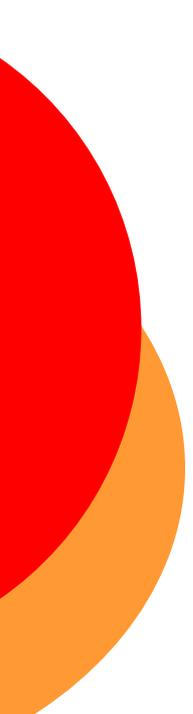


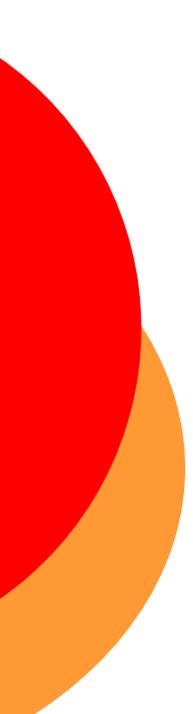
Magazines

**In the Age of
Specialization**



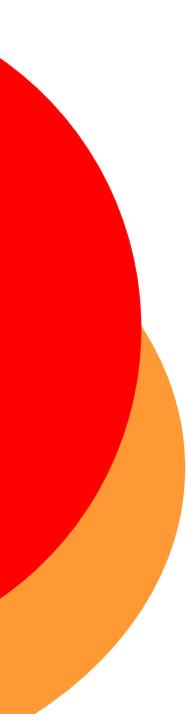
The Development of Modern American Magazines

- Postal Act of 1879
 - Lowered postage rates
 - Increased magazine circulation
 - Advertising revenues soared.
- Advertisers
 - Used magazines to capture attention and build a national marketplace
- *Ladies' Home Journal*
 - First with a circulation of one million



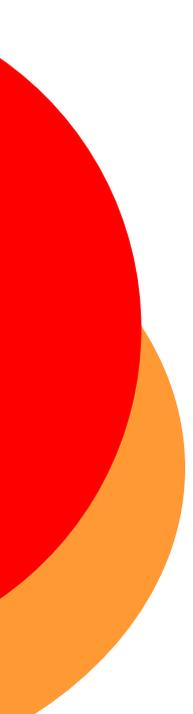
Social Reform and the Muckrakers

- Rise in circulation coincided with rapid social changes.
 - Magazines allowed journalists to write in depth about issues.
- Muckrackers
 - Investigative journalists
 - Raised awareness, leading to the Pure Food and Drug Act, the Meat Inspection Act, and antitrust laws



The Rise of General-Interest Magazines

- General-interest magazines
 - Prominent after WWI through the 1950s
 - Combined investigative journalism with broad national topics
 - Photojournalism
 - Gave magazines a visual advantage over radio

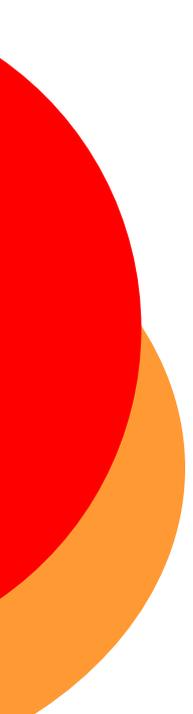


The Rise of General-Interest Magazines (cont.)

- Prominent general-interest magazines
 - *Saturday Evening Post*
 - *Reader's Digest*
 - *Time*
 - *Life*
- Pass-along readership
 - Total number of people who came into contact with a single copy

