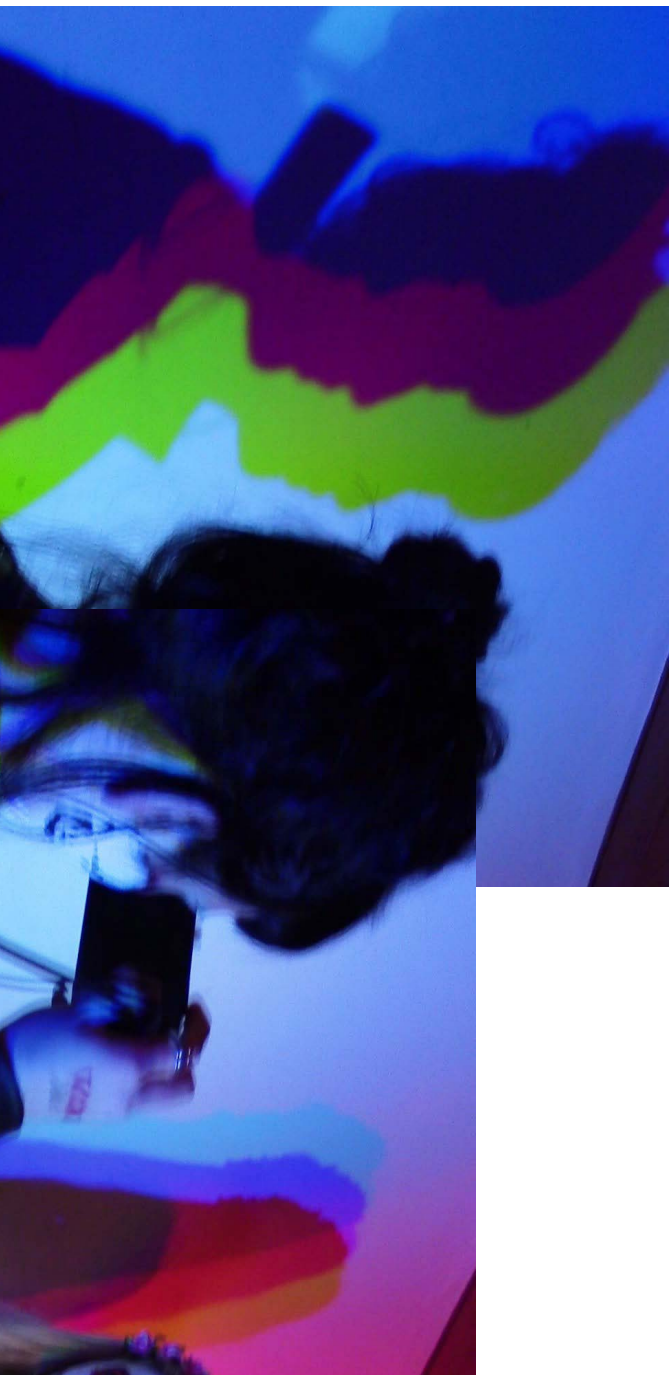




**MEDIA PACK**

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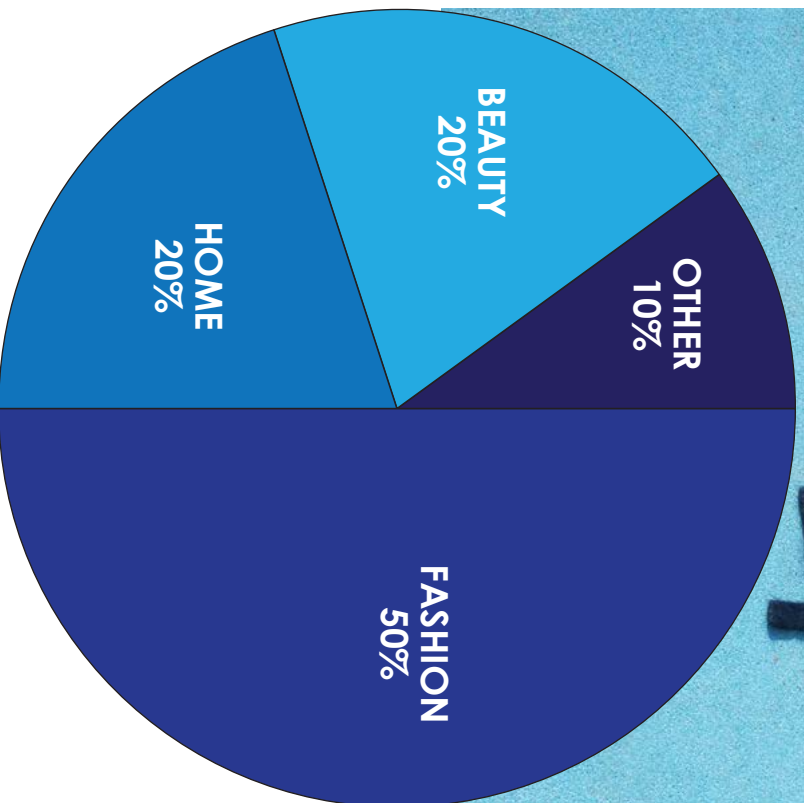
# MISSION STATEMENT

