



TRVL MGZ

E-MAGAZINE

2015 CphBusiness - Project 2

Website

Alexandru Sima

Catherine Bendixen

Fabiana Zanda

Mehvish Iqbal

Cecily Frimand

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INTRODUCTION

Online magazines are a good opportunity to understand and learn about the customers. Because it is online you can access analytics on each issue to get an understanding of what the readers like, unlike print magazines, and improve future issues. They also provide the ability to share information quickly. The majority of online magazines are free, or not-for-profit, with costs covered by reader donation or website ads. It is environmentally friendly as it is paperless and an inexpensive way for authors to publish and be read by a general audience.

Project description

For our second project we were asked to design an online magazine and create the visual identity, layout and content for it. We also had to research how we and the stakeholders could benefit from the Magazine and how we would justify the time and costs needed to produce it. Furthermore we also had to make a landing page where the magazine could be downloaded, as well as create an application icon that could be used for both iPhones and Androids.

Idea

Our final idea was to create a modern, inspiring and exclusive online travel and lifestyle magazine, called TRVL MGZ, that would be aimed at an audience that has a sense of quality and would prefer an authentic experience when traveling.

The magazine would be accompanied by a website that would feature short articles and provide advice on travel destinations, hotels, cultural experiences, restaurants, etc.

RESEARCH

Target Audience for Digital Magazines

E-magazines have 2 types of target groups: Those who pay for advertisements, and those who take the time to read the product.

Studies show that nearly 64% of tablet users and 62% of smartphone users read e-magazine/newspapers online.

Online Marketing

The demand for online marketing is increasing every year. According to the Alliance for Audited Media in the United States, there were 10.2 million monthly circulation of online magazines in 2013.

Why are e-magazines a growing market?

Reasons for growth in the digital magazine market include:

- Increasing audience interest due to free global distribution
- Interactivity and better engagement due to smartphones and tablets. Users now have the possibility of a better experience.
- Fast distribution due to online publishing. Publishers and readers both save time and costs.
- Accessibility on various platforms. Ability to target a broader audience due to the ability to adjust the size of digital magazines on smart phones.

Benefits of E-Magazines

There are various potential benefits including:

- Global distribution
- Lower costs
- Multiple platforms
- Rich media, including audio, video and print
- New audiences
- Social media
- Fulfilment of customer needs. Easy and quick feedback allows magazine to be more inline with customer needs and wants.
- Build trust due to regularly meeting the needs of the customers. This leads to an increase in revenues for advertisers.

ANALYSIS

Stakeholder Analysis

Internal: Employees, Manager, Owner, Investors

External: Suppliers, Society, Government, Creditors, Customers, Competitors

STAKEHOLDERS	INTEREST	INFLUENCE	POTENTIAL CONFLICTS	OBJECTIVE	STRATEGY
Owner	+1	5	Functional managers because project got stucked.	Provide resources, guidance and taking decisions (approve/ not approve)	To maintain open communication between managers and project team.
Manager	+1	3	Functional managers because resources were not made available as promised.	Lead and manage the project.	Make sure that everything goes well by keeping a close relationship with the other stakeholders.
Investors	+1	0	Owner because of the final product.	Provide resources.	Maintain open communication to see the project status.
Project Team	+1	2	<ul style="list-style-type: none"> - Other members - Managers because of the project management style, scope or schedule changes. 	<ul style="list-style-type: none"> - Vast content exposure. - Recognition of content quality. 	Build the relationship between members and try to maintain it.

SWOT**INTERNAL FACTORS****STRENGTHS**

- Produce digital magazines.
- Free accessible online magazines for anyone.
- Good in providing information about travelling destinations' food, culture and local attractions.
- Information is trustworthy and accurate.
- Also write people's personal experience about their travels.
- Know what the target group wants.
- Good in providing what the target group wants as well.
- Get to know our customers' interest.
- Connectivity through social media.
- Design: keep magazines' layout modern and simplistic.

WEAKNESS

- Not popular enough in online marketing.
- Approach only less amount of audiences such as higher-ends.
- Target group is limited.
- Produce only digital but not physical magazines.
- Provides only a limited amount of magazine content free online, but not the whole content unless the customer pays.