Table 9.1: Top 10 Magazines

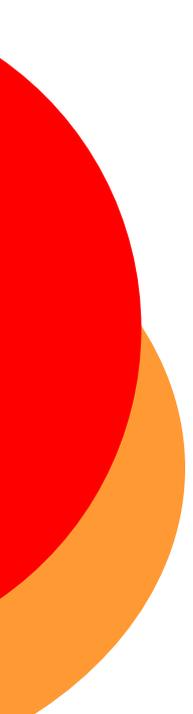
1972		2011	
Rank/Publication	Circulation	Rank/Publication	Circulation
1 <i>Reader's Digest</i>	17,825,661	1 <i>AARP The Magazine</i>	22,401,546
2 <i>TV Guide</i>	16,410,858	2 <i>AARP Bulletin</i>	22,204,197
3 <i>Woman's Day</i>	8,191,731	3 <i>Better Homes and Gardens</i>	7,633,372
4 <i>Better Homes and Gardens</i>	7,996,050	4 <i>Game Informer Magazine</i>	6,734,672
5 <i>Family Circle</i>	7,889,587	5 <i>Reader's Digest</i>	5,606,743
6 <i>McCall's</i>	7,516,960	6 <i>National Geographic</i>	4,463,196
7 <i>National Geographic</i>	7,260,179	7 <i>Good Housekeeping</i>	4,339,069
8 <i>Ladies' Home Journal</i>	7,014,251	8 <i>Woman's Day</i>	3,876,053
9 <i>Playboy</i>	6,400,573	9 <i>Family Circle</i>	3,846,672
10 <i>Good Housekeeping</i>	5,801,446	10 <i>People</i>	3,563,410



The Fall of General-Interest Magazines

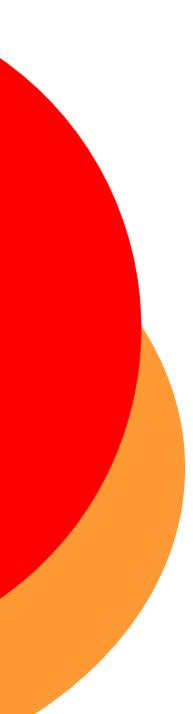
○ *People*

- Launched in 1974
- First successful magazine of its kind in decades
- Some charge that *People* is too specialized to be mass market, with its focus on celebrities, music, and pop culture.



Convergence: Magazines Confront the Digital Age

- Magazines move online.
 - Magazine companion Web sites ideal for increasing reach of consumer magazines
 - Feature original content
- Magazines embrace digital content.
 - **Webzines** made the Internet a legitimate site for breaking news and discussing culture and politics.

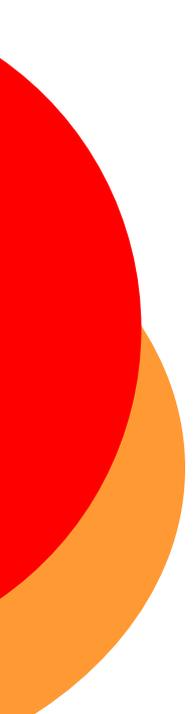


The Domination of Specialization

- Magazines grouped by two important characteristics
 - Advertiser type
 - Consumer
 - Business or trade
 - Farm
 - Target demographics
 - Gender, age, or ethnic group
 - Audience interest area (sports, literature, tabloids)

The Domination of Specialization (cont.)

- Magazines are also broken down by target audience.
 - Men and women
 - Sports, entertainment, and leisure
 - Age-group specific
 - Elite magazines aimed at cultural minorities
 - Minorities
 - Supermarket tabloids



Magazine Departments and Duties

○ Editorial

- Publisher, editor-in-chief, managing editors, and subeditors
- Subeditors oversee photography, illustrations, reporting and writing, copyediting, layout, and print and multimedia design

