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Magazine Advertising Sales

Thesis by

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Introduction

In my thesis I will discuss magazine advertising sales and how technology and the current economic situation are affecting them, and what this means for the state of magazines. I will also look at strategies magazines are using to continue earning revenue. I will analyze various magazines strategies, and determine which ones are successful and which ones are not. Another topic I will discuss is how different magazines are responding to the above mentioned and why certain magazines are struggling more than others.

Advertising is very important to a magazine. Magazines not only gain revenue from their advertisements but it also reflects the beliefs and values of that magazine. For example *People Special Bachelor* issue which is dedicated to rating the “hottest” celebrity bachelors has an advertisement for the relationship networking website known as Match.com. On Match.com advertisement there is a sentence that states “This issue is full of great bachelors. Match.com is full of great bachelors with no issues.”

How Four Magazines Incorporate Advertisers

The four magazines, I have chosen are *People*, *Paste*, *Nylon* and *Cooking With Paula Deen*. Each of these magazines reflects a certain niche market and theme. *People* represents entertainment and news, *Paste* represents music, film and culture, *Nylon* represents music, fashion and travel, and *Cooking with Paula Deen* represents cuisine and culture. There is however some overlapping in terms of subject matters with some of my

magazine. For example music is an important theme in *Nylon* and *Paste*, but *Nylon* is a fashion magazine that focuses on the fashion sense of music subcultures while *Paste* is a film, music and culture magazine. *Nylon* also combines music and fashion in its articles. For example in *Nylon*'s July, 09 issue the article "Under Cover: Karen O" , Karen O the lead singer of the Yeah Yeah Yeahs discusses her favorite mascara. (42) *Paste* is strictly a music and film magazine; the magazine reviews current films, albums and concerts. Another major difference between the two magazine are: *Paste* is more geared towards "indie music" while *Nylon* is not as genre specific.

These magazines themes are reflected in their articles and advertisements. The magazines advertisements are different in their website than their actual magazines. Although these four magazines share the same advertisements in their print and digital publications; the reader has a different advertisement experience. For example in *Nylon*'s July 2009 issue both the digital and print publication features an advertisement for American Apparel, but the digital subscriber can access American Apparel's website by simply clicking their curser on the advertisement in the digital issue.

According to *Nylon*'s media kit; *Nylon* is a fashion magazine for college educated young adults. The magazine was first published in 1999; to provide information fashion, music and beautiful for young women. I also like how *Nylon* bridges the gap between teen and adult fashion magazines with more of an emphasis on music and film. The average age of the reader is 24.6, which is rather young compared to most fashion magazine. (*Nylon*'s Media Kit)

Nylon has a wide variety of advertisement dealing with different products. Some of these products included in the advertisements are for cars such as Honda and Nissan, alcohol such as IS Vodka, and music related advertisements such as CD releases from bands like Bat For Lashes, and Paper Route, and music festivals like Nylon Summer Music tour. There are also advertisements for clothing brands such as Baby-G watches, Ben Sherman clothing and Ed Hardy. There are also special interests advertisements which includes; gyms such as Crunch, hotels such as Thompson Hotels and environmentally conscious clothing Think Earth Alternative Apparel. *Nylon* also incorporates numerous advertisements in magazine features. In the feature “Factory Girl”; the writer Dani Stahl goes to “up-and-coming” places and describes her experiences. In the July 2009 issue Dani Stahl wrote about her experience at the gym Crunch. (80-81) The July issue also features an advertisement for Crunch gym (83)

Nylon's website has an interesting way of dealing with advertising. One of the most interesting ways is the special section called Nylon Mall. Nylon Mall is dedicated to advertising that follows a certain theme. One theme is space, and the products follow a celestial and high-tech theme such as freeze dried ice cream, t-shirts with solar systems and silver disco pants. The reader simply has to click on one of the products then they are taken to the product's website. *Nylon* also has advertisement banners like the other four magazines' websites, but it also has less traditional advertisements. The only traditional banner advertisements, I noticed on the website was the banner advertising Dove's new nectarine body wash. This advertisement features moving body washes in different colors forming a design that resembled a flower. This advertisement was eye-catching and rather artistic. The majority of the advertisements are discusses in articles

and features on the website. For example under the “Culture” section there is an article called “ You’re a Natural”, in this article writer Faran Krentcil describes the health benefits of the newest Pepsi product known as “Pepsi Natural”.

