
Comedy magazine audience research

Posted by GaryP - 2012/01/31 15:32

Hi all,

I am in the process of creating a new comedy magazine concept.

The main editorial content is to be based upon young comedy stand up acts and those new to the showbusiness world.

The plan is to also include an amusing news section and comic strip.

We need to test the water of our average reader and target audience, hence why I am interestd in possible replies on this forum.

To begin with, would you be interested in buying a new comedy magazine? And what age bracket would you place yourself in?

If sufficient replies come I will look to do a full audience survey.

Thanks,
Gary

Re:Comedy magazine audience research

Posted by harsha - 2012/02/27 07:05

Hi Gary,

Nope, i wont be interested in buying comedy magazine. Age(20-25)

I read novels and read few books but i prefer watching CN TV channel rather than reading it.

Hope my opinion helps.

regards,
Harsha

Re:Comedy magazine audience research

Posted by mithun.thakkar - 2012/03/04 08:08

hi Gary,

I recommend you ask outsiders rather than those people who are already in MR. I dont think you ll get a rationalised response in here.

Regards,
Mithun.
