
BIG
PRINT

BigPrint

- We’re a new A2 poster magazine and platform based in the UK, and we’re passionate about covering stories from the fringe, news, and insights from the music, fashion, art, sport and youth culture scenes.

- We offer a valuable platform and stage for emerging artists in the UK, welcoming all genres of popular music and artists that are building a following. We also welcome all businesses to work with us and include their ads in our magazine which is a potentially lucrative revenue stream.

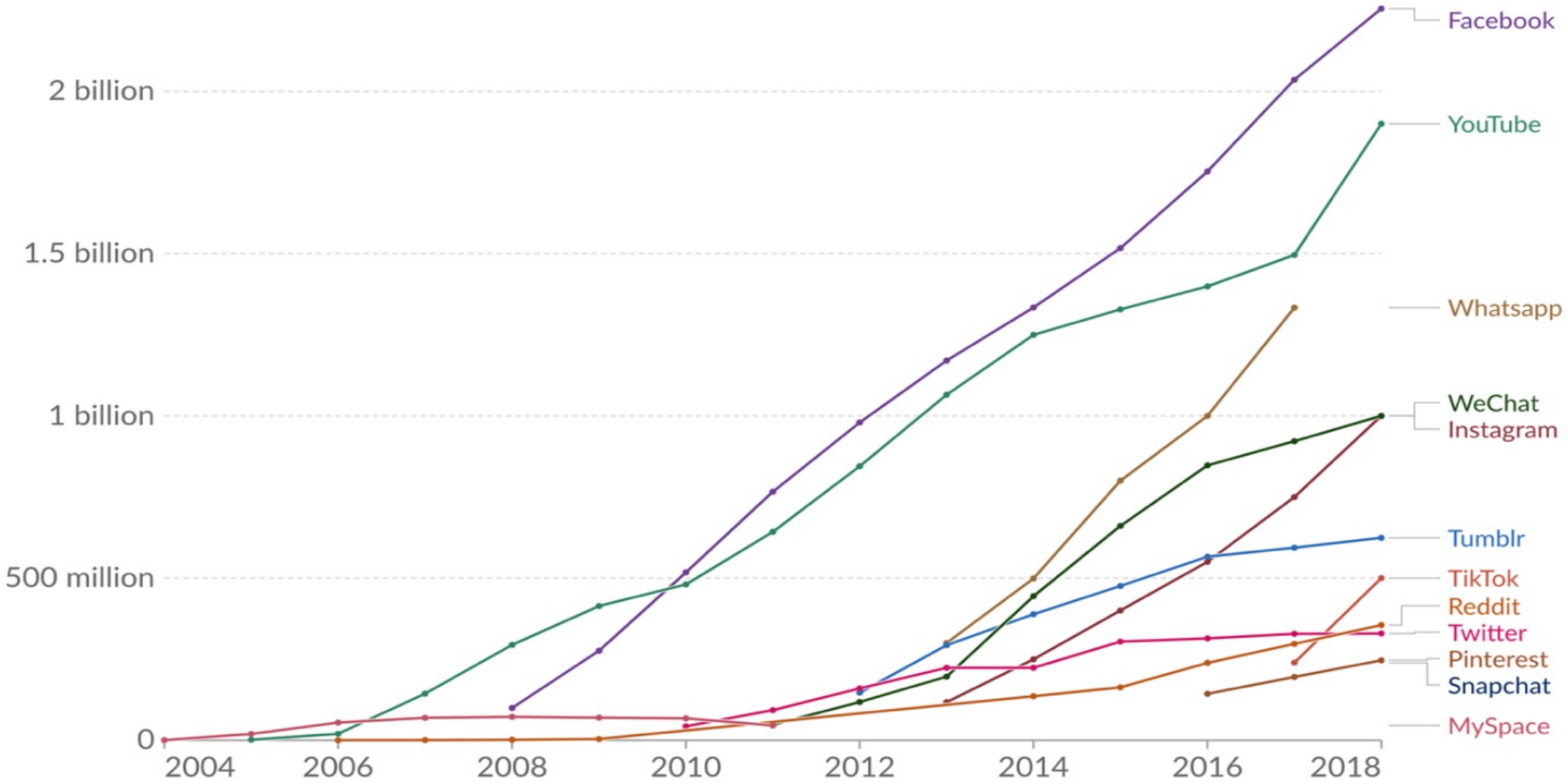
The problem

- The decline in print magazine sales is due to the rise of digital media and social media platforms, Which offer more options and convenience for consumers. Further research in a report conducted by The Economist concluded, young people have thin wallets and expensive tastes.
- Consumers needs and desires are changing and magazines currently in the market haven’t adapted their approach enough to captivate new generations of readers.

