



When you have a clear idea of who your reader is it is easier to draft your brand concept.

That brand concept is the intersection of your content and the desires of your audience.

## Who is the *Seattle Met* reader?

**41** Median Age, Print Readers.

**34** Median Age, Digital Readers.

**\$200,496** Average Household Income.

**58%** Are Executive, Professional, or Managerial.

**78%** Own their own home.

**95%** Attended College.

**79%** Do NOT have a newspaper delivered to their home/office.

**71%** Plan to take 3+ trips in the next year.

**60%** Eat at full-service restaurants 5 times per month, **29%** up to 10 times per month.

**76%** Will attend food, drink, or wine tastings

**63%** Will attend theatre, opera, or symphony

**85%** Own a smartphone.

**60%** Frequently buy products and services advertised in *Seattle Met*.











The clearest concepts are those that can be explained in a single sentence, preferably a sentence that both explains an area of focus while also promising near-infinite possibility.

*Let's take a look a few popular brands*



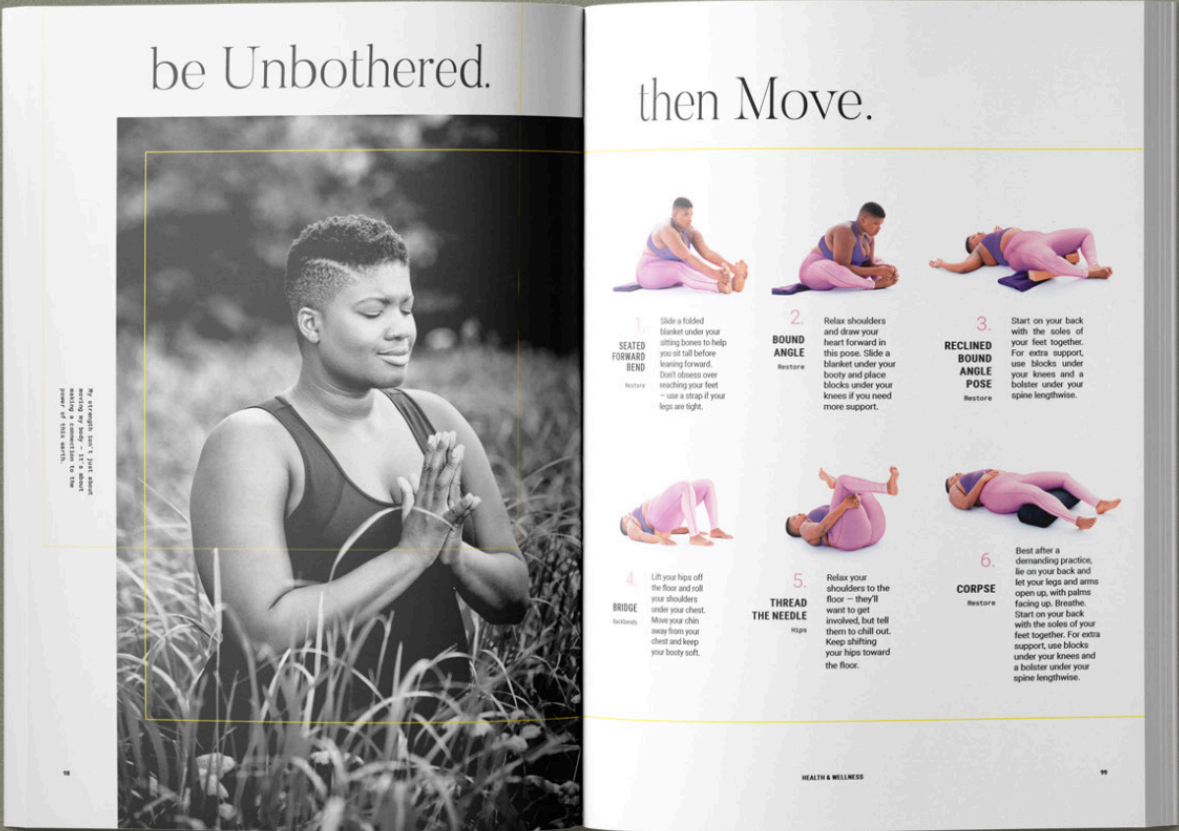








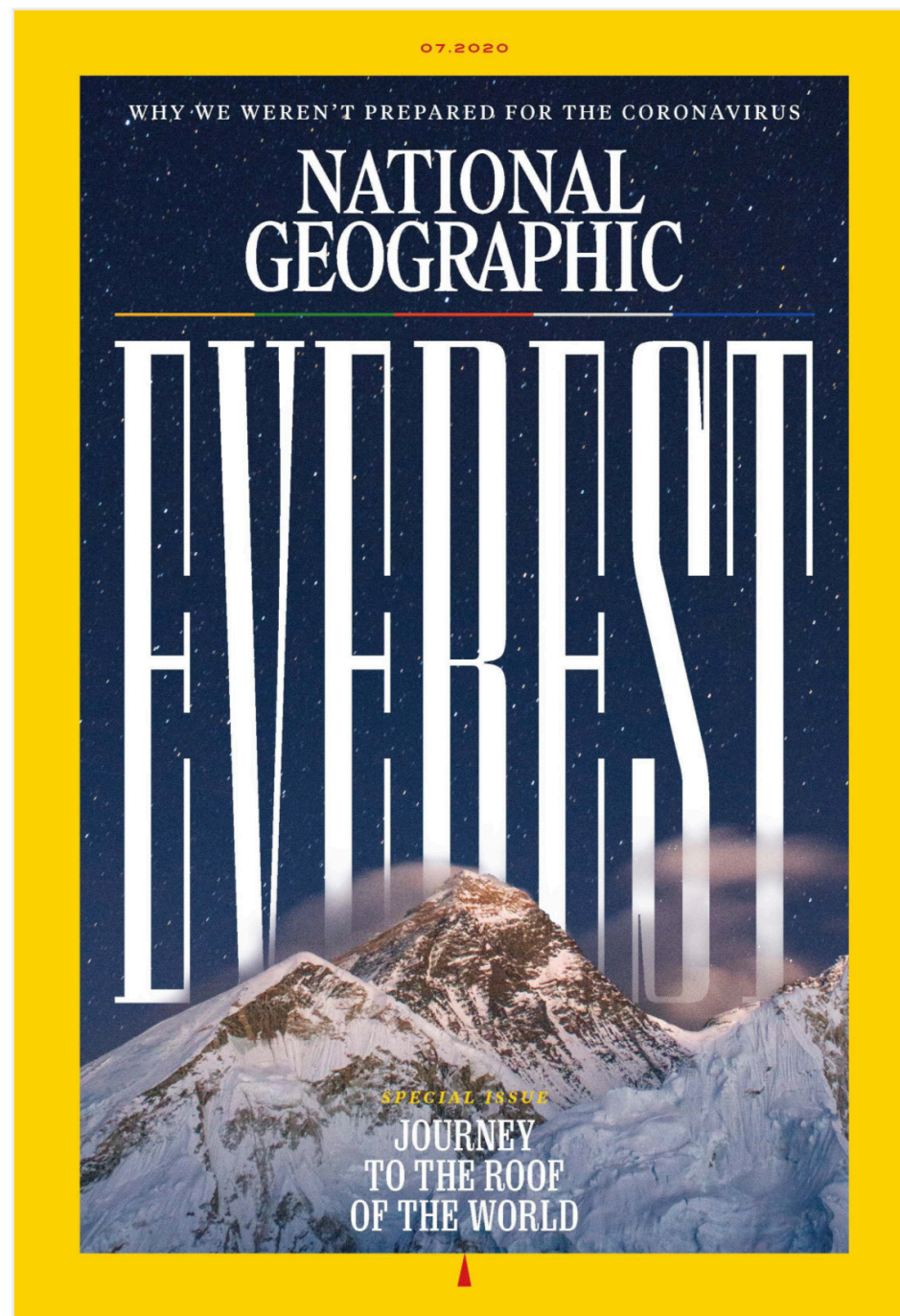






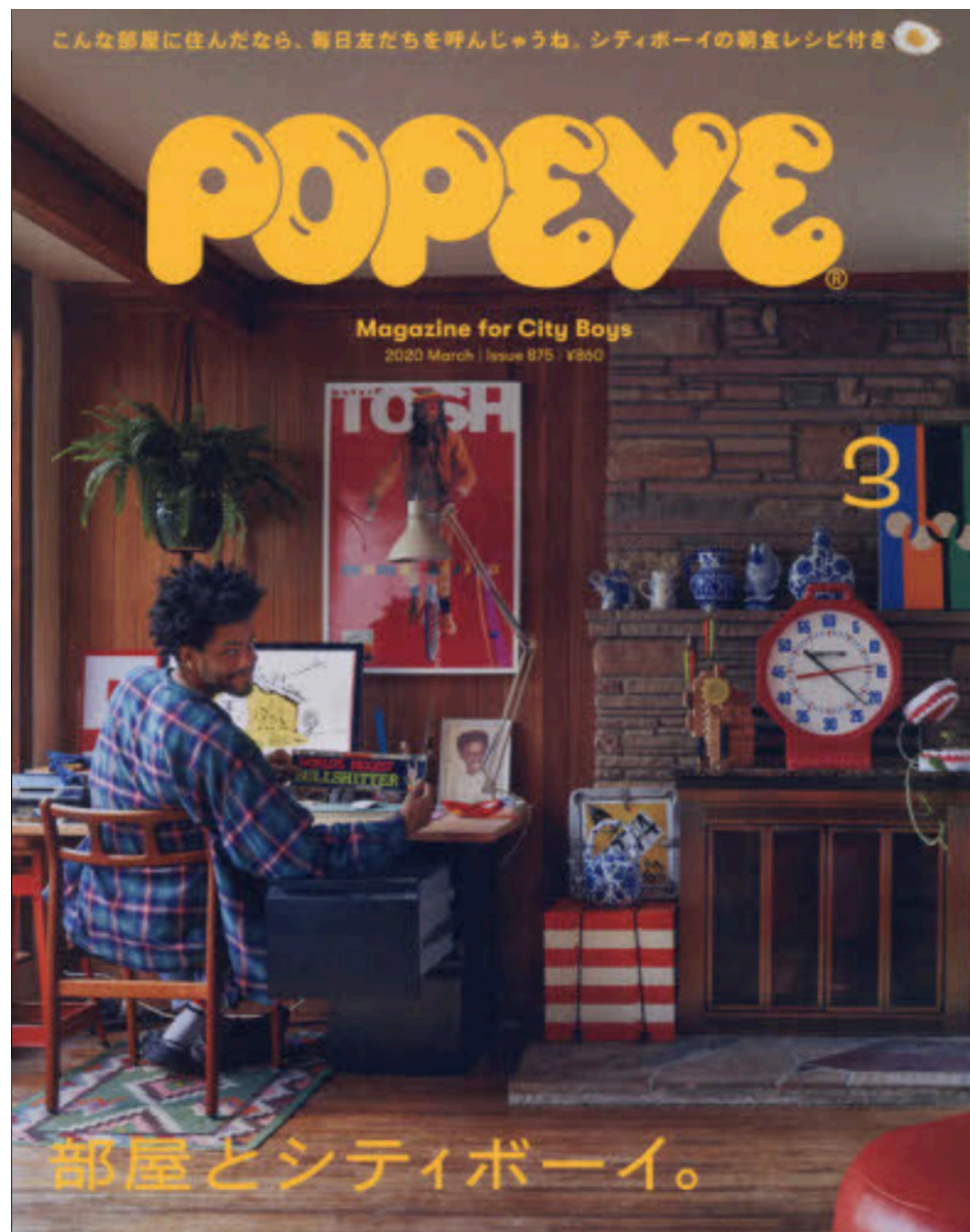
