

**Everything You
Always Wanted
To Know About
Magazines...
But Never Dared To Ask!**

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INTRODUCTION

Each and every day, we are surrounded by information. Whether we read the news, pore over the latest gossip column, or we head to the Internet, we are constantly inundated with facts, fiction, and fantasy.

And this is a good thing.

Our brains and our lives need to be constantly updated in order to make better decisions, form new opinions and to simply experience life at its fullest.

Without a constant flow of information, we would not be able to learn about the latest election, the latest jean style, or the newest ideas.

Magazines make up just a part of this influx of information – but they are no less important. By providing us with a wide range of ideas and communicating about a diverse set of topics in a fun and accessible way, magazines allow us to create our own experience in this world.

Some magazines are targeted to the wider audience of readers, like those that provide us with news coverage or political information.

But there are also niche (smaller) markets that provide smaller groups of readers with all the latest news and developments in the knitting world or in the writing world.

No matter why you choose to use magazines over other forms of media, you're not alone. Magazine sales and subscriptions are still rising, even with the invention of online publications.

But what is the future of magazines? How can we use them in our lives? What's next in the publishing world?

Read on to find out more about the past, the present, and the looming future of magazines.

1

HISTORY OF MAGAZINES AND NEWSPAPERS

It's hard to imagine a world without some form of newspaper or magazine.

We depend on these sorts of publications to let us know what's happening, where it's happening, and what we need to do as a result.

While we are turning more and more to electronic sources of news and information, they could not have gotten to the point they are now without having the history of magazines and newspapers behind them.

WHERE NEWSPAPERS STARTED

When we first wanted to spread news, it wasn't a matter of writing it down and making a lot of copies for all the people we knew.

Early groups of humans began by telling each other the news. Since families and communities were typically small, it was easy to make sure everyone knew what they needed to know in this manner.

But as communities grew and people decided to move to different areas, it became essential to have an alternative form of communication.

While people could still talk to each other about the day's goings on, remembering the news from one city to the next become problematic. In order to convey the proper information, a new system had to begin.

Newspapers began as early as 59BC in the Roman Empire.

These handwritten sheets of news were called the Actas and they were a part of a system of two different kinds of news sharing devices – those that only produced one story and others that were purely handwritten accounts of news.

Over time, these developed into what we now recognize as the modern newspaper.

The form of this printing most of us would recognize as a newspaper wasn't developed until the 1600s when the printing press became widely used, and it allowed people to produce many copies of messages.

Other names for these publications included:

- Relations
- Relaciones
- Broadsheets
- Pamphlets
- Booklets

Some of the illustrations in these publications were even created on wood pieces and placed onto the paper.

Of course, these types of literature didn't really take off for a while as the overall literacy rates were not as high as they are now.

The news of the time used to include stories about:

- Battles
- Sensational materials
- Events that showed the strength and power of leaders
- News from other lands
- Political commentary
- News writing
- Trade information

What's interesting to note is that the sensational stories tended to be the most popular and most read publications.

In 16th century German, the idea of a subscription based publication came into effect. Most of the subscribers were from businesses and governments. These publications were dated and were printed at regular intervals.

The first newspaper is said to be the Strasbourg Relation, which was created in the early 17th century. This German paper included a picture on the front page, which was much different from other publications at the time.

Other newspaper type publications around the globe included:

- Avisis or Gazzettes – Italy

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- Corantos – Dutch Republic
- The London Gazette – England
- Bengal Gazette/General Calcutta Adviser – Colonial India

The first newspaper in the United States was called Public Occurrences, and it had a publication date of 1690. But this was only printed once as it was censored by those in power at the time.

WHERE MAGAZINES BEGAN

While newspapers seem to be the periodical that emerged first in the consciousness of society, magazines weren't too far behind.

In 1704, the first English magazine was published by the name of "Review." This magazine was created in London and the publisher was Daniel Defoe, the same author who wrote "Robinson Crusoe."

In 1731, a magazine by the name of The Gentleman's Magazine was produced in London. This magazine focused on general interest articles, rather than strictly news or politics.

In the year 1739, the first consumer magazine was created – The Scots Magazine.

This magazine included articles of interest to the everyday consumer, without any true niche application or focus. This was thought to be the oldest magazine, but it seems that the many changes in ownership and publication have left some gaps in its timeline.