EXTERNAL FACTORS**OPPORTUNITIES**

- Global customers approach.
- More people get to know about magazine through online.
- Popularity and increase of demand for magazine.
- Increase in stakeholders such as travelling agency etc.
- Increase in earning.
- May also start producing physical magazines to approach audience who are interested in physical content.

THREATS

- Low popularity affects business.
- Approach by less or no ads or travelling agency (stakeholders).
- Customer might not find the magazines' information trustworthy or accurate.
- Design: Customers do not find magazines' layout or style appealing.
- Competitors' approach towards audience is better than us.

Risk Analysis

We made a Risk Matrix to show the importance and probability of 5 risks that could potentially either impact the selling or the earnings of the magazine.

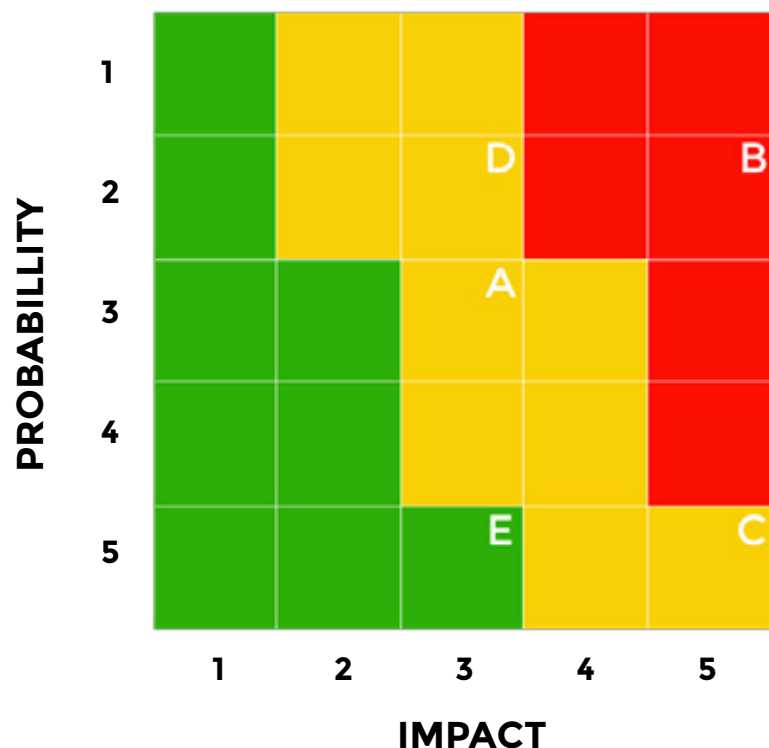
A - PR for the magazine

B - Unable to get companies to advertise in the magazine

C - Our target audience doesn't like the magazine

D - No Return of Investment (R.O.I)

E - Loss of credibility



TARGET AUDIENCE

Our target readers have a hectic lifestyle, but still enjoy reading and learning new things. They do not have the time to find just that perfect magazine in a store. They would prefer to google what they want to know, and go directly to the perfect landing spot.

Additionally, they are concerned about the environment and this is one of the reasons they do not want to buy several magazines to find the answers they require, only to throw the magazines out with the rest of the trash.

Our e-magazine provides the answer to their questions in an environmentally friendly manner.

Target Customers



Name: Charlotte

Age: 37

Interests: Family and friends, traveling, tennis, meditation, yoga, sailing, running, good food, adventure, painting, interior design.

Work: Creative Director.

Status: Married with two children

Further information: Lives in a house near a capital city, yearly household income DKK 1.100.000, college educated, dislikes tourist destinations - she loves finding places only locals eat, shop and drink their morning coffee. She is modern and has a sense of quality. She is concerned about the environment and prefers to buy organic products.

Lifestyle: Although she has a hectic lifestyle she finds the time to stay healthy and active but she likes to indulge.

MARKETING STRATEGY

Unique Selling Proposition (USP)

What is our Point of Parity?

We are an online travel magazine, designed to provide answers to our readers travel questions succinctly via issuu.com.

What is our unique selling point (Point of Difference)?

The market is crowded and one can easily be lost in the jungle if you try to be like others. However, our magazine will draw in readers with visuals and text that is on the mark—answering their questions in a visually and mentally stimulating manner. Additionally, we will provide information from those who have been to the destinations instead of someone writing about a place they never have, or never will visit.

