

# Freewheelin'. Development and production of a digital magazine for Irish cyclists

By

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# Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of the MA in Journalism & Media Communications, is my own; based on my personal study and/or research, and that I have acknowledged all material and sources used in its preparation. I also certify that I have not copied in part or whole or otherwise plagiarised the work of anyone else, including other students.

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# Abstract

This dissertation by practice will show that cycling as both an activity and form of transportation is experiencing high levels of growth in recent years. But despite the health, social, environmental and economic benefits that increased levels of cycling can bring, there is currently no magazine publication specific to Ireland to assist in the promotion of encouraging people of all ages to cycle.

Exploring the changing landscape of publishing by examining new methods of bringing a magazine to market using digital means, this project will develop and produce an on-line cycling magazine for web use, which includes additional levels of interactivity over traditional print means.

The magazine will feature numerous lifestyle orientated articles. Through colourful and striking imagery, and informative and descriptive writing, it will aim to shine a positive light on the promotion of cycling in Ireland. The magazine will highlight attractive locations in Ireland to cycle, while delivering a wide range of articles with input from experts in the field of cycling, along with an objective to creating a hub for cycling in Ireland.

The study concludes by reviewing the process undertaken and offering ways and means to further develop the publication to remain on trend with its digital landscape.

The digital magazine, *Freewheelin'*, of 98 pages, produced for this dissertation by practice is available to view on [www.issuu.com/freewheelincycling/docs/freewheelin\\_01\\_aug\\_2017](http://www.issuu.com/freewheelincycling/docs/freewheelin_01_aug_2017)

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# **1. Introduction**

## **1.1. Purpose of dissertation**

The purpose of this dissertation by practice is to create a magazine whose target market is Irish cyclists. The magazine will encompass the broad spectrum of cycling in Ireland to include road, off-road and commuter cyclists.

Primarily lifestyle focused, the magazine will favour ride reviews, bicycle and product tests, technical articles and reader-generated content over competition reports and results. The articles produced will not be of a time specific nature and therefore hold a longer shelf life. The magazine aims to cater to a growing activity whose participants are not currently been served by an indigenous publication. Prior to the commencement of this dissertation, as the Evidence of Research will show, there is currently no cycling magazine available in Ireland catering to the specific needs of Irish cyclists.

With Cycling Ireland — the advocacy for cycling in Ireland — reporting a membership increase of over 25 per cent since 2012 to almost 30,000 members (Cycling Ireland, 2016), and 2011 Irish Census figures reporting almost 40,000 people commuting daily to work, college or school by bicycle (Central Statistics Office, 2011), this body of work will show that there is a viable market for this publication to cater to.

The dissertation will explore the different forms of magazine publishing with a view to creating a digital magazine that is hosted on-line and is free to read via smartphones, tablets and laptops. Examining the changing landscape of publishing and exploring new avenues to publish on digital platforms, will show that for small, niche magazines there is potential to succeed in an on-line, digital-only format.

## **1.2 Structure of dissertation**

Chapter two investigates the market available. It looks at existing research to show how cycling as an activity has both health benefits to the individual and the ability to improve the population's well-being by encouraging more people to cycle. An increase in cycling will also alleviate issues such as traffic congestion and pollution in

cities and towns as studies from Ireland, Europe and New Zealand show. But to encourage more people to cycle there is a need for education, promotion and cycle awareness. With currently no Irish-specific magazine on the market, this is where *Freewheelin'* will aim to fill that gap by promoting cycling in a positive and encouraging light.

The chapter considers the monetary value cycling has to the economy from both an industry and tourism perspective. A study by the Irish Bicycle Business Association (IBBA) shows that cycling contributes a value of €260 million to the economy through shops and businesses, yet these companies have no publication to advertise their products and services to with a specific Irish cycling audience. Similarly, tourism is also boosted by cycling through sportive events. The Tour De Burren generated over €255,000 for the region (Irish Bicycle Business Association, 2011). With over 300 of these cycling sportive events alone taking place in Ireland on an annual basis, there is a great potential for advertising revenue for the magazine.

Chapter three examines how the magazine was constructed. It looks at the options available and budgeted costs for both print and digital media, while deciding on what form of digital platform for the magazine to take.

The chapter explains the decision making process in creating the name of the title — *Freewheelin'* and tag line. Space is given to the selection of the cover image and the design layout of the cover lines. As a digital product it operates in a different medium to print and so a sub-chapter on the explanation and design process of the Menu and Navigation spread was added. To ensure journalistic integrity and newsworthiness of the content produced, the reasons for each article and the process involved for creating the content was explained.

Chapter four discusses the challenges faced during the creation of this dissertation. It discusses in depth the choices made for font and page layouts. It looks at the lessons learned and problems overcome when creating each featured article.

Chapter five answers if the aims and objectives set out were achieved. It reflects on the overall process while adding comment on future developments needed to improve the product.

## **2. Evidence of Research**

### **2.1 Current market competition**

#### **2.1.1 Identifying Irish cycling publications**

The purpose of this dissertation by practice is to produce a cycling magazine marketed to the Irish sector. The content of the magazine can be broken down into three different segments — road, mountain and urban. There will be articles of interest for the road cyclists, the mountain biking and off-road market, plus the urban market i.e. those who use a bicycle to commute to work or place of study.

Currently there are no magazines on offer to the Irish cycling market. While there are a number of Irish based websites, these tend to focus more on the competitive side of cycling, focusing on race results, competitions and top profile athletes. There are cycling websites covering the “urban” aspect but again this mainly revolves around news topics and less of the lifestyle aspect covering rides and product reviews (Appendix A).

There isn't a website covering all bases. It's either one of the three segments, whereas the intention of this cycling magazine is to encompass all three, focusing more on the lifestyle sector, which will be more relative to the many hobby cyclists in the country.

The only Irish based magazine currently available, which intermittently covers cycling, is *Outsider — Ireland's Adventure Magazine*. It focuses on a broad field of adventure sports from mountaineering, cycling, surf, triathlon, kayaking and climbing — covering them both domestically and internationally. Published on a quarterly basis, it's priced at €3.80 (STG£2.95) and available in both Ireland and Northern Ireland. It has produced 73 issues to date (Outsider, 2017) which shows market longevity for a product related to *Freewheelin'*.

#### **2.1.2 International cycling publications sold in Ireland**

Looking to Great Britain and there are many publications to choose and take influence from. However, it is worth noting that no magazine was found that covered all three sectors proposed.

Picking out four publications of note — sold in Ireland — the researcher looked at *Cyclist*, *Mountain Biking UK*, *Cycling Plus* and *Urban Cyclist*. The latter three are all owned by publisher, Immediate Media Company. Where *Cyclist* and *Cycling Plus* cater for road cyclists and *Mountain Biking UK* cater to mountain bikers, *Urban Cyclist* caters to the commuter market.

With both *Mountain Biking UK* and *Cycling Plus* having published over 330 issues each, it is encouraging to see that they — Immediate Media Company — saw value in investing in another publication, *Urban Cyclist*, now in its 20th issue (Immediate Media Company, 2017). Seeing value in adding an urban publication to compliment their existing off-road and road audiences indicates that by bringing those three sectors together into one publication looks viable with potential to succeed within a smaller Irish market.

British ABC circulation figures January-December 2015 are available for the following:

Cycling Plus: Combined 43,746; Print 38,830; Digital 4,916

Mountain Biking UK: Combined 28,992; Print 26,641; Digital 2,351

Cyclist: Combined 26,734; Digital n/a

## **2.2 Why promotion of cycling benefits the public's health**

### **2.2.1 Health benefits of cycling**

Maintaining a level of physical activity improves health and well-being. The UK's National Health Service (NHS) recommend that for adults aged 19-64 years, at least 150 minutes of moderate aerobic activity per week will help them to form a healthy lifestyle. Increasing the intensity level to two 30 minutes sessions of vigorous aerobic activity per week will equate to that of 150 minutes at a moderate level (Nhs.uk, 2017).

Cycling is an activity that can help meet these requirements. It's accessible, it's cheap and it's easy to do. Factoring in that it can be supplemented as your means of

transport to work, shows that the importance of cycling shouldn't be underestimated by the public or government.

A recently issued study by the British Medical Journal investigated the association between active commuting and incident cardiovascular disease (CVD), cancer and all cause mortality. The study focused on the mode of transport used by 263,540 participants across 22 UK locations over a five-year period to commute to and from work on a typical day (British Medical Journal, 2017).

Previous studies had already established active commuting of walking and cycling as a feasible and important way of increasing physical activity into daily life but findings were limited due to the lack of clarification regarding associated illnesses as well as offering no clear differentiation between commuting by walking or cycling. What this updated study went on to find was that commuting by cycling produced the lowest risk of CVD as well as a lower risk of all cause mortality and cancer — even over walking.

Mixed mode commuting — commuting by public transport and cycling or walking — was associated with some benefits but only if the active component comprised cycling. They found that encouraging active commuting, particularly by bicycle, may be a viable approach to deliver health benefits related to physical activity at the population level. Cycling commuters and mixed mode cycling commuters had greater overall fitness levels.

With the large population size of the study offering sufficient power to compare different forms of active commuting and mixed mode commuting in relation to a range of outcomes, shows that active commuting, in particular cycling — and thereby cycle lanes, city bike hire and cycle schemes — present major opportunities for the improvement of public health.

