

Welcome

to the PCS breakfast briefing



Meet our speakers...



Ian Birch

Editor



Mark Hooper

the founding editor of
Hole & Corner



Sean Briggs

Workflow Specialist



Today's agenda

09:30am

SEAN:
Introduction

10:30am

SEAN:
Summary

09:30am

IAN:
How magazines
launches in
easier times

10:40am

Q&A

10:00am

MARK:
Independent
disruptors and
challenges





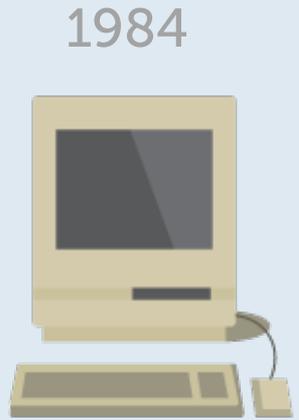
Hello!

I am Sean Briggs

MD of Creative Workflows

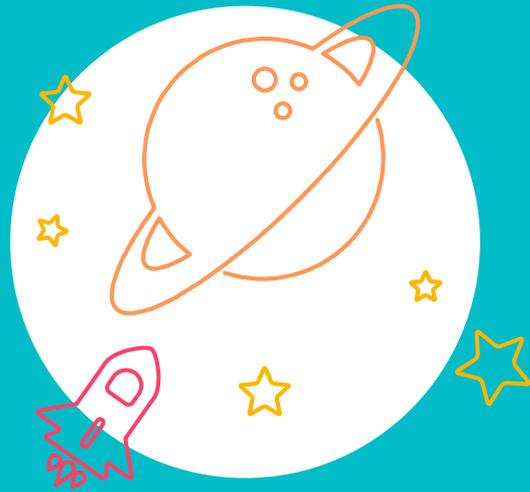


Massive cultural change, massive technical change.



Software evolves and innovates





Design is FREED...

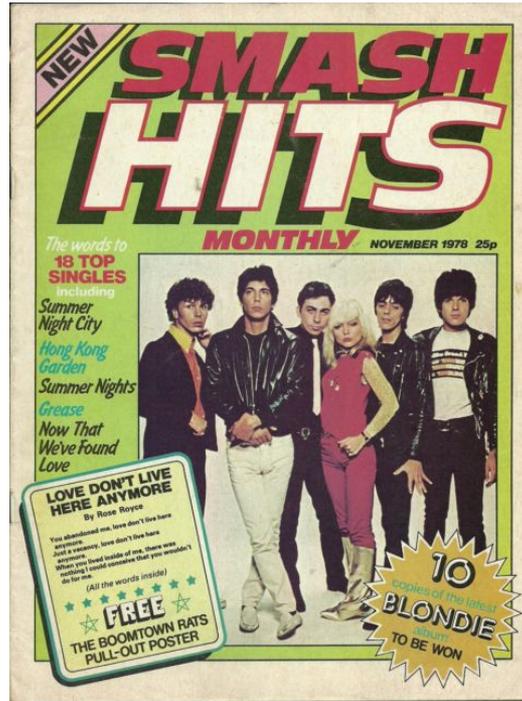
- Efficiency
- Productivity
- Creativity cycle

