S.W.O.T ANALYSIS

CHELSEA NICHOLS
KINFOLK MAGAZINE

• Founded in 2011
• Lifestyle magazine that explores ways readers simplify their lives, cultivates communities and spend more time with friends and family.
• Leading independent magazine for young creative professionals
• Translated international editions for Russia, Korea and China
• Kinfolk has become more of an empire with clothing lines, a boutique creative agency, 2 books and a new print title launching this year
• Content has evolved into fashion & design as well as lifestyle, and the concept of creativity.
KINFOLK - STATISTICS

- Circulation of 85,000
- 55,000 copies of each issue is sold at $18 per copy
- 14,000 copies per issue were sold in Japan (not in Japanese)
- Website attracts about 175,000 visitors per month
- Branded cookbook that was published Fall 2013 sold over 70,000 copies
- Instagram account has 1 million followers – it’s only updated 1-2 times a week
- #kinfolk is used once a minute
COSMOPOLITAN MAGAZINE

- International fashion magazine for women
- First published as a family magazine in the US, in 1886
- Printed in more than 30 different languages
- Exists across 79 countries
- Has a global reach of more than 100 million people
- Most iconic young women’s media brand
- It’s about empowering women and providing us with interesting and relevant content.
- Target audience – young female students and professionals
COSMOPOLITAN - STATISTICS

- Combined print and digital circulation of 405,308
- Website engages with more than 4.6 million unique users per month
- Twitter & Facebook – Over 2 million followers
- They attract 300,000 active snapchat users daily due to selected article content that disappears after 24 hours
- Cosmo’s content is shared 60,000 times a day, in the UK
- Overall circulation = 3,015,858
DIFFERENCES

• Kinfolk was created to try to break the millennial mould. Cosmopolitan is all about engaging with millennial women

• Cosmopolitan are on a larger scale than Kinfolk in terms of the audience size they are reaching on a daily basis

• Kinfolk community is about offering a one size fits all lifestyle solution, although the models they choose for their editorials are becoming more diverse

• Cosmopolitan embraces individual identities – such as race, ethnicity, different backgrounds
CONCLUSION

• With Kinfolk magazine becoming more diverse and evolving the content they create, more people will want to read it and buy it and so they could potentially attract a larger audience on a similar scale to what Cosmopolitan attracts.

• Kinfolk works so well because it helps to create a lifestyle of ‘do it yourself;’. We are constantly surrounded by technology and trying to mould our life into something worthy of gaining likes on Instagram.

• It wouldn’t work well with either a UK or Global audience though I personally don’t think.

• This is because Kinfolk is all about having a one size fits all solution – one size doesn’t suit everyone. We need to focus on ourselves as individuals and what kind of lifestyle we would like as opposed to trying to create a lifestyle we think we need because we saw it on social media or in a magazine.

• The UK especially has such a wide diverse society which is why a one track mind will not work.
REFERENCES

• http://www.kinfolk.com/about-us/
• http://www.racked.com/2016/3/14/11173148/kinfolk-lifestyle-magazines
• http://www.campaignlive.co.uk/article/cosmopolitan-editor-storr-younger-readers-dont-know-were-magazine/1394699#
• http://www.hearst.co.uk/brands/cosmopolitan
• http://www.mainstreethost.com/blog/indulging-target-audience-cosmo-right/