Another benefit would be that they take the magazine with them because it provides links to maps, money conversions, etc, when they are out and travelling. They do not need to take 20 books, etc with them, one iphone, ipad, etc would suffice.

Pricing & Positioning Strategy

In order to attract and retain readers, the e-magazine would offer a few free pages of each issue. Our audience would then be able to purchase an individual issue, or [sign up for a monthly subscription via the website](#). Additionally, we would offer an option to our readers, to continue with a free magazine, with costs covered through pop-up advertisements; or, they could purchase it, thereby removing the pop-up ads. However, the magazine would still have discrete ads where appropriate.

The magazine will be a luxurious magazine that would inspire the reader through beautiful images, simple layout and unique travel guides and stories. Readers would benefit from exclusive tips for the various travel destinations and a guide to secret spots, known only to locals. Our aim is to make our magazine an essential travel companion for the quality-minded and adventurous traveller.

Distribution Plan

There would need to be advertisements for the magazine first, to show that it is now available online. Through creative coding, we would ensure that it ranks high in google searches and ensure it is found easily. Additionally, there are existing “free online libraries” where our e-magazine could be placed.

Once it is found, and a reader finds an article that they enjoy, it can be shared through social media with friends and colleagues, or emailed to their contacts, allowing readers to share information and ideas regarding important and useful decisions about vacations and destinations. With just one happy reader, the magazine can gain countless more views. The cycle continues and spreads the magazine throughout social groups.

Online Marketing Strategy

1. Keyword Strategy: We would use keywords to optimize our e-magazine.
2. Search Engine Optimization Strategy: Through the use of google analytics, we will check where our targets are, which media they are more likely to use, age of the readers, how they are finding our site and ensure that future issues are updated/upgraded to reflect this information
3. Paid Online Advertising Strategy: Costs would be covered by selling banner ads, etc. to travel agencies as well as to local attractions (ie pre-sell tickets to a tour, etc.). Our magazine would have advertisements, that would be used to cover the costs of producing, and hosting the magazine. We would have a stable of regular advertisers, but would also have specific placements available to others, depending on the articles.
4. Social Media Strategy: Through various social media, including Snapchat, Instagram, Facebook and Twitter., we would provide some glimpses into the next issue which is similar to National Geographic and Daily Mail's use of Snapchat. We would post beautiful photos on Instagram and write short captions in order to attract followers. Both Twitter and Facebook would have links to the new issues and have links to the new articles that would be found on the website.

Joint Ventures & Partnerships

In order to assist our readers, we would have joint ventures with travel agencies, such as [Stjernerård](#) Rejser and/or to local vendors in the countries in question.

We could create a partnership with travel bloggers/instagrammers/youtubers and have them provide a coupon code to their readers/viewers to our e-magazine.

Competitors

[Conde Nast Traveler](#)

[Travel + Leisure](#)

[Budget Travel](#)

[National Geographic](#)

[Vacation Magazine](#)

[Travel 50 and Beyond](#)

DESIGN DEVELOPMENT

We began by making a **moodboard** to get an idea of the overall feel of the magazine, and then we tried different font pairings that would compliment the style we were going for.

Fonts

We were trying to obtain a luxurious and exclusive style for the magazine, so we chose the serif font, Adobe Garamond Pro, for the body text, as it gives an elegant touch. We also chose the sans serif font, Raleway, as a contrast to Adobe Garamond Pro. Raleway is used for the footer, page numbers and other basic elements. The fonts for the headlines can vary and depends on the subject and style of the individual article.

Click [here](#) to see the fonts and [here](#) to see the stylesheet for the text.

Logo

We had different ideas for the logo and name of the magazine, but decided on TRVL MGZ which is an abbreviation of Travel Magazine, and that would suit well for an online magazine.

Click [here](#) to see the logo and icons

The 5 Issues

We chose to each make an issue/prototype of our magazine so that everyone would learn how to design and publish an online magazine. The following is a short description of the development of each issue.

See some of our sketches [here](#).

Issue 1 - Cecily

As our target audience would have a sense of quality and wants to access information quickly, I tried to obtain a luxurious and clean look for the magazine. My issue is based on a 4 column grid as this would give me the guidelines for the design and layout I was going for. I wanted the readers to be inspired by the images in order to give them a desire to travel, so the choice of photos was important, and I used white space on the pages to emphasise the importance of them, as well as the text. The body text is kept simple and is justified in order to keep it clean, structured and modern, and I was careful not to have any orphans, widows or rivers in the text.