Still published as a daily newspaper is Lloyd's List in England, with its first publication date in 1734. You can still find this magazine today.

As the decades passed, the use of magazines morphed from that of general interest to more niche and targeted markets. In the 1900s when there were a number of immigrants who came to the United States, magazine publishers saw the horrible conditions in the workhouses, and exposed these conditions in their publications.

Also known as being a muckraker, this type of expose journalism continues today, with journalist vying for the best scoop on some big and famous business.

WHAT DOES IT ALL MEAN?

As we have grown up as a country, we too have grown up as a reading audience.

We want more from our newspapers and magazines and we will continue to read from these sources until they no longer provide what we need.

However, in today's world, newspapers and magazines are continuously evolving, showing us stories that enlighten us, entertain us, inform us, and connect us to others.

These publications may have a rich history, but the millennium isn't over yet.

2

IMPORTANCE OF MAGAZINES IN EVERYONE'S LIFE

Each morning when you wake up, you want know what's happened the day before – it's something our generation is accustomed to doing. We simply always need to be in the know and to hear about the latest goings on in the world.

But while many of us are turning to the Internet as a valuable resource, there are others who recognize the value of the printed word – words you can hold in your hands and hang onto.

Like those in magazines.

Just as with any other information source, there are different ways magazines can help us to better understand our world.

LEARNING ABOUT THE NEWS

Unlike newspapers, magazines allow us to see the news in full color and in a shinier package (most of the time).

This is much more enjoyable and can often be easier to read.

People who turn to magazines for the news will receive these types of magazines on a regular basis, with digests of the events in the world and discussions as to what might happen next.

You can find magazines that cover:

- Local news
- World news
- Business news
- Environmental news
- Sports news
- Spiritual news

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When you're able to find information about news in magazines, it will allow you to:

- **Understand the current events in the world**
While you might be able to learn about major events from others in your life, magazines will allow you to learn about them from a generally unbiased viewpoint so that you can share this information with others.
- **Keep in touch with elections and other political decisions**
In election years, magazines become important ways to see what writers and pundits have to say about the candidates. Instead of hearing about the day to day events, you will learn more about the summaries of their actions.
- **Begin to recognize patterns in the world**
When you have a regular subscription to a magazine, you will be able to see the patterns in the world events, especially when you subscribe to publications that talk about world events.
- **See what new trends might be popping up in your industry**
In terms of business application, magazines can help you see who was hired where, what other businesses might be doing right and what other businesses in your field might be doing wrong. You can then adapt your actions to suit the changes in the market.
- **Find out what events have happened in your community**
Since we're not really a community based society anymore, we rely on local magazines to tell us what's happening and what it might mean for our local areas. We just don't have community social events anymore, but we can gather the same information by creating publications.

The news is important for us to know because the better informed we are, the better the decisions we can make.

And sometimes, you want to be able to refer back to a past story that seems to correlate with something occurring now.

With newspapers and some Internet services, you just can't do that.

ENTERTAINMENT AND MUSIC INFORMATION

When you want to learn about the latest gossip or entertainment news, magazines are a crucial source of this information.

Magazines and other publications are constantly providing readers with the details they need in order to get their celebrity fix. Even if this information doesn't affect their life in any way, it can and it will entertain them.

Admit it, you like to hear about other people's lives too, don't you?

With entertainment magazines, you can learn about:

- Gossip
- Movie news
- Music news
- Reality TV news
- Television news
- Industry news
- Sensational stories
- The latest styles and trends in fashion

For most people, these sorts of magazines are just great fun. They don't necessarily provide information they can use in their current life, but these magazines can help you get a better sense of what's hot and what's not in the world.

You can expect to learn these things from entertainment magazines:

- **The current fashion trends**
If you like to be a person that's always on the cutting edge of style, these entertainment magazines are a great source of information. Since trends seem to start with celebrities, you can see what's hot before it hits the streets in your city. In addition, many magazines will give readers advice as to where to find these hot styles in their own neighborhoods.
- **The current award campaigns**
Whether it's the Oscars, the Emmys or the Grammys, you can learn more about who's in contention for awards, who isn't, and who should be. This can keep you informed as to what movies are good, bad, and simply not worth your time.