Number of people using social media platforms, 2004 to 2018

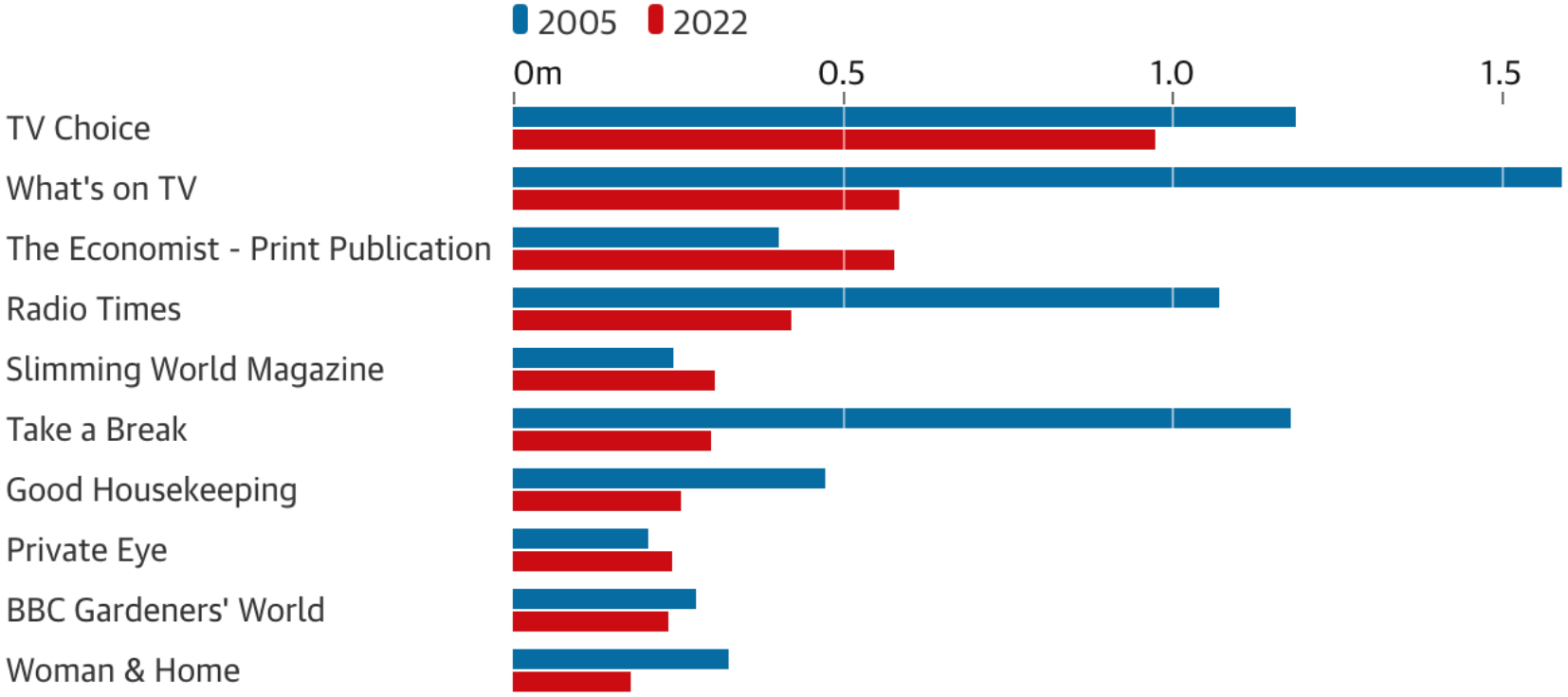
Our World in Data

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.



Sales of most of the UK's top 10 selling magazines have been in serious decline since 2005

Based on paid-for sales per issue, so bought in a shop or subscribed to and not freebies such as supermarket magazines

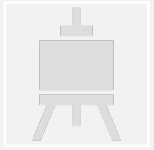


Guardian graphic. Source: Enders Analysis, ABC

The solution



We aren’t simply creating another magazine to satisfy the dwindling and played out magazine market.