Body text

Font - Adobe Garamond Pro

Size - 12pt

Leading - 14pt (+2 leading)

Justified left



Issue 2 - Fabiana

I was inspired by Brazil's nature and beauty.

I used the moodboard for inspiration and creative direction, my design development followed the guidelines established below.

E-zine: TRVL MGZ Travel Magazine

Project Overview: create an e-zine on a subject of your own choice.

- Design the visual identity, layout and content of the magazine.
- Starting icons for IOS and Android
- Landing page to download the magazine

Goal: Create a travel and lifestyle magazine. The magazine comes with a website that features short articles and provide advice on travel destinations, hotels, cultural experiences, restaurants, etc.

Target Audience: as described

Message and tone: modern, inspiring and exclusive online travel and lifestyle magazine

Visuals: E-zine & logo from scratch

Stylesheet: Garamond Pro, body



Issue 3 - Mehvish

For this issue, the idea was to make an e-magazine targeting some of the famous cities of Asian countries. That is why, I chose Hong Kong and wrote about some of the most popular tourist attractions there. The idea was that besides travelling destinations, the magazine should also tell about culture and food of Hong Kong as well that is why, I have mentioned Hong Kong's famous art exhibition "Art Basel" and Café bar known as "Knock-box Coffee" in magazine.

As far as the design goes, I wanted the magazine to be modern, and simplistic. I chose to experiment with the layout and decided that the magazine should not be too much text heavy. I also wanted the maga-

zines to contain vibrant and colourful images so that the reader will enjoy reading it. I also chose to use different colours for different sections in magazine.



Issue 4 - Catherine

I used the moodboard as a starting point, and our design document in order to use the same fonts. My accent colour is red--due to the fact that Bali is very rich in colours.

This issue of our e-magazine started with various pictures from my vacation in Bali. As a group, we had agreed to use Adobe Garamond Pro and Raleway as our primary fonts. In order to create a distinct "feel" for the issue, accent colours were chosen that better reflected the country chosen. As my inspiration for this issue, I used the movie/book "Eat, Pray and Love", and designed the issue to reflect these 3 groups. Eat, focuses on the foods of Bali, Pray on the temples and religion, and finally, Love focuses on the peoples of Bali.



Issue 5 - Alexandru

The last edition of TRVL MGZ started with some hand-drawn sketches and ended with an online magazine about Romania, my home country. After I made some sketches and watched some InDesign tutorials I started making research about the subject of the magazine. We all decided on the same format and font.

In the beginning I presented a short description of Romania and I created an interactive content from where you can go to different sections. I chose to present Romania from three different perspectives: traditional, cultural and natural Romania.

The colors of the headlines were picked from the photo that is on the same page with the headline. I took that color and I gave it 70% tint to increase lightness and to make the layout of the magazine modern. As a design element I chose six columns for each page and the text was divided in three sections of 2 columns each. This number of columns provide an elegant layout

and there are 35-45 characters per line, keeping the reader closely interested. Some paragraphs has related photos and since it's an e-zine it also contains link to the related web-pages.

Source**CONCLUSION**

We created a modern, inspiring and exclusive online travel and lifestyle magazine that will be accompanied by a website. This website will feature short articles, and provide advice on travel destinations, hotels, cultural experiences, restaurants, etc.

The website will also offer “tasters” to our readers, a few pages taken from the monthly issue will be available and displayed for free.

The readers will be able to sign up for a monthly subscription via website, choosing from one of our amazing offers.

We chose the theme, the target group and started planning the project after these two key elements. We defined the guidelines: “persona”, content, style and value.

This time we divided the project differently, we produced the reports, analysis and decided that each one of us should create their own “taster” for the magazine. Based on the guidelines, we produced our very own issue which enabled us to learn and explore the InDesign tools.

With this approach we have maximized the learning experience for all of us and achieved a more diverse product which still fits into a shared theme and standard.