Magazines: then and now

Ian Birch

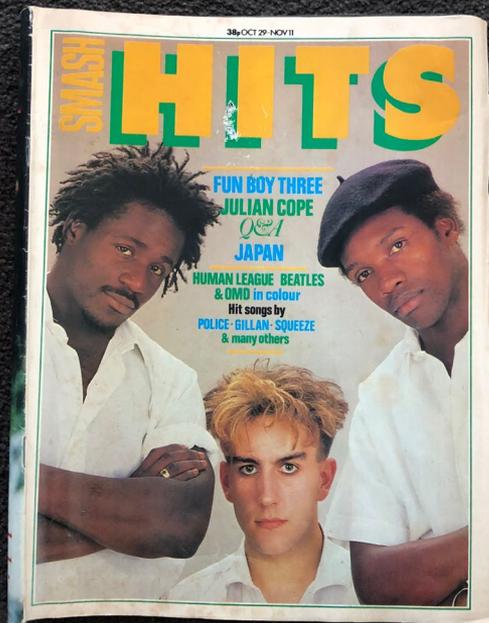
Generation Smash Hits

first issue November 1978

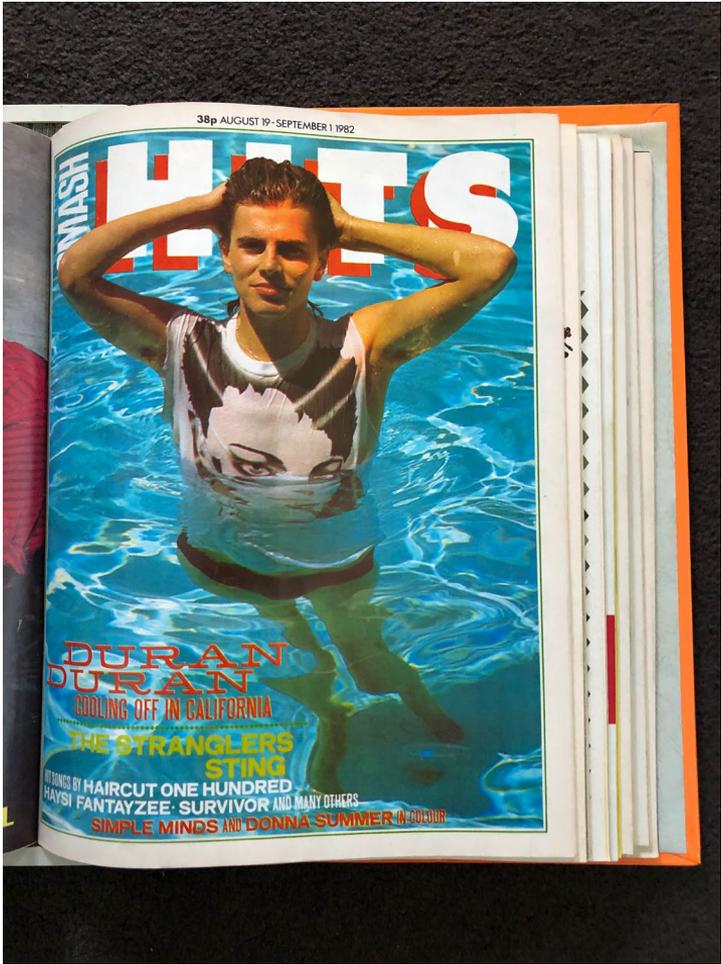


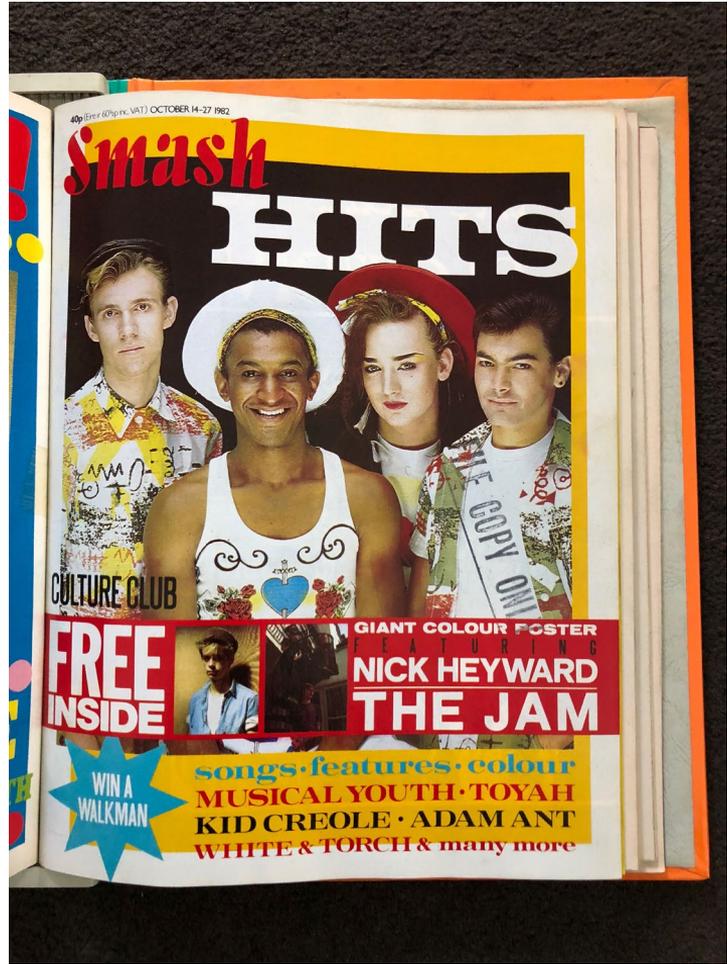
Launches

- Gut instinct, unshakeable conviction & risk-taking
- Visionary with groundbreaking idea
- Invent a new market
- Anticipate & satisfy a new need
- Lean team of people you're nervous of



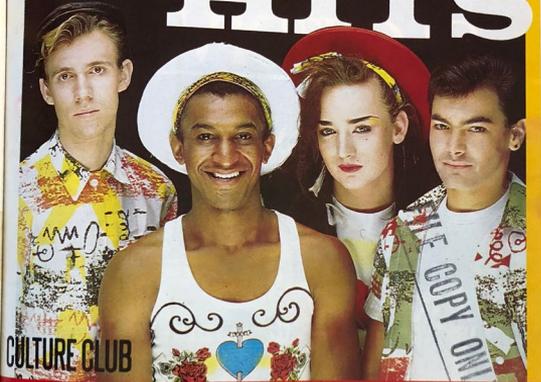






40p (incl. postage, VAT) OCTOBER 14-27 1982

Smash HITS



CULTURE CLUB

FREE INSIDE



GIANT COLOUR FOSTER
NICK HEYWARD
THE JAM

WIN A WALKMAN

songs • features • colour
MUSICAL YOUTH • TOYAH
KID CREOLE • ADAM ANT
WHITE & TORCH & many more

The consumer comes first

Respect your audience

Create a unique voice

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OUT & ABOUT WITH BARRY



A page! A *whole* page! I couldn't believe it either, readers. Your very own personal purveyor of piping hot gossip (me, twit) has been allowed yet more room for his saucy tales of pop biz scandal. By public demand, of course.

So popular has your inky scribe become of late, friends, that he was a bit miffed not to find mention of his fab new enlarged column in the Daily Papers. Something like *Gossip Guru In Bumper Print Caper* — Baz Tells All. Sadly, no. They're all crammed with bilge on **Chuck and Di's** new-born carpet-crawler and unkind jibes about **Her Haughtiness Princess Anne** just 'cos she's been saying rather rude things to photographers. Don't blame her, me. Know the feeling. The pressures of fame surround us Public Figures night and day, pals. Even the sturdiest of souls needs to escape every now and again. If I didn't have Scooter Club I'd be a bit barmy by now, believe me.

Pressures of another kind assailed my old chums **Spandau Ballet** a week back. Almost a 'bless my cotton socks I'm in the nude' situation, say I (rather wittily). Travelling 'twit venues

so the rumours go. Bit rich, I reckon.

