

So what am I up against?

In order to succeed as a magazine producer, editor and distributor, you need to know your 'market' and who your competitors are. For this task, you will have to do some research into magazines of your particular genre of music and what is available on the market currently to cater for your target audience.

You will have to do some online research as well as read some hard copies of magazines of your genre.

Once you have gathered some examples and evidence together and have some screen shots, photos etc of the other market leaders for your music genre, then you can answer the following questions in your blog post.

Search magazine subscription sites for examples as well as online blogs/vlogs.

Top 12 music magazines of 2024 -

<https://www.one-submit.com/post/best-music-magazines-to-read-in-2024>

GENERAL

- <https://thesource.com/category/music/>
- <https://www.magazine.co.uk/entertainment-magazines/music>
- <https://www.isubscribe.co.uk/Magazines/Music/>
- <https://www.greatmagazines.co.uk/catalogsearch/result/?q=music>
- <https://www.myfavouritemagazines.co.uk/magazine-back-issues/#music>
- <https://issuu.com/search?q=music>

COUNTRY

- <http://www.cmpcountry.com/>
- <https://thisisrnb.com/>

FOLK

- <https://www.folkradio.co.uk/about-folk-radio/>
- <https://frootsmag.com/>
- <https://www.folkradio.co.uk/>

ELECTRONIC

- <https://www.m-magazine.co.uk/category/genres/electronic-genres/>

POP

- <https://www.m-magazine.co.uk/category/genres/pop-genres/>

LATINO

- <http://urbanlatino.com/>

GENERAL

- <https://thesource.com/category/music/>

MOJO MAGAZINE - <https://www.mojo4music.com/>

BILLBOARD MAGAZINE - <https://www.billboard.com/>

PITCHFORK - <https://pitchfork.com/>

FADER MAGAZINE - <https://www.thefader.com/>

NME - <https://www.nme.com/>

FUTURE MUSIC - <https://futuremusic.com/>

ROLLING STONE - <https://www.rollingstone.com/>

MIXMAG - <https://mixmag.net/>

CONSEQUENCE - <https://consequence.net>

Make sure you include some photos of the magazines, examples that you are talking about.

Create a piktochart infographic (see example on the blog) with images and examples and then post it on your blog.

Questions to answer. Structure the research...

INTRODUCTION

- Similar titles in my genre. (at least 5 other magazine titles).
- What online blogs, vlogs, magazines are available that might compete against your printed version of your magazine?

- Who do they interview?

- What else do they include in terms of features, articles, interviews?

- What specifically is available for the audience to be informed, educated and entertained?

- How do the readers interact with the magazine's artists or editors?
 - Also, how are the audience encouraged to be part of the fan community surrounding the magazine and artist?

- How will the audience be able to feel part of the 'community' - is there anything available for them to feel a valued fan of the genre and reinforce their personal identity and encourage social interaction?

SUM UP / SO WHAT?

- What are you going to include and what will you do differently to make your magazine 'the same but different,' and to make it conventional to the genre but stand out?