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Non-Conformist Magazine

**Definition:**

Why is there a stigma attached to being single well into later life? Some people think that it is almost socially unacceptable to be alone, or wanting to be childless. They feel such people cannot be happy and try to talk them around and fix them up with partners.

Non-conformist Magazine is a collective shout from the so-called loners and free-thinkers of society: ‘Leave us alone!’ We really are happy as we are; single, independent, and living our own lives.

Non-conformist will strive to make sense of the emerging trends in nonconformist living, seeing what’s best for you, being happy and assessing the reality of the nonconformist community.

Vive the Nonconformist!

**Editorial:**
21st Century Caveman:
What is there for a man to do in the New Age of New Men, Metrosexuals, Mannies and the political correct. This is not about sexist or misogynist attitudes, but about men coming together to voice their views about their world; the non-conformist, independent, single men who want to hold onto the caveman within themselves.

The caveman is a man of a certain age who should be married with kids, mortgaged to the hilt, juggling a business career and having nights out with the lads (when permitted by the missus), but that was not their path.

The caveman is the eternal bachelor, a solitary dreamer, a hunter for new ideas, a fighter for his way of life, who is happy or feels happiness through individual pursuits. This magazine encompasses those ideals for those who would rather eschew what ‘organised civilisation’ has to offer and to think for themselves.

This is for the non-committed, wanting no responsibility, for the single, active man seeking challenges in life; the asexual, the Spurmos (Straight, Proud, Unmarried men over 30), the jack of all trades, drifters, self-entrepreneurs, free-thinkers, ‘Regretful Loners’ and those of the Menaissance, whether in life, business or entertainment.

**The Singles Advocate:**
News for the Nonconformists:
What issues do singles and other nonconformists think about? Well the same thing as everyone else, but the Singles Advocate will filter out news from TV and print media and relate them to you. If there are initiatives that affect a singleton’s world, like taxes, health or free time, then you will have the news and analyses of how it will affect you, and what you can do. The Singles Advocate also lets the readers tell their own stories and set the agenda for discussions and debates.
Examples of feature articles:
Men:
SPURMOs: http://www.timesonline.co.uk/tol/life_and_style/men/article4008461.ece
www.spurmo.com

Regretful Loners: http://www.guardian.co.uk/commentisfree/story/0,,1837771,00.html

Menassaince: http://www.gfwadvertiser.ca/index.cfm?sid=62181&sc=294
http://www.socyberty.com/Men/Menaissance-The-Rebirth-of-Man.62884

Youth:
The Quarter-life crisis:
There are the 20-somethings on the brink of conformity after university, choosing either the security of a job with attendant marriage, mortgage, or a life less ordinary full of debt. But some of them choose to be non-conformist setting up their own businesses or following their own way of life. The Quarter-life Crisis could be the catalyst for change and success rather than a depressing period of life.

Yeppies:
Related to the Quarter-life crisis are the Yeppies (Young Experimenting Perfection Seekers), the 16-24 year olds who are not yet materialistic, but shop around for experience, dipping in and out of the job market, testing and tasting bits of what life has to offer before settling down. Is this a symptom, a sign, of the Quarter-life Crisis starting or breaking? Is there too much choice on offer, which confuses or turns off those to working? Does the rise of ‘prolonged adolescence’ lead to underachievers? Or are Yeppies creating and experiencing their own tailor-made gap years to get the best out of life? This next generation will be setting our future agendas. Let’s hope they make the right choices.

Issues to discuss:
Short articles on nonconformist attitudes to life, teaching, exercising, eating, socialising, religion, sex, politics, etc.

Uncommon People: The Nonconformist Community is made up of a myriad of people. Some want to be different, but others are unconventional through no choice of their own. Society can spoil people, make them less trusting, prone to violence and open to indoctrination into the ‘orthodox’ culture. Nonconformists seek to avoid or mitigate the negatives of society by being different. Uncommon People takes a look at those who lives are different because of our adverse society.

Pros and Cons of being a nonconformist? Is there a true nonconformist lifestyle?