Probably not as rich as **Captain Sensible**, mind. The crafty Cap, upon releasing fab solo disc "Happy Talk", took out an insurance policy that the single *wouldn't* be Number One. Reason being, if he got a Number One he feared he'd be expected to lash out on a Smart New Image — socks, toothbrush, trendy haircut, bar of soap, etc. — something he could ill afford. So now he's got both the insurance loot *and* the dough from record sales (rather a lot, probably). Asked him how much, when I saw him driving off in his van the other day, and he signalled "two quid". Made some very rude faces to boot.



Tell you who's really hitting the Big Time and that's **Squeeze**.

Create a unique look

Don't leave the cover to the end

Just Seventeen

first issue October 1983

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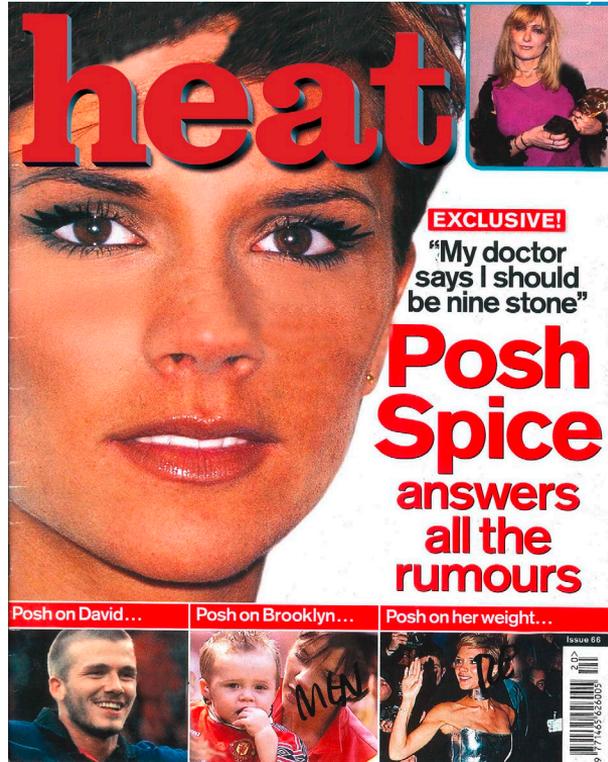
Heat: first issue February 1999

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'Posh' to the rescue

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Grazia: first issue January 2005

22

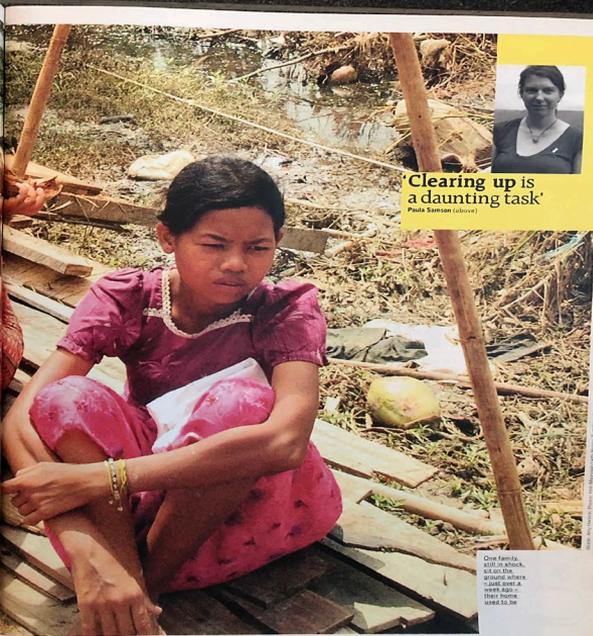
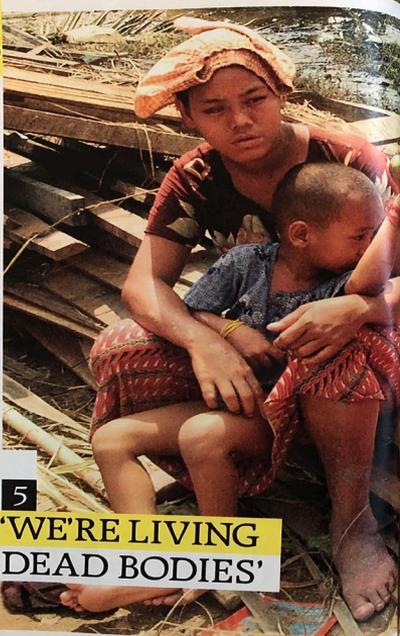


