



THE
NEW YORK
INQUIRER



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BUSINESS DETAILS

Company Name : The New York Inquirer

Established Date : 2008

Physical address : Western Cape
Cape Town, Woodstock
10 Dorset Street
8001

Phone number : (+27) 65 747 4059

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DESCRIPTION OF THE BUSINESS

The New York Inquirer is a dynamic innovative media company dedicated to creating and distributing high-quality content across various platforms from television production and film making to digital media and advertising. The New York Inquirer group is dedicated to delivering high-quality entertainment and informative content to global audience.

MISSION STATEMENT

Our mission is to captivate and inspire audiences worldwide through compelling stories, informative journalism, and engaging entertainment.

"Creativity is a lifelong journey"

vision statement

- To be a leading global media company, recognized for our creative excellence, journalistic integrity, and commitment to diversity and inclusivity.
- To enrich audiences' lives through our content, providing new perspectives, insights, and experiences that resonate with people from all walks of life.
- To empower storytellers, creators, and journalists to produce their best work, fostering a culture of innovation and collaboration.

ABOUT THE COMPANY

The New York Inquirer was founded in 2008 by a team passionate media professionals who shared a vision of creating a company that would inspire and empower audiences through high-quality content. Over the years, we have grown from a small production company to a global media organization, with a journalism, entertainment and storytelling.

SERVICES

- Television and film production
- Advertising and branding
- Digital media and content creation
- Influencer marketing
- Social media management

TARGET MARKET ANALYSIS

Global audiences interested in high-quality content across various platforms

Demographics :

- Age : 18 - 55
- Interests : News, entertainment, education, lifestyle and culture
- Location : Urban and Suburban areas worldwide
- Income : middle to upper-middle class
- Education : High school diploma to postgraduate degree

PSYCHOGRAPHICS :

- Values : Curiosity, creativity, inclusivity and authenticity
- Personality traits : Open-minded, empathetic, and enthusiastic
- Lifestyle : Active online presence, enjoys streaming services, and values convenience

MARKET SEGMENT:

- News Enthusiasts : Individuals seeking in-depth news analysis and investigative journalism
- Entertainment seekers : Viewers for high-quality films, TV shows, and original content
- Lifelong learners : Individuals interested in educational content, documentaries, and self-improvement
- Diverse voices : Audiences seeking representation and diverse perspectives in media

PRIMARY

PERSONAS

ABOUT



Name : Lethabo Williems
Age : 28
Occupation : Marketing Manager
Location : New York City
Education : Bachelor's degree in Communications
Income : \$75,000 per year
Marital Status : Single
Hobbies and Interests : fitness, travel, reading, social media, and attending live events

GOALS AND NEEDS

- Stay informed : Lethabo wants to stay updated on the latest marketing trends, industry news, and technological advancements.
- Personal development : She looks for content that can help her advance in her career and improve her skills.
- Entertainment : She enjoys content that provides a break from her busy life, such as lifestyle blogs, travel vlogs, and fitness videos.

MEDIA CONSUMPTION HABITS

- Platforms : Instagram, LinkedIn, YouTube, Podcast
- Content types : Articles, videos, podcasts, infographics
- Frequency : Daily, often during commute or breaks at work

ABOUT



Name : Mich Brown

Age : 40

Occupation : School Teacher

Location : Cape Town

Education : Bachelor's degree in Education

Income : R160 000 per year

Marital Status : Married with two kids

Hobbies and Interests : Family activities, cooking, DIY projects, and sports

GOALS AND NEEDS

- Educational content : Seeks resources that can help with his teaching profession and his children's education.
- Family entertainment : Enjoys family-friendly shows, movies, and activities that can be enjoyed by all family members.
- Parenting tips : looks for advice on parenting, cooking, and DIY projects.
- Community engagement : Interested in local news, events, and community activities.

MEDIA CONSUMPTION HABITS

- Platforms : Facebook, YouTube, Local news websites, Educational apps.
- Content types : Articles, videos, live streams, educational games.
- Frequency : Daily, especially in the evenings and weeks when spending time with family.

SECONDARY PERSONAS

ABOUT



Name : Kimberley Sam
Age : 32
Occupation : Freelance Graphic Designer
Location : Johannesburg
Education : Bachelor's degree in Fine Arts
Income : R250 000 per year
Marital Status : Single
Hobbies and Interests : Design, startups, technology, networking, and personal development

GOALS AND NEEDS

- Business Insights : Seeks knowledge on how to start and run a successful business.
- Networking Opportunities : Looks for platforms and events where she can connect with other professionals and potential clients
- Skills Development : Interested in content that helps improve her design skills and business acumen
- Inspirations : Consumes media that sparks creativity and provides new ideas

MEDIA CONSUMPTION HABITS

- Platforms : LinkedIn, Instagram, Medium, Startup blogs
- Content Types : Articles, how-to-guides, webinars, and case studies
- Frequency : Multiple times a day, especially in the morning and late evening

ABOUT



Name : George Harvey
Age : 55
Occupation : Retired Engineer
Location : New York City
Education : Bachelor's degree in Engineering
Income : \$40 000 per year (pension and savings)
Marital Status : Widower
Hobbies and Interests : Gardening, reading, travel, volunteering and local community activities

GOALS AND NEEDS

- Stay Informed : Wants to keep up with current events, both local and global
- Engagement : Looks for opportunities to stay active and involved in the community
- Hobbies : Seeks content related to gardening, travel, and other personal interests
- Health and Wellness : Interested in information on staying healthy and active in retirement

MEDIA CONSUMPTION HABITS

- Platforms : Facebook, Local News Websites, Gardening Blogs, and Travel sites
- Content Types : Articles, news letters, video tutorials, and community event listing
- Frequency : Daily, mostly in the morning and evening afternoon