## National Geographic Magazine — Live Curious

*Further — “Through our unmatched support of explorers, adventurers, scientists, educators, photographers and other storytellers, we aim to build a worldwide, public community of learners. And I can’t think of anything that encompasses our mission better than the idea of ‘Further.’”*



Popeye —The magazine for city boys

---





**SAÚDE**  
É VITAL

REVISTASAUDE.COM.BR

**CÂNCER**  
Exames que deixam o tratamento mais eficaz

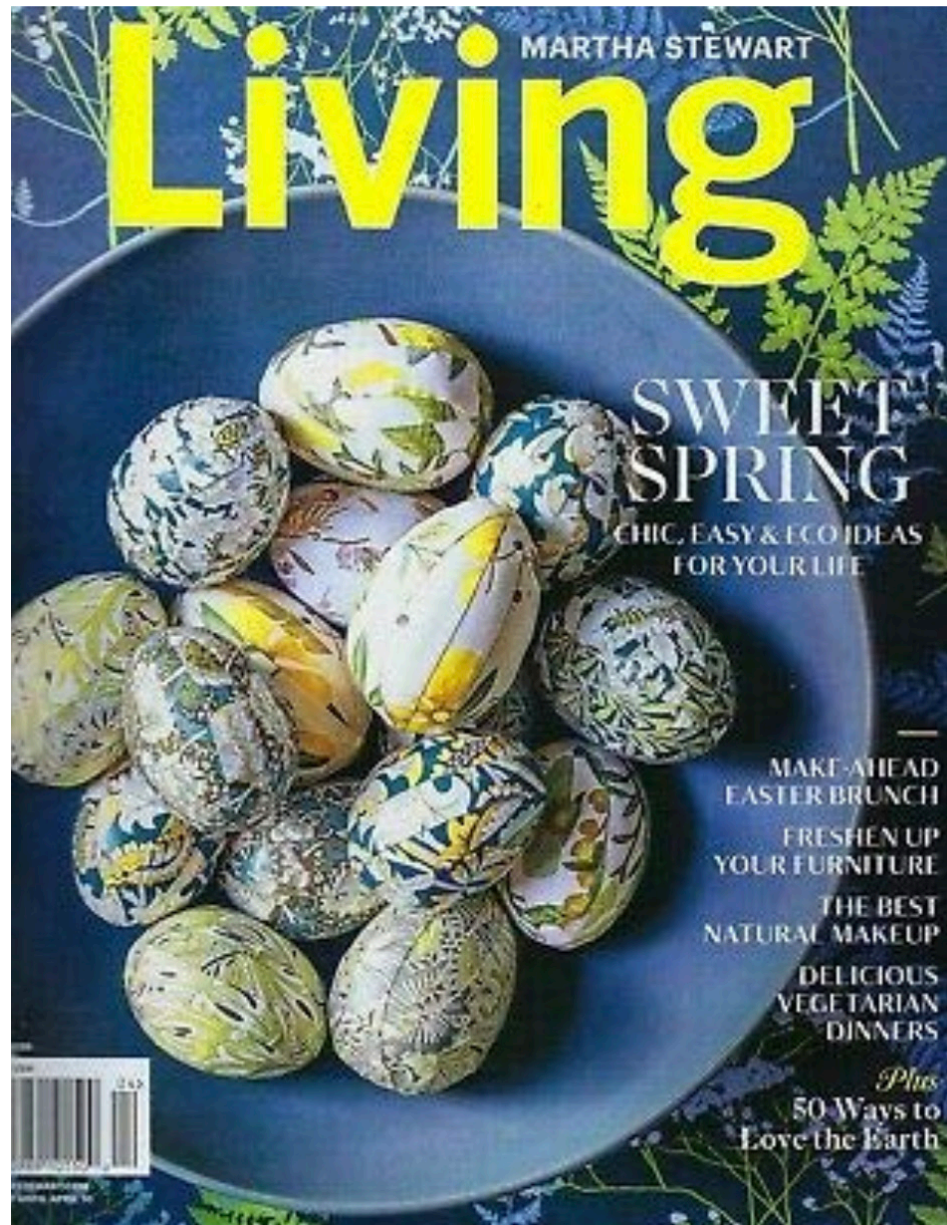
**CANOLA, SOJA, MILHO, COCO...**  
Os pontos fortes e fracos de cada óleo