We offer an entirely new approach to magazines and wall art like no other currently does.



Where so many old establishments and publications such as Time magazine and The New Yorker have failed to grasp the attention of the young, we believe our approach can succeed.

“Pictures and videos are shiny” – quick fix information

- As more and more people are relying on digital sources for news and entertainment, the magazine sector has been experiencing difficulties. As customers turn to internet platforms and social media, print publications in particular have suffered a loss in readers and sales.

With this in mind, Ill show the power of shiny content







STAND OUT!

- We want our magazine to satisfy our consumer's desire to scroll through images and videos through our magazine and platform.
- We do this with 80% of our poster magazine being made up of full page images and poster designs such as festival posters and photoshoots.

The Team

- BigPrint will be registered as a limited company in the UK, separating the owners from the liabilities of the company and allowing for the quick and easy allocation of shares in the company for the purposes of gaining valuable financial investment.
- I will act as the company director, leading the team in all operations from manufacture and production of the product to its distribution and representation in the market. We will develop all issues of the magazine in house, including content for the physical and online platforms, conducting interviews and photoshoots, investigative journalism and so on.

The Team

- 2 writers
- Senior editor
- Junior editor
- Marketing and sales
- Business staff

Team Member	Cost per annum
Writers – two journalists	£16,000
Editors – senior editor	£32,000
Marketing and sales – (outsourced)	£20,000
Business staff – senior editor (bonus pay for job) £15,000 – My salary £25,000	£40,000
TOTAL	£108,000







- Make content that is both more in-depth and original:

Music fans are always looking for deeper insights into the artists and scenes that they follow. Magazines have the ability to separate themselves from other sources by delivering information that is more in-depth and unique than other media, such as interviews, investigative journalism, and pieces that are appealing and new to the reader.

- Remain vigilant and be ready to embrace change:

Since the media environment that the platform exists in is always changing, media magazines and platforms must constantly be able to adjust to the new terrain in order to keep up with developments in the market. This requires maintaining a mentality that is receptive to ideas, approaches, and ways of doing business, in addition to a constant quest for new and better ways to develop the brand.









We want more

- Today consumers see the products they love on the icons that influence them under the bright lights of our stages and smartphones alike.
- Our product brings a piece of the world they see online and aspire to, into their lives.



Target Audience

Target Audience

- We are directing our efforts at consumers who are avid users of digital and social media platforms for their cultural consumption.
- They have an eclectic, diverse music taste and preferences, they constantly seek out new and emerging artists and scenes to explore or promote to friends.
- They are also interested in fashion, art, and various musical subcultures.
- They have a high level of political awareness and engagement, and they value diversity, inclusion, and social justice.
- They participate in both online and offline networks of music and youth culture, such as TikTok or Instagram as well as skate parks and music venues.



Target Audience

- These fans and are on the front row of the concerts they love, the front of the queue for the events they attend, the last ones to leave and the first to buy new and interesting products that appeal to their desires and wishes.

- If we want these customers to wear our brand on their chest and their bedroom walls, they need to wear our brand in their heart. Branding to these consumers isn't about making our company stand out it is about making our customers stand out.

- branding isn't about getting our voice heard it's about making our customers feel heard, giving them the voice that they desire to have through the products and services we as a company provide through our product, our company message and our purpose. Branding for these discerning consumers is more than colours, shapes and logos, it is a relationship. Therefore, we aren’t only building a product, but rather we aim build and nurture relationships with these consumers.



