



# ZINE POV

JUNE 21, 2017

# OPPORTUNITY

Acts Not Ads. Zine is to demonstrate the brand purpose of Sparking Originality is true by proving it. Let's flip the traditional DM model on it's head to share unique content with our ATCs

**Sparking Originality**

What We Say

**Supporting Originality**

What We Do

# STRATEGY

## New Approach | Same Personality

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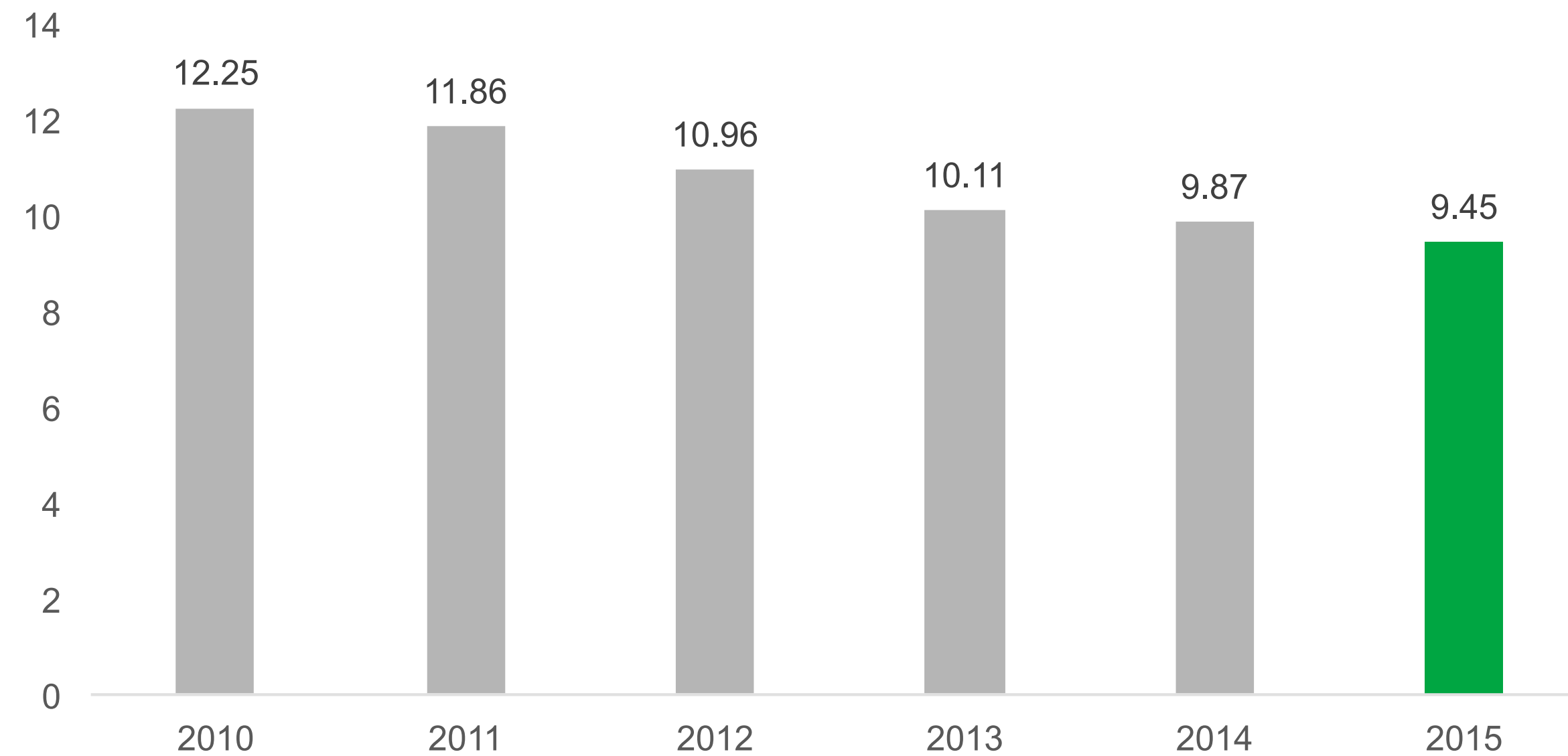
**Published**  
2X Per Year