'News'

10 HOT STORIES

JUST DAYS AGO, this used to be their home, their pride and joy. Now it's flattened by debris, the result of the cyclone that has devastated Burma, killing an estimated 100,000 people. That's like waking up to find that Exeter has been wiped out in one fell swoop. Disoriented and scared, this family can only sit and stare at what used to be their home. Experts are comparing the devastation wreaked by Cyclone Nargis to that of 2005's Boxing Day tsunami. When Nargis hit Burma just over a week ago, it caused 1.2m waves to slam into the coast, flattening homes, upending trees and decimating power lines. Within days, water supplies ran out and an estimated two to three million were left homeless. According to reports, foreign aid planes were initially prevented from entering Burma due to a combination of cyclone damage to the airport and the government's suspicions of foreign help. Nyo Oun Myint, Burma's exiled opposition leader, said, "Much of this will be a man-made disaster caused by a military regime. The world must know what is going on."

However, as *Gracie* waits to press the first UN aid flight finally arrived. Speaking exclusively to *Gracie* from Burma, Paula Samson, 52, an emergency response manager for charity Médecins Sans Frontières, said, "Frightened and hungry survivors are living among dead bodies, bloating and swollen by six days in flood water. It is a race against time to save the living. One of the biggest problems they face is the threat of illness, especially malaria and dengue fever, which are endemic to the area."



Clearing up is a daunting task'
Paula Samson (above)

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BURMA: 'WE'RE LIVING AMONG DEAD BODIES'

One family, still in shock, sits on the ground, unable to look over a week ago. Their home used to be

'...with shoes'



Every issue needs to be an event

‘Culture-defining’

Remember what makes a magazine unique

Exceptional photography

The tactile

'Culture-defining'

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What color is your mind?
Red? Yellow? Grey? Blue? Purple? Or green?
And what does it mean? **START HERE**

How do you begin the design process?
Click on the design
Sketch ideas on paper
Open Illustrator or Photoshop
Write down a concept

If you were at a party right now, you'd be at:
An outdoor rave
A swanky party
Game night (obviously)
Your mom's birthday

When you shop for underwear, you look for:
Sex appeal
Comfort
Fun patterns

What do you hate to admit about yourself?
Get bored easily
Stand out a bit
Are kind of a snore

What color sweater would you rather wear?
Emerald green
Chocolate brown
White

If you had to guess, your intelligence is primarily:
Intuitive & emotional
Visual
Pragmatic

How would you describe your state of mind right now?
Balanced
Hyper
Uninspired

When meeting clients, you:
Drink a beer
Compromise far too much
Scheme. There's always something to get out of them

What kind of friend are you?
Supportive. You know exactly how to push
Chatty. Always up for gossip
Religious and ready for fun
A good listener & advice giver
Inspiring to be around

Projects and ambitions are keeping you busy all the time! You have a lot of interests and friends. You've got a big vision, but it's changing every week. You are charming and popular. You are not imagine being like anyone else. You are active and independent. Embrace your purple mind and find balance in the most chaotic parts of your life.

As a dominant person, you enjoy being powerful, in control, and not bound to what other people think. You are very professional. You love intellectual debate. You are personally conservative, so you prefer to do things the conventional way. You are concerned about your own image, and you like to be as polished as possible. Sometimes you turn into a rebel. Embrace your gray mind; you'll be better prepared for life's unknown path.