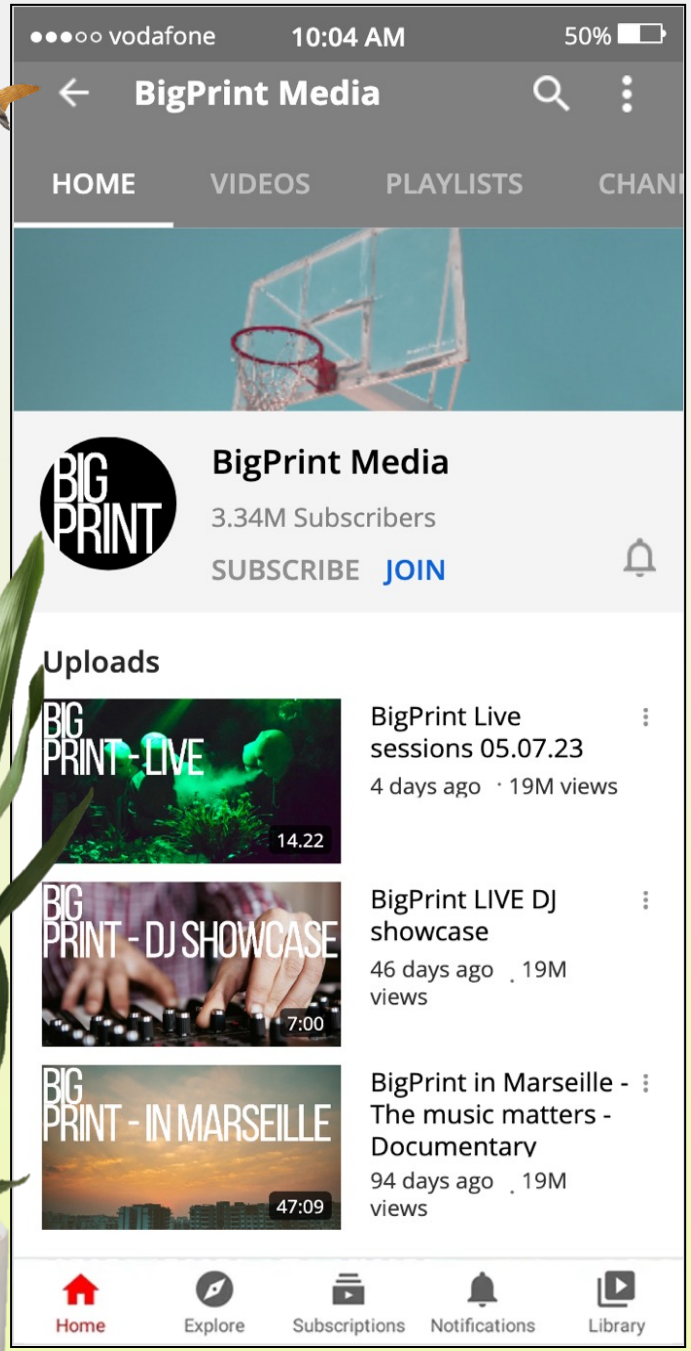


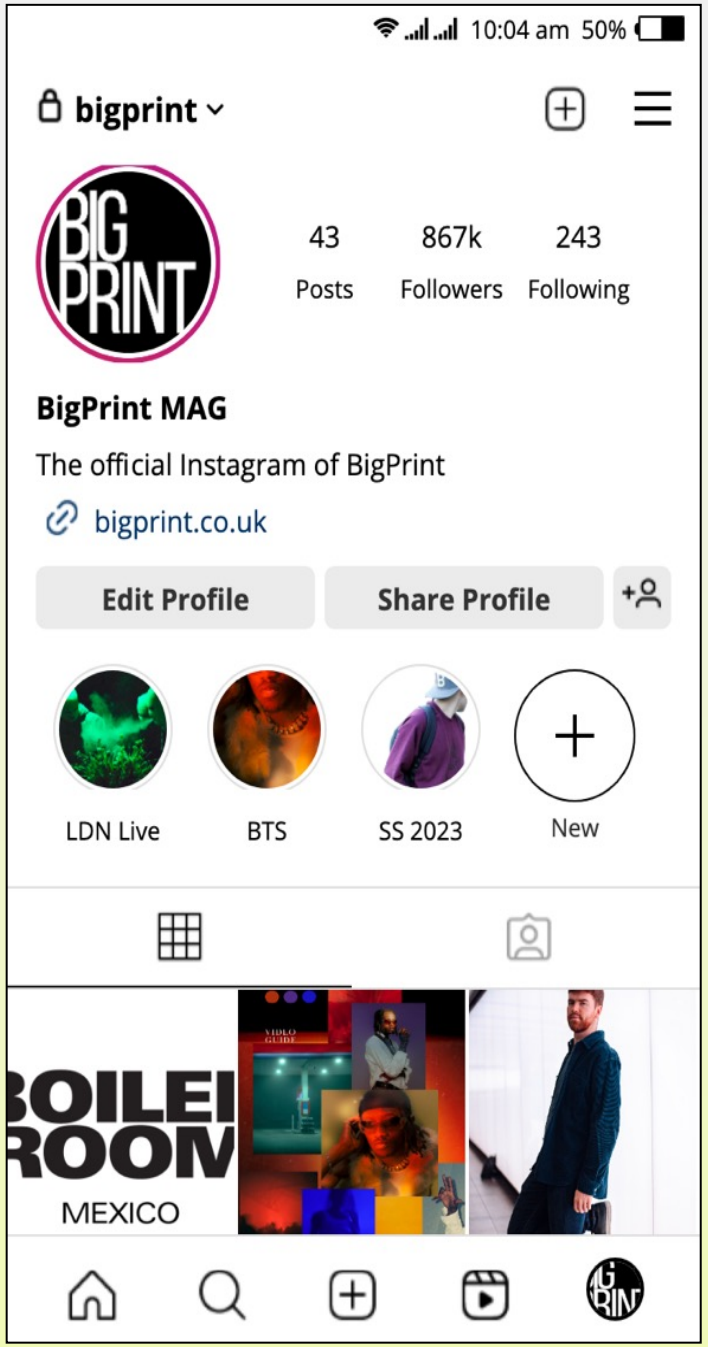
Online Platforms

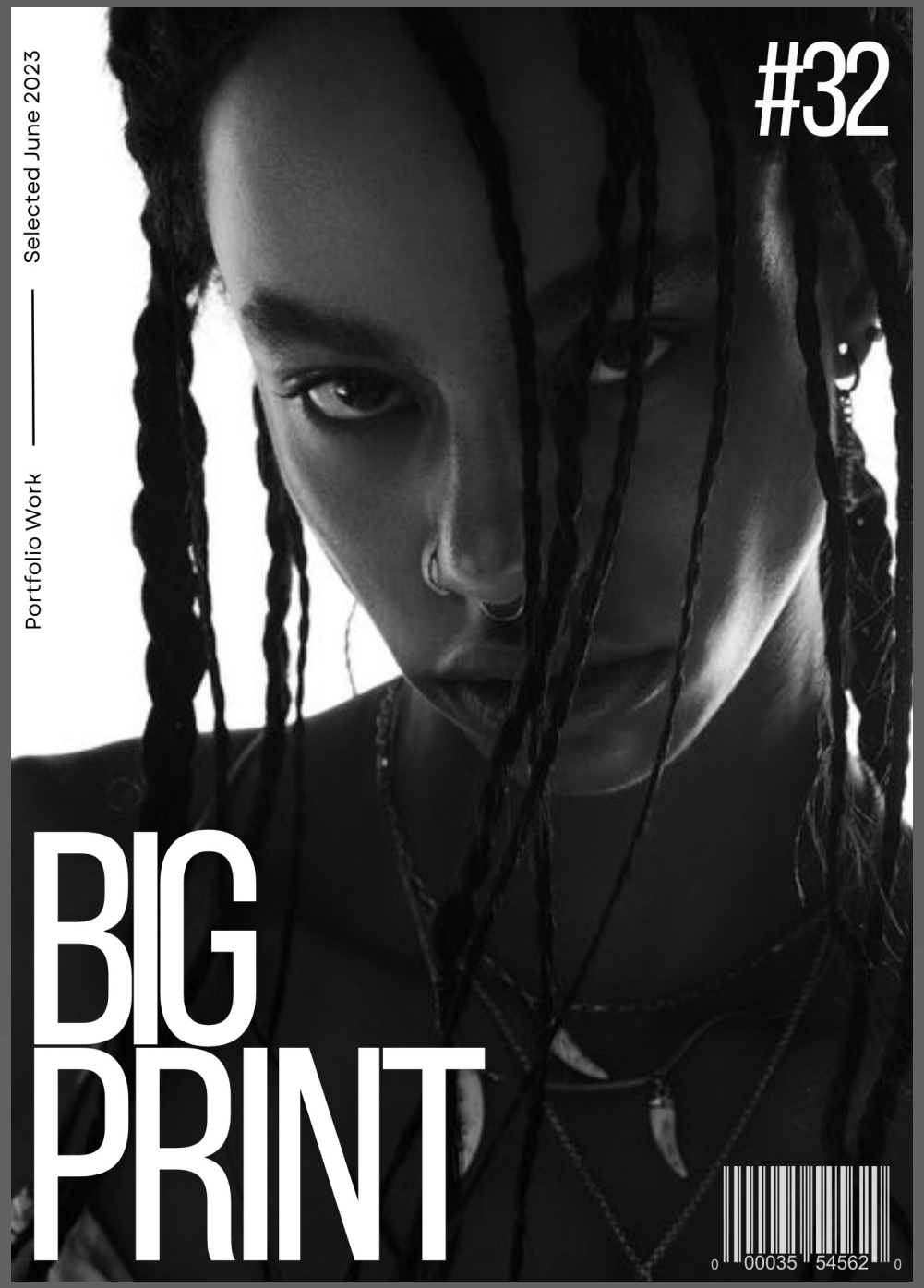
- Social media super powers such as Instagram, TikTok and YouTube are taking consumer attention further away from traditional forms of media consumption such as newspapers and magazines. Therefore the most logical move for BigPrint is to have an online presence right from its conception.
- This move is not simply to follow the crowd, our online presence will act as a vehicle for the sale of copies of the poster magazine issues.
- BigPrint will establish a following on Instagram, YouTube, TikTok, Reddit and Discord, sharing a variety of content from interviews with artists featured in the magazine, recordings and videos of live performances from musicians, dancers and sportsmen and women.