**ESTRESSE · INSÔNIA**  
**DEPRESSÃO · INFARTO**  
Os males da crise e como enfrentá-los

**COMA MAIS DEVAGAR** ..... **TEM RINITE? LAVE** ..... **MAQUIAGEM: SE NÃO**  
E FUJA ATÉ DO DIABETE ..... O NARIZ TODO DIA ..... TIRAR, A PELE DANÇA

003952  
9 770104 1156002  
Outubro 2015  
R\$ 12,00  
nº 395



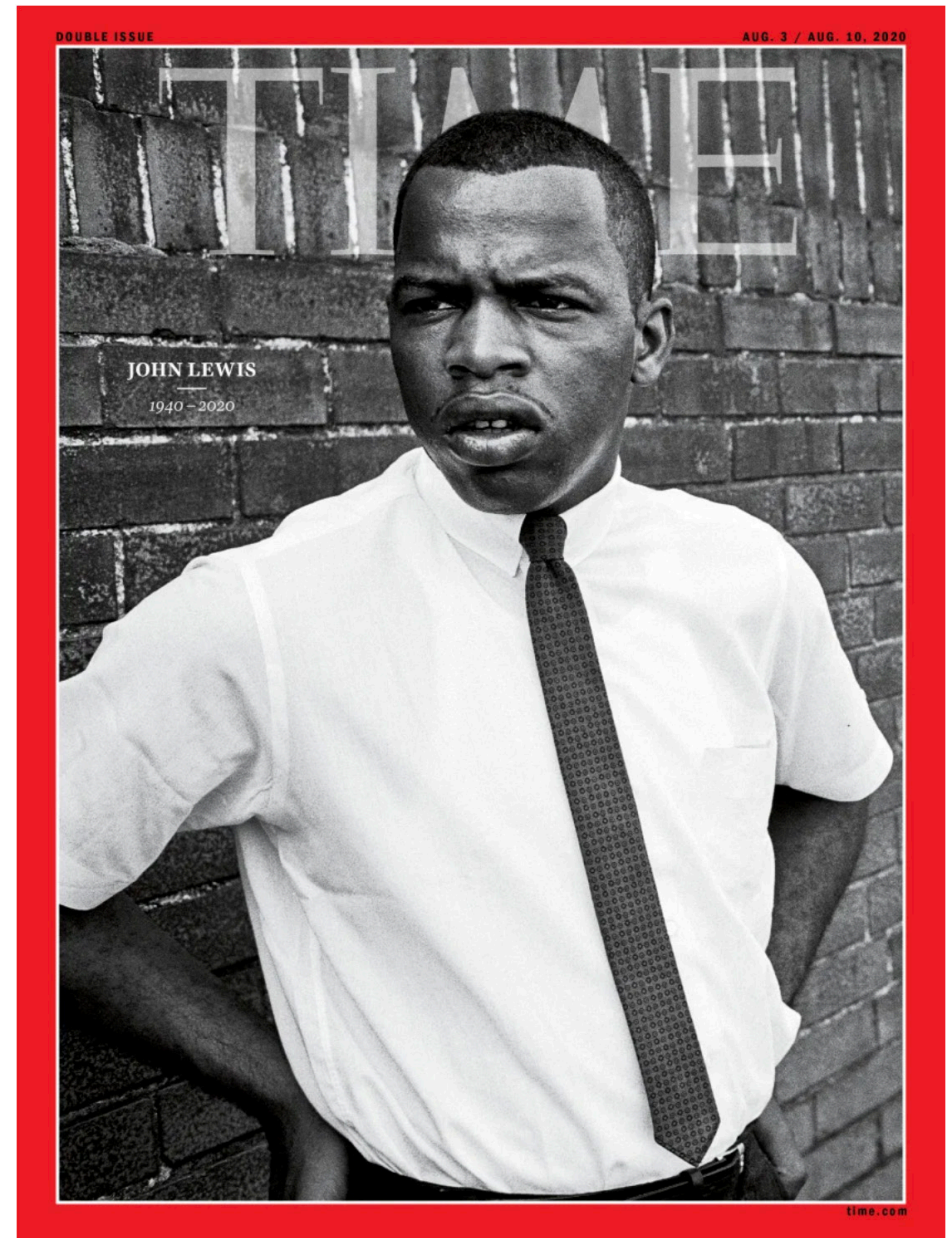








Time magazine – Understanding comes with TIME.







Now for student samples...

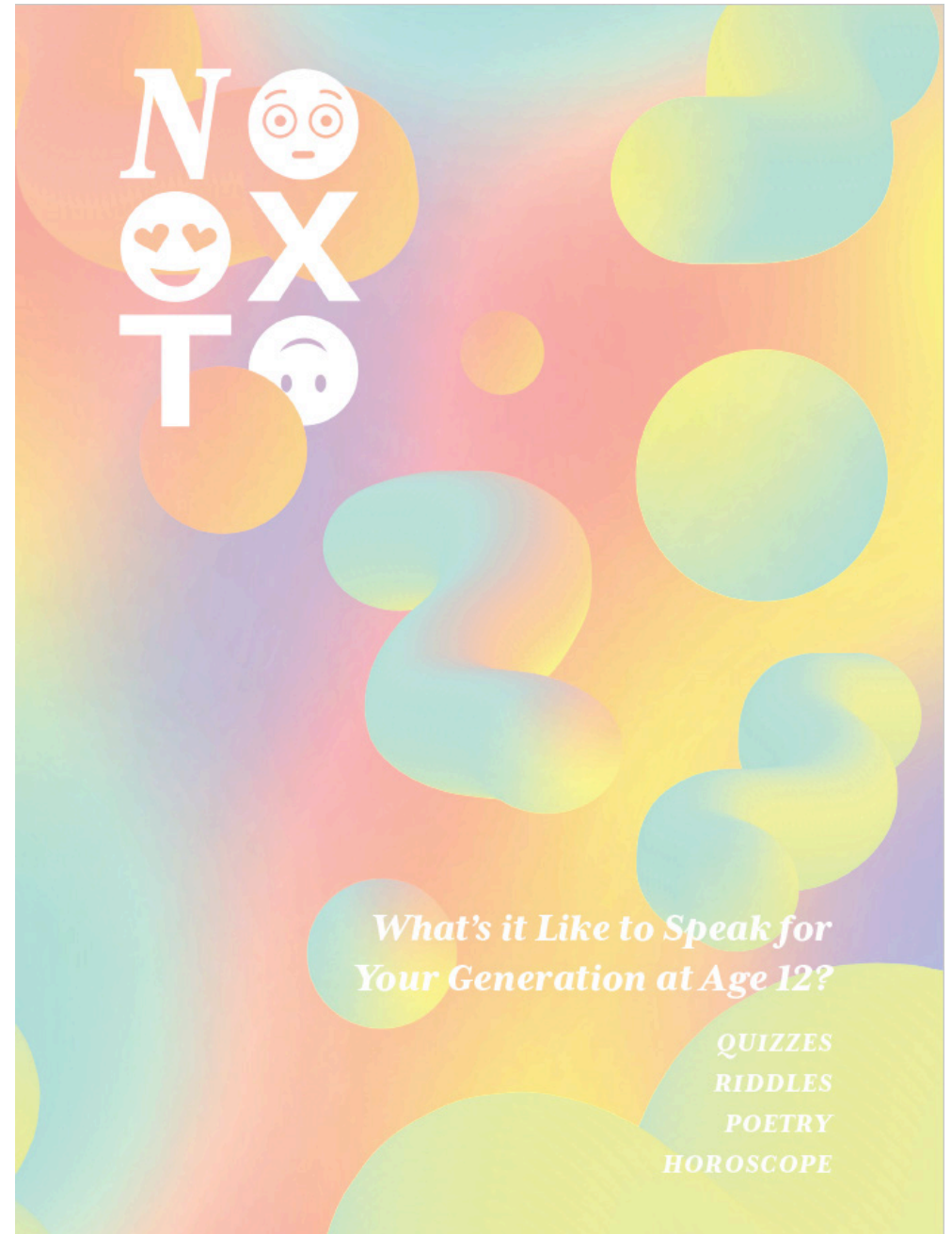
---



## Next-Gen — Things (sorta) explained

---

*A gender-neutral lifestyle magazine that focuses on tween angst and curiosity. With a monthly release, the goal of this magazine is to empower and educate youth by providing them insight on subjects that may not get covered by the current adults in their lives. The readers for this magazine strive for an outlet for interaction and information. With quizzes, stickers and interviews there should be enough for any tween to stay entertained and informed.*



