

Locale

TRAVEL LIKE A LOCAL

Volume One



BUSINESS PLAN ASSIGNMENT FINAL
PUB 375 E104

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Joanne Xiao

Editorial Mission & Purpose

With the mission to inspire a new type of travelling by connecting travellers with the local perspective, *Locale* is a travel magazine that guides travellers to memorable journeys. From local restaurants and accommodations to local distinctive features and culture, *Locale* makes unique recommendations to help uncover the secrets to travel destinations.

The purpose of *Locale* is to make travellers feel like locals wherever they go. We wish to redefine the world "travel" by providing an alternative vision to discovering the world. Staying away from mainstream suggestions found in other travel magazines, we only provide local, "insider" information to ensure more travellers see the unknown side of their dream destinations, making authentic and memorable travel experiences. Each issue features one city only to maximize the vast number of suggestions on travelling like a local.



Our Positioning

Locale is unique among our competing travel magazines as each issue is dedicated to a specific city or country. With the clean and subtle design, the reader will want to have *Locale* displayed in their home or even bring it along on their next adventure. No other magazine is as versatile and elegant as *Locale*.

Instead of featuring high-traffic and mainstream tourist attractions, we dedicate our time to finding the unique, hole in the wall restaurants, museums, and cafes for the new generation of travellers.



Business Model

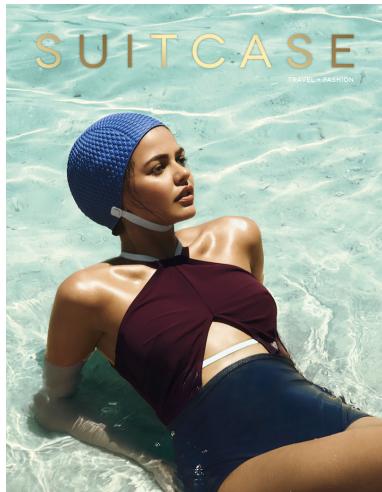
Locale will be published both in print and online. The distinction between content on both channels is the print edition will solely cover the featured pieces specifically written and chosen for each issue. This will include more artwork, promotions, and articles that highlight the unique topics of the chosen city and will not be included on our online website. The focus of our online content is expanding on topics not covered in the print edition. This includes more general pieces about previously featured countries, additional opinion editorials, and engagement posts designed to mobilize communication with the audience.

A unique aspect of our online community is a membership-based account that is only available to those who subscribe to our annual print bundle. Please see "Digital Concept" for more details on this feature. In addition to the online community, a complimentary monthly e-newsletter will be sent to those who sign up, including excerpts and links to our online articles.

Along with subscription to our annual print bundle, the reader will receive exclusive online content, such as travel checklists, complimentary artworks like e-postcards, and special access to subscription-only content through the online community. This will encourage readers to sign up for a subscription over just purchasing a single copy.

A common thread for both print and online editions is the quarterly online influencer featured in our editorial content. This influencer will act as the guest editor, creating content and insight on the featured city; this will ultimately attract the readership who follow them.

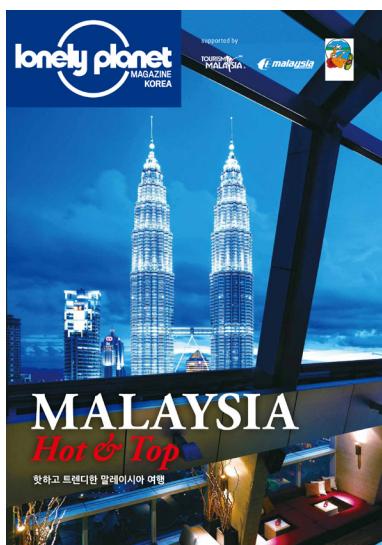
Analysis of Competitors



Suitcase is a re-imagining travel magazine, publishing quarterly in print and is available online and through their app. The editorial content is more fashion-based in a photo journal style. The magazine features international award-winning authors to write with them. Their mission is to inform readers about travelling in a new angle, as opposed to traditional travelling clichés.



Hayo is an indie magazine for creative minds focused on travel, arts, culture, and curiosities. It offers inspiration and new perspectives shared by creatives from all over the world; it is a magazine for dreamers, makers, and wanderers. The magazine is primarily distributed via newsstand and has an online edition, reaching vast audiences in North America. Their publishing frequency is two times a year.



Lonely Planet is a travel magazine that is also a guide, mainly to North American readers. It is distributed quarterly around the world. Their distribution method is paid subscription, with newsstand sales accompanied with subscriptions; the magazine is available in print, online, and on their app. They aim to inform and inspire readers by offering new travel ideas, practical advice, and important travelling information.

Editorial Concept

Locale reveals the best cities to visit, cuisines to try, and places to let loose and enjoy life, all from an insightful, local perspective.

Our unique informative voice is delivered in a visually-pleasing way; quality photos and easy-to-read text paired with whitespace makes *Locale* a source of travel inspiration. Visually, *Locale* employs a clean, minimal, and modern design. Its uncluttered simplicity and use of negative space allows texts and graphics to breathe, making it easy to read.

Each issue is carefully designed to reflect the city's unique visual aesthetic and atmosphere. *Locale* aims to evoke feelings of aspiration and wanderlust in our readers.

To truly live like a local while travelling, *Locale* publishes local suggestions in the following department categories:

- **eat & drink**
i.e. *Dining with a View: Le Loft*
- **accomodation**
i.e. *Home in Wien*
- **entertainment**
i.e. *Fitting in at Stephansplatz*
- **sightseeing**
i.e. *Classical Streetscape*
- **special feature**
i.e. *Wander with the Viennese Girl*

Digital Concept

Our online content delves into the local wonders of travel destinations. The official website of *Locale*, in conjunction with our social media channels — Facebook, Instagram, and Twitter — will work to attract potential readers. Our website will provide travel news, articles, and stories on numerous locations, some of which are not featured in our print editions.

