



Adapting Your Publication to the New Demographics

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Introductions

- WHO are you?
- WHAT publication/organization do you work for?
- WHERE are you from?
- WHEN did you get involved in journalism?
- WHY are you here?
- Describe your publication/organization's audience. Do you want to expand or change your audience? How do you plan to target new readers/members?



Publications and their readers

- Readers have an intimate relationship with the magazines, newspapers and websites they read regularly
- To be successful, a publication must:
 - Inspire trust
 - Satisfy readers' needs
 - Provide useful information to its readers
 - Provide a unique service; offer a mix or quality of information readers can't get elsewhere



Publications and their readers

- ▣ Publications/organizations must understand their audience and nurture that relationship
- ▣ How do YOU interact with your audience?



Take Stock of Your Readers

- Who is your audience?
- How has it changed over the years?
- What role does your publication/organization fulfill for your audience?
- How do you want to expand or finetune your audience?



Step 1: Define Your Audience

- Describe your audience in general terms
- List demographics (age, socioeconomics, race if relevant, geography) of your target audience
- List psychographics (likes, hobbies, interest, habits) of your target audience



Step 2: Create Profiles of Target Readers

- In a few sentences, describe a target reader or two – age, gender, ethnic group (if appropriate), city or neighborhood, income, occupation
- If possible, model the target readers on real people you know who would be ideal readers for your publication
- Include likes, hobbies, interest, habits



STEP 3: Define Your Readers' Needs

List problems, challenges & needs these readers are likely to have

These may include:

- ❑ **Financial** challenges (living on a budget, saving for retirement, financing children's education, buying a house)
- ❑ **Personal** challenges (finding a place to live, taking care of an elderly parent, losing weight, eating healthy food)
- ❑ **Decision** challenges (deciding what to do Saturday night, choosing the right career)
- ❑ **Cultural** challenges (how to stay up to date on technology, culture, celebrities, music)



STEP 4: Address Your Readers' Problems with Solutions

- How can your publication help solve your readers' problems and challenges?
- What solutions or advice can you offer?
- How can you get readers to trust your publication?



STEP 5: List Subject Areas

Considering your readers':

- ✓ Demographics
- ✓ Psychographics
- ✓ Needs/challenges

List subject areas you plan to cover (food, beauty, housing, politics, sports, health, money, etc.)



STEP 6: Plan Specific Changes

Think about new content you can add to meet your readers' needs:

- ✓ How-to/service pieces
- ✓ New column/essay by a particular columnist or about a particular topic
- ✓ New features



Step 7: Check

Refer back to your target readers

- ❑ Does your new content serve your target readers?
- ❑ Do you provide a useful service to readers?
- ❑ What's missing?



Stay in touch!

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