

MAGAZINE NAME:	Annyeong (안녕)
MANDATE, SELL LINE: What is this magazine about? Who is it for? Be specific, and express this in a sentence.	"Your Global Gateway to Korean Culture" Annyeong is a lifestyle and entertainment magazine for fans of Korean culture around the world, especially those living in Canada. It covers the latest in K-pop, K-drama, Korean food, fashion, and travel, helping readers connect more deeply with Korea, no matter where they are.
TARGET AUDIENCE: 1. Primary target audience 2. Secondary target audience	1. Teenagers and young adults aged 16–30 living outside of Korea (primarily in Canada) who are passionate about Korean culture, including K-pop, K-dramas, Korean food, and fashion. 2. aged 30–45 living abroad who are interested in experiencing Korean culture through travel, food, and lifestyle—this includes Korean-Canadians seeking to reconnect with or celebrate their heritage.
MAGAZINE DESCRIPTION: In five sentences or less, a description of your magazine	Annyeong is a vibrant and in-depth magazine dedicated to exploring the many facets of Korean culture. From the latest K-pop news and popular K-drama insights to hidden foodie spots and travel tips, it offers a wide range of engaging content. Featuring expert interviews and contributions from fan communities, the magazine creates an authentic space for cultural exchange. With stylish visuals and rich information, Annyeong brings readers around the world closer to the heart of Korea.
READER BENEFITS: List as many as you can (minimum eight), and order them from most important to least important.	1. Get the latest updates on K-pop news and comeback schedules. 2. Discover new K-dramas along with exclusive behind-the-scenes stories. 3. Explore authentic Korean recipes to try at home. 4. Find inspiration from Korean idol fashion and trendy street styles. 5. Access travel guides and recommendations for hidden gems across Korea. 6. Stay informed about upcoming Korean cultural events in Canada. 7. Connect with fellow fans who share the same passion for Korean culture. 8. Access resources and materials to support fan activities. 9. Participate in giveaways for exclusive merchandise, concert tickets, and more.
COMPETITION: Websites, magazines and other resources, such as books, podcasts and TV programs, that serve this same audience in the same or a similar manner.	- Websites: Soompi, Allkpop, Korea.net - Magazines: KOREAm, K-POP Life - TV/Streaming: Arirang TV, Viki, Netflix (K-drama section) - YouTube Channels: DKDKTV, Korean Englishman, MOGU
DISTRIBUTION: How are you going to reach your audience? How are you going to let them know they have a zine to pick up or a website to visit? How do you get them to log back on or pick up the second issue?	- Distributed at Korean grocery stores, cafes, and cultural centres in major Canadian cities - Free digital version via website and social media platforms (Instagram, TikTok, YouTube Shorts) - QR codes on posters/flyers at K-pop concert venues and events - Email newsletter to keep readers engaged and returning for the next issue - Limited print copies at Korean culture festivals and campus events - Collaborations with K-pop fan clubs and K-culture influencers for promotion
CREATIVE CONSIDERATIONS: Which colours? What typefaces? What mood for illustration and photography? Are there advertisers or sponsors? Use your moodboard, and bring it to class if possible.	- Colour Palette: Bold pinks, electric blues, pastel mint, black/white contrast — energetic but modern - Typefaces: - Headlines: Stylish sans-serifs (e.g., Montserrat, Neue Haas Grotesk) - Body Text: Friendly serif (e.g., Georgia or Noto Serif) - Mood: Bright, playful, high-energy with clean, editorial layouts. Photography is vibrant and idol-inspired. - Advertisers/Sponsors: Korean skincare brands, ramen/snack companies, K-pop merch stores, travel agencies
MISSION, VISION, VALUES 1 Mission: What is the main reason for your magazine to exist? 2 Vision: What does your magazine look like in your mind? Be specific. 3 Values: Which of your core beliefs intersect with this magazine, and in what way?	1. Mission To connect global audiences with the heart of Korean culture and foster a deeper appreciation for its music, food, entertainment, and lifestyle. 2. Vision A visually dynamic and inclusive magazine that's the go-to source for Korean culture fans in Canada and beyond - both in print and online. 3. Values - Cultural appreciation (not appropriation) - Diversity and inclusivity in global fandom - Fun, creativity, and community - Respect for Korean traditions while celebrating modern trends
KEY MESSAGES FROM YOUR MAGAZINE What are the three things readers will learn from your magazine in each issue?	- What's trending now in Korean pop culture - How to experience Korean culture locally or from home - Ways to deepen your knowledge of Korea's traditions and lifestyle