

INTERNSHIP

KINFOLK

JACOB SEARLE, ADVISED BY SHEILA GRIFFIE



WELCOME

Kinfolk is a Portland based quarterly magazine with a distinct aesthetic and culture. Promoting a calm and simple lifestyle with emphasis on community, design and photography, Kinfolk has carved a niche for itself in the publishing industry. Content within each issue includes recipes, travel guides, photo essays and stories.

AGENDA

KINFOLK

Introduction
The Kinfolk team
Company culture
Business model
Products
Target Market

INTERNSHIP

Marketing Research
Distribution
Business Operations
Educational work





THE FOLKS *“The Kinfolk team is a small group of writers, artists and business minds working together in Portland, Oregon, along with a couple remote team members”*

KINFOLK CULTURE

Culture, aesthetic and lifestyle are an integral part of both the Kinfolk organization and publication.

Minimalistic, open

Relaxed and quiet environment

Light tones, casual dress



BUSINESS MODEL

“Over its short history, Kinfolk has managed to create a distinct ripple in the publishing world- it has a growing group of imitators and a solidly profitable, rapidly expanding circulation- and an aesthetic all its own.” **PORTLAND MONTHLY**

- \$18 retail price for end consumer
- No advertisements
- Bulk wholesale to international stockists
- Individually shipped through website
- Printing is outsourced



KINFOLK PRODUCTS

Kinfolk is more than just a magazine, it is a community and lifestyle.

Worldwide events, gatherings, workshops

Online digital content

The Kinfolk Table

Our

More to come...



KINFOLK TARGET MARKET

AGE 25-35

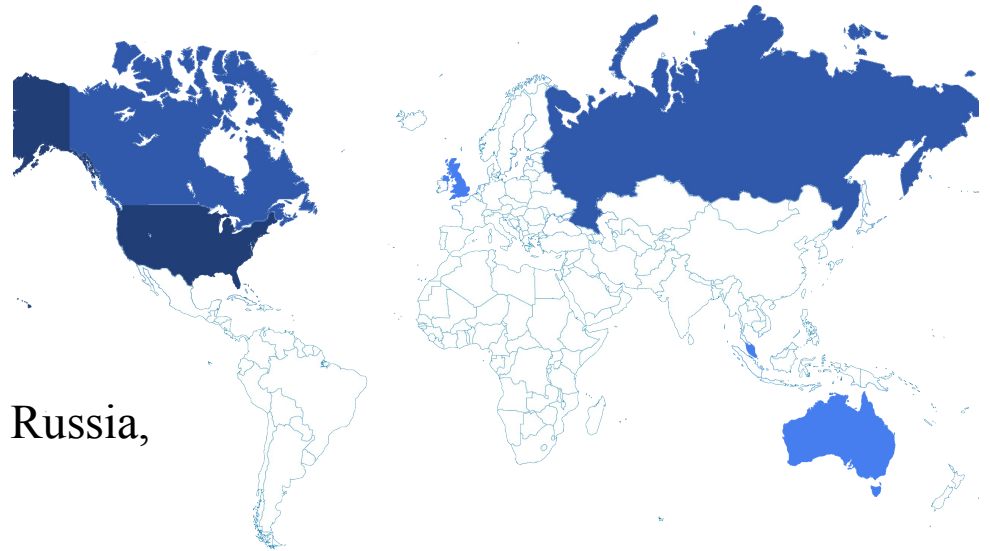
GENDER Women

LOCATION United States, Canada, Russia,
Japan, Western Europe

EDUCATION 4-year college educated

PROFESSION Photography, design, food,
fashion, students

INCOME Upper-middle class



THE JOB DESCRIPTION

OPERATIONS MANAGEMENT

MARKETING RESEARCH

DISTRIBUTION

ORGANIC MARKETING

MISCELLANEOUS

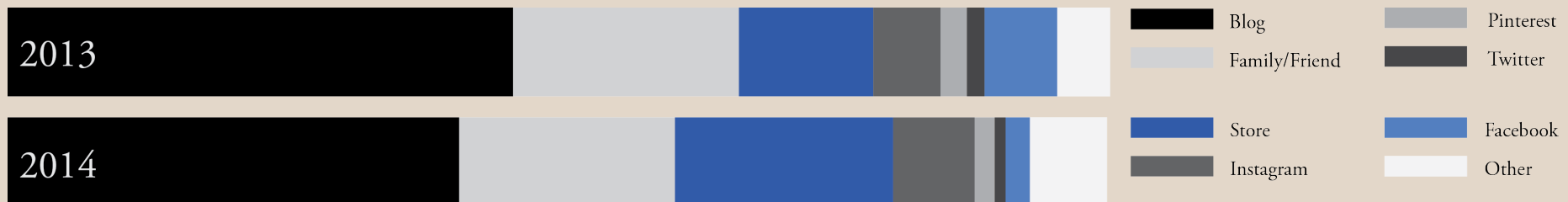
MARKETING RESEARCH

SURVEY 32 (including 6 open-ended) questions,
4200+ respondents

RESEARCH QUESTIONS Worked with employees
and supervisor to discover what the big questions were.