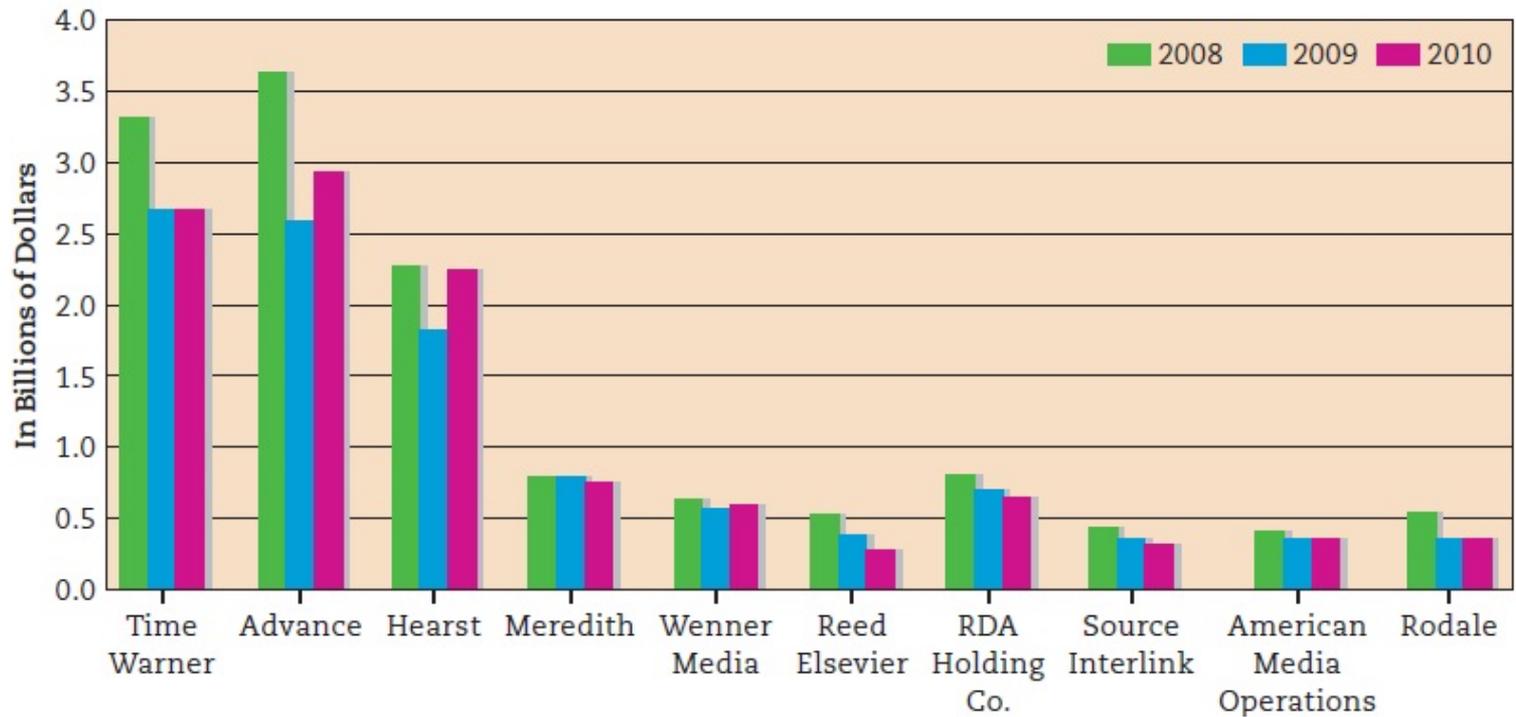
○ Production and technology

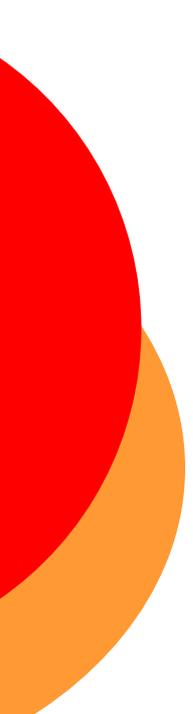
- Maintains computer and printing hardware

Magazine Departments and Duties (cont.)

- Advertising and sales
 - Secures clients, arranges promotions, and places ads
 - Rate cards indicate ad sizes/prices
- Circulation and distribution
 - Monitors single-copy and subscription sales
 - Subscriptions may be paid, evergreen, controlled, or digital

Figure 9.1: Revenue Growth of Top Magazine Companies, 2008-2010





Alternative Voices

- Alternative magazines
 - Have historically defined themselves through politics
 - What constitutes an alternative magazine has broadened over time.
 - “Zines” are self-published magazines.
 - Some have achieved mainstream success.
 - *National Review* and *Mother Jones*