According to *People’s* media kit; *People* is a magazine that is focused on celebrities, and their impact in our society. I chose *People* because it is an entertainment magazine that is geared to the working woman with a family. *People’s* media kit states 50% of the readers have a family, their average age is 38 and 86% of them are women. (*People’s Media Kit: Audience*) Every year *People* publish special issues in addition to their print schedule. These issues feature a wide variety of theme. Some of these special issues include: “Country Music Special”, “Weight Lost Special”, “Best of 2008” “Oscar Style”, and “Editorial Gift Guides” to name a few. (“ Editorial Calendar” *People’s Media Kit*)

People’s print publication has a wide variety of advertisement dealing with cars such as Toyota, food such as Starbucks and Sonic, television shows such as *Royal Pains*, and *Burn Notice* and beauty products such as Nexxus shampoo, and Natural Instincts hair dye. Every year *People* publish special interest issues, and the advertisements in these issues tend to reflect the themes of that particular issue. One of these issues is known as “The Country Special”, this issue deals with the Country music, and southern culture. “The Country Special” also has a unique assortment of advertisements that reflects the country lifestyle. For example there is an advertisement for the country band Sugarland’s new CD, and the Grandma’s Molasses advertisement has a recipe for Memphis-style BBQ ribs.

People has a lot of eye-catching advertisements on their website. Some are interactive and ask the viewer to answer a question. Others have moving letters that move across the screen, while other advertisements light up when the viewer puts their cursor on them. Some of the advertisers for *People's* website are Verizon, Coca-Cola, Art Institute and Cannon cameras, as well as TV shows such as *Wedding Day*. Each of these companies has a unique way of advertising. For example Verizon's advertisement for high-speed internet connection has a red "Get Started" button that lights up, and Coca-Cola's advertisement for Caffeine-Free Diet Cola features a sparkling gold diet coke can with letters moving across it. Advertisement such as Coca-Cola take a step further to incorporate *People's* main focus of celebrity news and entertainment by having their company's website display links such as "Cooking + Entertainment" and "Celebrity + Style". The advertisement for the television show *The Tonight Show with Conan O'Brien* has a multi-choice questionnaire, asking viewers to guess what celebrities joined Saturday Night Live at age nineteen.

According to *Paste's* media kit; *Paste* is an entertainment magazine for people who love pop-culture and enjoy discovering new artists and films. *Paste* is distributed throughout the United States, but its key distribution is in large cities such as New York City, Washington DC and Atlanta and college campuses such as Georgia Institute of Technology, New York University and University of Maryland. I choose *Paste* magazine because it appeals to hip urban professionals in their twenties and thirties, the average age for the *Paste* magazine reader are 32. Plus *Paste* is the only magazine on my list which has more male subscribers than women. Male subscribers count for 68.1% and female count for 31.9% . ("Demogrphics" *Paste's* Media Kit)

Paste print magazine has a narrow selection of advertisements. They mainly deal with music related subjects such as music festivals, bands' current albums, music conferences and workshops, and artist's tours. There are also non-music related advertisements which deal with subjects such as alcohol, which includes Dale's Pale Ale, and Tito's Handmade Vodka and cell phone providers which includes Verizon, and T-mobile. An interesting aspect dealing with *Paste's* advertisement is how the non-music advertisements incorporate music related themes into their advertisements such as the T-mobile advertisement shows an image of a cell phone in a concert, and has slogans such as "for you and music you".

Paste's website is limited with its selection of advertisements compared to *Paste* magazine. *Paste's* advertisements tend to center around music related theme such as band releasing a new CD or a music festival such as the advertisement for Virginia music festival Floyd Festival. There are a few non-music related advertisements for products such as alcohol, cell phone providers and colleges, which include: Pacifico beer, Verizon and Full Sail University. Majority of these non-music advertisements such as colleges and cell phone providers have incorporated music themes into their advertisements. For example Full Sail University advertisement is about perusing a degree in music business and Pacifico beer advertisement tells viewers they can download their own live rooster MP3. This feature allows Pacifico to appeals to the same people who enjoy downloading music onto to their MP3 players. The Pacifico advertisement is no longer just an advertisement for Mexican beer, but an advertisement for people who enjoy music.