- **Who's dating/marrying/having a baby**
We all love to hear about the lives of others, even if we're never going to meet them in person. By reading about the lives of other people, we can compare our own lives and feel better about what we have in our own lives. Or worse, it depends on who you read about.
- **What stars look like**
We all want to know what celebrities look like, for better and for worse. It's just human nature to stare and to compare ourselves with others. We want to know how skinny everyone is, how fat they might be, and how built they might be.
- **What the lives of the rich and famous are like**
Since we don't always get to be as rich as celebrities, we want to know how the 'other half' lives. We want to learn more about their workout routines, their marriages, their homes, and their bank accounts. By living vicariously through magazine articles, we can begin to feel like it's possible for us too.
- **What certain networks and producers are doing**
Those who are interested in films or other sorts of productions might want to read trade papers to see what kinds of things are coming out for audiences. This can also give up and coming writers and screenwriters ideas about what's hot in Hollywood and what's not.
- **What shows/music/movies are coming out**
If you're a TV and entertainment junkie, entertainment magazines can help keep you up to date on your favorite shows and programs. You can also learn about cast changes and potential upcoming episodes.

No matter why you might want to look at entertainment type magazines, you will find they are just as they are named – entertaining.

These types of magazines are perfect for light reading on a long trip or at the end of a long day.

GATHERING KNOWLEDGE

Whether you are researching something for work or just on your own, magazines can be very helpful in your search for reliable information.

From magazines, you can find out things about everything, including:

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- Cars
- Art
- Writing
- Painting
- Fitness
- Running
- Weight lifting
- Tattoos

This list is quite long. But it's safe to say that if you want to know about a particular subject, you can probably find a magazine that will give you more information about it.

For example, if you are interested in knitting and how to make certain items, you can find many a knitting magazine that not only tells you about how to do certain knit stitches, but the magazine can also help you by providing new patterns each month to keep your needles occupied.

The informational tone of some magazines allows you to progress in the interests you might have, so that you're becoming more of an expert as the time goes on.

For example, a writing magazine might be able to provide you with basic ideas of how to get published, but once you have gotten published, you can look to the same magazine for advice on how to find more markets in which to get published.

Suffice to say, the smarter you get in a certain subject, the more a magazine will be able to help you.

Here are some examples of how you can gain knowledge from magazines:

- **Art magazines provide inspiration**
When you open the pages of an art based magazine, you will begin to see pictures of the work of other artists. You can look at these pictures to see what you think and how you might interpret the same subject, and you may also get instructions on how the artist themselves crafted the work in order to apply it to your own practice of art.
- **Business magazines offer advice**
When you're starting out a new business, it can help to see what other business owners are doing. In magazines for entrepreneurs, you can

learn step by step advice on how to create a business plan, how to get a loan, etc.

- **Craft magazines offer How To instructions**
Just like the knitting example, there are plenty of crafting magazines that will provide you with everything from what materials to get, where to find them, and how to put them all together.
- **Cooking magazines offer recipes and new techniques**
When you want to make new foods for your family, cooking magazines can provide you with new recipes. But you can also learn new cooking methods that can be applied to old recipes in order to make them seem new and different.
- **Diet magazines provide menus and exercise plans**
When you want to keep up an active and healthy lifestyle, subscribing or buying magazines that constantly update your routines will help you prevent boredom. You can get the latest tips on how to make sure your life is as healthy as possible.

No matter what topic you enjoy, you can gather information and learn more about how to do something, how to perfect something, or how to change something into something new.

All from reading and looking at the pictures magazines include. It's almost as if you're taking a class without having to leave your home.

CREATING DISCUSSIONS

But for many people, magazines move before giving information. They give you ideas about which to think and ideas that you can use in your next conversation.

From art to music to books, you can learn about the latest opinions and observations, which will then allow you to learn more about what's happening and to think about what might happen next.

And this goes beyond just finding good conversation starters.

By exposing yourself to as many opinions as possible, you can not only broaden your own ideas and opinions, but you can also begin to question things like the news and political commentary.

Magazines are invaluable for:

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- **Presenting provocative authors**
Reading the commentary of someone like Eve Ensler or Gloria Steinem give you a fresh perspective into a topic or it can incite you to respond to the magazine's publisher.
- **Providing cutting edge ideas**
When you are talking about something like green issues, for example, the opinions on how to save the environment vary widely. By reading what others have to say, you can see if you agree with them or if you find flaws in their logic.

