



Name

Pulse

USP

Consumer business magazine for young entrepreneurs. The boom in entrepreneurship and self-employment since the recession, particularly in women, has not been catered to in the magazine market. Business magazines in the market appeal to the older demographic, mainly men, with a focus on management in large, global companies. This magazine will fill the gap.

Subject matter

Business and entrepreneurship

Category

Consumer

Readership

21-35 (Average age 25), male and female

Graduates who have just left university who are now in their first few years of their career or postgraduate study and those who are a little bit older and aspire to start their own business.

More women starting own businesses than ever

Shopping habits

New luxury – would save up to buy investment pieces, wouldn't fritter money away

Save money each month to get on the property ladder

Don't go out clubbing every month but when they do go out they go for more of an expensive place, for a more luxurious night out ie. Drinks or meal

Restaurants – don't go out for dinner all the time at Nando's, Pizza Express

Would have membership for gym or mail order food package – invests money in their health

Investment pieces – Nutribullet, iPad, iPhone

Higher end of high street – Karen Millen, Ted Baker, Kurt Geiger, The Kooples – invest in a more professional wardrobe

- **Aspirations**

Own business, own house (mortgage)

Emma Bridgewater, Karen Brady, Joe Wicks and Mark Zuckerberg.

- **Living**

Living in a flat either on own, or with one housemate they met at university, or with partner

- **TV progs they watch**

Apprentice, Question time, Channel 4 documentaries, Homeland, Luther ie invest time in a recurrent series, they would make a point of staying up to date with the news

- **Where they go on holiday**

Marrakesh, luxury English holidays, Barcelona, Copenhagen, Stockholm – European city breaks

- **Education**

University degree + Postgraduate or further learning course/qualification

Recently graduated from undergraduate, finished a sandwich year, or still in postgraduate study

May have studied Business, Economics or related field

- **Income bracket**

£20,000 - £30,000 (graduate/entry job salary)

- **Married/living together/single**

Single or in a relationship with someone with similar aspirations – prioritises career

- **Urban/rural/suburban**

Urban – in big cities that are usually a hub for graduate jobs ie. London, Manchester, Nottingham

What kind of personality are they?

Extrovert, driven, confident, keen on finer things in life, shrewd with money but indulges in investment pieces for example mac laptop, keen on cooking.

Print or digital?

Monthly

Launches in print and online

Print – subscription

Digital version of print magazine (interactive), email newsletter round ups, interactive website

Strong online presence

Relevant news stories – not in print magazine format, just on website

Strong social media – key interviewer, day in life of video on website, Q&A

Website – not behind pay wall – advertising on website will help fund magazine – sign up for an account (email newsletter)

Website compliments what's in the print but offers extra, behind the scene features – work together – an event/ something advertised on website which will feature in next month's magazine – interaction with readers – readers can access more info

Social media – Twitter, facebook, Instagram (guest instagrammers), snapchat, email newsletter

Conferences

Cover

Interviewee will always be on front cover, ideally a celebrity but will always be someone who started up their own business.

Our first cover will have Michelle Mone (see cover) however we are not limited to female cover stars.

The cover will include the interviewee's name plus two feature titles but no more. The design of the cover is sleek and monochrome.

Content ideas

Contents page x1

Editor's letter x1

Staff and advertising contacts page x1

News roundup of current affairs always maintaining a focus on business for example global stock markets fall x2

Feature: The problem of maternity leave in a small business? – investigating the problems surrounding financing maternity leave if you have just set your business while also providing a case study of a woman who made her start-up business work around her pregnancy. X2

Interview with a celebrity entrepreneur – Michelle Mone. To generate a social media buzz we will encourage our readers each month to send in questions for the forthcoming month's interview x3

Feature: How to secure a start-up loan – includes advice on what to wear to a meeting with a bank, what banks offer for entrepreneurs and advice on how much money you would actually need to start up a business. X2

Feature: Psychology behind entrepreneurship – talk to psychologists on what it takes to be an entrepreneur and common personality traits that entrepreneurs often have and the science behind it. How to overcome or avoid the negative traits often associated with those who start up their own business. X1

Guest columnist: each month we would have a different columnist who would be a young entrepreneur who recently started up their own business. Could be in the style of a week with... x1

Get involved page: readers can send in comments which we will link to social media so people can send in letters and tweets, and tag us in Instagram posts of readers using the advice we had published from the previous issue.

Politics, property, health pages – lifestyle elements, fit in around entrepreneur's busy schedule, property pages (rental, buying office space), politics affecting business/startups

BUSINESS PLAN

Rationale

Nothing directed at those who wish to start up their own business, especially for young people.

More women going into business than ever before – we are not aiming this at women specifically but seeing as other magazines such as Spectator are 80-20 split – magazines in this area not accommodating or engaging with women – this magazine will aim for a

50-50 split, or 60-40 in favour of women – gap in the market, clear upsurge of women interested in business

Market sector

Business sector – will sit alongside publications such as The Economist, The Spectator, New Statesmen and management today.

Branding

Sleek, fresh and youthful. Associated with entrepreneurship. Aspirational and modern, digitally advanced.

Brand extension

Conferences, Q&As with interviewees

Graduate fairs, business fairs – free copies

Networking events – banks, young entrepreneurs, etc.

Competitions – win 6 week business course, city breaks

Advertising

Banks – start-up loans

Tailors

Estate agents

Phone companies, Apple

Gyms

Food subscription companies – ie Graze

Watch companies

City breaks

Marketing and promotion

First: website and social media launch – teasers, generating interest

Prelaunch: September – go to graduate fair, soft opening, free copy, offer for subscription in first issue, free copies stocked in Pret or Starbucks

Official launch: free copies and event, offer on subscription

Graduate schemes open October – December/

- Create a news story from your editorial?

- Secret speaker – advertise, teaser
- Launch on social media and website beforehand
- Free at event
- Subscription offer

Distribution

Sold in shops and subscription, digital download (Paid for)

Supermarkets (Tesco Metro, Boots – convenience supermarkets in city centres), train station shops,

And...

- Glossy and heavyweight paper like Spectator, GQ – professional image
- £2.99 (cheaper for subscription £29.99 annual)

ENDS