But there's not just physical health benefits to cycle commuting, there's also a boost to mental well-being too. A UK study by the Preventive Medicine Journal suggests that those who walk or cycle to work benefit from improved mental well-being over those travelling by car (McNamee, 2014).

Over an 18-year period collecting data from 18,000 commuters in the UK aged between 18-65, the study considered aspects of psychological health such as worthlessness, unhappiness, sleepless nights and capability of dealing with problems. They also considered factors known to affect well-being such as income, children, relationship changes, moving house or job.

Compared to driving, well-being was higher when using active travel or public transport.

Use of active travel reduced the likelihood of two specific symptoms of distress. Well-being increased with travel time for walkers, but decreased for drivers. Lead researcher Adam Martin, told the National Institute for Health and Care Excellence (NICE) (Nice.org.uk, 2014)... “Our study shows that the longer people spend commuting in cars, the worse their psychological well-being. And correspondingly, people feel better when they have a longer walk to work.”

## **2.3 How encouraging people to cycle benefits towns and cities**

The research paper *“EU Europe Cycling Towns and Cities”* outlines a study carried out in the Netherlands regarding the reassessment of prejudices motorists have over cycling when they needed to commute by bike when their car was immobilised for a period of time.

Those in the study found that cycle commuting was much better than expected, changing their negative opinion on the activity. Of those surveyed, 52 per cent felt that the actual effort of cycling was better than expected and 46 per cent found that door-to-door speed i.e. getting from A-to-B, was better than expected. On the subject of weather conditions, 67 per cent felt cycling was much better than expected. For comfort and the carrying of things, the answer of worse than expected rose to 20 per cent but still remained in the minority (Dekoster and Schollaert, 2009).

What the study outlines, as simple as it was, is that education is important. Promotion of cycling as a viable and normal means of transport is what’s needed most to grow its potential. In Europe 30 per cent of trips made in cars are less than three kilometres and 50 per cent are less than five kilometres. This is a startling figure of

congestion, pollution and ill health that could be challenged if activities like cycle commuting become normalised and catered for, adding weight to why a cycling magazine catering to the Irish market would be beneficial to increase cycling awareness.

The Dutch research paper also makes an interesting argument to encourage cycle commuting. With the bicycle seen as an instrument of leisure, therefore encouraging cycling, firstly as a hobby, is a good way to relaunch its more general use. Cycle routes that join together tourist routes — canal towpaths, greenways — will attract the recreational cyclist first but in time they feel this will normalise cycling to point where the bicycle and the cycle networks are then used on a daily basis (Dekoster and Schollaert, 2009). Therefore a magazine to promote these cycling activities in a positive and attractive light will help to educate and inform the general public of their presence.

Studies by the European Cyclist Federation (ECF) have shown that cycling dramatically increases the catchment area of public transport. Most passengers will consider a 10 minute trip to a public transport stop acceptable. On foot that is approximately 800 metres but by bicycle this increases to 3.3 kilometres and therefore increases the catchment area of the bus stop to 35 square kilometres as opposed to two, making it 15 times larger (European Cyclists' Federation, 2016).

This still presents the need of secure bicycle parking or the ability to carry it on public transport. Ireland is following cities like Copenhagen in Denmark and Berlin and Dresden in Germany, who allow bicycles onboard trains. Iarnrod Éireann welcome bicycles free of charge on off peak DART and commuter services, while folded bicycles can be carried free on all Commuter and Dart services, with no time restrictions (Irish Rail, 2017). These are steps in the right direction and an example of where a cycling magazine can lend weight to show increased access to public transport with the bicycle is important.

Bicycle parking is much more effective than car parking. Ten bicycles will fit in a single car space. Acting on this knowledge, the Netherlands have cycle stations at bus and train stations that hold on average 1,000 bicycles. It supports the theory put forward by the European Union's Intelligent Energy – Europe Programme granted by

the Executive Agency for Competitiveness and Innovation's (EACI) project, Promoting Cycling for Everyone as a Daily Transport Mode (PRESTO) that to encourage cycling as a means of transport you must recognise the importance of parking and storage. A bicycle parking policy with long and short term storage options will manage the potentially large number of bicycles in a public space and reduce bicycle theft (Dufour, 2010).

Where short-term parking ensures cyclists can still get as close as possible to their shops or amenities for quick access, the long-term but more secure option will help to encourage cycle commuting to places of work according to Dufour's research. Cyclists will be willing to sacrifice a few extra minutes of walking to their place of business in the knowledge that their bicycle is secure.

A cycling magazine can provide a platform from which to ask these probing questions and provide a voice on behalf of the public to help lobby for changes to the commuting infrastructure for cyclists in Ireland. It can promote and advertise independent Irish businesses like Cyc-Lok (Cyc-Lok, 2017) and Bike Locker (Bike Locker, 2017) who are focused on the cycle-commuter market.

### **2.3.1 Case Study: How cycling is benefitting New Zealand**

Looking to the opposite side of the hemisphere, New Zealand is a country not too dissimilar to Ireland. With a population of 4.5 million it matches that of Ireland, its temperate climate of mild temperatures, moderate rainfall and cold winters are comparable too.

In March 2016, the New Zealand Transport Agency (NZTA) issued a study that looked at the benefits of investing in cycling in New Zealand communities. Their findings showed health benefits for the population, improved travelling conditions in towns and cities with a boost to local economies, while overall benefiting the environment (NZ Transport Agency, 2016).

Currently cycling is the third most popular form of recreational activity in New Zealand with 24.8 per cent of adults participating in it (NZ Transport Agency, 2016). Evidence

shows that communities with higher number of people cycling and walking have better health profiles than those in less active neighbourhoods.

The NZTA study reported that following the construction of a cycling network in New Plymouth, the region saw a 35 per cent increase in cycling between 2006 and 2013. There was also a 50 per cent increase in the number of people commuting by bike on shared pathways.

In Hastings, cycle crash rates over two years fell to one-third of what they were following a network of cycleways built. In that timeframe they also saw a 20 per cent increase in cycling. An evaluation of the Hasting's iWay Cycling Network also indicated a 3.6 per cent reduction in traffic volumes shortly after it was opened.

The Christchurch council predict an additional 50,000 car trips per day to the city by 2041 unless there is a shift to walking, public transport and cycling. Using a study from the Queensland Department of Transport and Main Roads, they reported the combined environmental benefits of reducing noise and greenhouse gas emissions, and improving air quality, equates to around 5.9 cents (NZ\$) per kilometre walked or cycled and therefore a switch to cycling and active commuting benefits both the environment and running costs of the council.

## **2.4 Identifying the Irish market: Who is cycling and where**

Ireland is currently enjoying a growth in cycling. This is for a number of reasons. It can be a relatively cheap activity to pursue and learn. And it has many fitness and health benefits as outlined above. For those who use cycling as a form of transport, it combines those health and fitness benefits with an inexpensive method of commuting to work.

According to governing body, Cycling Ireland — the National Governing Body for the sport of cycling on the island of Ireland — there are an estimated 250,000 people riding a bike regularly in Ireland. This ranges across all three sections of my proposed magazine — road, off road and urban.

Figures released by Cycling Ireland show that there are over 450 clubs set up across the country catering to its members. From 15,331 members in 2012, Cycling Ireland's membership at the end of 2016 stood at 28,517. Although membership figures slowed down from the previous 25 per cent annual growth in recent years, 2016 still showed a three per cent growth (Cycling Ireland, 2016). Cycling Ireland is focused on addressing the churn rate — those who join for one year and then don't renew the following year. Combatting that sector will significantly raise their membership numbers but from this dissertation's perspective it indicates that there is a strong audience of people with a deep interest in cycling and not necessarily a competitive one.

At 65 per cent of their total membership figures (Cycling Ireland, 2016), Leisure Licence holders — non competitive and sportive cyclists — are Cycling Ireland's largest group of cyclists. This proves that producing a lifestyle magazine as opposed to a competition driven one, will appeal to a much larger audience of cyclists.

Female membership is at 20 per cent, which is encouragingly above the European Federation female average of 14 per cent (Cycling Ireland, 2016) and shows a need to include where possible female specific content. Indicating potential in a youth audience, there are 2610 members under the age of 16.

According to the 2011 Irish Census — awaiting findings of the 2016 Census (available August 2017) — cycling has increased by 10 per cent nationally between 2006 and 2011. In 2011, 39,803 people commuted to work by bicycle. Outside of the Dublin area this figure was 14,264 people (Central Statistics Office, 2011).

In November of each year the Dublin City Council (DCC) conducts a traffic count at 33 locations on the Canal Cordon formed by the Royal and Grand Canals to record the number of people accessing the city centre during the AM peak between 7:00 and 10:00 hours.

The Dublin City 2016 Cordon Count report and figures show that over 12,000 people cycle into Dublin city each day. The report indicates a growth of 1,000 cyclists (11 per cent) crossing the canal cordon from 2015 to 2016 and an increase of approximately 7,000 people actively commuting since 2006. It is now at its highest level since

records began 20 years ago. Cars still top the table at almost 52,000 but the trend shows a consistent reduction in cars during the 10-year period while cycling and active commuting increases (National Transport Authority, 2017).

Factoring in dublinbikes' annual subscription of 68,883 members (dublinbikes, 2017), shows the high volume of people who use the bicycle as a means of transport and therefore form part of the already established market of cyclists in Ireland for which the magazine can target.