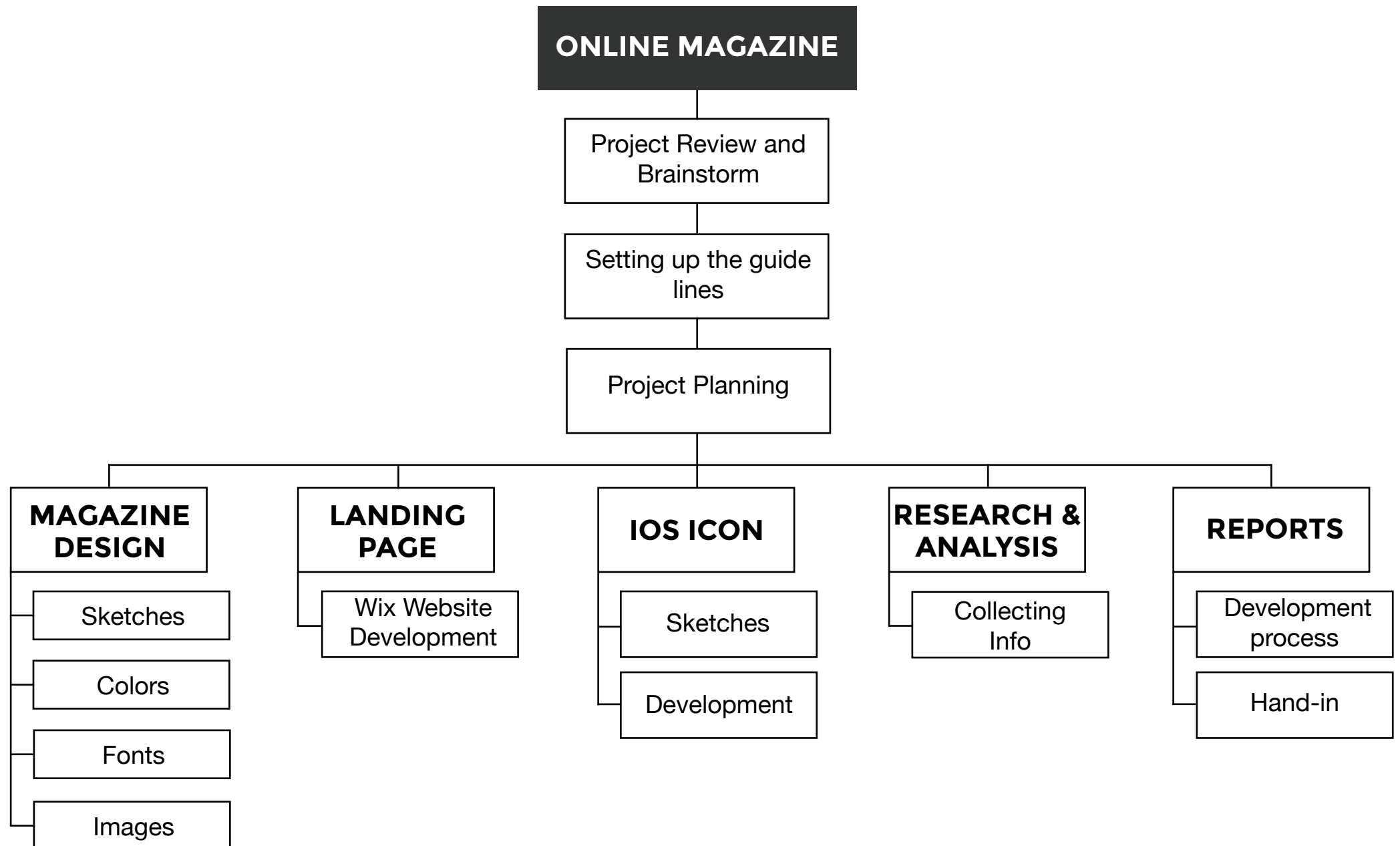
FURTHER WORK

If this was a “real” e-magazine, we would recommend a focus group with our target audience in order to understand what they would be looking for in a magazine. After we had the first draft, we would recommend that it be “tested” in order to learn from our audience. Additionally, similar to Skittles, we would recommend that our audience could also provide live feedback through a blog that is linked in the magazine, for instance; did they find something when they visited one of our destinations that they found extremely interesting and would like to share or recommend.