Where are the polymaths, the iconoclasts and the visionaries? Where are the genius of multiple disciplines; the (mad) scientists and boffins who dabble in everything and contribute a wealth of information across societal bonds?
How to teach children how to think, to be creative and independent? Home-schooling and other methods of teaching non-curriculum, but important social skills.

Married Nonconformists: Can’t live with them; can’t live without them - The phenomenon of living in separate houses, having separate lives; but in an exclusive relationship or marriage. Does absence make the heart grow fonder?

Is one’s own privacy really a ticket to personal freedom?

Are some people ‘primed’ into a default state of living alone?

Is marriage just now one of many ‘disposable experiences’?

Downshifting: Why sacrifice career commitments for a better quality of life? What makes someone leave a top city job for the country or from being a Trader to a tradesman? Is this a nonconformists shift or a hidden trend dredge up by the media? Is there such a thing as the Good Life? Have intrinsic values started to seep into society? Can anyone downshift and what options are there when downshifting? This is Downshifting made simple. [http://en.wikipedia.org/wiki/Simple_living](http://en.wikipedia.org/wiki/Simple_living).

Protirement: the ultimate downshifting for the already well-off. They are the working hobbyists who have retreated from salaried work at an early age, sold off everything and moved on to a simpler life pursuing personal pleasures sustained by the resultant proceeds or from an inheritance. It’s a high risk proactive lifestyle for the youthful post-work brigade. [http://www.workingsenior.com/cm/Newletter/ReferencedFiles/June%2007/Think%20Protirement%20Not%20Retirement.html](http://www.workingsenior.com/cm/Newletter/ReferencedFiles/June%2007/Think%20Protirement%20Not%20Retirement.html)

Maturialism: From the baby boomer generation of non-conformists come the big spenders of a certain age not yet ready to retire gently into the night. They want to experience life in good health and wealth, eschewing leaving an inheritance or having already left a pre-inheritance to the children. Is it a case of a second childhood or signs of a late mid-life crisis? If you can’t take it with you, then why not spend it on happiness and ‘affluenze’ your friends as well. Is there a darker side to this with advertising and marketing agencies driving this product frenzy and seizing you in your twilight years and cashing in? [http://www.timesonline.co.uk/tol/comment/columnists/guest_contributors/article534567.ece](http://www.timesonline.co.uk/tol/comment/columnists/guest_contributors/article534567.ece)

Are SKIers (parents who Spend the Kids’ Inheritance) right in their choice? Is there any imperative to leave anything for your children in this day and age?

Deconstructing the Nonconformist: ‘Once people are encouraged to redefine themselves, they need goods and services to help them construct their new identities’ (Thompson 2008: 124). Therefore, nonconformists are still tied into the consumerist machine and nonconformity may just be another subset of consumer labelled for new products and marketing industries. Discuss!
Features and Columns:

Meal for One: We’ll turn this normally pejorative phrase into a celebration of eating healthily and thrift-fully. Quick meals, what’s best on the market, bargains, tips for cooking, tips for the tricky single eater, and even a guide to the best types of take-aways. Basically, the beginners guide to having a great singles life in the kitchen. Men need never be afraid of the kitchen again!

Solo Pound: The best value for money deals for holidays, travel, restaurants and other singles packages. What are the effects of singles on the housing markets, the auto industry and other trades? Does the single spender still make a difference in the economy?

The Insider: Outside life isn’t that good for some, so what do these sun-shy, curtain-twitching, couch potatoes do all day or night besides surf, eat, and watch TV? We reveal the life of the Urban Hermit and their reasons for staying indoors. We also chart the rise and popularity of the cyber nonconformists or the non-econoformists, those economically tied to work-from-home schemes either with their company, as independent contractors/freelancers, or as hobbyists for extra money. Basically, at home with the nonconformists.

Individual Health: Singles, especially men between 25 and 44, are accused of not visiting the doctor often enough, leading to more cases of depression, heart disease and emotional problems. Here, ways to work out at home, work or a gym are laid out with guides to nutritional ways to supplement physical workouts. There will also be guides to common ailments and advice on how to deal with symptoms, including dreaded visits to the doctor.