## **2.5 Financial benefits of cycling**

The Irish Bicycle Business Association (IBBA) — the Irish trade body representing cycling retailers and businesses with the cycling market in the Republic of Ireland — issued a financial report on the value of cycling to the economy (Irish Bicycle Business Association, 2011).

IBBA estimate that the bicycle industry is worth over €260 million to the Irish economy with 95,000 bicycles being sold in Ireland during 2014. However, some of this can be attributed to the hugely successful Cycle To Work Scheme introduced by the government in January 2009 (Revenue.ie, 2017). It offers a 47 per cent tax relief on bicycles and equipment up to the value of €1,000. From 2009 to 2011, the scheme created an estimated net revenue to the exchequer of €19.1 million when the VAT paid was offset against the PAYE savings. (Irish Bicycle Business Association, 2011).

The report confirms that regular cyclists take on average one less sick day per year leading to a nation-wide economic saving of €13.5 million per year. From a financial point of view, these figures help to cement the fact that during this clear period of growth there is a need for increased awareness and positive promotion of cycling in Ireland. The magazine can achieve this directly to a core audience of cyclists, while also working to promote indigenous shops and businesses through advertising.

Fáilte Ireland reported in 2011 an estimated €200 million was spent on cycling tourism (Failte Ireland, 2013). With visitors who engaged in cycling increasing from 178,000 in 2011 to 350,000 in 2015, they expect this revenue to grow substantially. In

the first four months of opening in 2017, The Waterford Greenway, opened to cyclists and pedestrians has seen footfall in the area increase by 54% and businesses see a bounce of almost one-third in custom as tourists flock from Letterkenny, Switzerland, the USA and France (Fegan, 2017).

The increase in cycling events, namely sportives (non-competitive organised events) has indirectly provided a boost for local tourism. IBBA estimate that sportive events like the Tour De Burren generated over €255,000 for the region (Irish Bicycle Business Association, 2011).

## **2.6 Taking a digital stance and its justifications**

Publishing is a changing landscape. As consumers develop more and more into an online community, consuming news and information from internet based outlets through smartphones and tablets, it continues to challenge and test the traditional forms of publishing like print media — newspapers and magazines.

Before pushing forward with the design and implementation of a magazine, the medium by which it's delivered must be considered — printed press and a hard copy of the finished product or digital means, keeping it solely on the internet, viewable through smartphones or both?

It's a debate that challenges even the longest and largest established publishing companies as they grasp the pros and cons of both in an effort to keep traditional forms of media alive and successful, while at the same time working with what digital has to offer.

Duan Stokes, Publishing Director, Hot Press quotes, "We are committed to offering our consumers the content they love however they want it and it is great to see such a strong print performance at the same time as we continue to grow our overall audience digitally and to further develop our other brand touch points," (Aungier, 2015).

In June 2015 a report by ZenithOptimedia showed that time spent reading printed newspapers worldwide fell by 25 per cent in four years. The amount of time spent

reading the newspapers dropped from a daily average of 21.9 minutes in 2010 to 16.3 minutes in 2014. ZenithOptimedia estimated that this global average will have dropped further to 14.1 minutes by 2017. While there is a distinct drop in the consumption of traditional media, the report highlighted the rapid rise in time spent online. By 2017 the average British internet user will spend almost three hours per day online, showing a 115 per cent increase over 2010 levels.

“Although print is declining, publishers have never been read by more people,” said Jonathan Barnard, head of forecasting at ZenithOptimedia. “The growth of devices has been at the forefront of this shift from traditional paper-based consumption to mobile, tablet and desktop consumption.” (Sweeney, 2015).

For a start up magazine in what could be considered a relatively niche market — cycling for Irish cyclists — the decision made is to peruse the digital route. Removing the financial costs of print copies (Appendix B) and distribution, by supplying the product solely online, is immediately more feasible.

With the product reachable through the push of a button and internet connection, it is not restricted to the newsagent’s shelf and as such potentially has access a wider reach. However, a move to digital should not be regarded as an instant increase of numbers.

“As newspaper’s and magazine’s circulation continues to shift from print to digital, the extent of this digital growth is not uniform. The overall print circulation fell 4% year-on-year according to the UK Audit Bureau of Circulation. In the digital realm, the true strength of digital growth is hard to gauge as several digital editions such as Cosmopolitan, Wired and Daily Mirror saw decline in numbers. Whereas digital editions such as The Economist and Daily Mail have seen an increase year on year. Overall, the National Readership Survey 2016 demonstrates the consumption from mobile and online adds a further 107% audience reach to individual news brands and 68% for magazines.” (Varsani, 2016).

As the digital market develops, so too does the medium by which the magazine is viewed. The options are wide and varied and not bound by the traditional page-by-page flip book that replicates a printed copy. A digital magazine creates opportunities

to add interactivity, sound, video and linkable advertising in a manner that can deliver both reading material and entertainment to the consumer.

“The key is establishing where, when and who you are reaching as well-designed and packaged print content still creates a unique premium feel that digital content will always lack. We consume content differently on PC, mobile and tablet. Print provides a tactile human experience where the reader can sit back and enjoy “me” time in privacy, without being invaded by targeted digital ads being served up in real-time based on your browsing history or digital footprint. Mobile provides consumers on the go with short snippets of relevant news (content snacking) whilst tablets allow readers to manipulate the content in beautiful ways by touch to scroll and swipe seamlessly (Varsani, 2016).”

### **3. Constructing and Designing the Product**

This chapter outlines the various stages and steps taken to create issue #01 of digital magazine *Freewheelin'*.

#### **3.1 Choosing the digital publishing platform**

Before considering the design of the magazine, consideration was given to the end product. Many different publishers exist, offering many different methods of publishing and levels of interactivity. Therefore they expand further than the tried and tested design tool InDesign. Publishers like Mag+ and MagLoft take the finished PDF design and allow further customisation, adding seamless slides and scroll features between articles. They do however charge a fee. MagLoft has a Standard package starting from \$99/month (MagLoft, 2017) while Mag+ offer two APP platforms with basic fees starting at \$39/month. But for more serious APP publishing (with detailed analytics), prices increase to a starting fee of \$999/month (Mag+, 2017).

Naturally that can dramatically increase operating fees and as such must be taken into consideration. Following the traditional flip book style product, but with options to embed video and advertising links, the first issue of *Freewheelin'* will be published on Issuu.com. The leading publisher in digital flip book magazines, Issuu have published over 25 million documents and their library of content receives over four billion monthly page views from over 100 million unique visitors and is used from startup publishers to world renowned publishers like Forbes (Issuu, 2017).

While they offer a free entry level Basic account, their Premium account is reasonably priced. For \$35/month customers get a banner-ad free account with customisable embeds allowing the magazine and individual magazine features to be independently embedded (Issuu, 2017).

This plan is beneficial because it then allows advertisers, manufacturers and suppliers of goods and products for testing to individually share and embed their specific review onto their own company website, within their own social media channels or in their monthly newsletters to their consumers without having to share

links that start from page one of the magazine. The importance of this allows them to avoid potentially sharing a competitor's product or service.

Readers who simply want to share a feature they've read can quickly and easily share the starting page of the article with their friends and colleagues using the social media links that Issuu have built into their navigation tools.

Full analytics then allow tracking of the hit rate and success of each page in terms of readership and time, while also getting analytics on advertiser engagement (Issuu, 2017). This will be critical in helping to generate advertising revenue by showing current and prospective advertisers the success rate of the magazine.

Analysing the success rate of each page from an editorial point of view shows what features per issue were the most engaging, read and shared. Over time this information can then be used to tailor the content produced to suit the readership, which in turn can offer a distinct advantage over traditional print media.

### **3.2 Explanation of magazine title**

The chosen title for the cycling publication is *Freewheelin'*. The name originates from the cycling term freewheeling, the adjective of freewheel — to ride a bicycle with the pedals at rest (Oxford Dictionaries | English, 2017).

The phrase freewheeling is not constrained to one specific discipline of cycling and instead identifies with the bicycle whether the user chooses to use it for competition, hobby or means of transport. It also offers a sense of “positive and easy-going” cycling — to cycle without effort. Secondly, the use of the word “free” in the title indirectly informs the reader that this magazine is free to read.

### **3.3 Explanation of tagline**

The accompanying tagline for *Freewheelin'* is “2 wheels | 1 passion”. Short but to the point, its message reads that all forms of cycling are covered in the publication and that regardless of discipline we all share the same love of the bicycle.

The bottom margin of the cover page of *Freewheelin'* features a secondary tagline “Road-MTB-Urban”. This is intended to highlight that road cycling, mountain biking and commuting articles are contained inside.

### **3.4 Logo design**

In the creation of the magazine name the sans serif font Woodhouse was used (Booth, 2017). Bold and clear, the use of this font was preferred over a script or serif font. Always considering the end product, Woodhouse remains clear and easy to read when the cover is scaled down to view on a mobile phone or tablet. Placing the word “Free” at 90 degrees to the left, iterates to the consumer that the magazine is free to read.

The use of a cycling symbol or landscape was omitted from the end design. When incorporating a logo into the title of the publication, detail in the logo was lost when scaled down to view on a smartphone. Secondly, valuable design space on the cover to include additional cover lines was lost.