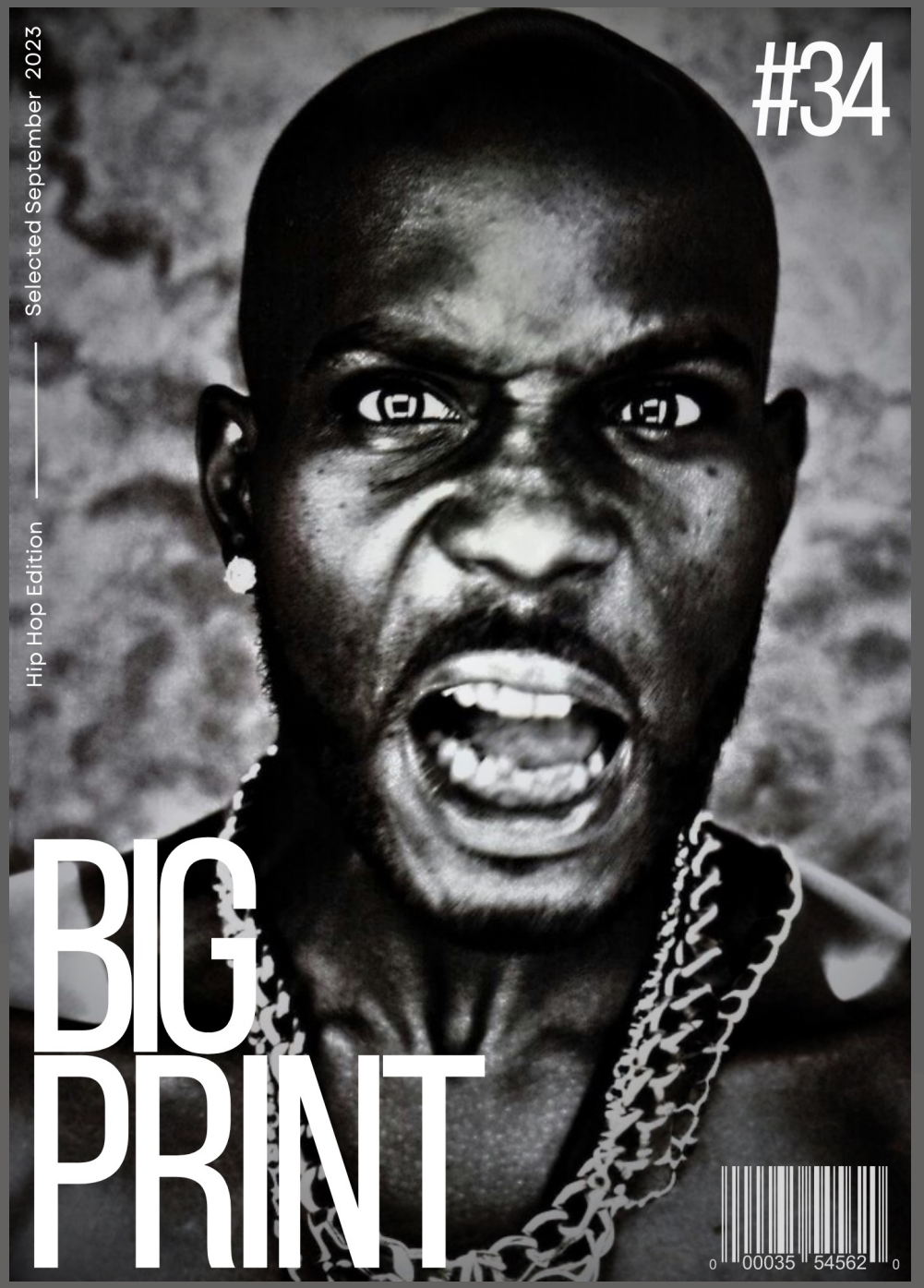









#32
Selected June 2023
Portfolio Work
BIG
PRINT
0 00035 54562 0


#34
Selected September 2023
Hip Hop Edition
BIG
PRINT
0 00035 54562 0


#34
Dance LDN — March 2024
BIG
PRINT
0 00035 54562 0


#37
JAPAN — NEON NIGHTS 2023
BIG
PRINT
0 00035 54562 0


MBO




MULTI PURPOSE ADHESIVE
MULTI PURPOSE ADHESIVE


BIG
TAC
MULTI PURPOSE ADHESIVE
MULTI PURPOSE ADHESIVE
MADE IN UK


BIG
TAC
MULTI PURPOSE ADH

Revenue

- BigPrint will generate revenue through sales of its Magazine as well as its products such as Big-Tac, and sales of advertising space in its magazine to other businesses.
- The magazine sells for £17.99 and features 35 pull out pages, with 70 pages of readable content (35 sheets of paper double sided)
- Passive income generated by social media streams on YT
- In the first year our company forecasts to generate £353,000 in revenue, generating a profit as soon as month five and totalling £187,000 at the end of the year. The company will be started with £170,000 start-up investment.
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12 month plan

- To sign up 10,000 magazine subscribers in the first year
- To achieve a 5% conversion rate of social media platform and website visitors to subscribers
- To establish and grow our social media pages by a compound monthly rate of 20%

Marketing channel	Marketing tactic	Budget	Expected outcome
Reach	Instagram ads, online banners, influencer marketing, press releases	£8,000	500,000 people reached
Interact	Website landing page, blog posts, email newsletters, social media posts	£4,000	100,000 visits, 50,000 clicks, 10,000 sign-ups
Convert	Subscription offer, free trial, discount code, referral program	£4,000	10,000 subscribers
Engage	Welcome email, loyalty program, feedback survey, online community	£4,000	80% retention rate, 50% referral rate, 90% satisfaction rate