According to *Cooking with Paula Deen's* media kit: *Cooking with Paula Deen* is a magazine that reflects the many aspects of Paula Deen's brand which include: recipes, food presentations, travel, entertainment ideas and family traditions. *Cooking with Paula Deen* has four main departments; "Food", "Home & Garden", "Travel & Dining", and "Special People". *Cooking With Paula Deen* is distributed through out the United States but its largest distribution is in "The South". "The South" has the highest circulation of 447,162. I picked *Cooking With Paula Deen* because it is the only magazine in my list that is centered around a famous media icon; Paula Deen. Paula Deen is the host of these following television shows on The Food Network; *Paula's Best Dishes*, *Paula's Party*, and *Paula's Home Cooking*. *Cooking With Paula Deen's* median age which is 47.5 is older than the other three magazines. *Cooking with Paula Deen* is also a regional based magazine, although it is enjoyed by people through out the United States, its main focus deals with the food and culture of the South. (*Cooking With Paula Deen's* media kit)

In *Cooking With Paula Deen's* print magazine advertisements usually deal with travel, and culinary. The advertisements dealing with travel tend focuses on the southeast, but there are also advertisements about Lake George, New York and Colorado. The culinary advertisements deal with these products: French Bread Crumb and Swanson's chicken broth and cooking such as Kuhn Rikon's Corn Zipper, and McCormick Grill Masters. Some of these products are part of Paula Deen's brand. Some of these products are: B. Lloyd Nuts which features a can of nuts with Paula Deen's face on it and Durham dentistry, which displays an image of Paula Deen smiling. *Cooking With Paula Deen* has a feature in her magazine dealing with advertisements it is known as "Paula's Pick" In "Paula's Pick" Paula Deen discusses her favorite products, as well as information about

their prices and where one can purchase them. In *Cooking with Paula Deen* numerous advertisements incorporate cooking or food into their advertisements such as Zero Tarnish, which displays an image of drinking glass. Another interesting concept in *Cooking With Paula Deen* are the advertisement sponsor contests. For example in the contest “Paula’s Recipe Roundup” readers can enter their recipes as long as they agree to use at least one product from one of the several sponsors. These advertisement sponsor events allow readers to become more exposed to products and services on a more meaningful level. Instead of just looking at an advertisement, the readers can actually incorporate these products in their daily life.

Cooking with Paula Deen like *Nylon* has a special section for advertising there is actually two sections, and they are called: “For Y’ll” and “Shop”. The section “Shop” has tabs at the side of the webpage, where users can pick different products. Some of the tab are “Teatime” which has a selection of teas and tea related products, and “Just CrossStitch” which is dedicated to the book “Just CrossStitch” and other special interest books on different subjects including floral design, and self-help.

The most interesting section is called “For Y’ll”, which is dedicated to telling the reader about products, promotions and events. In this section, there is even a link called “Essential Ingredients”, which features a list of products, and a brief summary of the products. These products are grouped into categories such as “Food” which featured products like Campbell soup, Domino Sugar and Biltmore Wine, “Travel” has travel packages for different states and cites across the US like Arkansas and Virginia, and “Home Furnishing Appliances” which features products like Gel Pro. Once the reader

finds a product, they would like to inquire more information about, they just simply have to click on the image, and they are sent to the product's homepages. *Cooking With Paula Deen* only has one traditional banner advertisement and it is for the Good Cook, which is an online cook book website. The website the Good Cook features specialty cook books such as *100 Cupcake Recipes*, and *A Baker's Odyssey*, and cook books by celebrity chefs such as *Relaxed Cooking with Curtis Stone*.