Single Minded: Related to Individual Health, what is the psychology behind being single? How to avoid being stuck in an overtly ‘me, me, me’ mode, or becoming anti-social or feeling overwhelmingly alone. Great ways to make yourself feel happy, worthwhile and getting over tough times. How to be successful at singledom and survive the machinations of match-maker friends. The Art of Being Single and Happy.

Greens Only: The single’s life of being green. Are singles more energy-efficient or wasteful than their coupled companions? How can singles save energy and money and become more resourceful and resilient as the credit crunch hits? Tips from readers on how to be more green. Nonconformist ways of becoming and staying green and energy resourceful.

The Non-Conformissus: For the discerning single woman and the non-Bridget Jones types who is a conformist-in-waiting. We’re looking for the ‘free spirits’, the Biological Clockless, the un-broody, the Wiccas and the Gay Divorcees. Many Women are happy alone and feel no guilt in having no children, or raising kids with no steady man in their lives, and the freedom to run their lives and business their own way. They are the self-taught, savvy women who escaped from the world of the ladettes and the Boardroom. Celebrate your lives here!

New York Times article from a mother to a daughter:  
Single Scene: Sex life of the nonconformist. How to meet people, have fun, and stay unattached. Sex tips and toys, the dating scene, and night life. Maintaining a carefree single’s lifestyle. Uncovering the asexual and living without the need or urge for sex.

One On One: The Interview. A chosen single or nonconformist will be interviewed (hopefully a celebrity or successful person) and what they think of their non-conformist life and the world around them. Inspiring thoughts and views!

Projects:
Mapping:
With all the data from ONS, would it be possible to map and plot the distribution of the nonconformists in Britain and predict future trends? Would be great for GIS!!

Trend setter:
Analysing the words used to describe groups of nonconformists; coming up with new words, and scanning the future for upcoming nonconformist trends. http://trendwatching.com/

Future Projects?
Synthetics –the otherworld nonconformists. Would be good to have an Avatar from online world such as World of Warcraft, The Sims, or Second Life comment upon why their world is better than ours, the nonconformist movements within them and if/how they affect our real world.

Futurologists: By definition are probably nonconformists dreaming of the world to come and making it happen. How much will Transhumanism and the Singularity affect our world and the way we see ourselves when technology becomes a part of human than biology? Will non-conformity transcend the human phase?

Books and Reviews:
Books on Nonconformists:


Books on the Quarter-life Crisis:
http://www.amazon.co.uk/s/ref=nb_ss_w_h_/203-5685010-6699140?url=search-alias%3Dstripbooks&field-keywords=quarter+life+crisis

Books on Downshifting:
http://www.amazon.co.uk/s/ref=nb_ss_w_h_/203-5052307-0014346?url=search-alias%3Daps&field-keywords=downshifting

Questions and Answers:
Nonconformist ‘experts’ answer questions from readers about life.
Odd jobs and ads:
Jobs for the nonconformist, whether unsociable hours jobs, contract work, creative enterprises, events and meetings. Advertisements from other nonconformist companies, individuals and sponsors.

http://www.moneymagpie.com/
http://en.wikipedia.org/wiki/Virtual_assistant (info from wiki)

NON-CONFORMIST STRUCTURE

Writers and contributors:
Be nice to have mostly non-experts leading the way, people who live these lives and can write about it, which will lend authenticity to the title. Many articles may be from readers giving a greater voice to the Nonconformists and singles of Britain.

Articles:
- Monthly hardcopy magazine with online ‘shadow’.
- Feature articles (3-4 pages)
- Short articles and stories (1 page or less)
- Rotating features depending on availability of writers and interest.
- Colour-coded pages: Blue-tinged or tabbed pages for boys and pink for girls?
NON-CONFORMIST ONLINE
(Website only option)

Nonconformist Online (NonConOn) would be a web-only based site bringing together all aspects of the nonconformist lifestyle. Based on a loose Helium.com model (www.helium.com) readers and writers would be able to register for free their own personal page, to write articles on any subject to do with being nonconformist, and get paid for it.

The Helium pay structure pays articles a percentage of a cent (in perpetuity), as long as it is in a competitive title (3 articles or more) and more depending on its ratings and popularity of the title. So the more you write, the more you earn. There are also contests with one-off payments and marketplace items where companies place titles and pay the winning article, though NonConOn might not fit that model. There is the option of one-off payments, which could be expensive. Alternatively, NonConOn could be a free knowledge sharing site, though I am a fan of the idea that intellectual property should be paid for. After all, ideas will be the next big thing!!