Appendix C (p.47-48) provides a selection of sample titles for *Freewheelin'* with the second sample used as the final design.

### **3.5 Page size**

The template for the magazine was designed to an A4 scale. An industry standard in publishing, the A4 sizing matches in with a standard advert design size.

### **3.6 Page Numbering**

Pages numbers were deliberately omitted from the design of this publication. The end product is uploaded to hosting site [issuu.com](http://issuu.com) which provides its own page numbering system. The addition of page numbers in this magazine would only repeat what was already provided by [issuu.com](http://issuu.com) while also reducing the available design space on the page. Furthermore, if the magazine progresses to a more interactive publishing platform like Mag+ or MagLoft, these page numbers would be obsolete.

### **3.7 Cover image design and layout**

The image selected for the cover of *Freewheelin'* was taken from the primary feature — the Vitus Zenium SL Pro Disc bike test. The image is unique in that it is not repeated elsewhere in the magazine. Consideration was taken regards the orientation of the bicycle. Using a lateral/side profile of the bicycle as opposed to a head-on image gave greater emphasis to the bicycle. The brand name of the bicycle is clearly visible on the frame of the bicycle, without the accompanying text to highlight the feature.

Using an image from the bicycle test also indirectly allowed products supplied by Spin11 and 100% — cycle clothing and glasses — feature on the cover too.

Consideration towards the end user — mobile and tablet — was also taken and so the number of cover lines was kept to a minimum of three — Tested, Sunday Spin and New Gear. To incorporate two additional features, distinctive images of the Dublin Bike and mountain bike skills feature where added to the bottom third of the page. This allowed highlighting of all three disciplines on the cover page. Text was not added to the secondary images as when viewed on a mobile or tablet it appeared illegible.

The bicycle test cover line design represents a rubber stamp using a circular background and font “Capture it” for the word “Tested”.

The red and white colour scheme for “Sunday Spin” represents the colours of County Louth.

### **3.8 Explanation of menu and navigation spread**

It's important not to assume that all readers are proficient in reading a digital magazine. For some it may be their first time. Information on how to navigate through the magazine and how to use the interactive buttons of the magazine has been provided in the “Menu and Navigation” spread.

Font “Smartphone icons” were used to simulate a tablet device. Social media icons for Twitter, Facebook and Instagram, under a Creative Commons licence, were used (Design, 2017). These were then given a weblink as external landing pages for the *Freewheelin’* social media pages.

Fonts “library”, “Heydings control”, “Cycling” and “sTmedia icons” were used to simulate the interactive actions of the magazine.

### **3.8.1 Description of interactive actions**

- I. Click to navigate direct to article: Used in the contents page. Clicking the image/description of an article allows the user to navigate directly to the opening page of that article.
- II. Swipe left or right to change page: Swiping left or right on the device’s screen allows the user to change page.
- III. Double tap screen to expand: If the reader wishes to zoom in on the text or images they can double tap the screen to do so.
- IV. Click to view product technical information: This icon is found in bicycle tests or product reviews. It allows the reader to “jump” directly to the technical information about the product at the end of the article.
- V. Click to view ride impression: This icon is found in a bicycle test. It allows the reader to “jump” directly to ride review of the test. To rectify a reader who opts to view the technical information first (and therefore miss the ride impression), an additional icon is located in the bottom right hand corner of the technical information.
- VI. Click link to visit external website or advertiser: Advertisements and website links are active and allow the reader to visit the advertiser’s own website by clicking through from the magazine.

## **3.9 Contents page design and layout**

The intention of the contents page was to design a layout that meets the different needs of a digital magazine. Written text in sequential order of the articles was not the most appealing to the eye. Care also needed to be taken to the size of the layout when viewed via a mobile phone or tablet. The box layout provides more room for the

reader to select a feature to read without accidentally pressing on the wrong article. Images appear more engaging and enticing to the reader and are accompanied by a short title and brief description. The layout is symmetrical with three identically-sized articles equally spaced to the outside of the inset article.

Font type for “Contents” is 806 Typography at 90pt. Font for “Issue #01” is Grand Sport Slight Italic at 24pt.

### **3.10 Editorial**

The editorial is the only single page (half spread) article in the magazine. The purpose of this is to allow space for an additional single page advert towards the front of the issue.

### **3.11 Masthead**

As discussed in the flatplan, the masthead was placed on the back page of the magazine. Included in the masthead is an “About Us” comment on *Freewheelin'*, a list of contributors to issue one of *Freewheelin'*, thank you to those who supported the issue, plus a disclaimer.

#### *“Disclaimer*

*A lot of blood, sweat, tears and time went into the publication of Freewheelin' so please respect it. Nothing in this publication can be reproduced without written permission from Freewheelin'. The views and opinions in this magazine are for information only. Readers are advised to contact directly with retailers and manufacturers regarding the price of products and services discussed in this magazine. Contact [robert@freewheelin.com](mailto:robert@freewheelin.com) for more information.”*

### **3.12 Flatplan**

A flatplan was drawn up to plan the layout of the magazine articles and advertising space. The template of the magazine for hosting on [issuu.com](http://issuu.com) follows a traditional print magazine spread with a single cover page and a single back page, with an unlimited number of pages in-between (Appendix D).

The two primary adverts of the magazine were placed directly after the cover page in a double page spread (DPS) format. From an advertising point of view these are the most lucrative positions to place an advert in a digital magazine as they are the most popularly viewed pages.

The menu and navigation spread (two pages) followed the two DPS adverts. The contents page followed next.

A half spread was allocated for the editorial comment. Doing this allowed the inclusion of an accompanying single page advert. The gallery “The Big 3” was positioned after the editorial.

As the lead feature the decision was taken to place the bike test as the main opening article of the magazine. The greatest page performance of a digital magazine is the content closest to the cover page. Reader interest drops further into the issue. Therefore having identified the bike test as the lead feature it was necessary to situate this as the opening article.

Subsequent articles were then allocated by alternating genre. The intention was to avoid having two features of the same discipline follow each other. Alternating road cycling with commuting and mountain biking kept content fresh and varied. Inserting short features such as “My Ride” and “New Gear” between longer articles allow for bitesize reading where the consumer doesn’t need to become too involved with the piece of writing. Readers may be viewing the magazine during their working lunch break or daily commute and so shorter features will be more suited to that time frame.

Traditionally a masthead is placed in conjunction with the editorial or contents page of a print magazine. For a digital magazine that space is too valuable. Also a traditional rear cover advert is not possible with digital publishing, meaning the final page of the magazine is least valuable from an advertising and editorial point of view. Therefore this is where the masthead was placed.

### 3.13 Content creation and ideas

To generate content ideas for the first issue of *Freewheelin'*, cycling magazine monthly publications *Cyclist*, *Urban Cyclist*, *Mountain Bike UK*, *Cycling Plus* and *Singletrack* were studied to understand a common format.

These magazines have the largest readership in the UK and are of the longest running publications for their respective sector within the cycling industry. While the magazines focused on either road cycling, mountain biking or commuting, content themes were similar. There is a noticeable lack of competitive cycling i.e. race results and reports. Even interviews with high profile competitors were not covered.

Instead the magazines were more lifestyle orientated with in depth content that did not have a specific shelf life. Content was less time sensitive. Across all titles bicycle tests were the most prevalent ranging from single bike reviews to long term reviews and multiple bike comparison tests.

Aside from *Urban Cyclist*, ride outs were of equal importance. These ranged from UK based cycle rides to foreign holiday style cycles. *Cyclist* also used an image from their main cycle ride feature as a magazine cover shot (Muir, 2017). Thirdly, all titles covered both product and clothing reviews. *Urban Cyclist* featured numerous industry interviews with bike builders and frame builders. Based on this information a list of content required for the magazine was built.

#### 3.13.1 Breakdown of magazine's featured articles

Considering the three sectors of the cycling industry the magazine is covering — road, mountain and urban — the proposed features were compiled as follows:

- I. Article 1&2: Bike test — road and mountain bike
- II. Article 3, 4, 5: Sunday Spin — road, mountain bike and urban
- III. Article 6: How to prepare for a sportive event — road
- IV. Article 7: The Big Interview
- V. Article 8: How to mountain bike skills
- VI. Article 9: How to bicycle maintenance
- VII. Article 10: My Ride

VIII. Article 11: The Big 3

IX. Article 12: New Gear

### **Article 1 – Bike Test: Vitus Zenium SL Pro Disc Test**

Vitus Bikes kindly provided a Zenium SL Pro Disc for the road bike test in this issue. Following numerous email conversations with their brand manager Steve Kitchin, Vitus organised a short-term loan of their Zenium SL Pro Disc for testing. The bike itself is Vitus' top-spec third tier model. Using disc brakes it is targeted at the sportive and leisure cycle market, which connects both the bike test review and the sportive feature together.

Appendix E (p.50) provides the design layout for a *Freewheelin'* bike test. Sketch A: Opening Spread shows placement of image, title and text plus interactive action. Sketch B: Technical Inspection shows placement of bike details and addition of interactive action.

Appendix F (p.51-52) provides the *Freewheelin'* style guide for writing a bicycle review.