Cooking With Paula Deen website like *Nylon* has articles that promotes advertisements in their website. For example, on the website there is an article entitled "Take A Trip....Market" in this paragraph discusses Paula Deen and her husband are visiting a farmer's market in Alabama, but it also includes a phone number for the market and their produce.

Magazine Publishing in the Digital Age

As the internet becomes increasingly available to people for free or at a lower cost its popularity with people has risen. The internet has many advantages over print; one of the biggest advantages is the access to updated information instantly. When regarding a print; a reader either has to wait for their magazine to be delivered by mail or buy it from the store, and the information is already at least a week or old. These factors would hold true in the magazine world. For example a magazine article discussing John Mayer's current tour, would probably only be able to cover part of it, while an online website could actually follow John Mayer daily.

Magazine Publishers Response to the Digital Age;

The state of the troubling economy is hurting magazines in many ways. One of the biggest impacts has been the decrease in advertising. In the early portion of 2008, according to the Publishing Information Bureau; magazine advertising as a whole continued to decline, magazines slipped from 7.4% to 8.2% for the quarter.” (Fells “ *Magazines that Managed to Grow Ad Pages in the First Half, We Salute You*”)Many magazines are being affected by this economy. Magazines that were hit the hardest were: newsweeklies, music and specialty magazines. The advertising decline was present in most music magazines except for *Spin*, which did not see the effects of these hard times in the first half of 2008. Unfortunately, as time progresses *Spin* was also hit with a decline in advertising. As stated by the Publishing Information Bureau, some of the well known music magazines had tremendous drops in advertising sales in the first half of 2008 which includes the months of January through June. The magazines results are: *Blender*; a drop of 23.5% , *Rolling Stone*; 24.7% and *Vibe* 18.3%, while *Spin* received an ad gain of 15.3% (Fells) According to the Publishing Information Bureau, the third quarter which includes July through September, the figures were: *Blender* 26.5%, *Rolling Stone* 4.8%, *Vibe* 15.9% and *Spin* 2.5%.(*July-September 2008 vs 2007*). The figures for the fourth quarter is October through December and the figures are: *Blender* 42.7%, *Rolling Stone* 33.3%, *Vibe* 18.1% and *Spin* 13.3%.(*October- December 2008 vs 2007*) Although through out the quarters several magazines saw less of a decline, their percentages are still negative, which shows the effects of a hurting economy on advertising sales. This does not even take into account the lesser known music magazines such as the “indie” music magazines.

Paste like many specific niche music magazines, is having a lot of trouble to stay alive in this weak economy. As stated by Josh Jackson, the editor of *Paste* in the May 2009 issue article “What, *Me* Worry”, “As an independent publication with no outside funding to help us through the lean times, we’ve definitely felt the effects of the advertising downturn.” Josh Jackson also mentioned other “indie” music magazines that have failed such as *No Depression*, *Harp* and *Resonance*. (Jackson 4)

Magazines from other genres also felt the effects of the troubled economy. Magazines such as celebrity and entertainment, food and fashion and among others are suffering. In the first half of 2008 the celebrity magazines that were hit with low advertisement are: *Entertainment Weekly* with 16.8% , *Life & Style* 3.9%, *People* 4.9% and *US Weekly* 6.8%.. The first half of 2009 saw even worse results: *Entertainment Weekly* 37.5%, *Life Style*-51.4%, *People*-13.7% and *US Weekly*-10%. In 2008 Food magazines also saw the effects of a negative economy; *Gourmet* 25%, *Cooking Light* 21%, *Bon Appetite* 17%, and *Food & Wine* 8%. These figures progressed downwards in 2009: *Gourmet* 42%, *Cooking Light* 18%, *Bon Appetite* 26%, and *Food Wine* 30%. (Clifford) As stated in “Fashion magazines hit by the hard economy times” fashion magazines in 2008 saw the effects of the bad economy include: *Cosmopolitan*-10.4%, *Vanity Fair*-15.3%, *Essence* 12.4% and *Glamour* 12.4%

In the *Folio Magazine* predictions, individuals in the media industry state their opinions of what they believe to be the future of magazines in the troubling economy. This is important because the bad economy affects all magazines, and when one magazine ends its print subscriptions, there is a good chance others will do the same.