## Echo — Let's explore a changing world!

---

*Climate change is no longer something that can be ignored, so how can parents bring this up to their children without causing nightmares? This magazine concept brings awareness to the danger of extinction - both animals and their habitats, everyday habits you can practice to make a positive impact, and highlights on organizations that are taking action on these issues. The target demographic is a younger audience, between 6-14 years old, and presents the topic in an approachable way with fully illustrated spreads.*

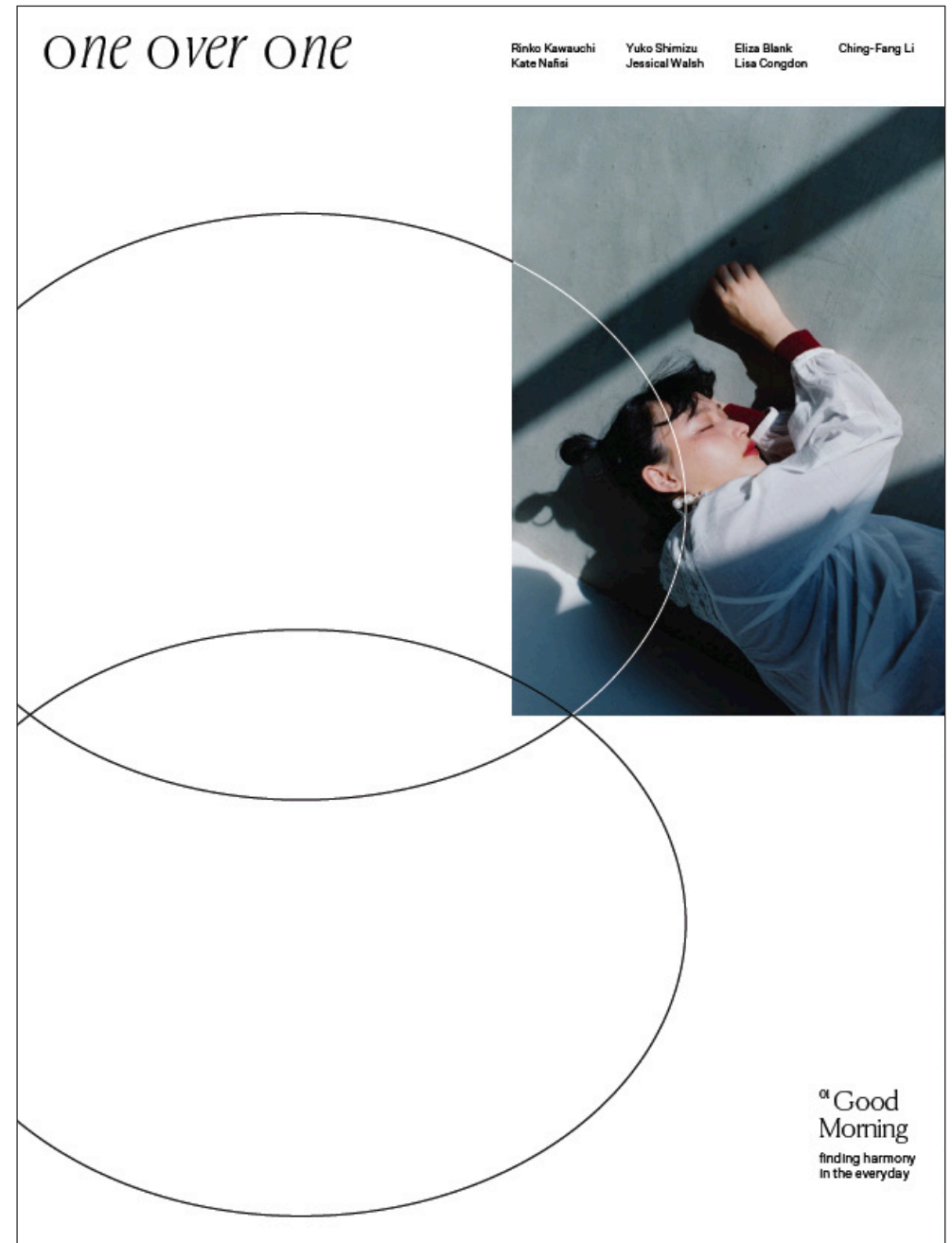


## 1/1 one over one — Finding harmony in the everyday

1/1 Magazine is a monthly lifestyle magazine that explores aesthetics living for the modern women. Aesthetic life is a philosophical concept of celebrating beauty in our everyday surrounding. This magazine would serve as a guide to finding beauty in our life that isn't based on superficial, surface appearance or ideal perfection, but mindful practices. In each issue, 1/1 will share items that satisfy our senses, places to enjoy, brands that create aesthetics in our life, and tips for creating beauty in life. The goal is to remind us to be more present each day in life; to love ourselves and focus on little tasks that makes our day better. 1/1 will feature interviews as well as art, photography, and inspiring journals.