### **Article 2 – Bike Test: Specialised Stumpjumper FSR**

This mountain bike was acquired for testing through a collaboration with bicycle shop Green Bikes of Newry, Co. Down. With many bicycle shops offering demo bicycles for customers to try before they buy, they therefore have new models at hand without needing to contact manufacturers directly. In exchange for exposure, Green Bikes were more than happy to provide the mountain bike on loan for the test. The testing of the bike itself was also topical as there is a market shift towards the larger 29 inch wheel size over the industry standard 27.5 inch wheel size. With the Specialised Stumpjumper FSR equipped with 29 inch wheels this is a topical, on trend and first test for the Irish market, making its timing newsworthy.

### **Article 3 – Sunday Spin: The Wee County's Coastline Ride**

The cycle rides are the unique selling point of this magazine over its UK counterparts as they are specific to Ireland. The intent is to capture lustful cycling imagery of Ireland's picturesque and often spectacular landscape. Combined with vivid and descriptive text, the intention is to inspire the readers of *Freewheelin'* to go out and

cycle these routes. In this Sunday Spin feature, cycling County Louth's coastline creates an intermediate level route that wasn't mountainous but challenging in length.

In preparation for this article, Google Maps was used to plan the route. With an 86-kilometre route, Google Map's Street View was utilised to study possible photo points. The 360-degree view service made it possible to determine where on the route would deliver the best imagery of the ride.

#### **Article 4 – Sunday Spin: Red Rossy**

The island of Ireland is gaining mountain biking popularity. The country is seeing a growth in purpose built trail centres with marked and ability graded routes for mountain biking. Selecting the centre at Rostrevor in County Down, and its 27-kilometre long Red Trail, the article uses descriptive writing to explain what it's like to ride. Infographics and additional text boxes then provide the reader with all the information — direction, facilities, additional trails — needed to prepare for a day of mountain biking there.

#### **Article 5 – Sunday Spin: Dublin Bikes**

Catering for the tourist and commuter sector, the feature on dublinbikes takes a service that is predominately used for commuting and transforms it into a leisure and tourist activity. The combination of vivid imagery and descriptive text will inspire and encourage readers to recreate the ride, while additional boxouts provide the information necessary to do it. Third party reviews help build significance and human interest, newsworthy elements.

#### **Article 6 – How to prep for a Sportive**

Non-competitive cycling events known as sportives are growing in popularity in Ireland with over 300 held annually (Sticky Bottle, 2017). Many taking part are new to cycling and therefore seek information on what's required to do them. The article works through an important list of mechanical checkovers prior to the event, along with top sportive events to do in Ireland and abroad. The inclusion of this feature helps to increase the significance of the road bicycle test, which is marketed towards those interested in sportives.

## **Article 7 – The Big Interview**

As the advocacy for cycling in Ireland, the interview with Cycling Ireland addresses topical issues of cycling and cycle commuting with experts and spokespeople in the field. Preparing a list of questions to cover commuter related topics from cycling networks, funding and infrastructure to the proposed Minimum Passing Distance Legislation (MPDL), resulted in valuable, informative and exclusive information for the readers of *Freewheelin'*.

Through an email exchange with Cycling Ireland's Communication's Officer Heather Boyle, a date and time for a face-to-face interview at their head office in Dublin was organised. The prepared questions were asked and answers recorded by dictaphone (Appendix G). The 45-minute interview was then transcribed before editing into the final magazine piece.

## **Article 8 – Mountain Bike Skills**

Intended as a regular feature, *Freewheelin'* partnered with top Irish mountain biker and riding coach Colin Ross for a mountain bike skills piece. Ross' credentials speak for themselves with multiple Irish titles and a three-time winner of the prestigious Red Bull Fox Hunt Race (Ross, 2017). Associating an expert like Ross with the magazine adds strong credibility to the title, while offering readers advice from an expert they can both relate to and learn from.

Contacting Ross by email exchange, a date and time was set to meet at Rostrevor Mountain Bike Trails in Co. Down to create the article.

The main image — pp.80-81 — created for the skills piece is a sequence of six images layered into one image in Adobe PhotoShop. With a camera placed on a tripod to prevent shake and movement, a 10-sequence burst of photos were taken. The best six were then layered together to create the action image (Appendix H). Speaking into a dictaphone, Ross then discussed the riding techniques, which were later transcribed and written up.

### **Article 9 – How to bicycle maintenance**

The second of the magazine's regular features focuses on the mechanical maintenance side of cycling. As a qualified bicycle mechanic, with a strong family history in cycling, Aaron McCann's depth of knowledge is invaluable in bringing these features together. Discussing regular maintenance tips and tricks will hopefully entice readers to seek out each new issue. McCann also penned the road cycle bike test.

### **Article 10 – My Ride**

The My Ride feature is one that is unique to the magazine and not a topic covered in the above titles. The purpose of this feature is to generate reader content. Engaging with the magazine's audience will help to understand more about the audience's wants and needs by finding out what bicycles they are riding and where and with whom they are cycling with.

### **Article 11 – The Big 3**

The Big 3 is a gallery of images across the opening six pages. Powerful and captivating images, one used from three of the issue's main features, the image includes a short 50-word piece of text to deliver an inspirational message or tell the back story to capturing the photo. It will also host a direct page link to that feature within the magazine. "The Big 3" logo was created using 806 Typography font.

Appendix I (p.56) illustrates the proposed page layout for The Big 3.

### **Article 12: New Gear**

Product reviews are another area to deliver tests and reports. From clothing to safety products and hardware parts, it provides additional areas of the market to engage with more manufacturers. *Freewheelin'* can deliver honest appraisals to its readers of how these products fair for use before considering a purchase.

Spin 11 were contacted by email to assist with this product feature. Following an email exchange with their Marketing/Sales & Brand Development manager Damien Duggan, Spin 11 provided *Freewheelin'* with cycling clothing to feature in the Vitus bicycle test and New Gear articles.

Appendix J (p.57) details the proposed layout for product reviews.

## 4. Discussion

### 4.1 Font sizing

Throughout the design of the publication legibility of the content was one of the most important factors to consider and so thought was put into not just the type of font used but also the size and spacing. The magazine will be read on a smartphone or tablet and therefore each page must have clarity and adequate spacing between the text, images and headings.

The font used in the body copy text was repeated throughout the entire issue of the magazine. A sans serif font, “Liberation San” was chosen with a 14pt and a character tracking of 5 added to slightly increase the spacing between the lettering. Only a white or black font colour was used for clarity.

The reasoning for the sans serif font was to avoid fonts that contained any tails in the lettering, which would make it more difficult to read on a small-screen device.

Print magazine *Mountain Biking UK* operate its font space and sizing to allow for the potential of 65 lines of text per page (McLaughlin, 2016) while *Irish Runner* was slightly less at 54 lines for its cover feature article (Dennehy, 2017).

In comparison to this, digital magazines work to a larger text footprint. *On-Track Off-Road* allow for 44 lines of text per A4-sized page (Wheeler, 2017). However, it also has a deep top margin, which was taken into consideration. *Enduro illustrated* magazine, designed to the dimensions of an iPad at 2048x1536px (196x147mm) landscape, allows a working space of 36 lines per page (Pearson, 2017). Allowing for the difference in height for an A4 page design over that of an iPad, a font size of 14pt was established for the main body text of each article.

Although this results in less words per page, it was offset by the lack of page restriction for a digital design and an additional page was added when needed. While this offered a comfortable leeway during the design and layout of the flatplan (Appendix D), it was also a factor that shouldn't be abused. The articles still needed to retain a sense of flow when reading and offering the consumer an additional four to six pages of “padding” by stretching out the number of pages would only harm the

journalistic credibility of the piece and dampen the analytical page performance of each page as the reader “skipped through” the content. Finding the right balance to this was important and difficult.

## **4.2 Planning and research for articles**

Preparation and research was key in the successful execution of each article. The Dublin Bikes article was the first “Sunday Spin” feature created for the issue. In preparation for it, time was spent referencing a list of Dublin’s landmarks to visit for photo points. However, the actual route to follow was neglected, which, on the day, disrupted the creation of the content and saw operations run over time.

Learning from this, planning the route for the Sunday Spin road cycle with Google Maps was critical in ensuring a much smoother running day by accurately calculating the exact distance and elevation of the route undertaken but also a close estimate of the duration. From this information the number of photo points possible were attained. Through the use of Google Street View the researcher was able to conduct a virtual reconnaissance of the route to select a predetermined list of photo points. This without question saved both time and energy on the day.

For the creation of the How To: Mountain Bike Skills article, images were key to adequately explain the technique. Researching previous examples on the market, *Mountain Bike Skills* magazine (Owen, 2017) was purchased. An A-Z of riding techniques, it proved essential in understanding how best to cover a riding skills element, but also how to approach the end design.

Taking reference from article “Berms” (Owen, 2017) formed part of the thought bases for the creation of the image on pages 80-81 of *Freewheelin'*. Again the importance of planning and research was critical to ensure that the limited time available with Colin Ross was maximised. On the day in question, this feature image was captured quickly and therefore provided extra time to create another piece of content for a subsequent issue of the magazine (Appendix H).

Securing an interview with Ireland’s governing body for cycling, Cycling Ireland, was a major scoop for the inaugural issue of *Freewheelin'* as they are the voice for cycling

in the country. The obvious angle for an interview would have been a general discussion on the various disciplines of cycling they cover but it was felt that this would dilute the interview and not allow for an in-depth discussion on a specific topic.