Andy Cohn of the music magazine *Fader* stated his predictions for 2008 and 2009. His 2008 prediction for the fate of magazines was; more magazines will fold in 2008 than in 2009. He also states, “magazines that fit a traditional mold will be ones most affected by these changes, but niche magazines such as *Fader*, will be able to adapt, and thus not fail.” (Andy’s Cohn’s opinion and thoughts about the troubling economy and its effects on magazine published industry quickly changed. Andy Cohn’s 2009 prediction was;” five out of every ten magazines and newspapers will go out of business, scale down their frequency or move entirely to the Web. This will not just be survival of the fittest, rather survival of the most willing and able to adapt to the changing media paradigm, and throw all of the old rules out the window.” (Stableford “ 107 Magazine Predictions for 2008 And Counting”)Andy Cohn now realized that all magazines are now being affected by this economy regardless of genre and they all must adapt to this new technology.

Magazines are now looking into other outlooks either by changing their subscription or creating a brand for themselves so they will stick out. To create a brand for themselves magazines are creating music festivals, starting sweepstakes and having sponsored television shows to name a few. In July 2009 issue of *Nylon* the article “Check, One, Two...” editor-in-chief Marvin Scott Jarret discusses *Nylon*’s plan to reach more reader by hosting the “Nylon Summer Music Tour” during the month of June. (36) Nylon Summer Music Tour features the bands: Patrick Wolf, Living Things, Plastiscines, and Jaguar Love, and will hit major US cities. The tour also coincides with the annual July music issue, and this issue also features articles on the touring bands. To make the concert even more successful *Nylon* has partnered with iTunes, so readers can listen to

every band featured in the July issue and Nylon TV Podcast for free. This allows the readers to learn about festival and be exposed to the bands' music. To gain even more exposure and to create a brand from themselves *Nylon* has started Nylon Records. This record label features some of the Summer tour bands; Patrick Wolf, and Plastiscines. As stated by Marvin Jarrett "I'm psyched to say that Wolf and Plastiscines have releases out now on Nylon Records-yes, it is becoming a very small (yet very big, and very awesome) world around here" (Jarrett 36)

Creating a brand for one's magazine has helped celebrity-based food magazine become more successful despite the poor economy. Celebrity-based food magazines such as *Cooking with Paula Deen* and *Everyday with Rachael Ray* advertisements pages rose. According to Stephanie Clifford "Food Magazines Struggle in Hard Economical Times" in 2008 *Cooking With Paula Deen* advertisements pages rose to 18% and *Everyday with Rachel Ray* rose 3%. Food magazines that focus entirely on Food Network stars attracted more advertisers and are more likely to be successful with branding because people are already familiar with this chef and cooking style. These celebrity-driven magazines are popular with advertisers because they are able to build good brand recognition because they have a television show, cookbook, website and branded products like pans, and specialty foods. Paula Deen has endorsed several products such as Smithfield Ham and Capitan Michael's Choice Coffees, wrote the cook books; *Lady and Sons*, *Paula Deen and Friends Living it Up* and has her only television show on Food Network called *Paula Deen's Home Cooking*.

Unfortunately, many magazines may not have the resources to create a special brand for themselves. So they have turned to other means and with the troubling economy many magazines have had to make some drastic decisions such as ending their print subscription, and thus publish their contents only online. This happened with the music magazine *Blender*. Many magazine publishers feel this would be the solution to low-performing ad sales, because of the high postage costs that are affecting print publications. According to Johnson-Greene in “USPS Looks to Reduce the Cost of Ride-Alongs”; the driving costs of postal rates makes it harder for print magazines to include “ride-alongs” with their shipment which are product samples from advertisers and catalogues. Digital magazines do not have to worry about high shipping cost and can easily revamp special promotions and product samples for their subscribers such as collection of MP3s instead of CD or have special promotion codes and coupons so subscribers can sample products that would originally be mailed to them. The rising cost of shipping is affecting the delivering of print magazines. In 2008 as stated by Dyland Stableford “USPS Announces 2.7 Percent Rate Hike for Magazine”; the United State Postal Service declared a rate increase of 2.7 percent for periodicals that would be in effect May 12, 2008.” Vanessa Voltolina mentioned in “Postal Rates Expected to Increase 4 Percent” the price continues to rise and is expected to increase by 4 percent in 2009. These increased prices will arise; the problem of trying to consolidate more locations to increase drop-ship discounts, but without spending more money on freight. This is a problem that digital magazines do not have to deal because subscribers receive their issues from the internet.