FOCUS combines fresh new talent with confidence and innovation. By working in collaboration with emerging models, artists and musicians, FOCUS aims to be a consistent source of inspiration and information for young creatives, while promoting a community that respects individuality and celebrates creativity.

---

*The Editorial Team*





# EDITORIAL POLICY

FOCUS is a new quarterly print publication and online community, with a global distribution, which aims to inspire creatives interested in exploring and crafting new outlooks on fashion, home, beauty, music, culture and art.

In comparison to conventional magazines, FOCUS aspires to be a piece of art that takes you through a transformative aesthetic journey. Each issue will be packed full of informative and aspirational articles, interviews with up and coming artists, designers, musicians and photographers, reviews of exhibitions and shows. Our editorials are dedicated to teaching and inspiring, with quality images and informative writing that leaves the reader questioning the status quo and challenging their own creativity.

Given our unique approach to exploration, all articles published by FOCUS are exclusive to the magazine and will not be found elsewhere in other outlets. All content written does not represent the views of the magazine, just the views of the contributor, however will be edited to ensure it is unbiased and will only mention a particular race, sexual orientation and age if it is needed for the article or story being told. The images and writing in the magazine will also be clearly credited and promoted, as to give the contributors a trustworthy platform as to showcase their talents.

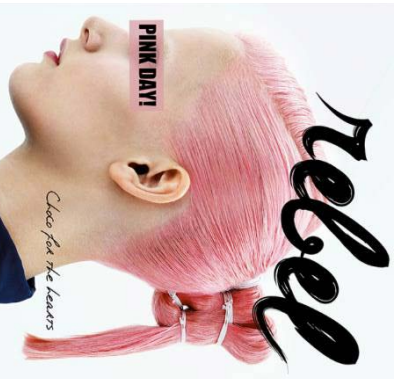


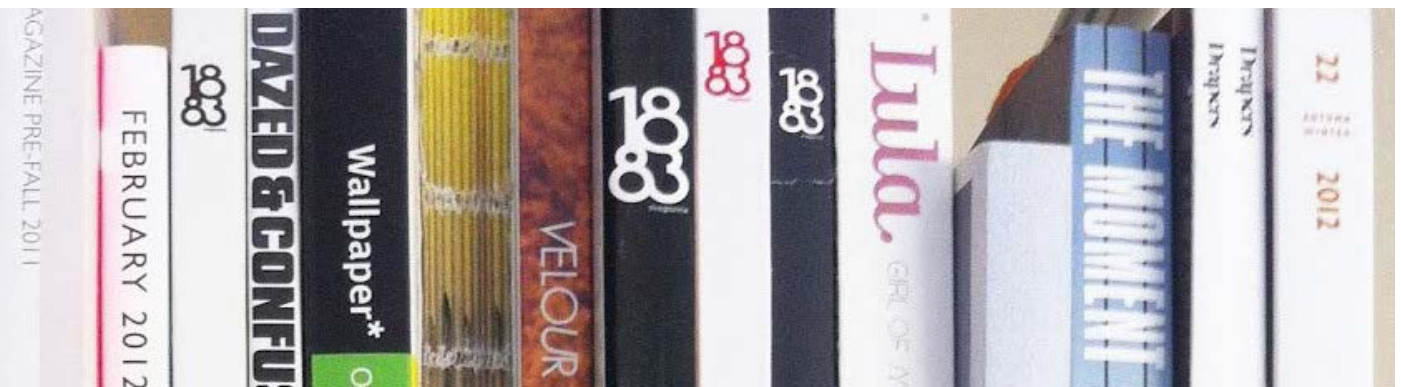
# VISUAL IDENTITY

FOCUS will demonstrate a strong and unconventional visual aesthetic, that will encourage readers to think outside the box. The combination of imaginative and informative text, photography and illustration will create an extra layer of depth to the magazine and originality.

Its clean, clear, creative layouts will make each page visually exciting and our aim is that it strengthens each readers loyalty the the brand. Intelligent placement of imagery will create a distinct relationship to its context. Typography will be dynamic and fit within its content.

