

### WHERE TO START?

### PUB 606: Magazine Media Project

#### On this page

Demographic and Psychographic Information

Vividata

SimplyAnalytics

Other Readership and Media Sources

Advertising information

General resources

Social media and advertising

Business plans

### **REY CONCEPTS**

Target Market A particular audience or segment that have been identified as likely customers of a product orservice (Doyle, 2016)

Market Segmentation A way of dividing customers into different groupings that require different products, creating multiple heterogeneous market segments. (Doyle, 2016)

### **REY CONCEPTS**

**Demographics** The study of human populations in terms of size, density, location, age, sex, race, occupation, and other statistics. (Doyle, 2016)

- Age
- Geographic area
- Income

Psychographics a tool used in consumer marketing to understand consumers on the basis of their lifestyles, including their attitudes, preferences, values, anopinions. ("Psychographics", 2011)

- Opinions
- "types" or "clusters"

# **BRAINSTORM**

#### Concept:

I'm creating a magazine about

#### bike commuting

- What are possible demography questions I can start with?
- What do I need to find out about my possible audience?



### DEMOGRAPHICS

- Statistics Canada https://www.statcan.gc.ca/eng/start
- BC Stats
   https://www2.gov.bc.ca/gov/content/data/statistics
- Statista
   https://databases.lib.sfu.ca/record/61245146000003610/Statista

### **PSYCHOGRAPHICS**

#### **VIVIDATA**

- Annual survey of Canadian magazine readers
- Demographics, products & services used, opinions on various topics

#### SIMPLY ANALYTICS

- Their PRIZM system classifies Canadians into one of several unique lifestylesegments
- Create maps, reports, or rankings of Canadian psychographic information, using PRIZM data from Environics Analytics.

### **VIVIDATA**

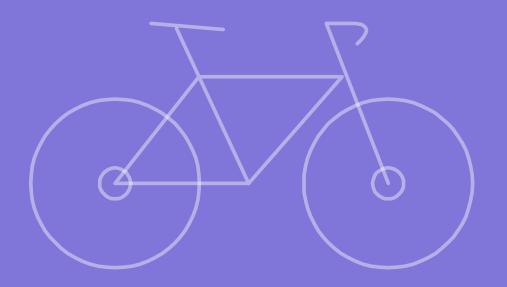
Annual survey of Canadian magazine readers

Demographics, products & services used, opinions on various topics

### VIVIDATA

- Is consuming beer more or less gender neutral?
- How many Canadians 12+ take multi-vitamins?
   Does this group also prefer to buy organic food?
- Are 18-24 yr olds the heaviest consumers of energy drinks?
- Who is more likely to participate in customer reward programs: singles or married people?
- What's the avg household income of Macleans readers?

## **PSYCHOGRAPHICS**



#### Concept:

Magazine about **bike commuting**.

Which **psychographic group** or **market segment** is the best fit?

# **QUESTIONS?**



### References

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