

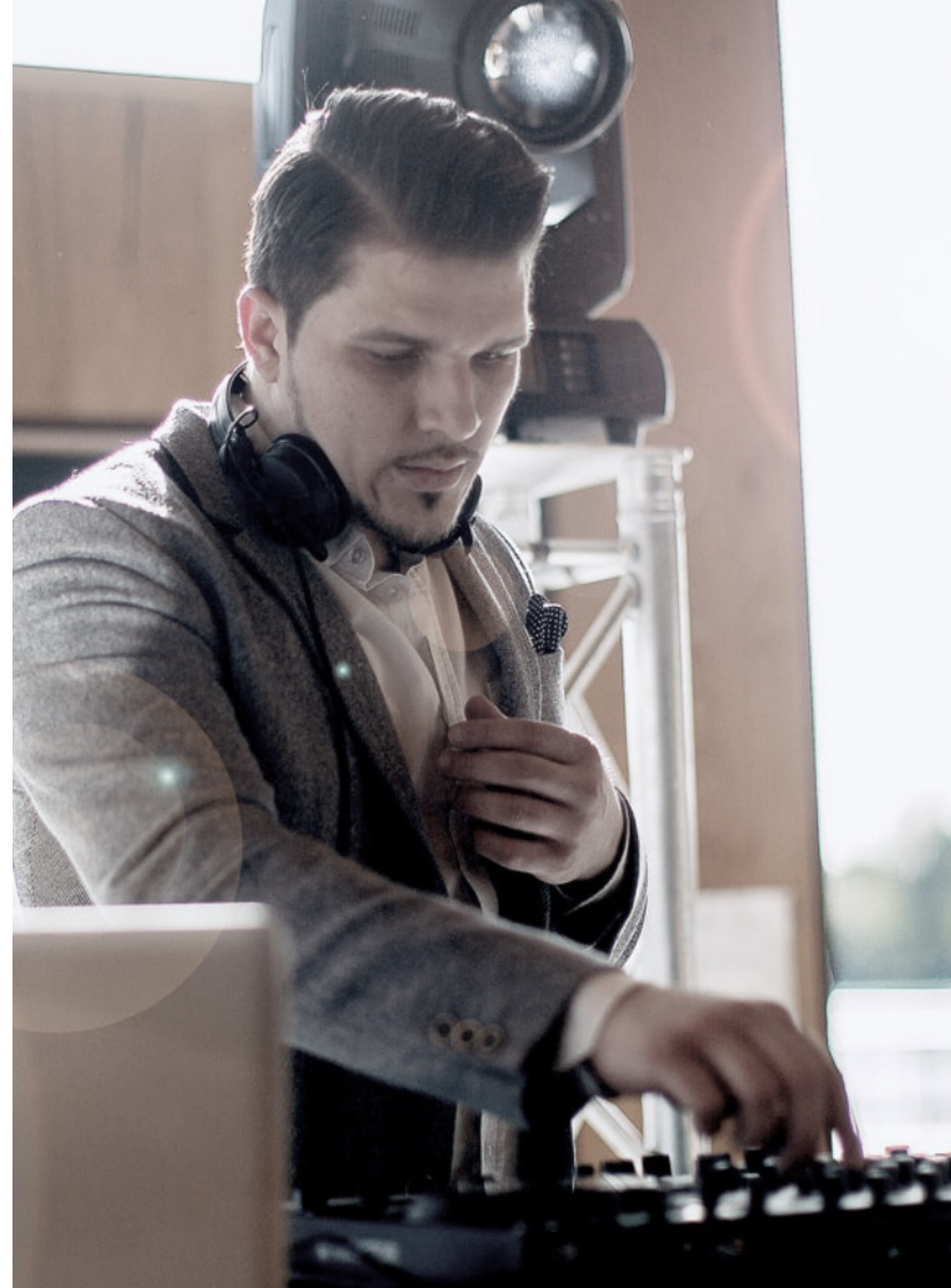
DUMMYY

Music and youth culture magazine



Who are we?