You are a down to earth, stable person. You can be relied on. While you are responsible, you aren't boring. You have a lot of flair and style. You are creative and a big picture thinker. You are natural and intuitive. You are very socially oriented. You enjoy the outdoors. There's something about being in nature that makes you feel blessed. Embrace your green mind; it will make you feel alive, renewed, and balanced.

When you're not designing, you're:
Having a business luncheon
Scrolling on Instagram

You're happiest when:
Illustrator isn't crashing
Clients aren't disturbing you with calls
You're in the middle of an interesting job proposal
The internet gives what to do without you explaining

Right now, you'd rather be:
Flirting with someone cute
Writing or drawing
Chatting with friends
Getting a promotion & raise
Lapping in the sun

What sort of view would you most like outside your window?
Foggy hills
Open pasture
A bustling city full of life

If you were a writer, what would you write?
Detective stories
Sci-fi
Nonfiction

At the end of the day, you feel happiest if:
A little thing made you smile
You accomplished a goal
Nothing too dramatic happened

What feels your brain?
People
Art
Facts

You tend to think with your...
Heart
Head
Head

You are more likely to be:
Disappointed with someone
Angry at someone
Disappointed with someone

How are you feeling right now?
Disappointed
Dramy
Bored

What kind of friend are you?
Excited
Calm

When do you eat candy?
Never. You don't eat candy anymore
When sharing it with friends
When taking a break

How would you describe your state of mind right now?
Bright colors would like to be:
In control
Relaxed & happy
Inspired & creative
Wise

What color is your mind?
Red? Yellow? Grey? Blue? Purple? Or green?
And what does it mean? **START HERE**

As a natural leader and a fast thinker, you enjoy being in charge and taking risks. You get annoyed by emotional appeals and irrelevant questions. You're energetic, passionate, and determined, but you're easily provoked and can become angry. You have a great zest for life, and you tend to take on impossible goals—and succeed. Embrace your red mind and feel more enthusiasm for life.

Anything worth doing is worth doing right, because you're a perfectionist. You are calm, intelligent, loyal, and confident. You enjoy keeping your life in order. You are a good listener, but you can expect to be taken seriously. You think more about what could happen than what is happening. Possibilities are what interest you. You are blue. Embrace your blue mind; you will be less stressed.



ISSUE 2 PSYCH

OPTI

READY TO TRY?

Tala Saife AND Shira Inbar

PREPARE TO HAVE

YOUR MIND BLOWN

OPTIC

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What makes a magazine unique

Relief from the screen

Power to surprise

Never compromise on quality

Good luck!



hole
& corner

Independent disruptors and challengers

How to launch a magazine in difficult times

The background of the slide is a photograph of an industrial facility, possibly a power plant or refinery. It features a complex network of white pipes, metal walkways, and structural beams. The lighting is somewhat dim, with some bright spots from overhead lights. The overall tone is industrial and technical.

hole
& corner

1. What is a magazine?
2. Digital transforming the traditional
3. The Hole & Corner story: idea into reality

WHAT IS A MAGAZINE?



It's no longer enough just to be a magazine.

The print ad model is no longer relevant.

It's not just about brand *extensions* – it's about being a multifaceted, multi-channel brand:

- Digital
- Events / Experiential
- Partnerships / Branded content





What does a partnership look like?