Colour will play integral part to the concept throughout each issue there with a clear colour palette, that varies in intensity to compliment the current mood. This palette will reflect the mood and atmosphere the issue represents. covers multiple areas that contribute to ones identity.





# PRINT & PRESENTATION

The final presentation of FOCUS is key to unite the magazine concept as a whole. We want the magazine to have an artistic feel when held and read - a piece of art.

When considering the size of the magazine, we took both visual and practical aspects into account. Visually, we decided A5 would be too small, as the visual impact may be lost. Practically, we chose A4 size as it is not an awkward size, but one that can readers can easily carry around with them to read.

We want to have a high quality magazine, that is all reflected in the paper quality. The varied pace, dynamic and mood has led us to choose a combination of paper types. For example, the Sunday Blues editorial may suit a matte paper quality, whilst the Day of the Dead article may suit more a glossy paper.

We have looked at magazines that have used a variety of binding techniques, such as when TANK used to use spiral binding. The binding methods that are leading the way in preference are 'perfect' and 'spiral'. The final decision will be made when the number of pages has been confirmed, closer to the printing date.





# FASHION DIRECTION



FOCUS approaches fashion direction with intelligence and original casual sophistication. The fashion in FOCUS will not solely include clothing, but also explore the fashion of home interiors and beauty. The fashion will harmonise with the artistic nature of the magazine, and will require more thought than what first meets the eye. Inspiration will be taken from surroundings and locations, to ensure the fashion fits in a complimentary or contrasting way.

Styling will be both expressive and highly inventive, as well as thought provoking. It will vary in intensity depending on each concept, and contribute in a major way to communicating the identities. Models will be both male and female, and gender and sexuality will not necessarily be used in a conventional way.







# CONTENT

For this Autumn issue, FOCUS will explore how moods and actions change, and events that occur, over the Autumn season. Our main article is on the event, Day of the Dead, looking at the event we documented and from it, cultural appropriation in the present day. Our main fashion editorial, Sunday Blues, is exploring the intimacy that occurs are the weather gets colder and darker. The break-down of content is:

Articles include -

**Day of the Dead (main article)**

**Mental health in the current fashion industry**

**Tattoo artist interview**

**Musician interview**

Fashion Editorials include -

**Sunday Blues**

**Golden Hour**

**Day of the Dead**

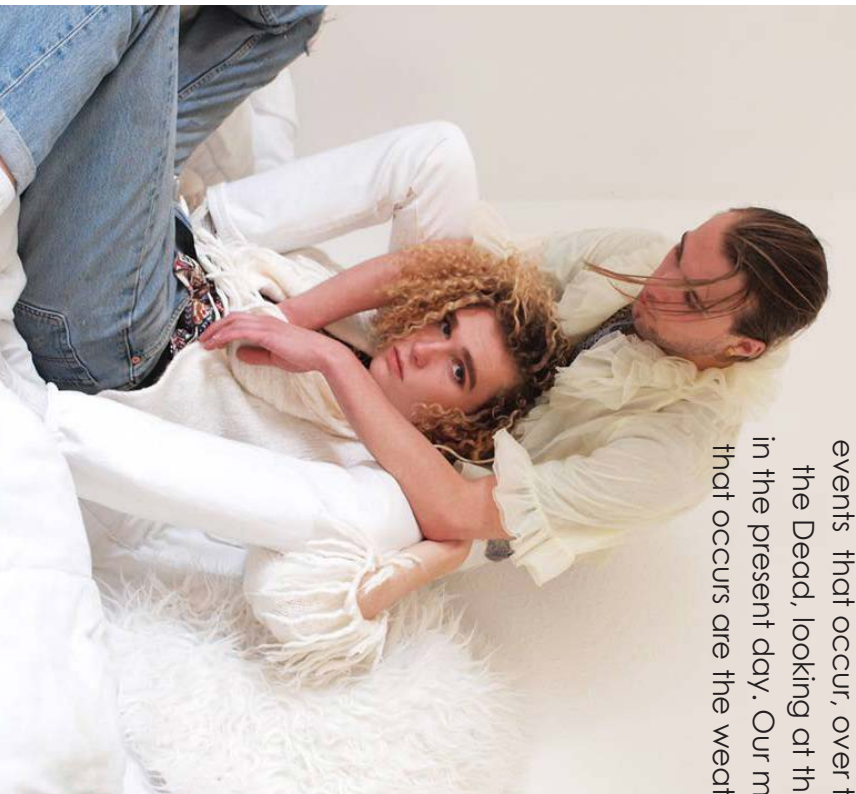
Other features include -

**People and dream homes**

**Day of the Dead make-up tutorial**

**Fashion, home and beauty picks**

**Moving image link via QR code**







# LAYOUT EXAMPLE

This is an example layout from our main article on the Day of the Dead, using our photography from the event.



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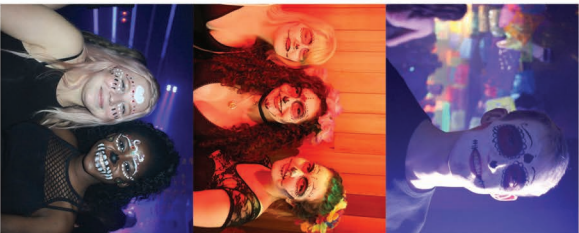
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# READERSHIP

Focus is targeted to young professionals from the ages 21 to 28. The content of the magazine is designed to interest men and women with knowledge and appreciation of the creative industry.

Lily is a 22-year-old graphic designer that just graduated from UAL. She lives in a house in London with her friends and is currently interning for a fashion company. In her free time, she likes volunteering for the local shelter and going out to underground parties. Despite her natural sociable behaviour, she also enjoys nights in watching independent films with a glass of wine. Lily normally wears unique pieces that she finds in charity and vintage shops as well as some high street brands such as Urban Outfitters.



Harry is 25 and he lives in Brighton with his girlfriend. He went to BIMM and now is the bassist for an alternative jazz band. As a recently turned vegan, Harry enjoys creating new recipes and exploring new restaurants in the city. He likes strong coffee in the mornings while he reads the news before going to his part time job at Topman.

# COMPETITORS



Tank is a quarterly magazine with content dedicated to contemporary culture through art, philosophy and fashion. Each issue is based around a different concept or theme, which is the starting point of the articles and editorials throughout the magazine. For instance, the latest issue is about food and one of the articles discusses artists that have used food or cooking in their practice or as an art form. Like Garage magazine, some of the pages are interactive when they are scanned through an app in a smartphone, thereby creating additional content which appeals to a younger audience. The magazine features only 20 pages of adverts out of almost 300. The font and layout ins consistent through the magazine and uses only one serif font. The outside is printed on a smooth but textured paper while the rest is on a thin matt paper and it measures 23x29.7 cm.