Although digital magazine still require advertisement, many magazines publishers feel digital magazines format is easier for readers to learn more about advertisements. Many magazines publishers feel that their websites are receiving more attention than their print publications, and thus it would be simpler for them to feature their magazine only online. For example stated by Jack Johnson in *Paste* “ Our website has more than tripled in traffic in the last year as we added regular artist interviews, original news reporting a list of the day and live in-studio performances from Paste headquarters”(4)

Finding information about these advertisements on a digital magazine is very simple all the reader would have to do is click on the advertisement in the digital website and will be sent to advertisement’s website. For example in the *Paste*’s July 2000 digital issue, there is an advertisement for Brite Revolution which is a music database for Bushfire Records, as soon as the reader clicks on the advertisement they are sent to Bushfire Records’ homepage. The reader can now find out more this label and their artists. In the “state of digital magazine delivery” Jane Zarem states that *Business and Consumer Digital Magazine Reader Survey Guide* performed a survey look at digital readers responses with digital advertisements. The statistics were as followed: “Digital edition readers take action regarding a product or service 90% of the time, with over 65% visiting the advertiser’s website.”

While finding information about the advertisement in a print magazine, is not as simple. The reader instead would have to actually take the time to look up the advertisement online or try to find where the product or service is being sold. Unfortunately, this is not that simple because a lot of products and services featured in

magazines might only be found in specialty stores. Another problem is dealing with conspicuous advertisements; if an advertisement is unclear in explaining its product or service, it might not be able to attract potential buyers. For example the Hudson jean advertisement in *Nylon* features displays a *black-and-white* spread of people holding lighters. Although this advertisement is creative and eye-catching it does not actual show a picture of jeans. Thus someone viewing this advertisement in a physical magazine might not want to take the extra effort to research what the jeans look like.

Another advantage for digital magazines is they appeal to the younger generation and they are able to reach a wider range of audiences. Most young people are more technologically savvy than their older peers, and are more willing to try out newer technology. As stated by Stephen Bernstein of Zenbu Media “People 18-34 have a sweet spot for digital meaning they are techno-savvy, on the computer a lot and like their information portable.” (Zarem)

One of the biggest advantages of digital magazines is in terms of cost and shipping for overseas subscribers. Many print magazines are extremely expensive especially for international readers. As stated in “Paste Magazine; Give the Gift of Music”; *Paste*’s US subscription is \$24.99 while the Mexican and Canadian subscription are \$49.99, that is \$25 increase. Digital magazines on the other hand are either free or cheaper regardless of the country of origin. For example *Paste* digital issues are 99 cents a month. *Nylon*’s \$9.95 a year for a digital subscription compared to \$19.95 for their print subscription. On top of the heavy cost, foreign subscribers also have to deal with a much longer waiting period. Digital magazines can be accessed as soon as the newest issue is

available regardless of where the reader is located. If a reader wants to look at digital back issues, they do not have to wait for magazine to come in the mail. Instead they just simply click through the digital magazine archives on To be able to obtain a digital issue all one needs is access to a computer so they can register through the magazine website while plenty specialty print magazine are only featured in bookstores in select locations. For example *Paste* is only featured in bookstores and music stores, so a person living in a rural area would not be able obtain a print version of this magazine locally. If they decided to subscribe to the digital magazine, they can access the magazine in a matter of minutes.

Many digital magazines also have special features and deals, which are not available to print subscribers. such as access to all the past issues instead of paying heavy fee of ordering past print magazine For example *Paste* has created “Paste Digital VIP” to attract readers and allow people to become more familiar with the magazine. “Paste Digital VIP” is an online subscription service for \$3.95 a month; where the subscriber can get: twenty-four free albums, four music videos, digital issue archive, \$10 gift subscription, fifty-two exclusive MP3 downloads and receive *Paste*’s monthly sampler a month early.