Below are a few sample online titles:

- **Rugged Landscapes**
- **Glaciers in the Summer Sun**
- **Rouge ou Blanc**
- **Desert Palettes**

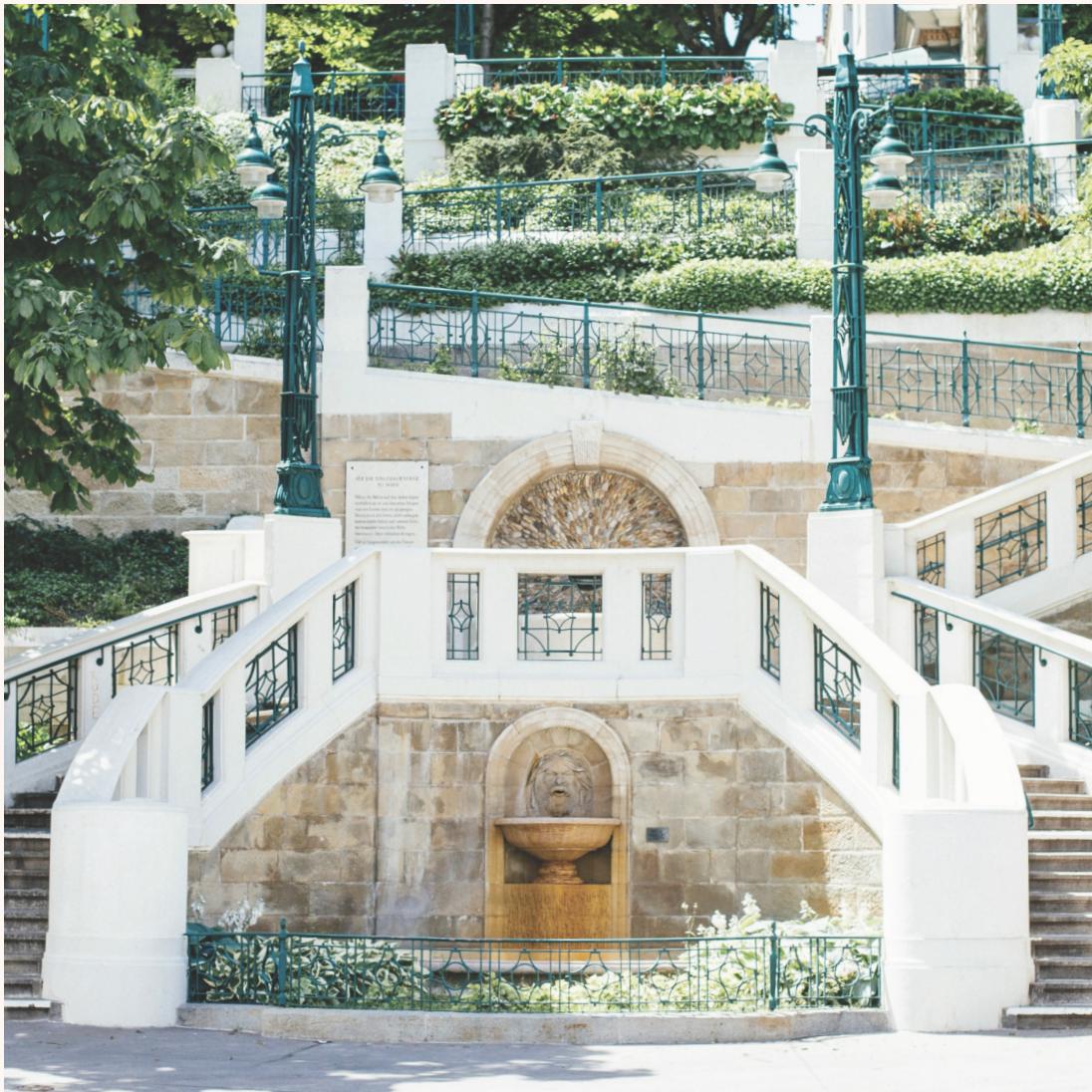
As previously mentioned, our website will have an online community that is exclusively available to our annual print bundle subscription. Members of this online community are renewed on a yearly basis, if they continue their annual subscription to *Locale*. To drive our subscribers number and make the online community more exclusive, a year-end giveaway trip contest will be held; the winner can choose from a location from the year's four print issues. Within this online community, there will be a forum included to allow members to exchange ideas, interact, and engage with *Locale* and its members. See "Marketing Strategy" for more details on how we will grow our audience.

A free, monthly e-newsletter is available through sign up on our website. This e-newsletter will include exclusive discounts and deals, our online article excerpts, and advertisements. The e-newsletter will also promote any upcoming events and will host a contest for two tickets to our quarterly *Locale* YVR meetup event (see Marketing Strategy).

LOCALE

TRAVEL LIKE A LOCAL

Volume One



CAD \$20
Autumn Winter 2017



VIENNA

A baroque city with a coffee-house culture
and vibrant epicurean and design scenes.

*Classical Streetscape
Cobblestones to the Church
Viennese Gastronomy*

sightseeing

TEXT BY
Shanna Danek
PHOTOS BY
Catherine Hazotte

Classical Streetscape



MARIA-TREU-GASSE
1080 WIEN JOSEFSTADT, AUSTRIA



One of the nicest, small streets in Vienna with a beautiful view of the Maria Treu church. For food, go check out the pizzeria on the corner or go to Café der Provinz.

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Autumn Winter 2017

Volume One

LOCALe

eat & drink

TEXT BY
Shanna Danek
PHOTOS BY
Catherine Hazotte

Viennese Gastronomy

Zum Roten Bären is not one of those old-fashioned ones in the city center, but more a meeting place for young people and families and the ideal spot for a good and proper dinner. They serve typical Austrian cuisine in its finest quality.

ZUM ROTEN BÄREN
BERGASSE 39, 1090 WIEN, AUSTRIA

Zum Roten Bären isn't only a culinary delight, but also visually appealing and the traditional interior creates a welcoming feel. There's also a smoking area inside the restaurant or tables on the pavement - also called Schanigärten, which are typical for Vienna's gastronomy.



