

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 <u>magazine</u> 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

- L. <u>General interest magazines</u> (food, fashion, entertainment, home, gardening etc.)
- 2. <u>Special interest magazines</u> (fishing, cooking, computers, photography etc.)
- 3. <u>Professional magazines</u> (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:

Pree . Writon Leion Coffg Iping : Post Weekly Mife



Chefter birto Jamaica. Et

Or, MONTHLY INTELLIGENCER.

For JANUARY, 1731.

CONTAINING.

/more in Quantity, and greater Clariety, then any Book of the Bind and Brice. A VIEW of the WEEKLY Essays, viz. 1

Of Queen Elizabeth , Ministers , Treaties, Liberty of the Press, Riot Act; IV. Melancholy Effects of Credulity i Armies, Traytors, Patriors, Reafon, Criticism , Versifying , Ridicule , Hu- V. Prices of Goods, Grain, Stocks, and

mours; Love; Prolitutes; Mufick; Pawn-brokers; Surgery; Law. I. PORTRY. The Ode for the New Year, by Colly Cibber, Esq. Remarks VII. Remarkable Advertisements. upon it, Imitations of it, by way of VIII. FOREIGN Affairs, with an Intro-Burlefque; Verfes on the fame Subject;

ingenious Epitaphs and Epigrams. III. DOMESTICK OCCURRENCES, wiz. X. Observations on Gardening. Births, Deaths, Marriages, Preferments, XI. Table of CONTENTS.

Cafualties, Buriais and Christenings in

Witchcraft.

a Lift of Bankrupes.

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

duction to this Year's Hiftory.

IX. REGISTER of Books, A

By SYLVANUS URBAN, Gent.

The FIFTH EDITION.

LONDON: Printed for the AUTHOR, and fold at St John's Gate: By F. Jefferies, in Ludgate-fireet; all other Bookfellers; and by the Persons who serve Gentlemen with the News-papers: Of enhom may be had Compleat Sets, or any fingle 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 <u>introducing paywalls on their online content.</u>

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 <u>online for free</u> so the magazine stays relevant, or <u>charging readers money</u> to protect the financial future of the brand.

Thank you

ППс-16-1-о Киреенко В. и Скуба Ю.