Unfortunately, a digital magazine is not free from problems and getting rid of the print edition might cause more harm than good. There are still many of readers that prefer a print subscription over a digital one. Many people still enjoy the tactile sensation of a printed magazine, and the ability to take it everywhere and pass it on to friends. Another drawback with digital issues since they are formatted to have one page spread to

fit your entire screen, the font size tends to be smaller, and has to keep on being adjusted. Nick Pudry states in the *Paste F & Q* : “Going online not only does eliminate many costs; it also eliminates a lot of revenue”. And many more subscribers would be owed refunds” There are plenty of people who would not only demand their refund, but might just end their subscription because they can not have their print issue.

Digital magazines also have drawbacks dealing with advertising. Many people often wonder if digital advertising in both magazine’s websites and digital issues are as effective as print advertising. McPheters & Company; a media consultancy performed a survey which stated “ That only 63 percent of banner ads were only seen and people actually registered 37 percent of the Internet ads” (McCarthy) The Magazine Publishers of America compares the amount of time consumers spends on an advertisement to the amount of impact advertisement in the media has on the costumers. This is known as the “Time-Ad Impact Ratio”, and according to the ratio; advertisement in print magazines and newspapers have the highest ratio of impact on consumers (McCarthy) This could be because most digital issues are read online, and people tend not to print out their digital issue so these advertisements are often forgotten because they only viewed on the computer. One can view an advertisement in a print magazine in almost everywhere such as a bathroom. Advertisements on websites also face problems with trying to gain a reader’s attention, because one would see an advertisement on magazine’s website, but as soon as they refresh the page the advertisement is gone with another one is in its place. For example on *Paste*’s website there is an advertisement for the music festival the “Traveling Circus and Medicine Show”, and as soon as I refreshed the page there is advertisement for the college Full Sail’s Entertainment Business program. Yet, the

advertisements in my print magazines never change, and I will always see them when I turn the page, and when I pick up the magazine two days from now, I will see that same car advertisements. So these advertisements have a longer lasting affect in my memory because I am able to view it repeatedly.

Are online advertisements efficient? This is question is a another major issue that concerns digital magazines and their online advertising Advertisers and magazines must understand that digital advertisements like print advertisements, must successfully sell their products or service. Unfortunately, having music, bright colors and sparkles does not mean a digital advertisement is a successful. The advertisement has to do more than just grab the viewer's attention, it must try to convince to that this product or service is needed. One can not measure an advertisement success-rate based on how many times a viewer clicks on the advertisement because a lot of people tend to click on an advertisement out of habit or because they enjoy the image. This action does not mean the person wants to find out more about the product or service. A advertisements success should be measured by its content. Joseph Guerrero author of " The Growing Problem With Online Display Advertising" explains that content is the most important feature of an advertisement and advertisement with great contents will find an audience.

It is extremely important for advertisers to make their advertisements eye-catching, but an advertisement that is too busy can become overwhelming. Publishers must take a lot of care when deciding where an advertisement should be place, this is important for both digital and print publications as well as magazines website. For example *People* magazine's website only features one advertisement at a time, and

usually the advertisement is on top or the left hand side of the page and the advertisement usually features moving letters. One advertisement at a time is great concept; the viewer can concentrate solely on this advertisement instead of several advertisements, and thus they will grasp the concept of this advertisement more quickly. For example; the advertisement for Diet Coke shows a moving coke can that sparkles. This advertisement is eye-catching, and would most likely attract a reader to click on the gold button, to find out more about the advertisement. This is important concept for both digital and print advertisements.

Despite the differences between digital and print magazines, their true value is determined not by their format, but by their content and what they can offer readers and advertisers. Publisher must realize by having their magazine in only one platform of media they will probably not serve the needs of their readers or their advertisers. Peter Spielvogel a director of marketing at Olive Software states the true value of a magazine; “The real value comes when publishers embellish their offerings with multimedia advertisement or content, adding more value for both readers and advertisers and attracting a more technology-oriented subscriber.” (Zarem “ The State of Digital Magazine Delivery) A successful magazine should offer both digital and print versions of their magazine and a regularly updated webpage.