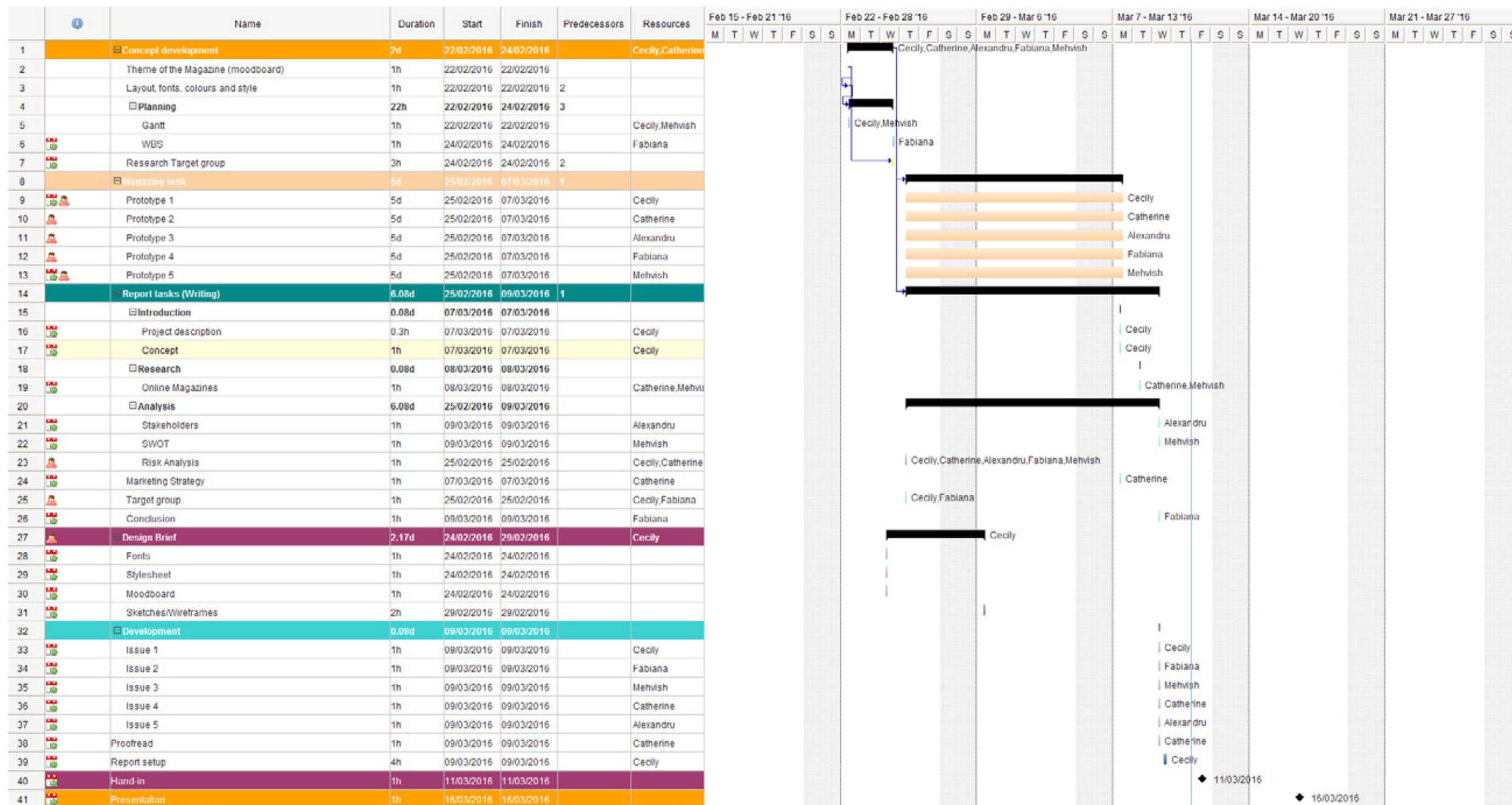


APPENDIX

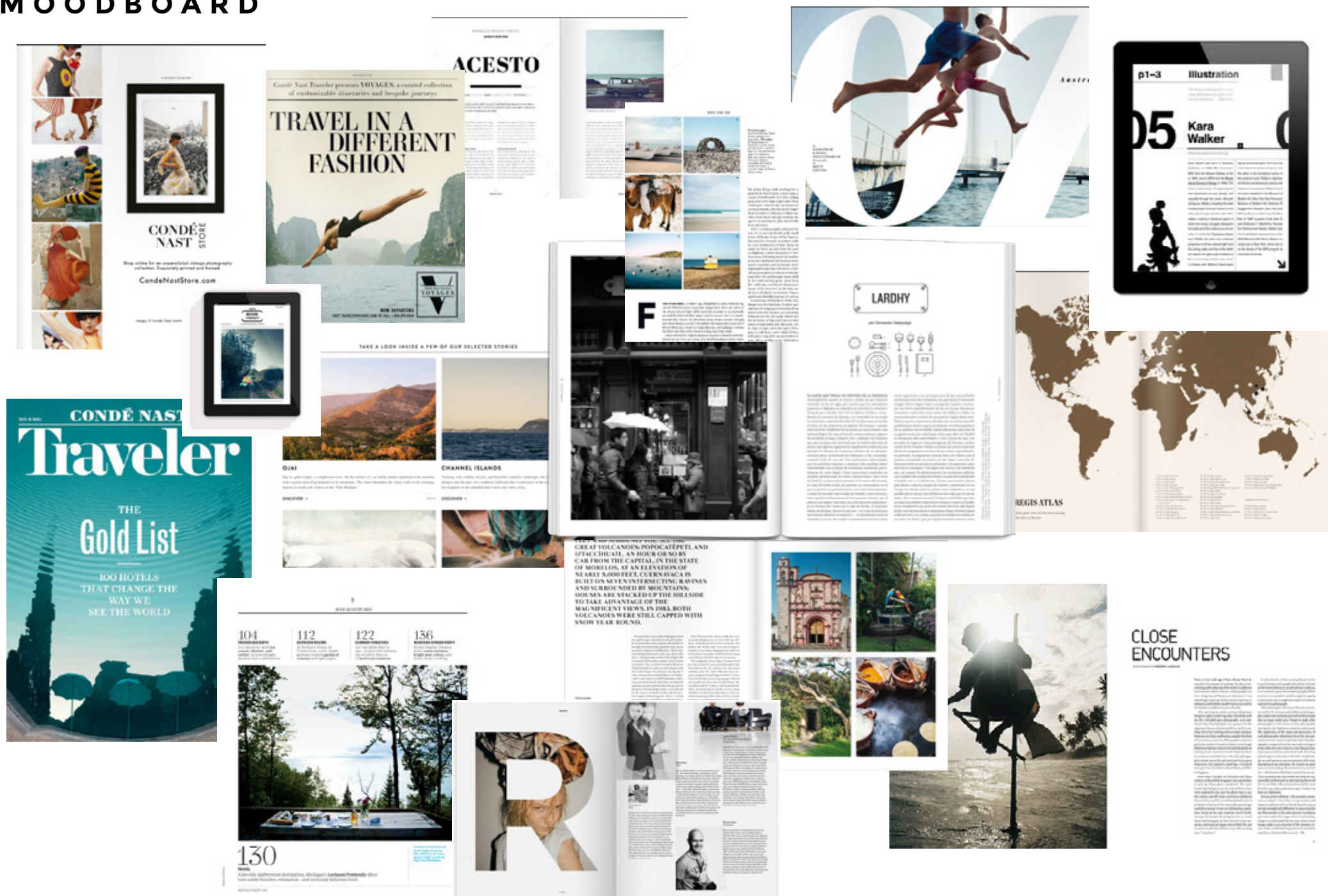
W B S



G A N T T



MOODBOARD



F O N T S

Adobe Garamond Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

Raleway

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

S T Y L E S H E E T

HEADLINE

**Lorem ipsum dolor sit am consectetur adipiscing it.
Nun ut metus sapien. Duis eleifend nec erat ate.**

Mauris sit amet maurielit. Nullam fringilla consequat mattis. Quisque nec eros at magna iaculis bibendum. Nullam tempor tempor tristique. Donec sit amet neque pharetra odio pretium sollicitudin eget rhoncus mi. Sed elementum convallis ligula. Nullam eget vulputate sem, a condimentum magna. Sed in fermentum nulla. Nullam sagittis mi velit, vel iaculis nulla sollicitudin sit amet. Pellentesque hendrerit lacus mi, sit amet lobortis felis pretium in. Mauris at augue risus.

LOGO & ICON

TRVL
MGZ



SKETCHES