With the information magazines can present, you can:

- Argue
- Agree
- Decide you need to learn more

Because of this, your opportunity to learn and to develop your opinion of the world and of things that occur within it is expanded exponentially.

You can become a more well-rounded and educated person because of the information you read and the way you interpret it. Of course, you also need to question what you read and not take everything at face value.

But that's just another way to use magazines to broaden your horizons.

LEISURE

However, not everyone buys magazines or newspapers to inform themselves or to try to make their lives easier.

For some, magazines are just about leisure and passing the time.

Think about where you might read a magazine:

- At a doctor's office
- On a plane
- While waiting for an appointment
- On a bus
- In the car (when you're the passenger, of course)
- At school

- When you have free time at home

Many of us simply read magazines because they're fun, they're lighter than books and they allow us to keep our minds occupied as we travel through our days.

And that's reason enough.

3

HOW PEOPLE USUALLY READ MAGAZINES

At first glance, the topic of this section seems a little self-explanatory. After all, you read magazines by **READING** them, right?

At the same time, things are changing in the publishing world, so the way we interpret and digest information is also changing.

Things aren't the way they used to be – and this is certainly a good thing.

PAPER

For most people, the idea of paper magazines with their glossy pages and covers are still the more favored way to read these publications.

There's just something about turning actual pages that makes you feel as though you are a more active part of the reading and the learning process.

At the same time, paper magazines seem to be becoming fewer and fewer with the introduction of websites that can be updated each second of the day.

To decide whether paper magazines are for you, here are the pros and the cons.

PROS

- Paper magazines can be stored for later use
- Paper magazines are easier for some people to read
- Paper magazines are easy to find in bookstores and in grocery store lines

- You can subscribe to these magazines and have them delivered to your doorstep
- You can rip out the articles you want to keep and throw away the rest
- They can be recycled when you're done
- Paper magazines include pictures and charts that are easier to use when printed.

CONS

- Paper magazines can be hard to keep up with – you can have more sitting around that you just don't have time to read
- Some people feel the paper consumption is wasteful
- They can be expensive to purchase
- They take up physical space
- Paper magazines can become unwieldy to carry around
- They aren't updated on a daily basis in most cases

While most people consider paper magazines to be the 'real' thing, there is some debate as to whether times should change.

Since the information is the main concern for people, perhaps the method of transmission can change without affecting the overall usefulness of the magazine itself.

DIGITAL

With the invention of the Internet came many opportunities for change and growth in the publishing world.

Not only were people now able to produce anything they wanted online, but they could also change it as often as they wished and create online publications that would be immediately accessible to readers.

Online publishing started with simple newsletters that were text based, offering readers simple pieces of information on demand.

But with the introduction and the refinement of flash images and digital photography, things have gotten a bit more colorful and a lot more interesting online.

You can easily see your local papers online, just as you would if you were holding the paper in your hand – and magazines are no different.

Websites, in fact, can be seen as more adaptable and mutable versions of magazines with their user friendly templates and well crafted templates. And magazines themselves have turned to online versions of their paper issues to make sure their readers are never too far away from the information they provide.

Digital magazines are becoming just as popular as digital music and movies, but as with anything, there are problems that might need to be addressed before everyone gets on board.

Here's what you need to know:

PROS

- Magazines are available anytime, anywhere so long as you have an Internet connection
- Magazines can be created to suit your particular interests when you personalize your pages
- Magazines are not made of paper, so it's more environmentally friendly
- Online magazines can connect you with other sources of information that you might want to access after reading particular articles
- Online versions are available of most every print magazine

CONS

- Online magazines can be trickier for some to read, depending on their computer or digital reader abilities

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- Online magazines can be made unavailable by a crashed server or down website
- Magazine websites can be confusing for newer computer users
- Magazines online can be covered in advertisements
- Digital magazines are often only accessible to those who pay for the print magazine subscription too
- Since you might need to pay for a print subscription too, online magazines may be just as wasteful
- Slower computers might not be able to recognize all of the features of an online magazine

With everything else in the world becoming more and more digital, it seems that it's only natural for magazines to do the same.

