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4. Do they have a discretionary income for your magazine, product, service or is it a luxury purchase? *A \$20 magazine for someone living in Seattle making \$20,000-\$30,000 could be conceived as a luxury purchase. What would you need to include in your magazine to make that purchase worth it for your potential market?*

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Here's a persona for a type and lettering magazine:

Marc Delaney, age 35
Occupation Graphic Designer
Lives in San Diego, CA

Occasionally reads:
Communication Arts / GOOD / Slanted

Marc has been working as a graphic designer for 10 years and spends most of his days creating branding work for local businesses, including restaurants, coffee shops, and small, neighborhood mom & pop businesses. He's always looking for new sources of inspiration to keep his designs looking custom, local, and unique for his clients. He often looks for inspiration online and in vintage book stores and finds some inspirational resources in various magazines and has been wanting to build up his personal library of inspiration at home.

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What does this persona tell us?

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What does this persona tell us?
Marc, although an individual person, also represents a larger group: designers.

He also represents a larger class of "creatives" looking for visual inspiration that they use for their own work.

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"Marc has been working as a graphic designer for 10 years and spends most of his days creating branding work for local businesses, including restaurants, coffee shops, and small, neighborhood mom & pop businesses."

His job (designer) & skill level–mid career and daily need for inspiration are a natural fit for a new type and lettering magazine.

(If he, and other potential readers like him use our magazine for inspiration, maybe our magazine might have a monthly section on images that inspired a creative person {whether it's a letterer, a painter, a photographer} paired with an image of what the creative person made from that original inspirational image. The reader persona helps drive the type of content our magazine provides.)

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2. Do your potential readers share things in common: Hobbies, Jobs/skills, Networks, Activities. Causes, Ages, Global locations, Gender Identities, Incomes, Language, Humor/Cultural References

Marc is a creative. His job, skills, local/neighborhood location: SoCal, and cultural references are important for this category. So one of our magazines target audiences should be creatives who are actively working in their field, like Marc. So his lifestyle/interests and needs for the magazine might work well for others working in creative fields, such as photographers, type designers, letterers, set stylists, art directors, sign painters, and potentially painters, printmakers, etc. The sections we made that are tailored to his needs might very well satisfy the interests of other working creatives as well. You can imagine the possibilities for inspirational content.

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3. How often do they interact with your magazine, product, service?

Occasionally reads: Communication Arts/GOOD/Slanted

Based on his buying patterns, Marc would probably be an occasional reader of our magazine too. Marc probably represents a good portion of almost any magazine's revenue stream: the occasional reader.

"He's always looking for new sources of inspiration... and has been wanting to build up his personal library of inspiration at home."

Based on his desires/needs, there is a potential for this persona to buy our magazine more frequently

(We have to ask ourselves: What does he need for this to happen: maybe a section of our magazine should highlight "local" locations OR maybe the magazine should add a resource section or a "how to" section so that the magazine gets kept and added to people's personal libraries.)

What does this persona tell us in regards to the persona list we should consider?

4. Do they have a discretionary income for your magazine, product, service or is it a luxury purchase?

Marc would be able to afford a subscription to this magazine. We should prioritize his interests/need when curating content for our magazine.

Current Events and Literary Magazine:

Persona 1: Annalisa is 28, lives in upstate New York, and has a master's degree. Her annual household income is \$80,000 and she is married. She receives the print copy of the magazine and enjoys reading in general, but frequently accesses articles online.

Annalisa is 35, lives New York City, and has a master's degree in Psychology. She has a background in teaching, but currently manages Human Resources for a nearby financial organization. Her husband is involved more directly in finance and tends to be more conservative than she. Annalisa is exasperated with biased, heavy-handed reporting that caters to prejudice and *wants access to thought-provoking stories and news. (possible relation back to her work at financial organization, e.g. keeping up with current trends in the market, hiring outlooks, economic forecasts, and/or with her Psychology degree – stories/ conditions relating to the human condition within current events that this magazine does well)* She receives the print copy of the magazine and enjoys reading it at home, but frequently accesses articles online for their convenience and in-depth coverage.

Persona 2: Wes is 39, lives in New Orleans, and has a bachelor's degree. His annual household income is \$55,000 and he is single. He has a digital-only subscription to the magazine and reads it regularly.

Wes is 28, lives in New Orleans, Louisiana and *has an Associate's Degree with an emphasis in Creative Writing.* Wes works in the service industry, loves to make and try new food, and *demolishes books of all sorts with similar relish.* His household is somewhat low-maintenance, shared by his cat and sometimes his girlfriend. Wes goes out to hear local music very regularly in the evening but frequents coffee shops *during the day, where he takes time to read daily news and write his own new material.* Although he prefers to read books in print form, he has digital-only subscriptions to his magazines, occasionally sharing articles he particularly enjoys.

Persona 3: Alex is 52, lives in Denver, and has a bachelor's degree. She is married, has two adolescent kids, and has an annual household income of \$120,000. She appreciates that her family also enjoys the magazine – the kids read the news articles sometimes but are more often interested in the short story section.

Alex is 52, lives in Denver, Colorado and has a Bachelor of Science degree in Sustainable Food and Farming. Her job as program manager for a somewhat large, collective local farm CSA keeps her relatively busy, but when she has down-time she enjoys reading. Although she often doesn't get to all the articles she wants to, Alex appreciates that her spouse and two adolescent kids also enjoy the magazine – the kids read the news articles sometimes but are more often interested in the short story section. *Alex wants interesting reading material around, but she also wants to foster in her children a willingness to question oneself and a desire to understand others.*