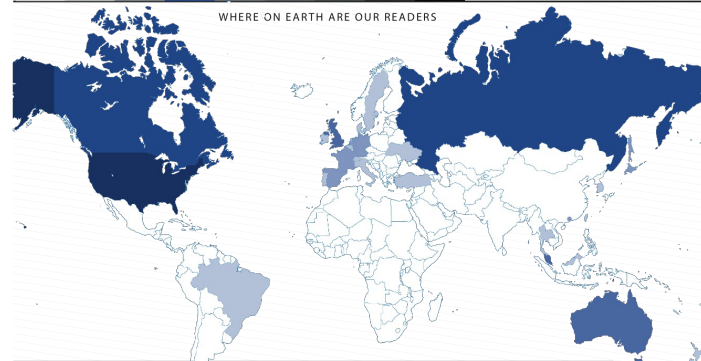
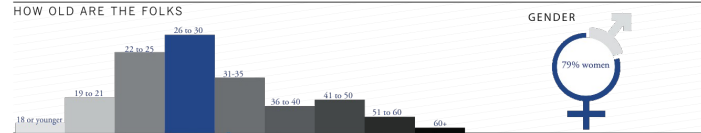
QUANTIFIED Ran text analysis and manually assigned
categories to the open ended responses to get usable data.

2013 to 2014 Looked through the previous year's
readership survey to find interesting and statistically
significant changes



KINFOLK

2014 READERSHIP

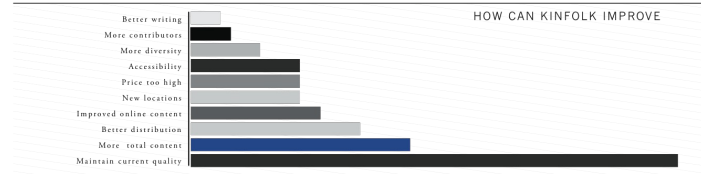


OTHER PERIODICALS

27.3%	Bon Appétit
23.6%	Cereal Magazine
23.5%	Real Simple
23.3%	Monoche
17.2%	Martha Stewart Living

MORE

15.6%	Recipes
15.6%	Stories
14.3%	People
11.0%	Issues
9.9%	Articles



DISTRIBUTION

WHOLESALE ACCOUNTS Supervised by Doug Bischoff, Business Operations Director.

STOCKISTS Updated Kinfolk website lists and account databases.

PRESS LISTS Researched and compiled an extensive list of 2000 influential individuals and organizations

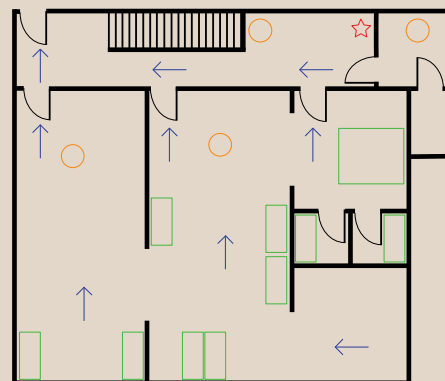


OPERATIONS

EMERGENCY PLAN Evacuation routes, procedures for several emergency types, preparation and training

SAFETY REGULATIONS Researched relevant OSHA standards and brought Kinfolk up to code. Found and purchased extinguisher, first-aid kit and wet floor sign.

BACKUP PROCEDURES Assisted with backing up valuable digital assets. Created procedures for when and how to back-up files manually in the future.



- Fire Hazards
- ☆ Fire Extinguisher
- ↑ Primary Exit
- Workstations

MISCELLANEOUS

EDUCATIONAL Researched business information sources such as Harvard Business Review Ideacast.

FINANCE/ACCOUNTING Assisted with processing invoices and accounts receivable and payable.

TASKS/ERRANDS Helped around the office with manual tasks. Retrieved necessities.





THANK YOU!

Photos and information courtesy of Kinfolk Magazine and its contributors.

Sheila Griffie and Pacific University for mentorship.

QUESTIONS?
