

TARGET AUDIENCES

Most visual communications have been designed to appeal to a specific group of people who share similar characteristics encompassing taste, behaviour and lifestyle. These target audiences are defined and targeted in an effort to encourage their purchase or use of a particular product or service.

Of course, anyone can buy or use whatever they choose. However, designing with a specified audience in mind ensures a product or service is presented in a way that complements its purpose. It is then more likely that intended goals (such as increasing sales or inspiring action, for example) are achieved.

THESE MAGAZINES have been made with specific target audiences in mind. Consider these characteristics when describing target audiences, but only write about those that are relevant!

1. **frankie** aims to fill a niche in the Australian women's magazine market, targeting alternative souls with a penchant for crafty endeavours, mindful living and vintage fashion.

2. **Extinction Fighters** magazine is an accompaniment to Zoo News, a publication for members of *Zoos Victoria - Friends of the Zoos*. Children are encouraged to join 'zooper hero' Zooperman and his Extinction Fighting team in learning about endangered Australian animals.

3. As a monthly addition to The Age newspaper, **(melbourne) magazine** aims to celebrate the city's cultural elements, and caters for a sophisticated, image-conscious and well-educated audience of Melbournians.

4. **Wallpaper** presents a global selection of cutting-edge design, while profiling high-end fashion, indulgent travel destinations and innovative interiors and architecture.

5. **Architectural Review** provides news and critical commentary about the built environment for architects and interior designers.

6. Described as a 'mook', both magazine and book, **Dumbo Feather** profiles five inspirational people each issue, who share their life experiences in lengthy interviews of substance.

7. UK magazine **Boneshaker** is a collection of stories and interviews from around the globe for super-stylish cyclists and those who simply love bikes.

8. Like the Vogues of other nations, **Vogue India** celebrates the world of high-end fashion and beauty, but with a focus on local designers, artists, models, celebrities and events.

WRITING ABOUT TARGET AUDIENCES

"The Lindt chocolate range appeals to chocolate lovers wishing to indulge in a premium quality product, and who appreciate its smooth, extra-refined taste. The Swiss brand's "Lindt tradition" and "master chocolatiers" suggest decadence and craftsmanship made for an audience of mature professionals with a refined palette."



1. Gender



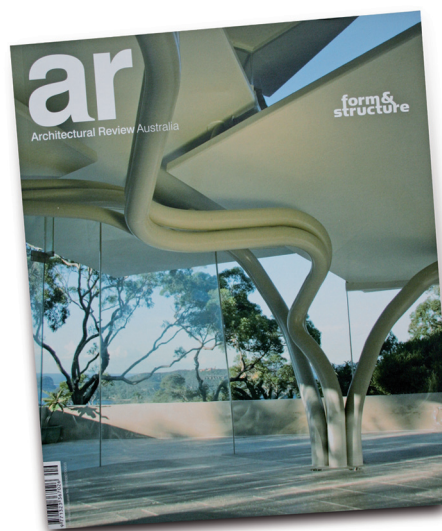
2. Age Bracket



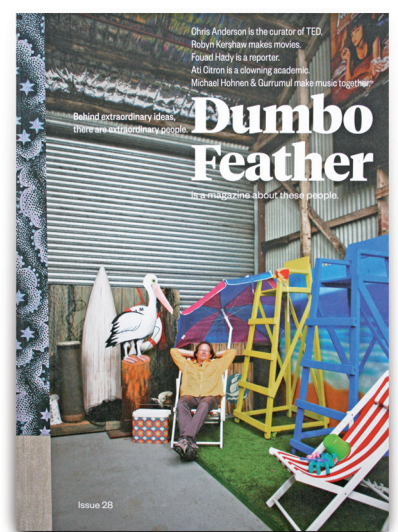
3. Location



4. Socioeconomic Status



5. Career



6. Standard of Education



7. Lifestyle & Interests



8. Cultural Background