

Comm 1101 Chapter 5 Notes

Magazine- A collection of reading matter, issued regularly.

Periodical- Produced in a regular interval; such as weekly, monthly, or quarterly.

A Brief History of Magazines

* Magazines were the last of the print media to become popular, but became the first of the truly national media.

* Magazine Evolution

* Media go through three stages of development over time:

* Elite Stage- Only the richest and best-educated members of the population make use of them

* Popular Stage- A truly mass audience takes advantage of them

* Specialized Stage- Tend to break up into segments for audience members with diverse and specialized interests.

* First magazine- *Edifying Monthly Discussions*; Germany; 1663. Edited by Johann Rist; targeted to an elite, literate audience.

* Many magazines in the early Americas failed because they were considered "luxuries", only local magazines seemed to prevail.

* *Ladies' Magazine*- Specialized magazine for women; published in 1828 under Sarah Josepha Hale.

* General Interest Magazines

* *Saturday Evening Post*

* Golden Age

* 1885-1905

* Advertising medium

* Modern lithography

* Color illustrations

* Photography

* Commemorative issues

* Premiums and gifts

* Adjacency- The opportunity to place an ad near a particular article, at an extra cost.

* Several events made the golden age possible:

* US made a commitment to free universal education; increase in literacy

* Postal Act of 1897

* Rural Free Delivery postal system

* Price went down

* *Munsey's Magazine*- Lowered cost of magazine to 10 cents to increase readership.

* CPM- Cost per thousand; guideline for the price of each

exposure of a customer to an ad.

* Muckrakers- Wrote articles about social reform

* Mass Circulation Magazines

*The field of general interest magazines had grown to include cultural magazines, digests, and newsmagazines.

*Cultural Magazines- high culture, style magazines, entertainment magazines, and middle-class culture.

* Pulp- Magazines produced on cheaper paper with a low cultural reach.

* Digests- Composed mostly of material excerpted from other sources, including books, newspapers, and other magazines.

* Newsmagazines- Covered current events; lots of pictures.

*Photojournalism (Golden Age)- Began in the 1930s with the introduction of the 35 mm Leica, which made it possible for photographers to move with the actions, taking shots of events as they were unfolding.

* Decline of General Interest Magazines- 1960s advertisers were moving to television

* Rise of Special Interest Magazines-20th Century

*Special Interest Magazines- Magazines aimed at specific readers with specific concerns and tastes.

* Adapting to New Media

* Internet

* Television

* Interactivity with readers

* Webzines- Magazines that appear only on the Internet

* Global Endeavors- Many magazines have gone global and offer translated versions of every issue.

Understanding Today's Magazine Industry

* The first step to understanding magazine publishing is to familiarize yourself with two broad areas:

* Types of Magazines

* Consumer Magazine- Any magazine that advertises and reports on consumer products and the consumer lifestyle.

* Trade Magazines- Magazines that focus on a particular business and are usually essential reading for people in that business.

* Public Relations Magazines- Magazines produced with the objective of making their parent organizations look good.

* Professional Journals- Periodicals that doctors, lawyers, engineers, and other occupational groups rely on for information in their fields.

* Academic Journals- Periodicals that publish research in a variety of

scholarly fields; also called scholarly journals.

- * Little Magazine- Industry term for literary magazines with small circulations.

- * Comic Books- Superheroes, etc.

- * Zines- Low-cost, self-published magazines put out by fans on a variety of topics.

- * Desktop Publishing- Using a personal computer to act as editor, publisher, and writer.

- * Industry Players

- * Publisher- Gives the magazine its character and individuality; often the magazines founder.

- * Mission Statement- A brief explanation of how the magazine will be unique and what will make its successful.

- * Celebrity Publishers- Magazines named after celebrities and based on that celebrity.

- * Corporate Publishers

- * Sponsored Magazines- Published by associations.

- * Staff- Three prime departments:

- * Editorial- In charge, gives final approval of each issue.

- * Contributing Editor- Title given to a magazine's highest-paid freelance writers, who sometimes polish others' work.

- * Advertising- Establish relationships with advertisers.

- * Circulation- The division of a magazine company charged with finding and keeping subscribers, managing the subscriber list, and promoting single-copy sales.

- * Blow-in Cards- Postcard-sized business reply cards, usually containing subscription solicitations, that are inserted into magazines during the production process.

- * Subscription Fulfillment Companies- Business that specialize in soliciting magazine subscriptions.

- * Split-run Editions- Slightly different versions of the same magazine, as in demographic and regional editions

- * Demographic Editions- Slightly different versions of the same magazine that go out to subscribers with different characteristics.

- * Regional Editions- Slightly different versions of the same magazine produced for different geographic areas.

- * Paid Circulation Magazines- Magazines for which readers actually pay subscription fees and newsstand charges.

- * Controlled Circulation- A system of distribution in which magazines are sent free to desired readers.

- * Production- Coordinates the actual printing of the magazines with outside companies.