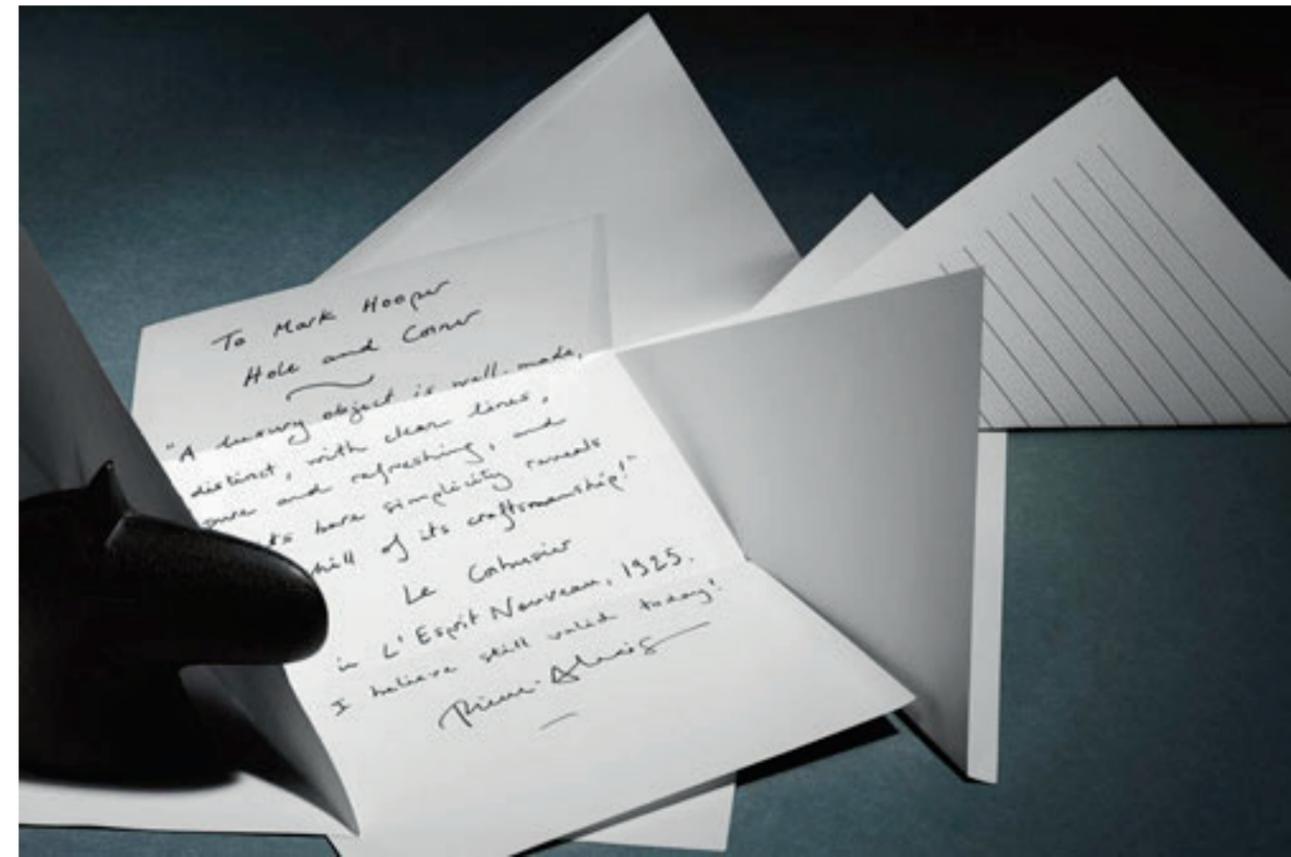
WHAT IS A MAGAZINE?



PARTNERSHIPS / BRANDED CONTENT:

The magazine as agency:

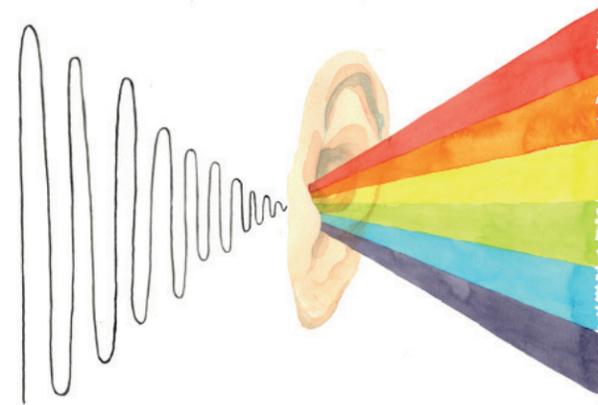
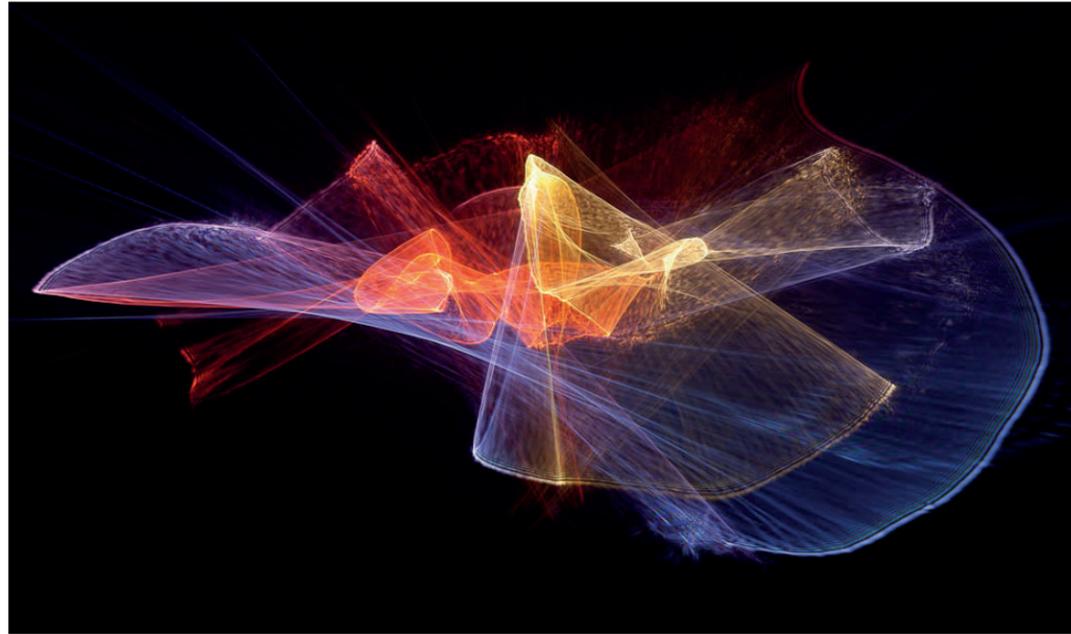
- Workshops and events
- 'Advertorial'
- Collaborations



2

Digital transforming the traditional





Use social media to your advantage

Digital offers both audience targeting and a route to market

Direct distribution

Play on the paradox



Audience insights



3

The Hole & Corner story:
idea into reality

THE HOLE & CORNER STORY



Hole & Corner is dedicated to 'celebrity craft, beauty passion and skill' within the creative industries – a magazine and a lifestyle brand incorporating events, consultancy, film and design services.



Establish your point of difference



ESTABLISH YOUR POINT OF DIFFERENCE



You exist in a crowded market

Don't be afraid to trade off what makes you unique

Niche is good

Who / where is your audience / what are their habits?



Don't wait for the perfect moment

Thank you

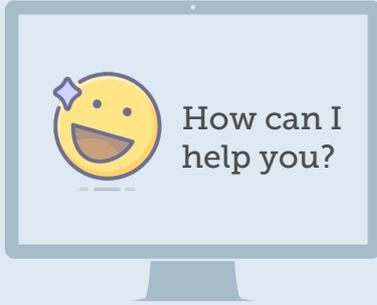
mark@holeandcorner.com

holeandcorner.com

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hole
& corner



The shift from computers as tools to assistants.



An explosion of design diversity.



More titles than ever before!



Affordable managed system and services.



So, what have we learnt...

- The consumer comes first
- Know your audience
- Never compromise on quality
- It's not just a magazine
- Establish your point of difference
- Don't reinvent the wheel
- Change is the norm



pcs
a claverley company

Q&A



Any Questions