Quarterly; £6





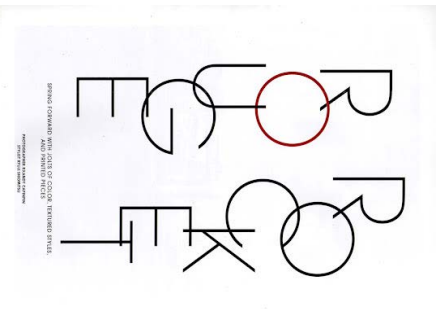
# COMPETITORS

DAZED is a British magazine devoted to culture, arts, music and fashion. It is published bi-monthly with 6 printed issues a year, but its website 'dazeddigital.com' is updated daily with relevant news, articles and interviews. The content of the magazine mostly appeals to young individuals with an interest in the art world (such as art students) or those who work in the creative industry. The target age ranges from late teens to early thirties. The paper quality is A4, standard glossy. It has 26 advertisements, most of them big fashion brands but it also promotes a few music festivals. The layout and fonts of the magazine vary throughout the issue. It is presented in a coherent but dynamic way, so it avoids being serious and mundane. DAZED features monochrome images, such as the feature on FKA twigs, which contrasts with the vibrant and colourful images, where the styling is unconventional.

Bi-monthly; Price 4.50





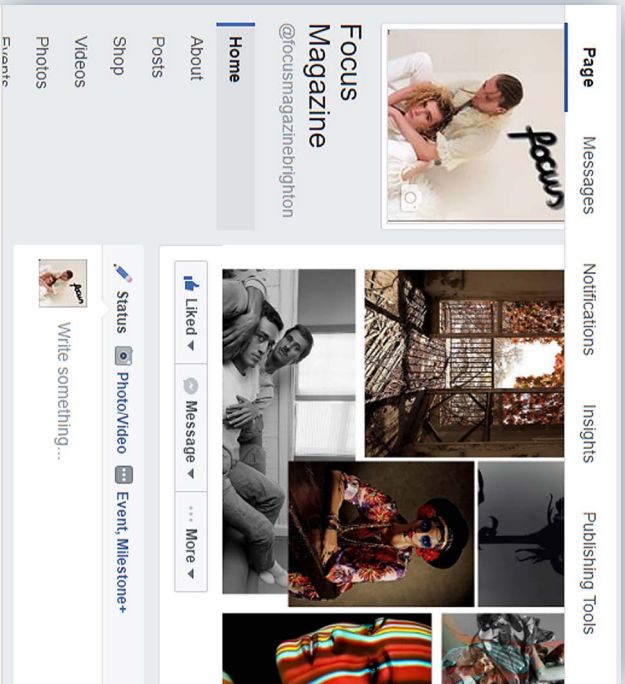
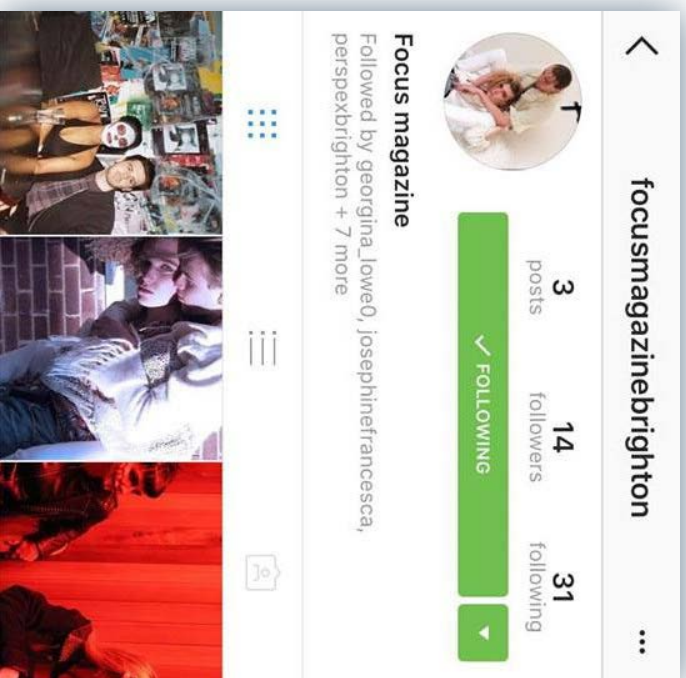


# COMPETITORS

GARAGE is a bi-annual magazine dedicated to contemporary art and fashion. Their website is not very clear and hard to navigate which can cause a potential loss of readers. In contrast, their app makes the magazine very interactive and highly technological, such as pages that can come alive on your phone. This moving image complements the editorials which makes it memorable to the reader. The app appeals mostly to young people that own a smartphone, who are confident in using it to reveal new content. Nevertheless, the overall information of the magazine is still interesting and creatively presented, featuring interviews of artists, relevant articles about contemporary social topics and imaginative fashion editorial. It features 37 advertisements for fashion and galleries exhibitions. s. The first 80 pages of the magazine use glossy paper, and remaining pages use matte paper of better quality.