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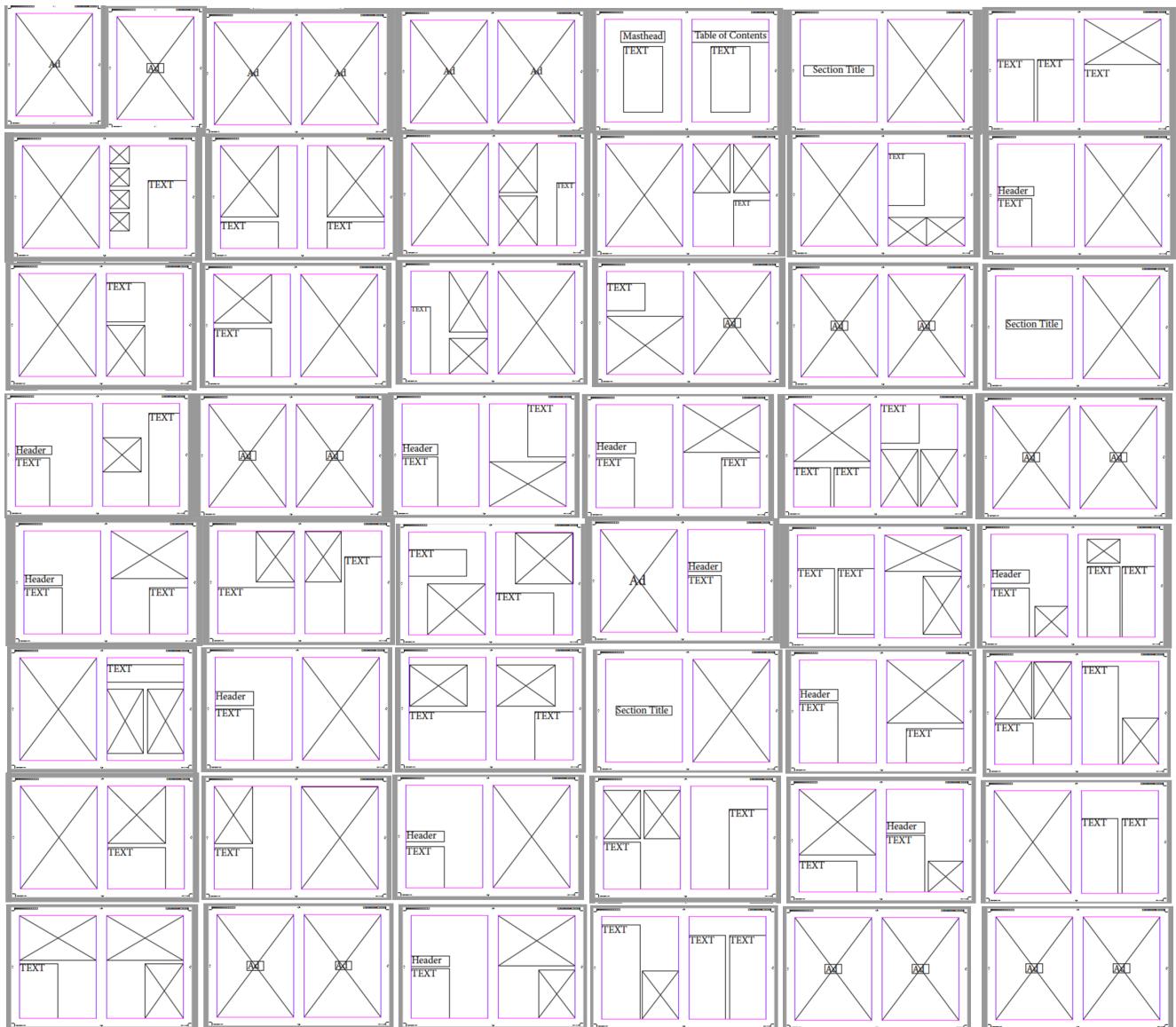
TANZEN ANDERS
ZIEGELOFENGASSE 29, 1050 WIEN, AUSTRIA

Tanzen Anders is one of those places is one of those places you will instantly fall in love with. Tanzen Anders was voted one of the 10 best breakfast places in Vienna – so it is a definite must to visit. They serve mouth-watering French toast with seasonal fruit, crispy bread and amazing coffee.



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Flat Plan



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getLocale

TRAVEL LIKE A LOCAL

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[SPECIAL FEATURE](#)LATEST FEATURED CITY: VIENNA
Autumn Winter 2017 Issue[BUY NOW](#)FOUR TIMES A YEAR
The perfect magazine for your coffee table.[SUBSCRIBE NOW](#)

getLocale

Travel Like A Local

Volume One

NEWSLETTER SIGN UP

 Email Address

TRAVEL TIPS

An curated compilation of tips and lists for the modern traveller.

EXCLUSIVE FOR MAGAZINE SUBSCRIBERS

RECENT POSTS

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Retro Dining



Glaciers in the Summer Sun



Rouge ou Blanc



Sea to Sky



Desert Palettes



Rugged Landscapes



Scotland's Historic Fortress

Locale is a quarterly published travel magazine based in Vancouver, Canada. Each magazine issue focuses on only one city showcasing its unique culture from a local perspective through a series of stories and photo essays.

INFO

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TRAVEL LIKE A LOCAL

JOURNALS CITIES MAGAZINE ABOUT

VIENNA / AUSTRIA

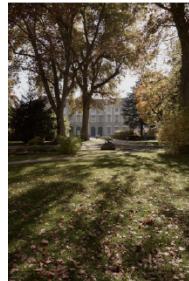
November 10, 2017

Finding Your Viennese Garden Oasis

TEXT BY Shanna Danck PHOTOS BY Catherine Hazotte

As the city awakens to the voices of spring, and the early morning green leaves and trees appear much to the happiness of those of us who are tired of dull wintry skies and cold nights, there is hardly anything more pleasant than spending a beautiful afternoon in one of Vienna's numerous public parks and gardens. The city's sprawling greenery is indeed meticulously maintained, and the locals enjoy it and proudly show it to their guests. From the neatly manicured lawns and the modern playgrounds of the Volksgarten, to the colourful fragrant roses of Burggarten, there are countless opportunities to relax with a book, chit-chat with friends on a bench, listen the birds, watch the people, or simply enjoy the nature all of its senses.