While covering the cycling commuter audience for the magazine, an interview with Cycling Ireland about cycle commuting would help to educate people with regards to their involvement in that specific area. In that respect a list of questions were compiled (Appendix G).

Breaking the interview down into 15 questions on six key areas ensured that enough content would be generated without versions of the same answer being repeated for similar questions. Also it meant if they were unable to answer a specific topic, then additional topics on commuting were sufficient to complete the interview.

### **4.3 Creation of the magazine title**

Deciding on a name for the magazine was the longest process of this body of work. With the magazine encompassing road, off road and commuting cycling, it required a name that covered all three bases and fit for the style of the publication. It also needed to be unique. Research found many title names — *Cyclist*, *Bicycle*, *Spoke Magazine*, *Peloton* and *Cycling Plus* — and their website domains were already taken.

Eventually, towards the final week of the process, *Freewheelin'* was selected. However, it was also debated whether to retain the apostrophe or not. The decision taken was to keep the apostrophe — along with being grammatically correct, it also added a sense of freedom. Not adding a reference to “Ireland” was a big decision. It was felt that while it could help gain initial traction to attract a core audience, it also would limit future growth outside of Ireland.

### **4.4 Addressing of missing content and deadline management**

A noticeable absence of content in the magazine is Article 2 and 4. Article 4 was written and photographed but ultimately got shelved simply due to the time constraint in designing it. With two similar features — Article 3 and 5 — already included, the

decision was taken to postpone it. The article is not of a time sensitive nature, and while it would have been beneficial to include, was not crucial and so can be transferred to a future issue of *Freewheelin'*.

Unfortunately the text for Article 2's mountain bike test failed to meet the design deadline despite having photographed the images, two of which were used for "The Big 3" and "Masthead". With the words for the test to be supplied by a contributor, the researcher was relying on a third party to deliver the written content. Granted the content was unpaid work, but looking forward, failing to meet deadlines is something that can't happen as the magazine suffers and advertisers lose faith in the publication.

## **5. Conclusion**

### **5.1 Evaluation of project**

The primary aim of the project, a digital on-line magazine, *Freewheelin'*, to cater for Ireland's cyclists, was created and published. The objective of the magazine was to produce unique and engaging content that showcased Ireland and its cycling habitats. There was an emphasis on showing opportunities for cycling in Ireland in its best light through creative writing and strong imagery.

For this issue, eight unique articles were created and designed that ranged from cycle rides to test reviews and a face-to-face interview with experts in the field of cycling. The combination of articles ensured that all proposed sectors of the Irish cycling market were covered — road, off road and commuting. Attaining expert opinion and commentators on a range of features added weight to the publication.

As a mountain bike skills coach and professional rider, Colin Ross' knowledge was invaluable in the completion of the riding skills feature. Similarly, Aaron McCann, a qualified mechanic, was a great asset for a multitude of features. Attaining their services as regular contributors will help *Freewheelin'* to grow.

### **5.2 Future developments and growth areas for Freewheelin'**

#### **5.2.1 Targeting a core audience**

But for a magazine to succeed, and even more so with a digital magazine, is the importance of a good distribution model. Print media can buy into distribution channels through companies like Newsread who have agreed magazine shelf space in newsagents and shops nationwide (Newsread.ie, 2017), to ensure the magazine reaches an audience. A digital magazine doesn't have that luxury. It is still competing for "virtual shelf space" on the internet in a world where information is turned over at a record pace.

While the magazine is hosted on [issuu.com](http://issuu.com), *Freewheelin'* still needs its own website to act as a primary point of contact. Consumers can visit the *Freewheelin'* website to find the release of each issue. Therefore it is vital to grow and expand that audience

further, the website needs a newsletter service where readers can subscribe to receive confirmation of each new issue. It also needs to build its social media audience with Facebook, Instagram and Twitter pages to provide new issue updates and regular reminders of the magazine with article sharing.

Target advertising on social media can help the magazine reach its core audience, especially on Facebook (Facebook, 2017). Although *Freewheelin'* will initially have a small audience and following, Facebook's paid-for ad targeting allows specific audience targeting — gender, age, location and interests. Target adverts can be set to those who not only have cycling interests, but follow specific pages and live in specific locations that can be as detailed as cities and towns (Appendix K).

For example, to promote the Vitus Zenium test, *Freewheelin'* can target its Facebook post to those who follow Vitus Bikes and Chain Reaction Cycles on Facebook, have an interest in road cycling and live in Ireland and Northern Ireland. This criteria can become more specific depending on the needs of the post. In the week building up to an event like the Great Dublin Bike Ride (GDBR) (as advertised on page 75), the post could be further targeted to reach the 12,000 people who are following the GDBR Facebook page.

Other avenues to improve awareness is to consider a collaboration with governing bodies like Cycling Ireland, enabling the magazine to tap into their extensive membership database.

### **5.2.2 Improving the magazine template and interactivity**

Depending on the success of the magazine, the template of *Freewheelin'* can grow and develop, with levels of interactivity improved. This can be achieved by moving from the flip book styled layout of Issuu to the publishing platforms offered by Mag+ and MagLoft as covered in Chapter Three. However, this will add further costs in terms of App subscriptions and additional design costs to suit the new templates.

One way to increase advertising revenue is to introduce a cycling shop directory into the magazine. For a small fee, shops can purchase a virtual pin on a map of Ireland that links to their website or shop details. A higher tier option would also be possible

with the option to purchase a larger pin that includes their shop logo. With a larger footprint on the map, this would improve their visibility and ultimately return on investment.

### **5.3 Closing summary**

In summary, the completion of this project has shone light on the strong potential of establishing an Irish-based cycling magazine. With the activity growing year-on-year, interest levels in cycling are now higher than they've ever been, and combined with the possibilities in digital publishing, a magazine like *Freewheelin'* has every opportunity to succeed. But competing in a digital environment means the magazine will need to keep evolving to keep on trend with what consumers and potential advertisers want and need. In essence, issue #01 is only of the beginning of the journey for the publication.

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## APPENDIX A: Irish cycling websites

Stickybottle

<http://www.stickybottle.com/>

About: “We produce the best quality and most insightful coverage of the domestic and Irish-related foreign scene. We daily bring our thousands of readers better stories, photos and video more often than our competitors.”

The Bike Comes First

<http://www.thebikecomesfirst.com/>

About: Cycling website with emphasis on national and international road competition cycling featuring race reports, press releases and video posts.

Irish Cycle

[irishcycle.com](http://irishcycle.com)

About: “News and views on cycling in Ireland. IrishCycle.com is an independent news and analysis source covering the resurgence of cycling in Ireland.

“This website is often first with news on cycling-related law changes, cycle route projects, bicycle sharing, road safety issues, bicycle parking and security, and where different levels of government has failed to implement their own policy. Our analysis looks at the detail of what has gone wrong or what can be done to stop repeating failures.

“IrishCycle.com is edited by freelance journalist Cian Ginty who has had work published in nearly every national newspaper in the Republic of Ireland. When most media outlets can only scratch the surface on cycling, our goal is to use our journalistic backing to give the issue the space and detail needed.

“The site started in 2009 under the name Cycling in Dublin, before it was renamed to reflect a national focus. Under the Cycling in Dublin name we also published two free newspapers for National Bike Week in 2012 and 2013.”

Emerald MTB

<https://emerald-mtb.com/>

About

“Emerald MTB is a blog slash online magazine about mountain biking in Ireland. It contains tales and reviews of trails ridden and of parts and components that have been tried and tested on our bikes. Every review is based purely on real life experience. The aim is to develop a record of what mountain biking in Ireland is like for the average rider; what facilities & services are available and what they offer; which parts do and do not work on the trails and conditions found in Ireland. While we are primarily based in the South West of Ireland, we travel across the country aiming to visit as many of the official trails and events. There are also several affiliated mountain bikers based on the East coast with its abundance of trails and trail centres.”

## APPENDIX B: Print costings

*Print costings enquiry for a new cycling magazine*

Robert Lynn <lynnrobert1@gmail.com> 29 June 2017 at 12:10  
To: groche@boylangroup.net

Hi Gerry,

I'm currently in the process of publishing a new Irish cycling magazine and I'm contacting you regards setup, print costs and print run details.

The majority of my work is mainly online based so print is something new to me and it would be great if you could advise me on these details and costings.

The magazine will follow a similar format and layout to that of Irish Runner, which Boylan Print produce. Irish Runner is bimonthly and approximately 80 pages. Look forward to hearing from you.

Regards,  
Robert Lynn

Gerry Roche <groche@boylangroup.net> 29 June 2017 at 12:14  
To: Robert Lynn <lynnrobert1@gmail.com>

Hi Robert

Thanks for the mail.

Yes I do indeed print the Irish Runner Magazine and would be delighted to advise as required.

If you could let me know what the proposed quantity is I will work out a few options and send to you.

Cheers  
Gerry

Gerry Roche Boylan Print Group

Robert Lynn <lynnrobert1@gmail.com> 30 June 2017 at 15:45  
To: Gerry Roche <groche@boylangroup.net>

Hi Gerry,  
Thanks for the reply.

The proposed quantity for the initial issue is 1000 copies with the view of growing readership from there.

Of course advise on print runs is much appreciated, as I understand increase quantity reduces cost per unit.