The size of it is slightly bigger than A4.

Bi-annual; Price £10



# PROMOTION

Nowdays, social media is one of the most effective ways of promoting a brand because it directly connects with the consumer. Therefore, FOCUS has started to promote themselves over a range of social media, which will be updated often with new content and behind-the-scenes action to engage with the audience.

FOCUS currently has:

**Facebook page - @focusmagazinebrighton**

**Instagram - focusmagazinebrighton**

We will be holding a launch event for the new issue of FOCUS magazine, in August 2017, anticipating its release later that month.



# PRESS RELEASE

August 2017: Focus is delighted to be publishing its first publication.

The magazine aims to be a source of information and inspiration for aspiring young creatives, combining fresh new talent and celebrating creativity.

This first issue is due for release in Autumn 2017, and is based on the seasonal change in our everyday lives. It includes our main article, investigated by Mariana Arboleda Cusan on 'The Day Of The Dead', gorgeous photography and fashion editorials from Georgina Lowe, as well as exciting visuals and illustrations by Louise Jones and Kat Pollu.

Due to be published in print quarterly, the magazine is also delighted to be announcing the launch of its website which includes exclusive editorials and interviews. The website will be updated regularly with spectacular content featuring collaborations, playlists, up and coming exhibitions and amazing photography. As well as having an open submission, where everyone and anyone can send photos, art, music and illustrations. That could be chosen to be showcased on our website or even in our magazine.

Given the magazines own location, the magazine will first be available in Brighton and London retail stores, however has plan to expand nationwide over the following year.

Speaking at the launch of the publication, Kat Pollu, one of the editors of Focus said:

*"Both myself and the entire team at Focus are so excited that today we get the chance to share our creation with you. We passionately believe that while creativity cannot be taught, sharing ideas can help nurture and uncover hidden talents and potentials. We hope that this platform inspires the designer, musicians and artists of the future and we look forward to growing along with our readers on this journey of discovery."*

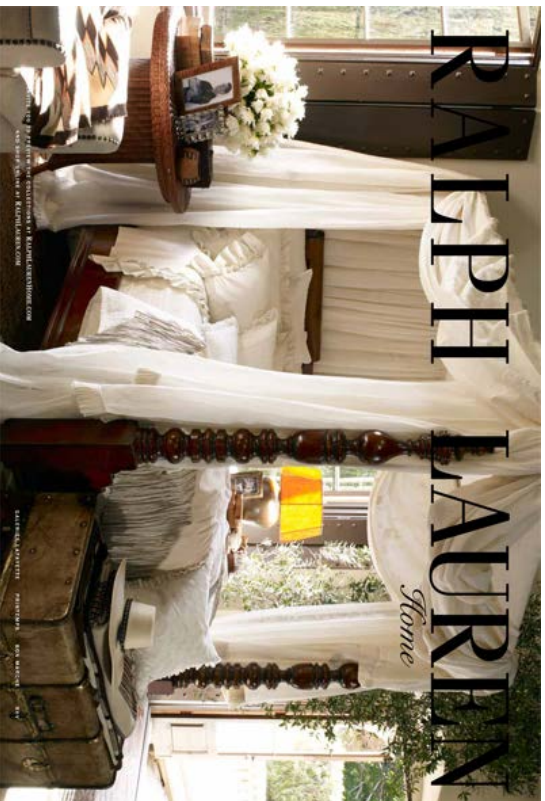
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For more information contact Eleanor Newman (eleanor@focuslinemagazine.co.uk/ 07796 543211.

To order a copy of the magazine visit: [www.focasmag.co.uk](http://www.focasmag.co.uk)







# FUNDING

Advertising is a vital part of a magazine unit, and a key source of funding. These adverts and editorials will contribute to the majority of revenue. The adverts featured in FOCUS will reflect its content of fashion, home, beauty, and culture. This means they will complement the articles and editorials that are featured well.