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SHARE [F](#) [G](#)TAGS [Sightseeing](#)

LEAVE A COMMENT

SORT BY OLDEST | NEWEST | BEST

2 Comments



TOBIAS WAGNER 2 days ago

I'm so glad you included Liechtensteinpark in this piece! This park is by far one of the most beautiful places to rest and stroll around in the city centre. I always recommend it as a easy-going day-trip to my friends and relatives who visit me in Vienna.

[REPLY](#) [SHARE](#)

MAYA LIM an hour ago

The gardens at Liechtensteinpark are so beautifully captured in these photographs!

[REPLY](#) [SHARE](#)

SUBMIT COMMENT

READ MORE POSTS

[Rugged Landscapes](#)[Glaciers in the Summer Sun](#)[Retro Dining](#)

Locale is a quarterly published travel magazine based in Vancouver, Canada. Each magazine issue focuses on only one city showcasing its unique culture from a local perspective through a series of stories and photo essays.

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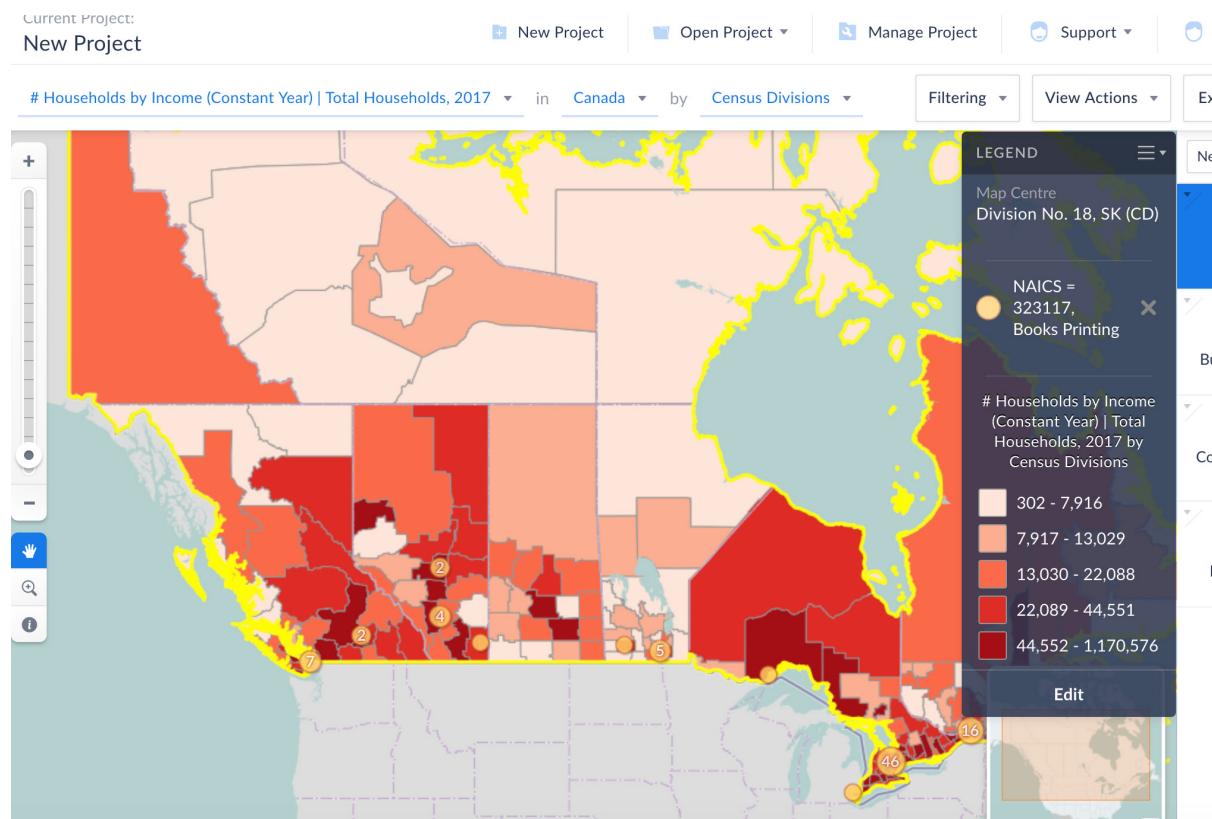
#Findyourlocale

Marketing Strategy

AUDIENCE

Our audience is interested in travelling in a unique, localized way. Tired of mainstream, tourist-central attractions, our audience strives to experience their travels less as a tourist and more like a local. They enjoy adventures and have the desire to explore and learn more about the world — culture, people, and history — from a local perspective.

Our target audience are those in the middle to upper-middle class, as most areas around Vancouver have a household income ranging from \$22,000 to \$1,170,000 (see Vividata map below).



DEMOGRAPHICS

- Age range: 18-35 years old
- Market: Canada for the first year, international after the second
- Language: English
- Education: Post-secondary
- Financial: Middle to upper-middle class
- Household income: \$30,000-60,000 CAD

PSYCHOGRAPHICS

- Loves to travel and learn on the way
- Desires excitement and adventure
- Willing to explore and find new discoveries
- Enjoys all elements of various lifestyle
- Wants to be immersed in different cultures
- Appreciates the beauty of minimal design

Print and Online Marketing Plan

Our social media channels — Facebook, Twitter, and Instagram — will post 2-4 times a day to attract readers and keep up with trends. Hashtags (#findyourlocale) will be used to increase hits and direct links to our website will be used in our posts to drive traffic over. Comments and shares are highly encouraged to promote engagement and participation, making *Locale* more noticeable on social media.