Social media campaign example

- BigPrint will establish a following on Instagram, YouTube, TikTok, Reddit and Discord, sharing a variety of content from interviews with artists featured in the magazine, recordings and videos of live performances from musicians, dancers and sportsmen and women.
- The magazine sales will be boosted significantly by the use of good, honest content that positions our product in the lives of our consumer.
- We will use social media to present behind the scenes footage of the magazines production, footage from the printing factory, products being shipped out and some entertaining videos of our team working hard (and not so hard at times) behind the scenes to bring the product to life.
- We want to create a brand that appeals to all consumers and presents our company in a very human and organic way. This is done in similar marketing campaigns and brands such as R.M Williams, an Australian country wear brand that champions its craftsmen and women, telling the stories of its workers, and working towards a sustainable and responsible future.

Future Developments

- BigPrint aims to expand its product line by manufacturing and releasing merchandise related to its poster magazines in the next two years.
- The merchandise will include items such as t-shirts, mugs, stickers, calendars, and keychains that feature the same themes and designs as the poster magazines.
- BigPrint plans to use external manufacturing facilities to its printing facilities of the magazine.
- We will use our distribution channels to produce and sell the merchandise, as well as partner with online platforms and retailers that cater to its target audience.
- By offering merchandise, BigPrint hopes to increase its brand awareness, customer loyalty, and revenue streams.






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