Since Chinese Mandarin and English are the most spoken languages around the world, 1/1 includes bilingual versions of interviews done in Chinese Mandarin for more readers to enjoy.

May we walk together in beauty.





Shift — Positive news. Working solutions.

---

*Shift is a monthly news magazine that focuses on things going well in this world. While current news outlets seem to be populated with (a disproportionate amount of) dreary news stories, this magazine offers an alternative perspective. Shift covers national and global news, from successful efforts in environmental conservation to human rights victories to technological advancements that are building a better future. It is not, however, full of fluff pieces meant to mask the reality in which we live. The magazine is comprised of solutions journalism, which highlights solutions working in the world and examines what makes them successful as well as their shortcomings and what can be done to make things better.*





## Transport — Sights and Sounds for the Eclectic Soul

---

*Transport mag has been a cornerstone of creativity for innovative musicians, curious travelers, crate and digital digging music lovers. Most importantly open-minded fans from across the world who aren't afraid to take chances.*

*In partnership with Spotify. We have created a magazine where you can read about artists from all over the world, learn their story. And listen in on their latest album via Spotify's QR code system.*



## Wait But Why — Simplifying the complex for the curious

*Wait But Why is focused on culturally relevant topics that relate to how and why humans behave the way they do through a mixed lens of anthropology, technology, sociology, and philosophy.*

*It is dedicated to the exploration and explanation of complex ideas. The inaugural Issue is about Artificial Intelligence.*



## Moxie — Where creativity meets action

---

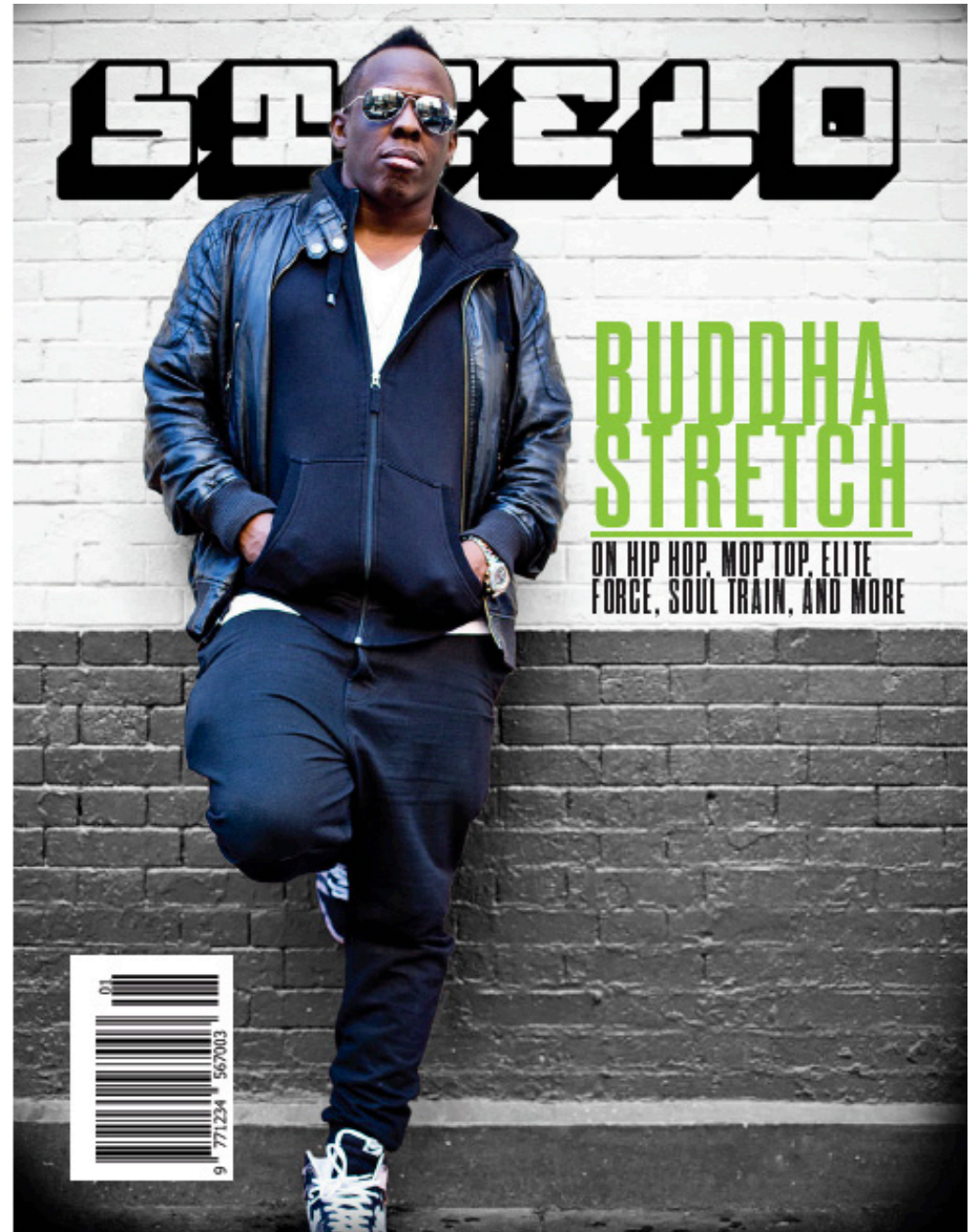
*Moxie is a magazine that celebrates art and encourages those who would like to take the step of making their art a career. Moxie is fun, smart, practical and collectible with vivid imagery, custom type and illustration featured throughout.*