Articles would have a minimum word limit of at least 300 words as comments and blogs could be posted on separate forum pages. Officially there would be no upper limit, though over long articles would be sorted through a rating system, which would be a blind system, so no names are shown and higher rated articles get paid more.

Helium also has a Steward system where people –like myself- are selected to ‘police’ our respective title channels and sub channels making sure that writing standards are up to scratch and people are not abusing the system, in other words –making sure they conform! NonConOn would have a similar system though due to our more nonconformist natures would have a more tolerant approach towards subjects and title content. More severe abuses could be dealt with according to provisions in Terms and Conditions and other writing standard agreements.

Again, due to our nonconformist nature, articles may or may not be grouped together under over-arching titles, though a search facility will be included. Titles can be added by the ‘powers-that-be’ or by writers. All the subjects discussed above for the proposed magazine would be online article titles with sub titles spinning off them. The titles will not be gender specific in that each one can write about the other, gaining insights into what each gender thinks about the other’s nonconformist issues.

To complete the site, the ‘Singles Advocate’ would be the front page ‘news channel’ keeping people up to date with all their noncon news and views. Portals would also lead to other linked sites, especially for advertisers and job opportunities.

Like Helium, NonConOn would be a knowledge-sharing network, the ultimate one-stop shop for all your nonconformist needs. No need to check separate websites, books, magazines and newspapers, or other sources, NonConOn would have all of this and more.
Possible titles:

- Defining your Nonconformity:
  Each nonconformist can write about their own issues through several titles.
- What are the pros and cons of being nonconformists?
- The 21st Century Caveman:
  Old Age man is back. But can he survive in the modern world?
- Are SPURMOs an endangered species?
- Are you a Regretful Loner?
  Do you feel guilty over your decisions as a singleton?
- Celebrating the Menaissance:
  Will the Return of The Man change our society?
- Are you suffering a Quarter-life crisis? And ways to conquer it.
- Are the Yeppies the way forward for the next generation?
- Ways to avoid total indoctrination into a conformist society
- Why do we have no more celebrated polymaths?
- Who are the Visionaries for the 21st Century?
- How to teach children to think for themselves and why this is important.
- Can’t live with them; can’t live without them: Married singletons.
- Are some people primed into a default state of living alone?
- Is marriage now just one of many ‘disposable experiences’?
- Downshifting: Why sacrifice your career for a better quality of life?
- Is there such a thing as an easy Protirement?
- Are the Maturalists selfish people?
- Are SKIers depriving their children of a better future?
- Deconstructing the nonconformist: Are we just another brand?
- Meal for One: The ins and outs of eating alone.
- Solo Pound / Dollar: Are singletons good value for money?
- How to be a productive Urban Hermit
- How to make money as an econoformist?
- How to stay physically healthy as a singleton
- Me, myself and I: Staying mentally fit as a singleton
- How to be single and happy
- Can you be single and green?
- The nonconformissus: How not to be a Bridget Jones
- Is the biological clock a useless mechanism?
- Why the urge to brood isn’t all it’s cracked up to be.
- Guide to free spirits: How to be independent and unrepentant.
- Sex and the single scene: Tell us all about it.
- Being asexual in the modern age
- What will the future of nonconformity be?
- Who is more nonconformist –you or your virtual Avatar?
- Who is you favourite nonconformist person?
- Reviews of nonconformist products
- Reviews of nonconformist books

And so much more, with variations and interpretations on titles and thousands of writers doing their own thing. Nonconformist Online, your ultimate source.
Whether a printed magazine or an online network, Non-Conformist will be a unique brand with a large and diverse customer base. As more people seek unconventional experiences and lifestyles they will want and need guidance, advice and an outlet for those experiences.

Non-Conformist can also pick up and analyse long-term trends or reveal the latest fads and marketing campaigns aimed at real or imagined nonconformist groups. We will assess whether the nonconformist brand is running its own course or is steered by the clever admen.

Non-Conformist: coming soon.