At the same time, since this is still a newer way to approach publishing, there are still come glitches in the system that will need to be worked out, obviously.

SCANNING VS. DEVOURING

The way people actually read magazines is also something you need to keep in mind when you are choosing a magazine for your own personal consumption or when you are considering creating a magazine.

- Some people actually read the articles.
- Some people just skim the titles.

It's important to realize this because magazines need to give their readers what they want.

Those who tend to scan magazines just want to know the basic ideas of the magazine as quickly as possible. They want to know what's happening in the world, but they might not care to know every detail.

For those kinds of readers, things like lists and bubble points can help them access the most information in the shortest amount of time.

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In addition, these sorts of readers may rely on pictures and charts to help them learn more about a certain subject matter. This isn't to say that the articles themselves don't matter, but the reader may not even read the articles unless the pictures and graphs haven't given them all the information they need.

These kinds of readers are generally:

- Very busy
- Already quite educated
- People who have to process a lot of information in a short amount of time

In order to make sure they get the most out of a magazine, publishers need to realize that they can't use long winded writers or create titles that are vague and nondescript.

On the other end of the spectrum are readers who love to devour magazines.

They will spend hours reading a magazine just because they enjoy reading so much, or they enjoy the topic that much.

These sorts of readers are:

- Experts in their fields
- Looking to be entertained
- Interested in gaining knowledge they can use

The person who likes to spend their time reading a magazine is someone who really wants to make the most out of their experience and out of the magazine itself.

This person may often read articles two or three times to make sure they fully understand what is written and how the information might be applied to their own life.

In addition, these readers will expect high quality writing that allows them to fully grasp concepts and retain that knowledge – unless those who simply want to learn information quickly and for shorter periods of time.

Understanding the two main types of readers will help you when you want to choose a magazine to read, as well as when you might want to create a magazine of your own to share with people.

What's even more interesting about these categories is that most readers are a combination of the two reading styles.

To make sure you appeal to as many people as possible, you need to have a little bit of everything in the magazine for everyone – techniques that allow the reader to quickly scan and articles which can be read again and again.

It's all a balancing act.

NOW AND LATER

But while some readers need to read magazines for information RIGHT NOW, other readers are more likely to read now, and then read again, and then read again, etc.

Again, everyone is different.

Here are the main characteristics of these two readers:

READ IT NOW-ERS

- They want the information now.
- They know what they want to read about.
- They like to glance over magazines and then toss them.
- They don't really care to reread articles.
- They enjoy pictures and graphs that can be easily understood.
- They can't wait for the next issue.
- They like constant updates and to find out what's new in the world.
- They don't focus on the past.
- They might be trying to follow a certain trend.

READ IT LATER-ERS

- They like to read things now, but need time to think about what they've read.
- They might like to clip articles in order to use the advice later.
- They might not need to know about things right now.
- They might be more focused on practical applications of information.
- They might want to file the magazines for later.
- They might enjoy magazines and topics that are timeless and not trendy.

This is a logical separation of readers, but one you need to keep in mind as you choose magazines to subscribe to and as you create your own magazine or publication.

Think about it right now, what kind of magazine reader are you?

4

DAY TO DAY MAGAZINES VS SPECIALTY MAGAZINES

If you look around the local busy street in your town, you will notice there are probably dozens of different restaurants and eating establishments. Now, your town probably doesn't need this many places to eat, and yet they all seem to thrive.

Why is this?

Different people want different things at different times. Think about it for a minute. Sometimes you're in the mood for sushi, but at other times, you're in the mood for Mexican.

It's no different with magazines.

Some people need different things from different magazines and publications, so this is something of which you need to be aware.

As you begin to understand more about the magazine industry, you will begin to see more about the types of readers that are addressed, how these magazines can help you and how you too can break into the magazine business, if you choose to do so.

WHAT IS THE DIFFERENCE?

When you look at a rack of magazines, it can seem as though they're all made in similar ways and present information in similar fashions. But there are distinct categories that are used for different purposes.

The two main categories are:

- Day to day
- Specialty

Day to day magazines are those magazines that are use for the everyday reader who has basic needs for information which might include:

- News
- Health
- Local events
- Sports

You might also call these magazines 'general interest' magazines because they offer a general audience general information about the world.