## Steelo — Giving the lo-down on urban dance styles and culture

*Steelo is a magazine made for dancers and dance enthusiasts, specifically focused on the different urban dance styles that originated in the United States and Jamaica. We provide content for readers to better understand differences, as well as commonalities, in the culture of each community. We cover music, fashion, moves, and history of the different styles along with interviews with important figures in each community—past and present. As a brand we strive to educate our readers on the whole culture that is involved in the creation and evolution of the dance styles that are popularized, and often appropriated, while honoring the communities and individuals who made these dances.*



## Orb — Examining humanity through art

---

*Art from students from all over the world,, questioning humanity and the world we live in.*





## Mainframe — Innovation in research and development

---

*Quarterly publication focused on breakout technologies and researchers who are helping to shift our digital and physical selves. Issues subject matter span across industries, but remain connected by their digital components.*

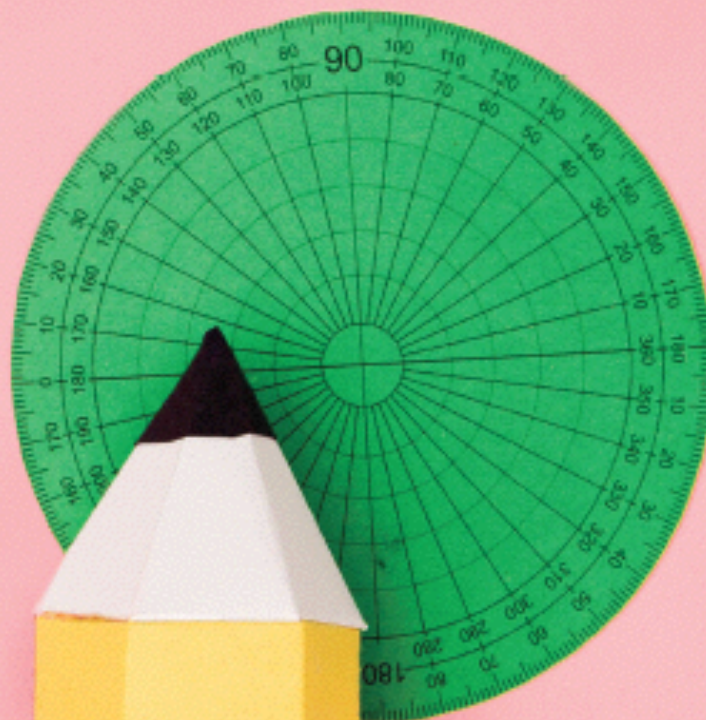






# tidbit

MAKERS  
CRAFTERS  
BLOGGERS  
FRIENDS  
\$12.00



*all of the  
cute things*

We talk with the queen of cute, Bee  
and Puppocat creator, Natasha Allegre





*little delights for everyday*





novatur

• concept & genre



# A GUIDE FOR THE VICARIOUS TRAVELER

*Culture, low-budget travel, lifestyle inspiration.*



USA \$12.00    CAN \$15.00

9BARS

1

ISSUE NUMBER 1

"A GUIDE TO COUNTER CULTURE"

9 BARS IIIIIIIII

"A GUIDE TO COUNTER CULTURE"

AUTUMN 2014 THE PNW ISSUE VOL.1 NO.1



A starting formula to create a tagline...

---

***Try this out:***

Verb	+	Adjective	+	Noun
↑		↑		↑
Sharing	+	uplifting	+	news
↑		↑		↑
How we do it		Describe it: detail		What it is