as travel, food or entertainment), educational or employer-related issues for TCK?

7.3% NO
92.7% YES

Would you be interested in connecting to worldwide Third Culture communities?

83.6% YES
16.4% NO

Would you be interested in hearing about TCK success stories/tips in worldwide businesses or TCK stories about travel or lives?

12.7% NO
87.3% YES

Would you be interested in Physical Events that portray TC and bring together third culture kids?

27.3% NO
72.7% YES

As a TCK, do you feel that you have a different mentality from people that are raised and grow up in a single location and culture that is the culture of their parents?

3.6% NO
96.4% YES

Focus Group - Covers

The final covers along with 5 other experimental covers were sent out to a group of 10 people. Each were told to choose the 3 they liked best according to their own tastes. This process funnelled the final cover choice and helped maintain an understanding of what draws the audience to the cover.

Some Critical Feedback given:

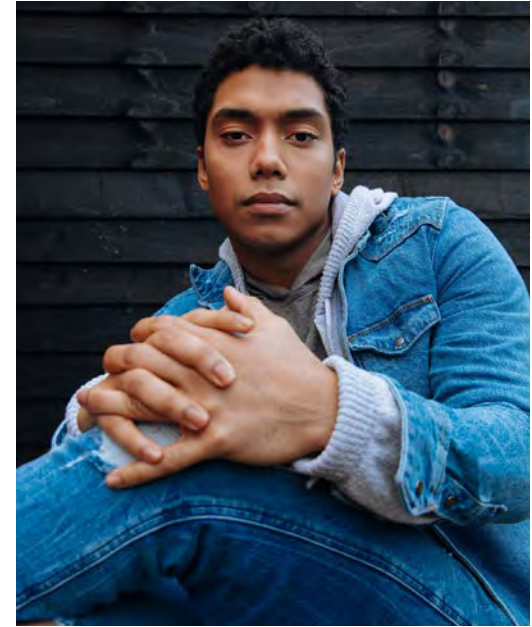
-“In order to sustain a financially stable business, the audience you need to also look at is the mainstream one, not only the niche, and you need a cover star to match.”

-“Your covers should all reflect the concept but don’t be afraid to make each one different and to use different colour palettes.”

-“Make sure coverlines are bold and convey your the concept.”

The Other Cover Photo Options:

Left to Right- Faouzia, Troy Sivan, Betty Bachz, Vsnessa Hong, Chance Perdomo **(top)**.



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