

Statement of Intent

Genre

Paranormal

Reason: I enjoy horror and I intend to create something I will enjoy. I want to share my enjoyment with other people too. It's also a genre you rarely see in magazine so I see an opportunity here to create something unique

Primary Target Audience

Demographic

Age: 16-25

As a young person myself, I intend to create magazines for people my age as I will be able to understand them better and they would be able to relate to my content

Gender: Any

I don't think one gender is more prone to like paranormal content more than another so I intend to create for everyone

Race: Any

I also think no one race is more prone to like paranormal content than another so I also intend to create for everyone here

Nationality: Any

Anyone from any nationality could enjoy paranormal content. My content will discuss paranormal topics from all sorts of different cultures as I want to represent the diversity and variety of paranormal beliefs since more well-known paranormal myths come from hegemonic countries.

Location: Western

Ideally, I want my content to be distributed and enjoyed by everyone worldwide; however, since my content would be in English, it would be better understood by western audiences. This would also help me better achieve my goal of representing paranormal myths from different cultures

Employment: students, low level workers

I myself am a student which again makes me understand the audience better and have the audience relate to my content better as well.

Education: Highschool - university

I want the audience to have a similar level of education as me so that they will be able to better understand my content.

Psychographic

Interests: Horror, the paranormal, paranormal investigations

The magazine will discuss paranormal topics which is typically considered scary so I want people who read it be people who are interested in these kinds of topics

Hobbies:

Lifestyle: carefree, skeptic, debater, learner

As someone who personally doesn't believe in the paranormal, my magazine will inevitably carry that tone. I will provide proven facts to my readers that would typically be against the existence of the paranormal. Despite that, it will mostly be lighthearted and for fun as some of the articles would just be discussing paranormal things rather than going in-depth about its facts. For example, I'd like to have a cryptid of the month article where I'd talk about different cryptids by going into what they are, their history/origin etc. which won't focus on disproving/proving its existence.

Values: entertainment, humour, knowledge, culture

The language used in my magazine will mostly be lighthearted while still distributing factual

information. I don't intend people to take my magazine too seriously because I want it to be read just for fun and for the sake of knowing more about the paranormal. I also want them to be people who value culture as ultimately paranormal beliefs are a part of culture

Secondary Target Audience

Demographic

Age: 13-16

Although I believe that the content of my magazine may not be suitable for audiences below 16, a lot of children still enjoy horror and the more lighthearted language used may even attract them. Additionally, since certain fantasy creatures (such as unicorns or fairies) are considered cryptids, my magazine may occasionally discuss them which may attract younger children.

Gender: Any

I don't believe that any content in my magazine would cause it to appeal to a certain gender

Race: Any

As with the gender, I don't think my magazine's content would appeal towards a certain race.

Nationality: Any

Again I don't think my magazine's content would lean towards a certain nationality. However, my magazine may occasionally discuss paranormal topics from different cultures which may cause some nationalities to be inclined to pick up that particular magazine issue.

Location: Indonesia

Although I intend to target western audiences, I am an Indonesian myself so it's not unrealistic that Indonesian people would be interested in a magazine created by someone of their nationality. There may be a language barrier but English as a second language is gaining popularity in Indonesia, especially in bigger city areas such as Jakarta.

Employment: Students

Since the people of the secondary target audience are below 16, they are most likely to still be students. I also believe that the surveillance aspect of my magazine's uses & gratification may be able to attract some learners

Psychographic

Interests: mythology, fiction, fantasy

Paranormal beliefs could be categorised as a subsection of mythology, fiction and fantasy which may cause people interested in those topics to be attracted to my magazine as it will discuss such things.

Hobbies:

Lifestyle: curious, rebellious

Young teens are a part of my secondary audience and they tend to be curious and rebellious as they go through their journey of self-discovery. They may be curious about more taboo topics causing them to be interested in my magazine or their rebellious nature may cause them to consume media that authority figures typically do not allow because of their taboo natures

Value: knowledge, fun

- Young teens are still learning about the world which may make them inclined to look into less commonly discussed topics. Additionally, as students, they may value knowledge which will lead to wanting to learn about various topics (possibly including the paranormal in this case)
- Young teens value entertainment which may cause them to consume various medias that may have the diversion uses & gratification

Content Overview

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| <ul style="list-style-type: none"> - Articles questioning the truth of rumoured paranormal events/things - Supposedly true paranormal stories from volunteer readers | <p><i>Reason</i>
These topics are not commonly discussed in this kind of manner in media texts, especially in magazines. I see this as an opportunity.</p> |
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<ul style="list-style-type: none"> - Paranormal beliefs/myths from all over the world - A cryptid of the month section featuring a different cryptid each issue - History behind certain paranormal related things 	
Unique Selling Point	
<ul style="list-style-type: none"> - Paranormal topics discussed in a fun and interesting way - Paranormal mythology from a diverse array of cultures 	<p><i>Reason</i></p> <ul style="list-style-type: none"> - Most of the time, paranormal topics are discussed in a way that amplifies their scariness. I typically don't usually get scared by these often and my love for the paranormal is mostly because I find the concept fascinating. As I am the one creating this magazine, my content will reflect my view. Through this, I also find an opportunity to introduce a different angle to typically spooky content - Paranormal mythology from hegemonic countries have become extremely popular while other paranormal mythologies remain lesser known. I see this as an opportunity to introduce diverse varieties of paranormal mythologies which not only will raise cultural awareness, but also keep my magazine fresher and more interesting compared to other media products.
Representations	
<ul style="list-style-type: none"> ● Paranormal events > Presented as questionable and will be debated with more scientific facts ● Cryptids > Their scariness isn't emphasised, rather, their interesting concepts are what's highlighted. In articles that focus on them, they'd most likely be presented in a way similar to how animals in encyclopaedias would be ● Beliefs in the paranormal > Respectfully and without exaggeration 	<p><i>Reason</i></p> <ul style="list-style-type: none"> ● I am personally not someone who has any beliefs in anything supernatural and I believe that there are rational explanations for such events so as the media owner, my product will inevitably reflect my views (even if I do not realise it) ● I think they're interesting concepts and what to show people that ● I understand that people have different beliefs so I want to treat them respectfully to not invalidate anyone's experiences
Dominant Reading	
Paranormal topics are interesting	I want to show people the fascination I see in these concepts
Audience interaction / Engagement	
<ul style="list-style-type: none"> - The audience would be able to submit their own paranormal experiences through my magazine's website that can be featured in the magazine as one of our articles 	<ul style="list-style-type: none"> - This would be a good way to get more content material for my magazine while making fans more loyal by making them feel seen

- Community forums in the website where the audience would be able to talk to other readers
- Social media posts that the audience can interact with
- Merchandise that can be bought through the website

- This magazine consists of niche topics, this would be a way to allow people to find others with the same interests
- Audience engagement may boost the social media post allowing it to reach new audiences
- This gives fans a way to support the magazine financially while using merchandise that may promote the magazine to new audiences