**HUCK:**

- Published bi-monthly by TCO London, 2006 to present.
- Set edition: Feb/March 2016
- Price: £6
- 60,000 print readership (Huck website Apr 2017)

Website: [http://www.huckmagazine.com/](http://www.huckmagazine.com/)

**Genre:** Independent/youth culture/arts and culture – began as skating/ surfing magazine.

Tagline: ‘Radical Culture’

Counter-cultural magazine, subverting mainstream culture/ ideology, DIY ethos, campaigning.

‘Huck celebrates independence: people and movements that paddle against the flow.’

**Industry research task:**


- Is the publisher a large/mainstream organisation or an independent publisher?
- Is the publisher part of a media conglomerate?
- What other products (magazines or other media products) does the organisation produce?
- How is this significant for the magazine?

**Brand identity:**

[http://www.huckmagazine.com/about/](http://www.huckmagazine.com/about/)


**What do the above pages reveal about:**

- The brand identity, including the ethos of *Huck*?
- The brand partnerships with advertisers?
- The audience?
- The success of brand extensions e.g. film?

**Extension task:** How is this brand identity and ethos evident in the set edition of *Huck*?

**Research Task:**

**Access the following websites:**

[https://goo.gl/2eKuZV](https://goo.gl/2eKuZV), [https://goo.gl/Zn03wt](https://goo.gl/Zn03wt), [https://goo.gl/A8aiAG](https://goo.gl/A8aiAG)

Summarise key points about the following:

- How the brand identity has developed from the launch to the present.
- How the publisher has diversified to extend *Huck*’s brand.
- How *Huck* is produced and distributed.