Fashion advertising will include: **Balenciaga, Prada, Kenzo, Doc Martens, Levis and Illamasqua**

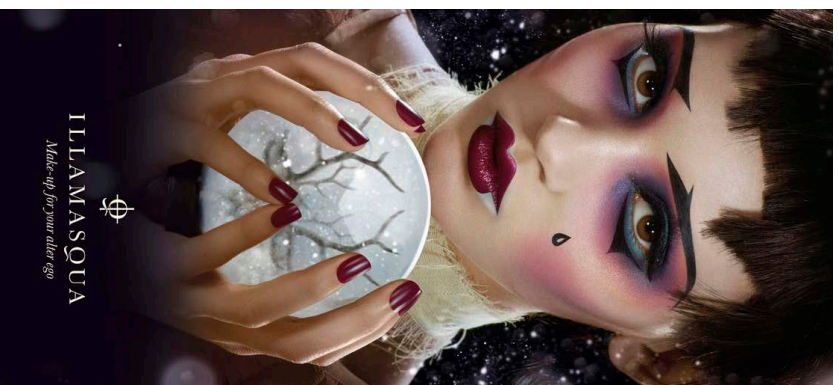
As FOCUS is based in the Autumn season, it only felt right to include advertising for an upcoming event: **Winter Wonderland**

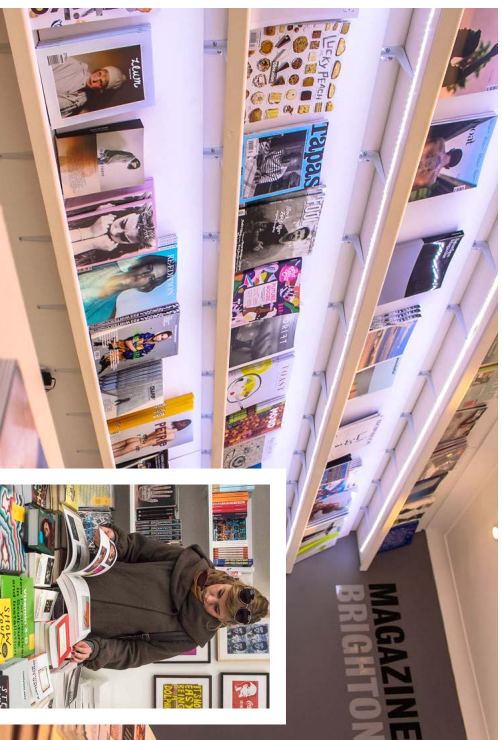
Home-based advertising will feature: **Ralph Lauren Home**

We wanted to include an advert for a medium we used, such as the camera: **Canon**  
In response to the Day of the Dead features, advertising for a Brighton-based Mexican restaurant will also be included: **La Chozza**

## ADVERTISING COSTS:

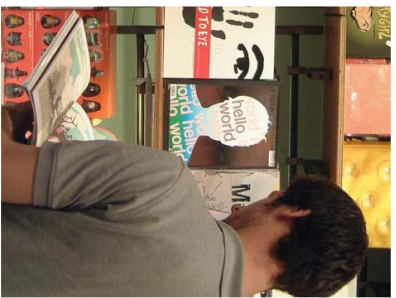
- Inside front cover - £3626
- Double page spread - £3263
- Single page spread - £1632
- Inside back cover - £3356
- Outside back cover - £3521





We love magazines

**MAGCULTURE**



# POTENTIAL STOCKISTS

FOCUS will initially be stocked in Brighton and London, before expanding nationwide over the course of the first year of print. Our first intentional stockists are:

**Magazine Brighton**  
**Good News, Brighton**  
**Urban Outfitters**  
**Wardour street news**

**magCulture**  
**Magma**  
**Selfridges**  
**Dover Street Market**

**The Saatchi**  
**The Barbican**  
**Serpentine Gallery**  
**WHSmiths**

We also aim to stock to online magazine shops to increase accessibility, such as:

**newsstand.com**  
**buyamag.com**



# CONTACT DETAILS

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focusmagazinebrighton