Our online community focuses on creating exclusive content, encouraging readers to subscribe annually to gain access to this community. Extra travel tips and checklists are available to members as well as our annual trip giveaway (mentioned in "Digital Concept").

Locale will be sold in select coffee shops and stores such as The Old Faithful, Oak and Fort, and Urban Outfitters to attract potential readers. Our magazine fits the style and vision of these shops, leading their customers to potentially fit into our target audience demographics and psychographics. Read more about newsstand sales in "Circulation Strategy."



Events and Launch Promotion

For our first year, we will hold our magazine launch for our first ever issue. We will also hold quarterly meetup events in Vancouver that invites online influencers and our readers to mingle and network amongst *Locale*.

The *Locale* launch will be held a week prior to its first ever circulation. The Old Faithful is the venue for this launch as it is a location where *Locale* will be sold. This launch will be invite-only, and will reach out to local Vancouver influencers such as lifestyle influencers, food bloggers, and photographers; these invites include a plus one. The main influencer from *Locale*'s first issue (Vienna) will also be invited, a complimentary visit to Vancouver through *Locale*. Awareness and the reputation of *Locale* will be built up with the attendance of these influencers. They will have the first look at *Locale* and gain exclusive discounts and information on the next issue. The opportunity to meet other influencers and network at this exclusive event creates the fear of missing out effect, persuading these influencers to attend.



Locale YVR Meetup Events

These events occur every quarter of the year in conjunction with each issue. The first meetup event will be combined with the magazine launch discussed above. The featured influencer of each issue (also the guest editor) will attend the *Locale* YVR meetup, a complimentary visit and stay to Vancouver via *Locale*. They will be invited to present and talk about their home, encouraging others to purchase and subscribe to our magazine for extended tips. With attendance capped at 50 people, 10 local Vancouver influencers will be invited to inspire followers and readers to buy tickets and attend. The purpose of the event is to promote awareness, encourage subscriptions to *Locale*, and to network. Each event will be limited to 40 seats; people can purchase tickets at \$30/each via our website, and the event is promoted through our social media channels and e-newsletter.

Circulation Strategy

Locale will reach up to 3,346 in total subscription by year three with an annual target growth rate of approximately 10%, at \$20.00 per issue and \$65.00 per annual print subscription. Paid circulation model will be applied with intentions of matching the pricing model of our competitors. *Locale* is competitively priced at a premium in order to position the magazine towards the market of middle class to upper-middle class who are willing to spend more money on well-made and top-quality goods. This market will be reached through newsstands which will account for 37% of total distribution. Coffee shops and boutique stores such as Marche St. George, The Old Faithful, Oak and Fort, and Urban Outfitters in Vancouver will account for 63% of our remaining distribution reach alongside direct orders from our website. With an investment of \$750 in advertising dollars and 4,500 recipients by direct mail and email, and employing social media advertising and promotional events for our magazine, we are confident that *Locale* will reach over 3,346 subscriptions by year three.

We plan on limiting newsstand sales to 37% (400 in year one) of the maximum magazine sales, with the remaining 63% being sold through retail outlets (380 in year one) and directly off our website (300 in year one). *Locale* will be distributed to travel sections of newsstands. With our target audience, a position near other young adult and teen magazines would be prime as it would attract more gazes from people interested in travelling. The newsstand may provide the most convenience to magazine readers in general, but may not necessarily accurately represent our target audience; therefore, our newsstand sales will be more accurately represented by retail stores that better suit our audience demographic, such as The Old Faithful, as mentioned above.

To effectively reach our target audience, *Locale* will be sold through selected coffee shop and boutique stores which share the similar values, such as:

- **MARCHE ST. GEORGE**

Address: E 28th Ave, Vancouver, BC V5V 4A3

Niche: Renowned neighborhood grocery store and cafe with a sophisticated aesthetic

Why: Local store which identifies with our target audiences, competing magazine can also be found here

- **OAK AND FORT**

Address: 355 Water Street, Vancouver, BC V6B 1B8

Niche: Premium boutique store for the modern minimalist and design enthusiast

Why: Minimalist and premium products encompass a similar brand image as our magazine

- **THE OLD FAITHFUL**

Address: 320 W Cordova St, Vancouver, BC V6B 1E8

Niche: Premium specialty home goods for those willing to spend top-dollar on beautifully crafted products

Why: High quality and premium products which reflect our brand's concept and brand image

- **URBAN OUTFITTERS**

Address: 830 Granville St, Vancouver, BC V6Z 1K3

Niche: Premium boutique store for individuals who love a cool alternative image, avoiding the mainstream

Why: The store's niche closely aligns with our magazine's values, and it attracts our target audience who are looking for unique experiences

In *Locale*'s formative years, we hope to capture between 1,378 to 3,346 people in our subscription list, for an average growth of 10% annually for the first three years. To achieve this, we aim to build our subscription list mainly through direct mail and email, *Locale*'s website, and e-newsletter.

In our first three years, we will be sending out a total of 4,500 mailers (3,000 via mail, and 1,500 via email). Our readership will also be expanded through our website with free daily and weekly editorial content promoted through social media channels, allowing us to interact with our audience and keep them updated with the latest travel information; *Locale* will be exposed to the public throughout all four seasons by being active online, year-round.

A monthly e-newsletter will be sent out to those who sign up via our website, which will include a link to subscribe to the print issues, article excerpts, and links to our online articles. We also think that word-of-mouth will support our advertising efforts, and therefore we will have meetup and magazine launch events with media influencers, as mentioned above. We believe these events will drive magazine readers to order single copy issues and subscriptions from our website as well as from retail outlets. We also believe that with a strong editorial and design focus, we will be able to establish credibility and a strong following for our magazine.

Advertising Sales Strategy

AD-EDIT RATIO

As *Locale* is a new magazine, we anticipate low advertising opportunities from other businesses resulting in an ad/edit ratio of 20:80 for our first issue. Our goal is to reach a 40:60 ad/edit ratio after our third year as a great amount of content in our magazine involves local businesses of the chosen destination. With 96 pages per issue, 19 of those pages will be used for advertising.