- We're a new magazine and platform based in the UK, and we're passionate about covering the latest trends, news, and insights from the music, fashion, art, sport and youth culture scenes.
- We offer a platform for emerging artists in the UK, welcoming all genres of popular music and artists that are building a following.
- Market size - \$203b (\$198b last year)
- £4.1b in the UK (\$5b)

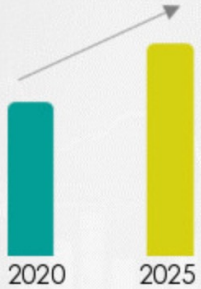


GLOBAL MAGAZINE PUBLISHING MARKET 2021-2025



Market growth will **DECELERATE**
at a **CAGR** of almost

1%



Incremental growth (\$B)

3.43



The market is **FRAGMENTED**
with several players occupying the
market



Growth Contributed by
APAC

50%

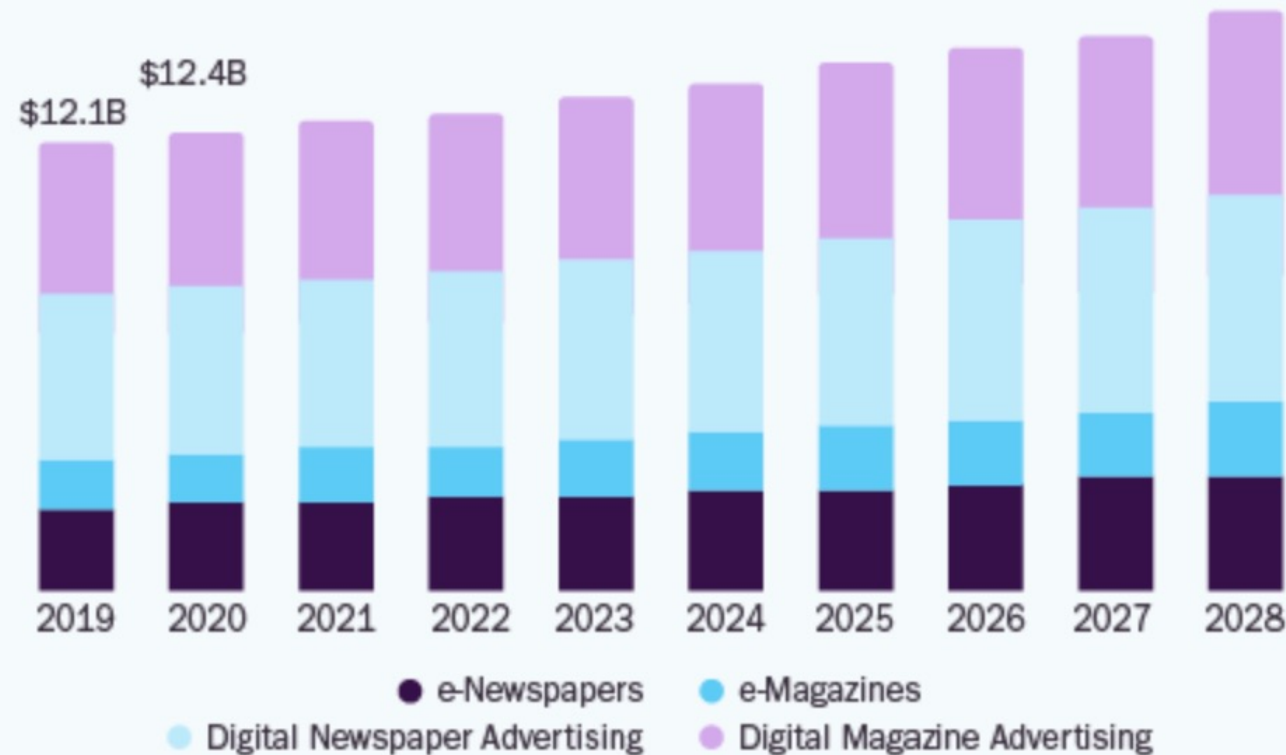


Growth for **2021**

0.90%

U.S. Digital Newspapers & Magazines Market

size, by type, 2019 - 2028 (USD Billion)



GRAND VIEW RESEARCH

2.9%

U.S. Market CAGR,
2022 - 2028

Source:
www.grandviewresearch.com

The problem

- There are numerous music and culture publications, however many of them concentrate on the same popular musicians and fashions. We believe there is a true need in the market for a new brand that highlights the most recent, cutting-edge artists and cultural trends, particularly those that the mainstream media may have missed.
- 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.





The Solution

- As they provide a more tactile and immersive experience than other publications, music magazines may have an edge over others. Music lovers often like the tactile experience of turning pages, reading in-depth articles, and learning about new artists and scenes via magazine pages.
- Despite this, there are still several areas where music magazines might improve their reader engagement and ability to remain current in a media environment that is undergoing fast change.