Many magazine publishers must make changes both to their print and digital magazines as well as their websites to stay float in the troubling economy. *Paste* is one of the magazines that must make changes to both their print and digital subscription in hope to keep float in this troubling economy. As stated by Jack Johnson, one of the

changes being made to the *Paste*'s print issue is dealing with the *Paste* Sampler which is a CD that contains collection of songs by artists that were featured in that issue of *Paste*. The *Paste* Sampler in print subscriptions and news stand copies will no longer be physical CD, but instead the reader has to download the MP3 on *Paste*'s website, but an actual magazine subscriber can request a physical CD. *Paste* is also adjusting their print schedule. *Paste* will now be printed every other month, and the alternating months are smaller special editions. These smaller special editions will begin with the June issue entitled "June's Summer Festival Guide" (4)

Paste has started a campaign known as "Save Paste Campaign" to try to get their readers involved in saving their magazine. On their website there is a "Save Paste" Banner. This banner then directs the reader to the "Save Paste; Paste F&Q" which discusses the troubling financial situation, and encourages loyal readers to either donate money or songs for upcoming monthly samplers. Then there is a link entitled "What Else Can I Do?", which discusses more ways a reader can get involved. These include: add the "Save Paste" banner to your blog, tell your friends about *Paste* in social networking sites such as facebook, twitter and MySpace, and join the "Save *Paste*" facebook club, and support their advertisers by notices the advertisements, and inquiring the products or services that appeal to you.

The last suggestion is another example of how magazines depend heavily on their advertisers. Magazines and their advertisers have a two-way relationship; magazines depend on sponsorship from advertisers, and advertisers depend upon exposure to readers. An example of co-depended relationship between advertiser and magazines is

shown by advertisement by the fair trade coffee company Café Campesino. Café Campesino has a banner on *Paste*'s website that shows black coffee beans and says in bold letters, "Save Paste & Support Fair Trade". This banner is not only advertising their coffee but also telling readers that by buying their coffee, they can help save *Paste*. In fact Café Campesino has their own special gift basket, known as Save Paste Magazine Sampler, which has dark espresso chocolate and coffee and \$10 of proceeds of these gift baskets will go to *Paste*.

Advertisers and readers play a very important part in keeping a magazine alive. This is shown with *Paste* magazine. In *Paste* July 2009 issue the article called "A World of Thanks" editor-in-chief Jack Johnson states "this issue of *Paste* is brought to you by our readers" Jack Johnson explains that *Paste* like many magazines saw a significant drop in advertisement dollars in the first half of 2009, and could just quietly fold, but instead *Paste* asked for help from its readers. *Paste* received many positive responses from artists, companies and readers. Musicians such as Avett Brothers, Neko Case, Of Montreal and She & Him donated rare tracks and live-performance to a special sample CD for people who donated money to *Paste*. Readers shared their experiences of *Paste* magazine on social networking sites like Twitter, Myspace, Facebook and personal blogs. The Save Paste campaign gained attention of companies such as Associate Press, Reuters, CNN and NPR. (Jackson 4) The Save Paste campaign is still very present in advertisements in *Paste*'s July issue. For example on top of the Horny Toad; a clothing company's advertisement page there is a sentence that says "We love Paste. (we used to eat it all the time at school)" On the bottle half of the advertisement there is paragraph

that explains to the reader if they buy clothes from their website and enter the code LOVEPASTE as they proceeded to check out, Horny Toad would donate 30% to *Paste*.

A magazine's success is determined by how it is able to adapt to the changing times. Magazines are now faced with many dilemmas such as the rising postages costs, decline of advertisements and the diversion between the two media forms of print and digital. Each magazine has different ways of responding to these dilemmas; however some are more successful than others since they are able to create new ways to attract revenue either by asking help from subscribers, hosting music festivals and endorsing products. The four magazines; *People*, *Paste*, *Nylon* and *Cooking with Paula Deen* have successfully been able to generate revenue during troubled economy.

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