

Magazines Today



Questions

1. What is a magazine?
2. What are the main types of magazines?
3. When was the first magazine published?
4. Why do advertisers favor specialization in magazines?
5. How is print surviving the digital age?



Magazine Definition

A magazine is a periodical publication which is printed in gloss-coated and matte paper or electronically published (sometimes referred to as an online magazine).





The three broad types of magazines

1. General interest magazines (food, fashion, entertainment, home, gardening etc.)
2. Special interest magazines (fishing, cooking, computers, photography etc.)
3. Professional magazines (medicine, banks, market etc.)


The first magazine

In 1731, an Englishman named Edward Cave published a periodical called *The Gentleman's Magazine*. He invented the word “magazine” from the Arabic word “makhazin”, which meant “storehouse”. Cave's goal was to create a magazine that the general public would be interested in.

The Gentleman's Magazine:

London Gazette
London Jour.
Fog's Jour.
Applebee's
Lead's
Craftman
D. Spectator
Grubstreet J.
D. Register
Free Briton
Dop Doctor
Daily Cour.
Daily Post
D. Journal
D. Post-boy
D. Advertiser
Evening Post
St James's Ch.
Whitehall Ch.
Edon Colly
Lying Post
Weekly Misc.
cellary.

St JOHN'S GATE.



Noth: Mercury
Dublin 6
Edinburgh 2
Bristol : :
Notwich 2 : :
Exeter 2 : :
Worcester : :
Northampton
Gloucester : :
Stanford : :
Nottingham
Bury Jour.
Chesh ditto
Derby ditto
Tytch dit.
Reading dit.
Leeds Merc.
Derwicke C.
Canterbury
Manchester :
Boston : :
Jamaica. &c
Barbados :

Or, MONTHLY INTELLIGENCER.

For JANUARY, 1731.

CONTAINING,

more in Quantity, and greater Variety, than any Book of the kind and Price!

I. A VIEW of the WEEKLY ESSAYS, viz. Of Queen Elizabeth; Ministers; Treaties; Liberty of the Press; Riot Act; Armies; Traytors; Patriots; Reason; Criticism; Verifying; Ridicule; Humours; Love; Prostitutes; Music; Pawn-brokers; Surgery; Law.

II. POETRY. The Ode for the New Year, by *Colly Cibber, Esq*; Remarks upon it, Imitations of it, by way of *Burlesque*; Verses on the same Subject; ingenious Epitaphs and Epigrams.

III. DOMESTICK OCCURRENCES; viz. Births, Deaths, Marriages, Preferments,

Casualties, Burials and Christenings in London.

IV. Melancholy Effects of Credulity in *Witchcraft*.

V. Prices of Goods, Grain, Stocks, and a List of Bankrupts.

VI. A correct List of the Sheriffs for the current Year.

VII. Remarkable Advertisements.

VIII. FOREIGN Affairs, with an Introduction to this Year's History.

IX. REGISTER of Books.

X. Observations on Gardening.

XI. Table of CONTENTS.

By SYLVANUS URBAN, Gent.

THE FIFTH EDITION.

LONDON: Printed for the AUTHOR, and sold at *St John's Gate*: By *F. Jefferies*, in *Luigate-street*; all other Bookfellers; and by the Persons who serve Gentlemen with the News-papers: Of whom may be had Compleat Sets, or any single Number.

A few are printed on ROYAL PAPER, *large Margin*, for the CURIOUS.

The reasons for successful advertising in magazines

1. Inspired audience
2. Targeted audience
3. Credibility
4. They last
5. Focused attention
6. High quality



How is print surviving the digital age?



The way some quality newspapers and magazines have been able to survive in recent years is by introducing paywalls on their online content.

But many editors are struggling to strike the right balance between physical and digital content. They are faced with the choice of either posting all their articles online for free so the magazine stays relevant, or charging readers money to protect the financial future of the brand.

Thank you

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**Киреенко В. и Скуба
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