These magazines appeal to wide markets of readers and they help to educate people on a basic level of understanding. These magazines might explore some depth to their topics, but they're not going to go into expert detail.

You can find these magazines in everyday stores and newspaper stands as they are used to educate the general masses.

On the other hand, specialty magazines allow specific readers the chance to learn more about very specific topics. These magazines might have readerships in the thousands rather than the millions of more general interest magazines.

Specialty magazines offer:

- Targeted information
- Niche markets
- Expert writers in those particular fields
- Advice
- Information
- Guides
- Etc.

When you pick up a specialty magazine, you want to read only about one particular topic.

For example, there are magazines available about tattooing and tattoo artists. In these magazines, you will read about nothing but particular designs of tattoos, how to achieve them as a tattoo artist, etc.

You will not read about the news in the world, but only that news as it applies to the world of tattoos.

These specialty magazines have a lot to offer as a result of their focus.

When you read a specific magazine, you will be able to get specific questions answered to the degree and with the detail you need. You can turn to these sorts of magazines again and again to refine the knowledge you already have.

For those who are in a particular business or who want to learn more about refining a skill they have, these publications are priceless.

Many people who subscribe to specialty magazines are going to keep their back issues to refer back to them as their needs change or questions come up.

These magazines tend to be very high quality and they tend to continuously offer articles from respected contributors in their specific fields.

On the downside, these kinds of magazines tend to be a bit more expensive to produce and to purchase, however the quality certainly warrants those price tags.

Specialty magazines may also not be available every single month.

Many of these types of magazines will only be published once a quarter or even twice a year. But then the content will be might higher quality as a result.

DIFFERENT USES FOR DIFFERENT READERS

Just as there are different readers of magazines, there are different uses for each of the different kinds of magazines.

DAY TO DAY MAGAZINES

- Used for quick information gathering
- Used for immediate use in business and daily interactions
- Used to find out more about current events
- Used to find out more about news stories
- Used for current topics and trends

Day to day magazines dispense information which is topical and that is current to the moment.

You might find references to past events in these sorts of publications, but that is not the norm when it comes to the advice and movement of these manuscripts.

These are magazines that you might pick up just to browse for information as well, even if you didn't have a clear goal in mind for your reading.

Those who read these magazines just want to keep informed as to basic ideas and news, without being too overly interested in knowing every minute detail of the matters they read about.

SPECIALTY MAGAZINES

- Used for specific projects
- Used for specific details
- Used to learn about trends in specific markets
- Used for particular industries
- Used to disseminate research and studies – i.e. medical journals
- For experts in the field

The use of specialty magazines is clear – those who want to know about a particular item or action will read these.

An everyday reader will not necessarily need all of the information in these magazines, especially on a regular basis.

If they are interested in a topic for a particular project or event, then an everyday reader might choose to buy a specialty magazine, but this isn't going to be a regular purchase.

Some day to day readers might also be tempted to buy a specialty magazine if there's a headline that specifically addresses a need they have.

Learning about the different uses for different readers becomes a compelling study of how magazines are used in everyday life and for different situations. In educating yourself as a reader and as a user of a magazine, you can begin to understand not only the market of magazines, but also the way you can most easily incorporate magazines into your own life.

HOW TO TELL WHICH MAGAZINE YOU WILL USE

When you're looking at a rack of magazines or you're trying to understand what subscriptions you will use most when your child comes home with a magazines fundraiser project, you will want to ask yourself the following questions:

- **What is my intention for this magazine?**
Ask yourself what you might use this magazine for in order to decide if the table of contents satisfies this need.
- **What am I interested in?**
It should be clear from the front cover what the magazine is going to focus on.
- **Where do I see this magazine ending up when I'm done with it?**
You might want to think about whether you will keep the magazine or not. Some magazines are meant to be saved in order to build on previous issues.
- **How much am I willing to spend?**
Price does matter when you're buying magazine subscriptions vs. when you're just buying one.
- **What magazines have I used in the past?**
It's always easier to buy a magazine that you've already bought in the past or to buy one that's created by the same editing team.
- **Am I visual learner?**
Look at the magazine, and if you like pictures, choose one that features many.
- **Do I enjoy articles?**
On the other hand, you might enjoy articles more, so if you want to see more text, make sure the magazine you buy has more words than images.
- **Do I have the time to read articles every day? Or would I rather have one magazine that only comes once in a while?**
Some magazines are designed to be read quickly while others are designed to be read carefully, after all. Try out one magazine to see if it suits you.

