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Mission statement:

Provide advice and a network to creative freelancers in the UK with a business to business monthly magazine.

Creative Freelancers incorporates writers, journalists, graphic designers, artists, photographers, videographers and directors. In short, any field that involves a creative eye or talent.

The print magazine will have articles about current trends and innovations, profiles on established freelancers and advice for both the experienced and those who are just starting out.

There is a need for a community of freelancers as it is a very isolated profession; most tend to work from home. Current B2B magazines for the creative industry are weighted towards a specific sector such as: Writers' Forum, IT Expert, The Journalist, and Photography News.

There are online freelance magazines and websites. However, these also tend to be specific, such as, The Freelancer by Contently for writers, or about all people who are self-employed like Freelancer.co.uk.

Creative Freelancers will give opportunities for people to learn and develop outside their specific field as well as collaborating with people from other creative sectors.

Many fields have a variety of different elements attached to them. A journalist may need to know skills about photography. A photographer may need to be able to produce a video. A director may need a piece of graphic art to complement a film. All this needs to be reflected in the magazine.

The UK creative industry market in 2014 was £84.1bn and 5.2% of the total UK economy according to the January 2015 report by the Department of Culture, Media and Sport.

Freelancers are more likely to be employed by creative companies. They do not have their own platform or community as a whole. Pauline Tambling, CBE for Creative and Cultural Skill, found that 43% of the creative industry workforce is made up of freelancers. There are 1.8 million employed in creative sectors making a potential readership of 774,000 in an industry with a growth of 8.9% from 2014-2015.

Editorial Description:

The print magazine will consist of new trends, technology, news, features, finance, and freelancers' interviews.

The magazine will be monthly working to present ideas of innovation and ways of freelancing whilst also creating a community of freelancers.

Features will be suitable for those who are starting out in the market but also those established in the industry. There will be a mix of freelance specific topics but also articles about particular professions like photography, writing, and design.

The magazine will be split in to three sections:

1. A news section that will highlight current trends and innovation as well as industry news.
2. A middle section that will contain features related to the creative industry such as profiles of freelancers and how to advance your skills.
3. A third more general section will be about freelancers, suitable for all those in the industry and will have features on building contacts, health and wellbeing and the skill of freelancing.

Some areas may not be relevant to every creative freelancer however they encourage people to think outside their sector and potentially learn new skills.

The magazine also adopted the tagline "Business, Community, Inspiration". This tagline clearly communicates what the magazine aims to address within the freelancers world whilst still being vague enough to over encumber the readers and preventing them from opening the magazine to see what it features.

Cover

An illustrator was chosen for the cover page as not only is the profession appropriate toward the industry but the artist was a freelancer herself but this would also lend its self to a cover story on her freelancing experiences. This effectively communicates the brand as the target audience then becomes the face of the magazine.

Website and Social Media:

The main digital platform will be our website which will be complimented by: Twitter, Facebook and Instagram.

The website will incorporate a forum and a member's area for other freelancers to communicate and collaborate together. Twitter and Facebook will also play a vital role in building the community but there will be an emphasis on users communicating through the website, not just social media.

Social media platforms would not only be used to progress the brand and build a community of freelancers but the use of Twitter to host discussions would be invaluable as the platform has the ease of access to industry professionals that its alternatives do not provide, therefore passively creating an online HUB with experts.

Additionally social media is utilized inside the magazine through the use of Twitter links.

This allows for questions and topics throughout the magazine to be brought onto various other social platforms. The magazine also provides recommended hash tags and threads, keeping the discussions unique to the Creative Freelancer brand.

The website will be free for basic services and content however a premium package will be available for exclusive content and more features for communicating. This will be a way of generating revenue from the website in addition to adverts.

The website content will be features, listicals and news that work well for online reading. There will also be a focus on multimedia content like video, audio or info graphics that cannot appear in the print magazine. Video content will be hosted on YouTube as this is the most common platform and the most accessible for people to use.

The website will work as a way to sell magazine subscriptions and single copies by promoting the magazine through headers and articles that will tease the content which will appear in the print magazine.

Brand Extensions

The main brand extensions will be creative retreats and conferences. The creative retreats will be for small groups of freelancers to go on an expedition and learn new skills both from each other and tutors who are industry wide recognized. This will be a good chance for collaboration with different freelancers.

The other main event will be an annual conference over a three-day period where there will be speakers and panels for freelancers to attend. There will also be an opportunity for businesses to come along and offer work to freelancers and have a chance to network with potential business clients.