Our Approach

- Implementation of digital platforms: As a modern and innovative business we will be actively establishing a strong online presence, even though our business is primarily a magazine. This entails making investments in a top-notch website, social media presence, and other digital channels that let users access material at their own convenience.
- Work together with musicians and fans: Dummy strives to create a feeling of community around our publication and brand. This will be done by collaborating closely with artists and fans to provide insights, products, and content that encourage people to share their passion for music and youth culture.



Our Approach

- 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.

- Remaining 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.



Target Audience

- The base target audience can be defined as young music fans and students. The target age group is 14-24 and focuses on those based in the UK.
- with a particular focus on young musicians and creatives, genres such as hip-hop, pop, and electronic dance music will be championed by the magazine. The magazine will have a strong digital presence and shall include content that appeals to young men and women alike.
- This target audience is similar to brands such as NPR, Nike, Supreme, Box park and Boiler Room.



Target Audience

- People who consume much of their material online and on social media.
- They are interested in many music genres and subcultures and are continually looking for new artists and scenes to engage with and share.
- They're into fashion, art, and specific music scenes.
- They are politically aware and interested in diversity, inclusiveness, and social justice.
- They attend concerts and festivals and are engaged in music and youth culture networks online and offline, such as TikTok and Instagram all the way to skate parks and music venues.



Online Platform

- Dummy isn't just a magazine, it's a brand and a platform. Dummy will have an Instagram, facebook and reddit page, showcasing video content of artists and songs featured in the magazine.
- Exclusive live sets and recordings made at the Dummy head office will be put together and used as a source of content for the magazine with in depth follow ups and articles to compliment the videos.
- Dummy will also have a website that will feature unreleased tracks and BTS footage, photos and a digital copy of the magazine as well as copies of the physical magazine for sale.



Online Platform

A blurred background image showing a crowd of people at what appears to be a concert or festival. In the foreground, a person's hand is visible holding a smartphone. The scene is lit with warm, golden light, suggesting sunset or sunrise.

- Community and scene engagement - Our music platform will connect fans and upcoming musicians. User-generated playlists, artist Q&As, and live discussions enable fans to communicate with each other and their favourite musicians.
- In-depth artist coverage produced by Dummy will provide in-depth artist coverage beyond music. This will contain stories such as an artist's personal life, creative process, and societal influence, as well as live concert and album reviews.

Magazine content



- New Music - Our guide to the latest and greatest tracks, albums, and artists that you need to know about.
- Scene Reports - A deep dive into emerging music scenes from around the UK and beyond.
- Opinion - Thought-provoking essays and commentary on music and culture.
- Interviews - In-depth conversations with artists, producers, and other key players in the music industry.
- Culture - A round-up of the latest trends and movements in youth culture, from fashion and beauty to activism and politics.
- Features - Long-form articles that explore important topics and issues in-depth.

DUMMY

NEW MUSIC

*The new sound of House
coming from some very
unexpected places...*

GOING "OUT OUT" IN 2023

*we design your perfect
night in London, fit for
any raver or club fanatic*

TOP 10 INOVATOR

How Fred Again
is changing how
we value live
instrument
performance

MAKING WAVES

MARK TAYLOR

THE BEST ALBUMS OF 2023

@DUMMYMAG

www.dummymag.com



DUMMY



HANS HELLER

HOW MUSIC IS CHANGING IN
AMSTERDAM FOR THE BETTER

@DUMMYMAG

www.dummymag.com



Revenue

- Sell ad space in our print magazine to brands and companies who want to reach our target audience.
- Offer sponsored content on our website and social media channels, where brands can create content that is relevant to readers and followers.
- We will partner with events and festivals to offer advertising and sponsorship opportunities, such as banners, flyers, and promotional materials.



Revenue

- Sales of our magazine directly to consumers through our website, at events, and in retail stores that specialize in music and culture.
- Offer annual subscriptions to our magazine, which can provide a more stable source of revenue.
- We will Create special editions of the magazine that fans will want to purchase as part of their music and culture collections.



Future Developments

- Dummy plans to develop a merchandise line that positions itself in a similar purchase price and quality standard to either Boiler Room, Supreme or Stussy.
- Items such as clothing, candles, rugs, keyrings, sunglasses, plant pots and ashtrays will be sold on the website. The brand will release and sell items that are in keeping with modern trends and consumer patterns.



Competitors

- Vogue
- Dazed – Youth culture, fashion, art
- LOVE – edgy artistic approach to photography, fashion, subject
- I-D Magazine

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