CPM

For our first issue, the average circulation of *Locale* is 1,648 and the cost of a full-page advertisement is \$255. Thus, our CPM is \$152.

As we cannot reach our ideal advertisement sales, half our advertising will be traded with Vancouver or Canadian business such as Air Canada, Edible Vancouver & Wine Country, and SAD Mag.

RATIONALE FOR KEY ADVERTISERS AND CO-OP PARTNERSHIPS

As the purpose of *Locale* is to provide readers with information on local and authentic restaurants, accommodations, and activities, we will focus on local business of the featured destination of each issue. Other key advertisers include airline companies that connect our readers to their travel locations. The featured city of *Locale*'s first issue is Vienna.

All Vancouver and Canadian businesses are treated as either our exchange-advertising partners or co-op partners. Our advertising exchange partners are like-minded magazines that only feature food and culture in Vancouver. Additionally, we are going to partner with Air Canada for advertisements and flight deals, along with Airbnb for accommodation deals. We chose to co-op with Airbnb as they provide an alternative to hotels, extending the living experience to local house and apartment rentals. Airbnb features many elegant apartment homes and luxurious home rentals that can be a great experience for travellers who want to stay in a quiet and cozy home away from home.

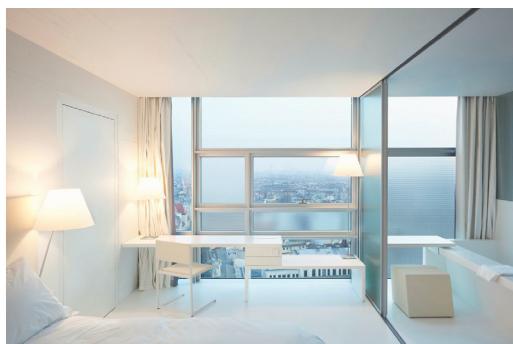
Potential Advertisers (1st Issue)

LOCAL RESTAURANTS



- **Tunnel Vienna Live**
Authentic Austrian food with happy hour and live music.
- **Esterházykeller**
Historical Austrian restaurant established in 1683, named after the Esterházy noble family.
- **Sand in the City**
Local beach club located in the heart of Vienna where you can enjoy the beach view alongside tasty and affordable food.
- **Mezzanin7**
Private restaurant that is the perfect hybrid between a stylish eatery and local diner.

LOCAL ACCOMODATIONS



- **Hotel Novotel Wien City**
Historical design paired with modern services.
- **Hotel Alstadt Vienna**
4-star hotel close to Palais Auersperg, Austrian Parliament Building, and the Museum of Natural History.
- **Sofitel Vienna Stephansdom**
Minimalistic design alongside a modern aesthetic look.

LOCAL STORES



- **Xocolat Manufaktur**
Local, hand-made chocolate store.
- **Grand Whisky Wien**
Local liquor store that hosts wine-tasting events.
- **Café Demel**
Local café serving Viennese Sachertorte and chocolate cake.

AIRLINES



- **Lufthansa Airlines**
- **Austrian Airlines**

Rate Card (1st Year)

As each issue of *Locale* features a different travel destination, our potential advertisers will also change based on the destination chosen. Thus, our advertising rates for all issues will remain the same throughout the year.

PRINT

Full Page Rate for 1st year is \$250
Double-page spread = $\$250 \times 190\%$
 $2/3$ page = $\$250 \times 80\%$
 $1/2$ page = $\$250 \times 75\%$

| SIZE | 1X | 2X | 3X | 4X |
|--------------------|-------|-------|-------|-------|
| Full-page | \$250 | \$250 | \$250 | \$250 |
| Double-page spread | \$475 | \$475 | \$475 | \$475 |
| $2/3$ page | \$200 | \$200 | \$200 | \$200 |
| $1/2$ page | \$188 | \$188 | \$188 | \$188 |

E-NEWSLETTER

| POSITION | SIZE IN PIXELS | PER MONTH | 6-MONTH PACKAGE 15% DISCOUNT | 1-YEAR PACKAGE 25% DISCOUNT |
|----------------|----------------|-----------|---------------------------------|--------------------------------|
| Leader Board | 400x540 | \$40 | \$204 | \$360 |
| Left-hand Box | 146x163 | \$25 | \$128 | \$225 |
| Right-hand Box | 100x163 | \$20 | \$102 | \$183 |

Management and Financial Plan

Locale is for profit, dedicating our resources and time to ensure our travel suggestions and information is one of a kind and reflects our mission to travel from a local perspective.

Masthead

OUR STAFF

We are here to help inform and inspire through *Locale*. We openly devote our individual talents and skills to creating *Locale* to serve its purpose; our magazine serves to spark the wanderlust inspiration our readers possess.