Regards,

Robert

Gerry Roche <groche@boylangroup.net> 30 June 2017 at 15:52  
To: Robert Lynn <lynnrobert1@gmail.com>

Robert

We only start to make sense from about 5k copies due to set ups etc. Let me know if you want to see costs from 5k up  
Cheers

From: Robert Lynn [mailto:lynnrobert1@gmail.com]  
Sent: Friday, June 30, 2017 3:45 PM  
To: Gerry Roche <groche@BoylanGroup.net>  
Subject: Re: FW: Print costings enquiry for a new cycling magazine

Robert Lynn <lynnrobert1@gmail.com> 30 June 2017 at 15:59  
To: Gerry Roche <groche@boylangroup.net>

Hi Gerry,  
Yes, thanks if you could let me know costs for 5000 that would be great.

Regards  
Robert

Gerry Roche <groche@boylangroup.net> 30 June 2017 at 16:29  
To: Robert Lynn <lynnrobert1@gmail.com>

Robert

Based on 80pp + Cover similar to Irish water Inner pages 80gsm / cover 150gsm  
A4 size

Stitched ( stapled ) 5k € 4560.00  
10k € 6190.00

Run on / back from 5k is € 326.00 per 1,000

Perfect Bound ( printed spine ) 5k € 4825.00  
10k € 6710.00

Run on / back from 5k is € 377.00 per 1,000  
Prices are based on print ready files supplied. Let me know if you need a hand with design

Regards  
Gerry

## APPENDIX C: Freewheelin' title design

Sample of designs for the title of the magazine Freewheelin'.

Sample #2 was the chosen design. Font style Woodhouse.

**FREEWHEELIN'**  
2 WHEELS | 1 PASSION *(Woodhouse)*

**FREE WHEELIN'**  
2 WHEELS | 1 PASSION *(Woodhouse)*

**FREEWHEELIN**  
2 WHEELS | 1 PASSION *(Woodhouse)*

**FREEWHEELIN**  
*(The Bold Font)* 2 WHEELS | 1 PASSION

**FREEWHEELIN**  
*(Timeline)* 2 WHEELS | 1 PASSION

Appendix C: Title design (continued)

FREE <sup>1</sup> PASSION  
2 WHEELS **W**HEELIN' (Nottke)

FREEWHEELIN' (Asgalt)

<sup>2</sup> WHEELS <sup>1</sup> PASSION  
FreeWheelin' (Asgalt)

**FREEWheelin'**  
(Harabara Mais) 2 WHEELS | 1 PASSION

<sup>2</sup> WHEELS <sup>1</sup> PASSION  
FreeWheelin' (ReFormation Sans Regular)

<sup>2</sup> WHEELS <sup>1</sup> PASSION  
FreeWheeling (ReFormation Sans Regular)

# APPENDIX D: Flatplan Freewheelin' #01

Cover

Freewheelin' Digital Flatplan #01

Advert

Advert

Menu  
Navigation

Contents

Editorial  
Advert

Big  
Three

Test  
Vitus  
Zenium

Advert

Dublin  
Bikes

My Ride

The Big  
Interview

Advert

New  
Gear

Advert

Sunday Spin  
Road

Advert

Mountain  
Bike Skills

How to  
Sportive

Bike Shed

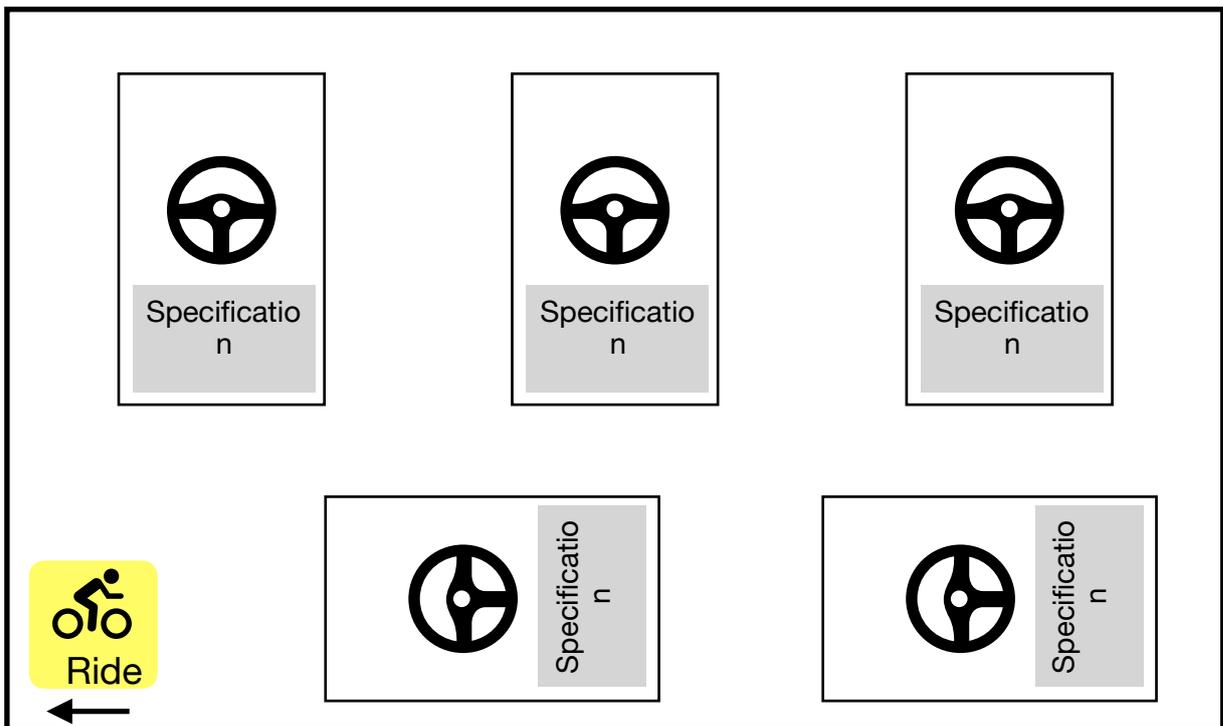
Masthead

# APPENDIX E: Bicycle test page layouts

## A: Opening Spread



## B: Technical Inspection



## **APPENDIX F: Style Guide to writing a bike review**

Staring into a blank page is tough, especially knowing where to start and what to say. What you're offering is your own, honest opinion of your experience riding the bike or using the product and then trying to relate that back to the reader.

People want to know what's special about the components are on the bike, and ultimately what it's like to ride.

Don't think the obvious things are too silly to write either — so if the handlebar shape feels funny to you or the seat was too slippery or frame size not comfortable then mention it.

Equally, don't get hung up on things being different to what you know on your own bike. But if you feel something about a bike then it is a real thing, trust yourself and write it down.

You have to take a broad view of standard bikes because they are set up for basically anyone and everyone, so bear that in mind.

Breaking down the review into sections makes it easier to piece together.

### **First Impressions (200 words approx)**

How it looks?

What's eye catching — does it feel heavy, does it look slimmer, fatter, longer than expected?

How use of internal cable routing adds to the look?

Is the colour scheme eye catching?

Mention the parts of note — the selling points of the bike (refer to technical specifications for correct terminology)

## **How it rides (400 words approx)**

Getting out on the road or trail — how does it feel?

How does it climb? Is there an option to “lock out” suspension on MTB?

Gear selection — smooth or chunky?

Gearing: not enough, too many. Did you run out of top speed?

Brakes: feel of the brake, lever comfort and feel, consistent braking or fade?

Stable when cornering?

What is the tyre grip on the road like?

Comfort of ride considering frame, saddle, handlebars

How does it feel on longer rides?

MTB: The fun factor is descending. How does it handle the trail?

Is the suspension adequate for its target terrain?

Tyre grip in wet and dry conditions

Seatpost — dropper and dropper lever?

## **Conclusion (200 words)**

Having had time on the bike how did you like it?

What sort of mileage/time did you do?

Consider the target audience — does it meet it?

# APPENDIX G: The Big Interview Cycling Ireland

Proposed questions for Cycling Ireland's Heather Boyle and Barbara Connolly

1. An introduction to Cycling Ireland — it's purpose and who it serves?
2. People may associate Cycling Ireland with competition cyclists, but your biggest yield of members are leisure cyclists — what benefits do they gain and is it applicable to commuters?
3. The 2016 Census figures show a 17 per cent rise in cycle commuting since 2011, what's contributing to the rise?
4. Obviously this is a good thing but what's been done to encourage this growth?
5. There seems to be a severe lack of clarity with cycle lanes, especially in Dublin — sudden ends, crossing three lanes of traffic with no warning. Does the cycle network need a major rethink? In what way?
6. Some motorists will argue that there simply isn't enough space for this infrastructure, what's your response to that?
7. With 12,000 cyclists alone commuting into Dublin each day it's more important than ever to share the road, right?
8. What is the minimum passing distance legislation? It's importance?
9. With 11 deaths for far in 2017 are the government and Minister Shane Ross dragging their heels on implementing this?
10. There have been calls by the IBBA for the Bike to Work scheme turnover to reduce from five to three years. Has there been any progress on this?

