

# Target Audience Analysis for...



Total Film

## Product Analysis

<b>Price</b>	£3.99
<b>Advertisers (mag)</b>	Film Memorabilia - Props, T-shirts, Film making - Film The Home competition TV DVDs - Big Bang Theory, Ice Truckers Film - Mainstream cinema/DVD releases, straight to DVD releases Videogames - PSP, Starhawk, Lego Batman Home entertainment - Multi-region DVD, Bose Home Cinema Gadgets & technology - Canon DSLR Camera, Xperia Smartphone, 1and1 Web Hosting Other - Kick Energy drink, Freederm Face wash House ads - for other Future products e.g. TechRadar
<b>Reader Interaction</b>	Letters pages, quiz, online forum, twitter
<b>Promotions &amp; Competitions</b>	WHSmiths (Avengers), Cineworld, Competition (1 multiple choice question) with Olympus camera as prize
<b>Content</b>	Reviews, news on upcoming films, features on big new releases, reviews of DVDs, games, the culture surrounding film, industry news

## Market Segmentation

<b>Demographic</b>	15-35 Young professionals/students, or graduates with significant disposable income and time rich.
<b>Geographic</b>	UK central - tries to highlight British film and industry talent
<b>Benefit</b>	Likely to mainstream cinema and have the multiplex as a regular destination disposing of income. Want to know the latest news on the Hollywood blockbuster and a comprehensive overview of the hottest new stars and the weeks release - mainstream, cult & indy.
<b>Psychographic</b>	Significant amount of free time, avid interest in cinema and consuming mainstream media with an eye for the cult. May have aspiration of working in the industry. Movies will be the main interests in terms of art and culture.
<b>Behaviouristic</b>	A strong commitment to the magazine's voice so might subscribe. However, could be swayed by the cover of the magazine - the bigger, the blockbuster the better. Into US TV series and boxsets. The cinema experience rather than download. Like to have knowledge to share with peers and an opinion on content not seen.

## Why does the design appeal to the chosen audience?

**It's glossy** - the paper stock is typical of mass consumer monthlies, silky to the touch and full colour so the images are clean and crisp, rich in detail and eye catching.

**The choice of film** - *Total Film* is all about the blockbuster films that take up more than one screen in the multiplex - these will include the large franchises and star vehicles. Here we have the *Dark Knight Rises*, but previous covers have included composites of several films and cover hits for films whose release date is a long way in advance. *Total Film* is not just about the current films but also the biggest films.

**Full Bleed** - rather than being framed, the cover image is full bleed, dominating the look and tone of the cover. This adds importance to the main hit - setting the tone for the issue and influences the choice of colour for the masthead and main strap. This will appeal to the audience idea of the *Dark Knight* as being an 'event' of significance and importance.

**Multi-hit** - as well as the main cover hit, there are a series of other coverlines that are immediate in their description but also use reference for the cine-literate. There are references to 9 separate movies - so it offers consumers a wide array of content than just Batman.

**Cinematic literacy** - the cover hits are interesting in their use of information. For example Confessions of McConaughey expect *Total Film* reader to know who they are referring to without the star's first name. The fact that Tim Burton is writing they believe is something that should excite - the magazine is speaking in the same way as film enthusiasts would. It doesn't dumb the message down.

**Complete** - the magazine makes a promise to give its reader the 'complete' picture. From the title - Total Film, to the cover lines Essential Batman - Past, Present Future, Ultimate Guide - it's promising the reader all the knowledge they need to know to become the informed film fan they believe they are.

**Aspirational** - the magazine delivers the glamour of the cinema with its glossy look, its metallic finish to the Total Film masthead. Not only does it offer a glimpse into the world of movies but provides guidance in the how the industry works with the How To get Your Movie Made feature. This is a promise of value for the reader.

**Authority** - the splash at the top right declares that Total Film has the World's Best Reviews - an unprovable claim but one that attracts readers that are looking for real opinion rather than rewritten press releases.

## Profile from the Adindex.com

### Audience Profile

- 75% Male
- Average Age 26
- Average Income £34,532
- Men and Women 18 - 35
- Dedicated film goers - enthusiasts about everything film related
- First in the queue on the opening night of a film release and first to buy the latest DVDs
- Love 'showing off' their film knowledge to their mates
- 52% regularly go and see a new movie as soon as it is released
- Bought an average of 32 DVDs in the last 12 months