



Live. Laugh. Cook.

Brand Overview

Mission Statement

fudged is a monthly magazine curated with the aspiring foodie in mind. We want to call more hands to the kitchen, from the beginner to the seasoned chef. Finding your way in the kitchen is a mix of successes, mishaps, and everything in between. That's why *fudged* revels in the experience of cooking. Oh, and it's okay if you fudge it up every now and then.

Value Proposition

Our magazine is written for the young professional who appreciates food but has often felt discouraged or alienated by the complex recipes and practices they see in other highbrow food magazines. We are twisting the narrative to be fun, quirky, and engaging in order to demystify the art of food and cooking.

Why There is a Need for *fudged*

The majority of today's print food magazines target an older, more established audience, highlighting middle/upper middle class women in their 40s and 50s. These magazines therefore highlight topics relevant to those demographics—fine dining, international travel, light cooking, family cooking—and, in the process, alienate millennials who do not identify with these aspects of cooking in their current day-to-day lifestyle, which is where *fudged* comes in.

Position in Marketplace

There are little to no magazines simultaneously occupying both print and digital for the middle class millennial. Millennials appreciate good food and have a value for quality content. *fudged* offers a print magazine with relevant content related to food and cooking that speaks to the millennial lifestyle while still occupying the digital space they know and love.

The Reader and Site Visitor

The print magazine will reach the higher end of our age demographics (27-34) who have recently bought their first home, started a family, etc. These readers have an interest in reading long-form content related to cooking and want to receive new content on a consistent basis. They prefer a tangible copy they can display and reuse in their home.

The website will reach the lower end of our age demographics (18-26) who lean toward mobile-friendly products and social media. The site visitor most likely found us by word of mouth or social media. They want to stay updated on current news and trends within food and browse quick recipe ideas. They prefer to obtain information through different forms of digital media.