

Audience Targeting and DesiMag

Use this sheet to build knowledge of the target audience of DesiMag and how its makers construct content to appeal to this defined segment.

Target audience category	Segment DesiMag targets	How does DesiMag target this audience through its content as well as the ways in which the product is marketed, distributed and circulated? Give specific examples to support your points.
Gender		
Age range		
Socio-economic group Hint		
Psychographics Hint	Lifecycle: Hint Activities and interests: Hint Psychometric grouping: Hint	

Target audience category	Segment DesiMag targets	How DesiMag targets this audience through its content as well as the ways in which the product is marketed, distributed and circulated:
Gender	Female mostly with some males	<ul style="list-style-type: none"> • Unisex imagery • Male and female beauty ideals reinforced • Balanced range of stories designed to appeal to males and females
Age range	24 to 40	<ul style="list-style-type: none"> • Heavy use of Facebook and Twitter as supporting/satellite social media - the primary sites used by this older age group. • Celebrity culture referenced to engage an audience who grew up in the mass media era of the late 20th century. • Use of celebrity led stories featuring stars who the target audience grew up with/who are culturally iconic. • Inclusion of political stories - explored through balanced debate. • Lack of audience voice is interesting - a younger audience would expect to have reader feedback included through comments or other feedback functionality.
Socio-economic group	ABC1 - mostly BC1	<ul style="list-style-type: none"> • Partnerships and sponsorships built with companies who advertise premium products on the website (Christopher Ward watches). • Language is formal and complex - extended language deployed, mostly written in standard English, to mirror middle class values and educational background of a mostly ABC1 demographic. • Some political stories included - suggestive of the concerns of a middle class readership. • Social class is less important to this product as a marker of audience identity - perhaps more fundamental is the audience's ethnicity - see below.

Target audience category	Segment DesiMag targets	How DesiMag targets this audience through its content as well as the ways in which the product is marketed, distributed and circulated:
Psychographics	<p>Lifecycle position: Married or soon to be married</p> <p>Activities and interests: Asian Culture, fashion, film, travel, fitness</p> <p>Psychometric grouping: Reformer/ aspirer</p>	<ul style="list-style-type: none"> • Lifecycle - bachelor/married: Lots of stories included within the publication that feature romance - with some articles looking at wedding venues - clearly suggests an audience who are forging permanent relationships but aren't parents yet. • Activities: The product is constructed for a UK based Asian audience with an editorial mix that foregrounds UK Asian culture whilst also alluding to 'must know' cultural/political highlights from the Asian subcontinent. Emphasis is placed on entertainment interests through the prominence given to music/fashion/movies subsections. The editorial mix, as such, mostly features entertainment based news with a few harder stories that deal with Asian politics. The website is an interesting example of a niche product that serves the needs of a very specific UK based Asian readership; a readership who identify as British Asian - who are probably third or second generation children of Asian immigrants and maintain a connection to Asian traditions and culture whilst also firmly identifying as British citizens. Representations of gender are interesting in that the product is careful to explore male/female roles in a way that doesn't overtly challenge traditional Asian gender identities. • Psychometric grouping - explorer/aspirer: The magazine constructs a conservatively aspirational feel with the fashion section saturated with references to premium high street brands (L'Oréal) whilst the travel section is more 'boutique chic' than budget travel. The review of five star exotic locations coupled with reviews of upmarket staycation destinations with an Asian theme suggests an audience who are 'aspiring explorers' with limited expendable income.