JOYCE AQUINO
Art Director



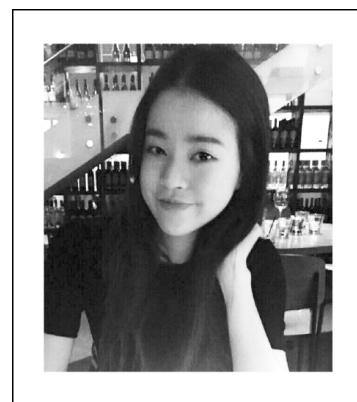
PATRICIA CHAK
Digital Strategist



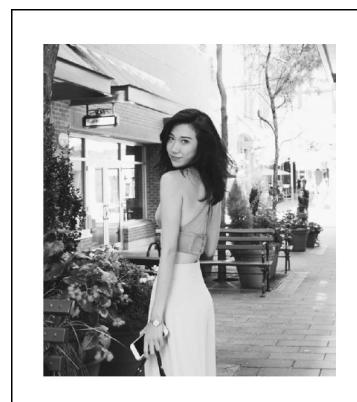
EMMA CHEUNG
Publisher



AURORA CHIU
Editor



KARLIE KWOK
Circulation Director



JOANNE XIAO
Advertising Director

P&L

Table 1.1 Subscription Sales Assumptions

| | Year 1 | Year 2 | Year 3 | Notes |
|---|--------------------|---------------------|---------------------|---|
| | 4 | 4 | 4 | 4. Fillable 2451 do not fill |
| Numbers of issues published | | | | |
| Beginning Number of Subscribers | | | | |
| New Orders (number of new subs sold per year) | | | | |
| From website | 1,000 | 1,100 | 1,210 | may want to use response rate as applied to website hits |
| From crowdsourcing | 0 | 0 | 0 | use numbers acquired through fundraising |
| Number of direct mail mailed/mailed out | 1,000 | 1,500 | 2,000 | list number of direct email/mail sent out |
| Net response rate | 3.00% | 3.00% | 3.00% | 3.00% Net is 3% return (mailed 100 get 3 new subs) |
| Net New orders | 30 | 45 | 60 | \$15 ad spend nets one subscriber (spend \$45 on ads get 3 subs) see marketing expenses |
| From | | | | |
| From Bind in cards | 50 | 100 | 150 | |
| Newsstand | 28 | 30 | 33 | 2% of all insert cards (total circ is 100, then 2 subs for every 100) |
| Launch event | 200 | 200 | 200 | |
| Influencer events | 10 | 0 | 0 | |
| TOTAL NEW ORDERS | 1378 | 1555 | 1753 | |
| Conversions | | | | |
| Last year's new orders | 0 | 1378 | 2451 | |
| Conversions/renewals | 65.00% | 65.00% | 65.00% | assumes 65% of subscribers will renew |
| TOTAL CONVERSION/RENEWAL ORDERS | 0 | 896 | 1593 | |
| TOTAL SUBSCRIPTIONS | 1378 | 2451 | 3346 | |
| Of which print (%) | 100.00% | 100.00% | 100.00% | |
| Or which digital (%) | 0.00% | 0.00% | 0.00% | |
| Subscription rate - print | \$60.00 | \$60 | \$60 | add cost to subscribe/year (print edition) |
| Subscription rate - digital | \$0.00 | 0 | 0 | 0 add cost to subscribe/year (digital edition) [part of print subscription rate] |
| Total digital subscription revenue | \$82,680.00 | \$147,042.00 | \$200,757.30 | |
| TOTAL SUBSCRIPTION REVENUE | \$82,680.00 | \$147,042.00 | \$200,757.30 | |

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Table 1.2 Total Copies Printed and distributed

| | Year 1 4 | Year 2 4 | Year 3 4 | Notes do not fill Fillable |
|---|-------------|-------------|-------------|--|
| Numbers of issues published | | | | |
| Newsstand/Single copy sales | | | | |
| Sell Through | 50.00% | 50.00% | 400 | 400 be conservative |
| Net Newsstand | | 200 | 200 | 50.00% 200 |
| Cover Price per issue | \$20.00 | \$20.00 | \$20.00 | \$20.00 list cover price |
| Discount to distributor | | 65.00% | 65.00% | 65.00% |
| Net revenue per copy | | \$7.00 | \$7.00 | \$7.00 |
| TOTAL NEWSSTAND SALES PER YEAR | \$1,400.00 | \$1,400.00 | \$1,400.00 | \$1,400.00 |
| Virtual Newsstand/Single copy sales | | | | |
| Virtual newsstand copies distributed per year | | 300 | 375 | 468 estimate 3% of visitors to site |
| Cover price per issue | \$20.00 | \$20.00 | \$20.00 | \$20.00 add cover price for digital issue |
| Discount to retailer | 30.00% | 30.00% | 30.00% | 30.00% |
| Net revenue per copy | | \$14.0000 | \$14.0000 | \$14.0000 |
| TOTAL VIRTUAL NEWSSTAND SALES PER YEAR | \$4,200 | \$5,250 | \$6,552 | |
| Bulk Retail Sales | | | | |
| Copies bulk sales distributed per year | | 380 | 475 | 351 Special sales (gift shops, partnerships, anything not newsstand) |
| Cover price per issue | \$20.00 | \$20.00 | \$20.00 | \$20.00 |
| Net Bulk sales | | \$7,600 | \$9,500 | \$7,020 |
| Discount to retailer | 50.00% | 50.00% | 50.00% | 50.00% |
| TOTAL BULK RETAIL SALES PER YEAR | \$3,800 | \$4,750 | \$3,510 | |
| Total paid circulation | | | | |
| TOTAL SINGLE COPY SALES PER YEAR | \$9,400 | \$11,400 | \$11,462 | |
| TOTAL SUBSCRIPTION REVENUE | \$62,680 | \$147,042 | \$200,757 | |
| TOTAL PAID CIRCULATION | \$92,080 | \$158,442 | \$212,219 | |

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Table 1.3 ADVERTISING

| | Year 1 | Year 2 | Year 3 | Notes |
|--|----------|----------|-----------|---|
| | 4 | 4 | 4 | 4 do not fill Fillable |
| Issue Size | | | | |
| Advertising percent per issue | 20% | 25% | 30% | |
| Total issue pages | 96 | 96 | 96 | |
| Number of editorial pages | 77 | 72 | 68 | editorial is anything staff writes (includes masthead, TOC) |
| Number of ad pages per issue | 19 | 24 | 28 | |
| Magazine Ad Pricing | | | | |
| Average rate for full page ad | \$265 | \$265 | \$265 | |
| Number of ad pages per issue | 19 | 24 | 28 | |
| TOTAL AD SALES PER ISSUE | \$5,035 | \$6,360 | \$25,000 | |
| Number of issues per year | 4 | 4 | 4 | |
| TOTAL MAGAZINE AD REVENUE | \$20,140 | \$25,440 | \$100,000 | |
| Online Ad Pricing | | | | |
| Average price of online ad | \$256 | \$256 | \$256 | |
| Number of online advertisers per issue | 36 | 36 | 36 | |
| TOTAL ONLINE AD SALES PER ISSUE | \$9,216 | \$9,216 | \$9,216 | |
| Number of issues per year | 4 | 4 | 4 | |
| TOTAL ONLINE AD REVENUE | \$36,864 | \$36,864 | \$36,864 | |
| Total Advertising | | | | |
| TOTAL ADVERTISING REVENUES | \$57,004 | \$62,304 | \$136,864 | |

