

# 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).





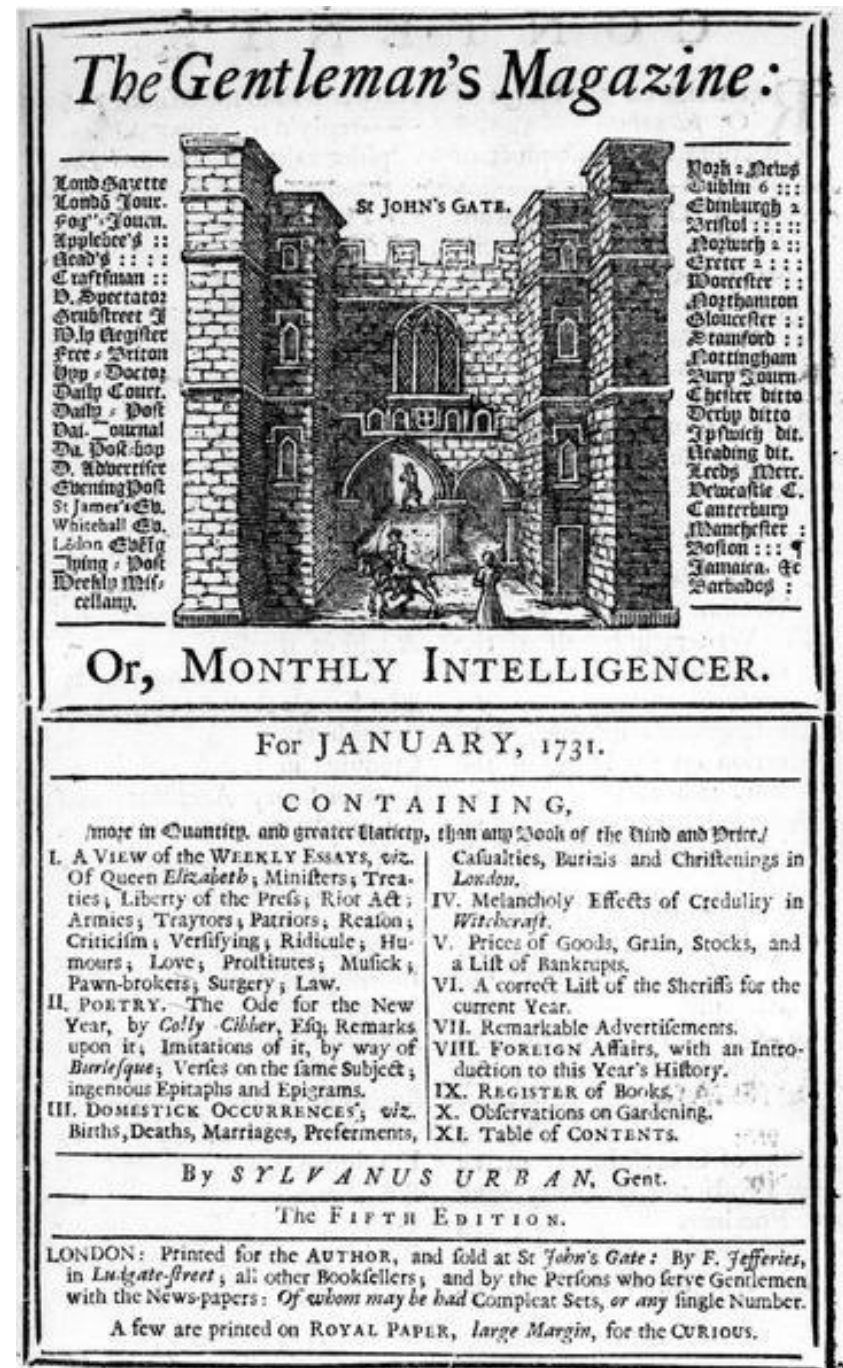


# The three broad types of magazines

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 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  
Ю.**