**Voice**  
Editorial

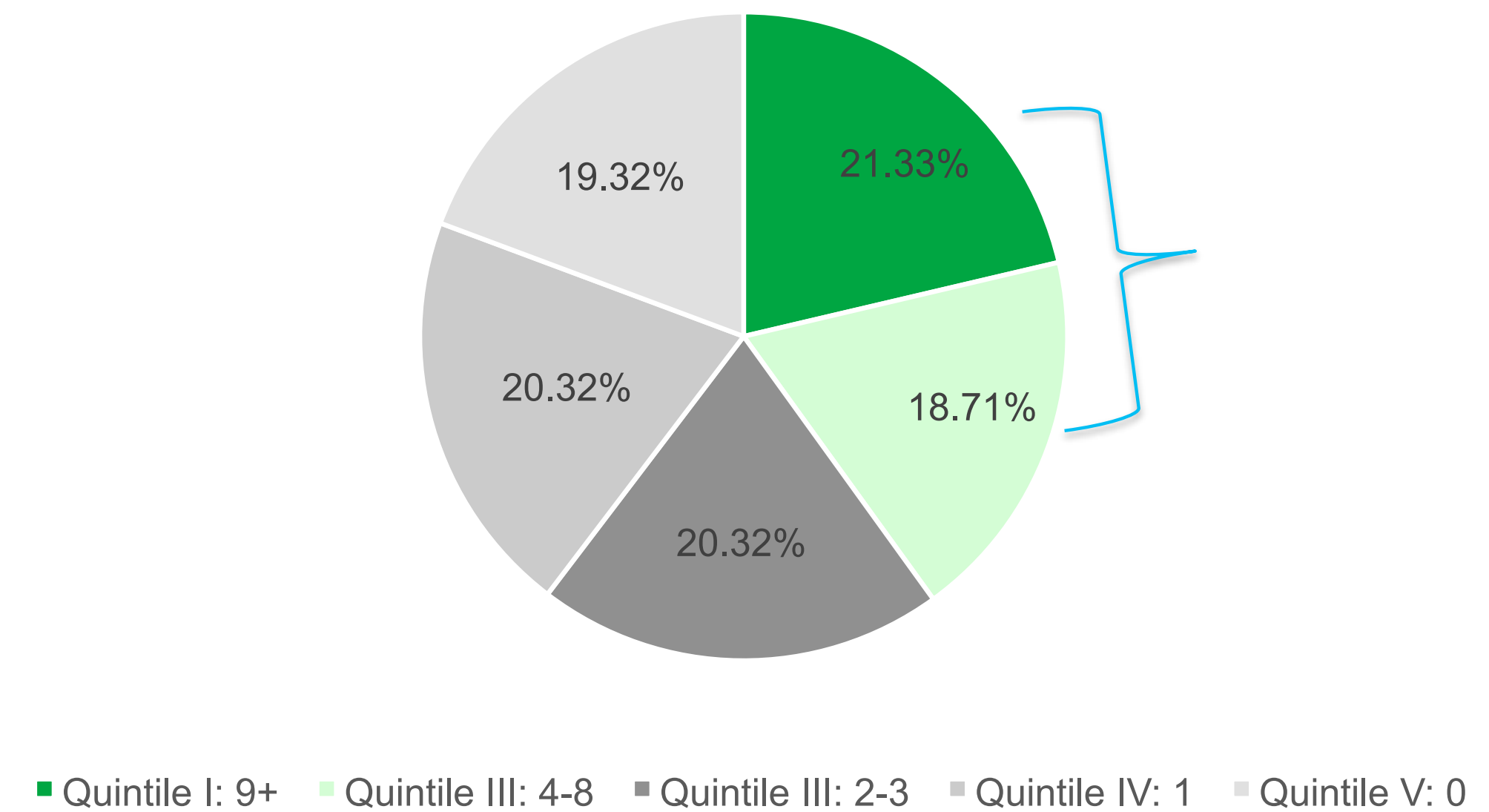
**Lives**  
Offline

# MILLENNIALS (STILL) READ MAGAZINES

Average # of Print/Paper/Hard-copy Issues Read in a Month among 18-34YOs



Among 18-34YOs, 2015 Magazine Quintiles



Although it has declined in recent years, the average readership among 18-34 YO's in 2015 was over 9 publications per month with over 40% reporting reading at least 4 magazines a month

### **Segment 1**

High-value geo targeted audiences based on Beast House presence, cross-promotional opportunities, etc.

### **Segment 2**

Zine is an opportunity to reward high-engagers and engage them offline with the publication.

### **Segment 3**

ATCs in database with a physical mailing address but no email address and get them to register at Camel.com

### **Segment 4**

CE attendees introducing them to The Hump.

# APPROACH

The Hump world is elevated through the lens of our Featured Artist whose cultural point of view and connections, craft a unique issue of undeniable content.

# COLLABORATORS

Our monthly Featured Artist articles take a deeper dive into what they know and encompasses their lives.

# CONTENT MAP

Guest Editor: Cliff Skywalker



## Music



*Motown:  
Past, Present and Future*



*Vinyl collectors*



## Art



*Detroit's revival  
through murals*



*Houses Become Art:  
Heidelberg Project*



## Fashion



**SHINOLA**  
DETROIT

*Handmade Everything:  
Shingle Detroit*

## Lifestyle



*What's a  
Coney Island?*



*Urban Exploration:  
Almost Forgotten*

## Tech



*The Future:  
Printed Breakfast*



*Cooking With Tech:  
Sous Vide*



# LOOK & FEEL

Dimension - 14x10

10-14 pages (Cover, Featured Artist, Articles)

Matte paper / Perfect bound

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Perforated post cards

Cross promotional content

Brand adcepts

Coupons



**THANK YOU**