Recall:
 CFM = full page ad / (average circ / 1,000)
 Please note use average circ per issue (total
 subs for the year plus SCSfrequency)

Table 1.4 Expense Projection

| Numbers of issues published | Year 1 | Year 2 | Year 3 | Notes |
|--|---|---|--|--|
| | 4 | 4 | 4 | 4 do not fill Fillable |
| Editorial/Art | | | | |
| Editor | Set rates \$35,000 \$200 \$100 \$3,000 \$1,500 | \$35,000 \$12,800 \$9,200 \$12,000 \$6,000 | \$35,000 \$12,800 \$9,200 \$12,000 \$6,000 | \$35,000 Don not change rates here. Instead change on summary page) |
| Written cost per page art cost per page | | | | \$12,800 Times total # editorial pages, times # issues |
| Designer per issue | | | | \$9,200 Times total # editorial pages, times # issues |
| Website writing/art costs | | | | \$12,000 Times # issues |
| TOTAL EDITORIAL/ART | | \$75,000 | \$75,000 | \$6,000 Times # issues \$75,000 |
| Production/distribution | | | | |
| number of copies per year cost per printed copy | Set rates \$2,000 | 3030 \$2,000 | 6466 \$2,000 | 10848 count all subs multiplied by frequency and single copy sales |
| printing costs total | | \$6,060 | \$12,932 | \$2,000 |
| website development/maintenance | | \$5,000 | \$3,000 | \$21,696 |
| freight (newsstand) costs | \$0.40 | \$320 | \$560 | \$3,000 |
| other Prod newsstand costs | | \$0 | \$0 | \$1,040 Times total # newsstand copies times # issues |
| TOTAL PROD/DISTR COSTS | | \$11,380 | \$16,492 | \$0 Times total # subscription copies times # issues \$25,736 |
| Advertising Sales | | | | |
| sales commission and ad revenue | Set rates 25.00% \$2,000.00 \$2,500.00 | 5035 \$2,000.00 \$2,500.00 | 6360 \$2,000.00 \$2,500.00 | 25000 |
| Promotional materials per year | | | | \$2,000.00 |
| Show and events per year | | | | \$2,500.00 |
| TOTAL AD SALES COSTS | | \$9,535.00 | \$10,860.00 | \$29,500.00 |
| Circulation Promotion | | | | |
| Circulation Director | Set rates \$18,000.00 \$600.00 \$100.00 | \$18,000.00 \$327.00 \$54.50 | \$18,000.00 \$7,067.40 \$127.90 | \$18,000.00 \$1,312.20 \$218.70 |
| Direct mail per 1000 pieces | | | | \$2,250.00 use for online advertising costs (\$15 per subscriber) |
| Direct email per 1,000 names | | | | |
| marketing expenses | | | | |
| fulfilment exp per issue | \$2.00 | 4360 | 10232 | 17,496 Times total # of subscription copies times # issues |
| TOTAL CIRCULATION EXPENSES | | \$23,492 | \$36,927 | \$39,277 |
| Administration Exp | | | | |
| Rent | Set rates \$1,200 \$60 \$60 \$15,000 \$200 \$100 \$100 \$200 \$100 | \$1,200 \$720 \$720 \$15,000 \$2,400 \$1,200 \$1,200 \$2,400 \$38,040 | \$14,400 \$720 \$720 \$15,000 \$2,400 \$1,200 \$1,200 \$2,400 \$38,040 | \$14,400 \$720 \$720 \$15,000 \$2,400 \$1,200 \$1,200 \$2,400 \$38,040 |
| phone | | | | |
| web access | | | | |
| part time staff | | | | |
| office postage | | | | |
| bank fees | | | | |
| supplies | | | | |
| other expenses | | | | |
| TOTAL ADMINISTRATION EXP | | | | |
| TOTAL PUBLISHING COSTS | | \$157,447 | \$177,319 | \$207,553 |

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Table 1.5 SUMMARY PROFIT/LOSS STATEMENT

| | Year 1 4 | Year 2 4 | Year 3 4 | Notes 4 do not fill Fillable |
|----------------------------------|------------------|------------------|------------------|--|
| REVENUES | | | | |
| TOTAL SINGLE COPY SALES PER YEAR | \$9,400 | \$11,400 | \$11,462 | |
| TOTAL SUBSCRIPTION REVENUE | \$82,680 | \$147,042 | \$200,757 | |
| TOTAL AD REVENUE | \$57,004 | \$62,304 | \$136,864 | |
| GOVERNMENT GRANT (specify) | \$2,000 | \$0 | \$0 | Canada Council for the Arts, Literary Publishing Projects for Magazines |
| OTHER REVENUE (in-kind) | \$69,120 | \$65,560 | \$65,560 | Art director, website writing/art costs, circulation director, rent, part-time staff, event ticket sales |
| TOTAL REVENUE | \$220,204 | \$286,306 | \$414,643 | |
| EXPENSES | | | | |
| EDITORIAL/ART | \$75,000 | \$75,000 | \$75,000 | |
| TOTAL PROD/DISTR COSTS | \$11,380 | \$16,492 | \$25,736 | |
| TOTAL AD SALES COSTS | \$9,535 | \$10,880 | \$29,500 | |
| TOTAL CIRCULATION EXPENSES | \$23,492 | \$36,927 | \$39,277 | |
| TOTAL ADMINISTRATION EXP | \$38,040 | \$38,040 | \$38,040 | |
| TOTAL EXPENSES | \$157,447 | \$177,319 | \$207,553 | |
| NET PROFIT/LOSS | \$62,758 | \$108,957 | \$207,090 | |