11. An inhibiting factor is lack of secure long-term parking. We know 1 car park space equals 10 bicycles, is there plans to follow our Dutch counterparts with bike parks — a miniature version of multi-story car parks?
12. Cycling Ireland are campaigning for an increase in transport budget allocation. How much are we talking about and what can be done with it?
13. Greenways are not just a tourist attraction, an economic analysis of the Great Western Greenway shows it also serves as a commuter link for school children and commuter link to Westport. (EuroVelo, Great Eastern Greenway, Newry Canal Towpath 33km)
14. Some key public commentators express an anti-cycle stance, especially on national airwaves. Is it wrong that these people of a powerful public voice are essentially preaching hate to other traffic users regards cyclists and therefore increasing their vulnerability on the road?
15. Is it frustrating to feel like you are essentially fighting for our right to cycle in a safer environment?

### **Article Research References**

<https://www.irishtimes.com/news/ireland/irish-news/the-11-cyclists-killed-on-our-roads-to-date-this-year-1.3128356>

<http://www.cyclingireland.ie/cycling-news-item/cycling-budget-must-be-increased/5570>

<https://www.todayfm.com/The-Last-Word-with-Matt-Cooper/podcasts/73482/How-Cyclists-Can-Co-Exist-With-Heavy-Vehicles>

## APPENDIX H: Creating a layered image



The main image (p80-81) created for the skills piece is a sequence of six images layered into one image in Adobe PhotoShop. With a camera placed on a tripod to prevent shake and movement, a 10-sequence burst of photos were taken. The best six were then layered together to create the action image.



A



B



C



D



E



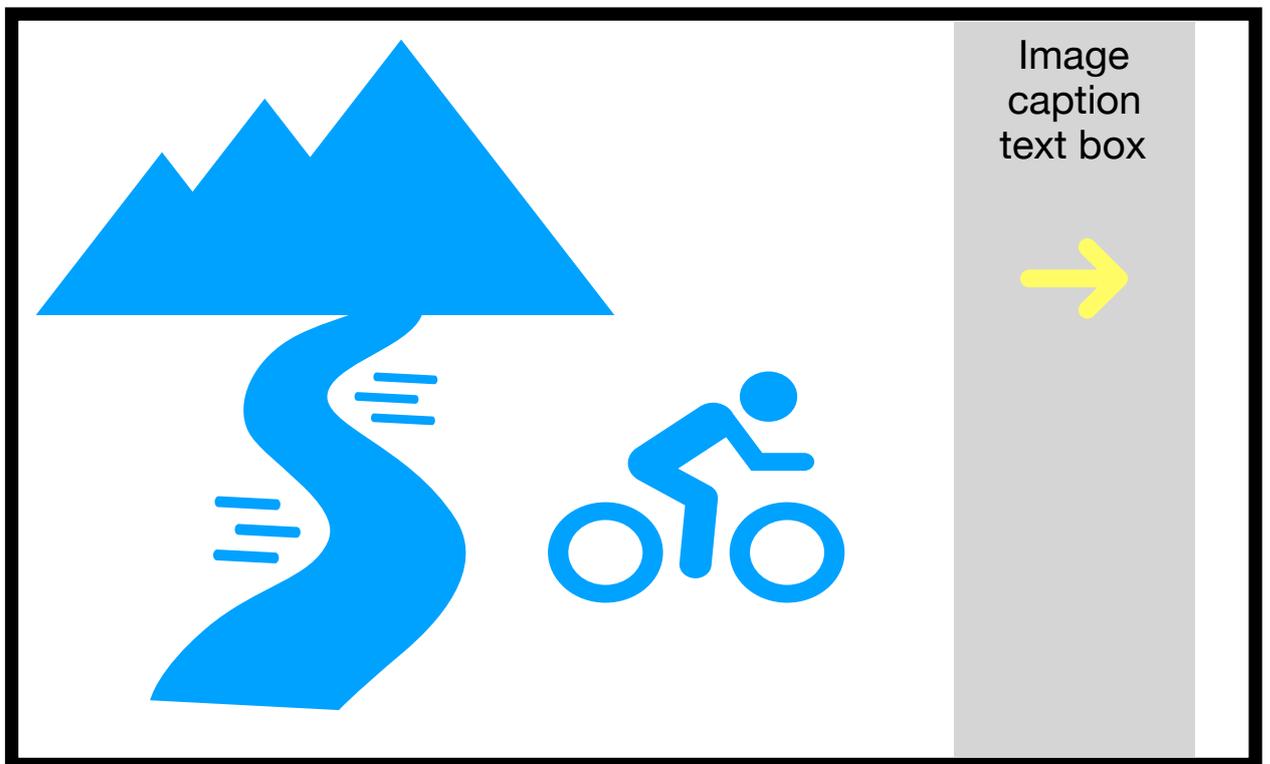
F

## APPENDIX I: The Big 3 page layout

Proposed layout for the opening image gallery.

The image will be accompanied by a short title and 50 word teaser text box explaining the photo or feature image it is associated with.

A page link will provide an option for the reader to go directly to the starting page of the feature.

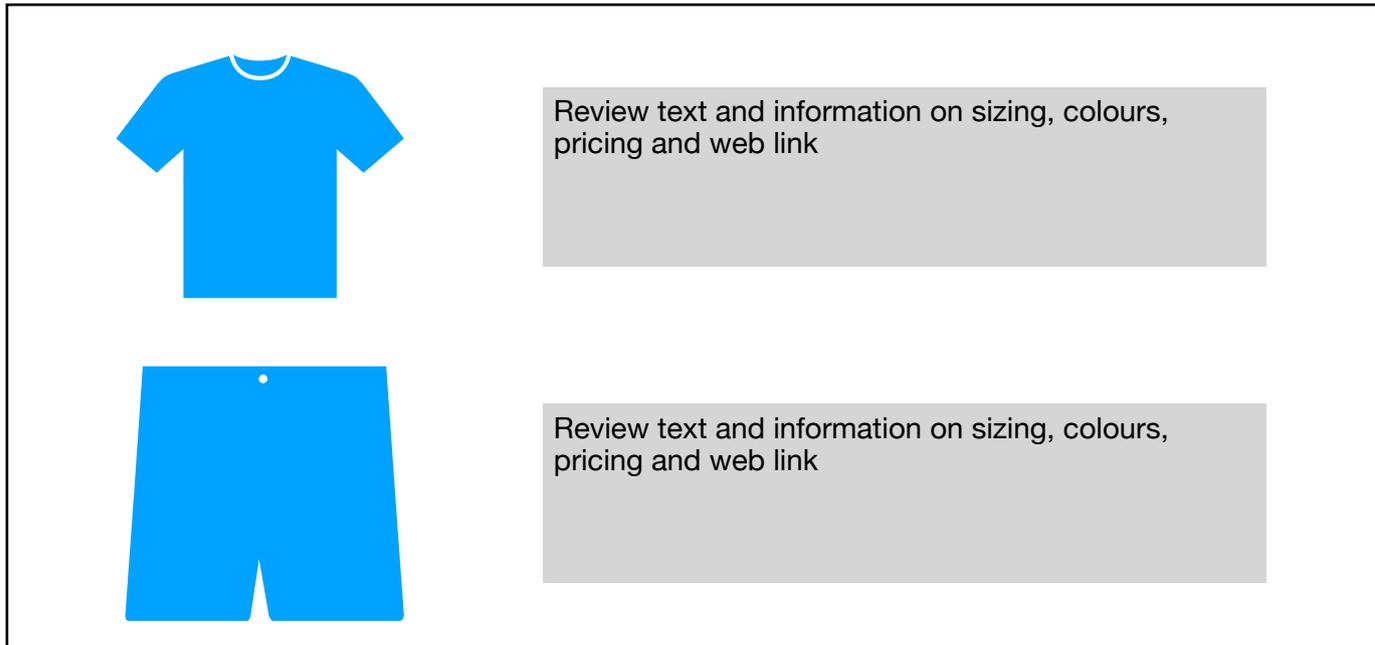


## APPENDIX J: New Gear page layout

Proposed page layout for the New Gear product reviews.

Product images accompanied by body text.

Ending with sizing and colours (where applicable), price, and web link to product.



# APPENDIX K: Facebook targeting of core audience

Below is an example of a Facebook targeted advert that could be run to match a core audience for the Vitus Zenium bicycle test.

Using the criteria suggested the advert has a potential reach of 39,072 people.

**Create audience** [X]

Select the location, age, gender and interests of people you want to reach with your advert.

Name  
Cycle sample

Gender [?]  
All Men Women

Age [?]  
18 - 64

Ireland  
Ireland  
United Kingdom  
Northern Ireland

Add locations

Detailed targeting [?]

INCLUDE people who match at least ONE of the following [?]

Interests > Additional interests

- BikeRadar
- Chain Reaction Cycles
- Road cycling
- Vitus (bicycles)
- Wiggle Ltd

Add demographics, interests or behaviours | Suggestions | Browse

and MUST ALSO match at least ONE of the following [?]

Add demographics, interests or behaviours | Suggestions | Browse

Exclude people

Your audience selection is **great!**  
Potential reach: 39,072 people

Specific Broad

Cancel Save

1. The audience can be both gender and an age limit specific

2. Location was set to target those living in Ireland and Northern Ireland

3. This field was narrowed further by selecting those whose interests include road cycling, cycling website BikeRadar, Chain Reaction Cycles - sole agent for Vitus Bikes, Vitus Bikes and Wiggle - distributor of Vitus Bikes

4. Facebook's gauge will indicate the potential reach and validity of your targeted advert