



ADENA BRONS
PUBLISHING LIBRARIAN
abrons@sfu.ca

MPUB MEDIA PROJECT LIBRARY RESEARCH



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



KEY CONCEPTS

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

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



KEY 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, and opinions.
("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 lifestyle segments

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?

Adena Brons
abrons@sfu.ca

Say hi



Office Hours:
Tuesdays*
*some exceptions

One on One Consultations
Email or Skype

References

"Psychographics." Encyclopedia of Small Business, edited by Virgil L. Burton, III, 4th ed., vol. 2, Gale, 2011, pp.270-281. eBooks, https://link.gale.com/apps/doc/CX2343700465/GVRL?u=sfu_z39&sid=GVRL&xid=3254a717. Accessed 13 Sept. 2019.

Doyle, C. (2016). demography. In A Dictionary of Marketing. : Oxford University Press. Retrieved 13 Sep. 2019, from <https://www.oxfordreference.com/view/10.1093/acref/9780198736424.001.0001/acref-9780198736424e-0532>.

Doyle, C.(2016)market segmentationIn A Dictionary of Marketing: Oxford University Press. Retrieved 13 Sep. 2019, from <https://www.oxfordreference.com/view/10.1093/acref/9780198736424.001.0001/acref-9780198736424e-1104>.

Doyle, C.(2016)target market.In A Dictionary of Marketing: Oxford University Press. Retrieved 13 Sep. 2019, from <https://www.oxfordreference.com/view/10.1093/acref/9780198736424.001.0001/acref-9780198736424e-1732>.

Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)