The main aim of these brand extensions is to encourage collaboration and for new contacts to be made in a real life setting. Much like the idea of the forum on the website, this gives people a chance to speak and communicate in person.

Magazine Launch

The magazine launch will be held at a London location, as this is the central hub of the creative industry in the UK. The party will be more like a weekend conference with talks from industry professionals and those who are to be featured in the launch issue.

Having the launch in this way will entice creative people to come to watch the speakers on how to be a better freelancer.

There will also be a scheme where 7,000 magazines will be handed out for free to graduates from universities with creative degrees. Attracting those who are young will mean that they are exposed to the freelancing world as this may be a way for them to get a job but also building a relationship with the reader early on in their career can mean that they will remain loyal for years.

Target Market:

Targeted at both new freelancers and also at established freelancers who want to keep up-to-date on new trends and news within the creative freelancing field.

All creative freelancers, all ages and genders mainly ABC1. Being a business magazine the tone of the magazine will reflect this.

Tabatha and Sebastian – our target readers

Tabatha is a designer. She designs everything from clothes to websites to posters. Arty but she keeps up to trend. She shops at charity shops but customises her clothes. She wears non-prescription glasses and goes on Pinterest in her spare time and make the projects she has pinned. She loves to post her food on Instagram with #foodporn and #vegan everyday.

Sebastian is multimedia journalist with specialties in photography and writing. He wears tailored suits and brogues. He feels he is not limited to his strict profession and wants to explore other creative aspects. He loves to work in Starbucks and to use hot desks to get out of his home office. He listens to vinyl records and watches old black and white movies.

Market Research

There may be potential in the future to distribute copies at hot desking sites or creative hubs again to create a buzz around the magazine so people come back to buy a subscription.

The magazine will be A4 and printed on matte, thick paper. The heavy-duty paper will give the magazine a substantial look and the matte cover will help keep costs down.

The results of a survey we conducted shed light on what some of the freelancing community would look for in a magazine aimed at their industry.

50 % of those surveyed worked in either broadcast or print journalism fields; other participants were involved in field's design, marketing, radio and TV. Only 16.6% of participants had been freelancing in the creative industry for more than 3 years, showing that a large amount had only recently turned to the profession. 60% of freelancers said this change in career was due to the lack of long term-contracted work available to them, whereas 20% said it was the freedom of work that attracted them towards becoming a freelancer.

Those who completed the survey were asked to address their biggest issue with the freelancing profession, 40% believe that this was learning new skills, 40% stated looking for work was their largest problem and 20% struggled with the balance between work and their personal life. These were addressed within the magazine with articles such as "So much to do, so little time". Another significant concern of the contacted freelancers was gaining financial aid with how to complete their taxes and finding what benefits they would be entitled too as a freelancer. Once again this was addressed within the magazine with an introduction on how the essentials of finance for those new to freelancing.

50% of those surveyed believed that more could be done to connect the freelancing community. This promotes our idea of using social media to help build a forum for freelancers to find work and discuss issues within the industry. Additionally promoting discussions on our twitter page within the magazine would aid to bring together freelancers into a passive community Hub.

Subscription

When someone has subscribed they will first have the magazine delivered to their door at a discounted price and have unlimited access to the online forum and content. They will be given the chance to book places on courses or retreats before general sale.

There will also be the opportunity to be featured in the magazine as the 'Freelancer of the Month' that is a monthly spread on the back page dedicated to an interesting and inspiring freelancer.

Being featured in the magazine will make their business expand due to the publicity and will be a great incentive for freelancers to subscribe.

Advertising:

The advertising opportunity for this magazine will mainly consist of products for creative freelancers such as equipment, software and tools. Our readers want new products for their work. Advertisers of high-end name companies know that their specialized products will be reaching the right people who are very likely to buy expensive equipment.

The market will be for people who need expensive equipment and software rather than people who have these interests as a hobby.

There will also be a section for classified ads at the back of the magazine and these will be set at a lower rate and will be for courses or classes about freelancing or a specific subject. Again trying to evoke a sense of community with the magazine.

Product adverts for full, half or double page spreads will be at a set price.

Classified ads will be charged per line or a set price for a sixth of a page.

Magazine pages

Back Cover	£8,000
Inside cover	£5,000
Single page (right hand)	£3,500
Single page (left hand)	£2,500
DPS	£5,500
Half page	£2,000

Classifies

Per line	£30
Sixth of a page	£300

creative freelancers