- **How have I used magazines in the past?**
Think about the last 5 magazines you've bought. How have you used them? Can you use this magazine in a similar fashion?
- **Do I throw magazines away?**
If you're concerned about waste, you might want to look at magazines that are online or you may want to look at shorter run magazines that offer only a few issues a year.
- **What articles/sections do I skip?**
If there's anything you simply can't stand to read, make sure the magazine doesn't include much of it – i.e. opinion pages, comics, etc.

By reviewing the different ways you might use magazines in your life, you can begin to see what magazines will be of the most use for you.

And if you are considering starting your own magazine – online or not – you might want to keep these questions in mind for your readers as well.

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DIFFERENT TYPES OF MAGAZINES

While you might have an active interest in every topic magazines have to present, you might want to learn more about the different types of magazines which are available for you to purchase and to read.

This can give you a better sense of the market and of the way the market has evolved.

Of course, knowing where to find your favorite types of magazine will also help you with your own interests and related topics which could help you develop your interests.

ART MAGAZINES

Art is the one timeless topic that encapsulates a number of techniques and approaches to art and to the appreciation of art.

WHAT THEY ARE:

Art magazines can include and discuss everything from sculpture to critiques of various gallery shows and their artists. These magazines are curious about the development of art, its exploration, its meaning and its ability to affect an artist as well as the viewer of the art.

WHAT THEY OFFER:

Art magazines provide readers with not only instruction on how to perform certain art techniques, but also with examples of modern art as it progresses from decade to decade.

These magazines allow the reader a chance to feel like a part of the art process, while also offering professional opinions as to the movement of the art world and its newest artists.

Some art magazines provide nothing but pictures of the latest art finds in order to show readers what is being bought and sold in the art world.

Collectors and sellers can also find pieces to purchase for their own collections and businesses.

EXAMPLES:

- American Art Review
- Aperture
- Art and Antiques
- Art+Auction
- Art Calendar
- Artforum
- ARTnews
- THE ART SECTION
- ARTWORKS Magazine
- Artworld Digest
- Contemporary
- Hi-Fructose
- ImagineFX
- Mental Contagion
- Modern Painters
- Parkett
- Percolator
- Photosho
- PLAZM
- Raw Vision
- Sculpture magazine
- TradeArt
- Western Art & Architecture
- White Fungus Magazine
- X-TRA
- Zingmagazine

LINKS:

- www.myamericanartist.com/
- www.artistsmagazine.com/

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- www.theartistmagazine.co.uk/

BOOKS MAGAZINES

To some, it seems strange to read about books in magazines, but instead of spending all your time reading the actual books to find out what's hot and what's not, you can find digests and opinions of the latest books on the market as well as their writers.

WHAT THEY ARE:

Book magazines are concerned most often about the process of creating books, both in the writing sense, the marketing arena, and in the publishing world. The magazines can also be academic in nature, while also offering the general reader a chance to see the goings on in the literary world.

WHAT THEY OFFER:

Book magazines offer readers a wide variety of uses. Many book magazines offer literary critiques, while others spot trends and give publishers and authors the short descriptions of the latest offerings in the market.

These magazines can also provide guidance in terms of how to market books and how to create solid submissions that get an author noticed in an ever growing field of writers.

EXAMPLES:

- American Historical Review
- The Bloomsbury Review
- Book Review Index
- Booklist
- Bookmarks
- Claremont Review of Books
- ForeWord
- Library Journal

- Midwest Book Review
- Publishers Weekly
- School Library Journal

LINKS:

- www.ala.org/booklist/
- www.publishersweekly.com/
- www.bookbusinessmag.com/

BUSINESS MAGAZINES

The more serious addition to the magazine market, business magazines are becoming a larger part of the magazine market as businesses continue to branch out and to become more competitive.

WHAT THEY ARE:

Business magazines can be created within the actual company itself, never to be distributed to the public, while other business magazines are more general in nature and can help the average reader.

WHAT THEY OFFER:

Today, there are many business magazines that are geared toward not only the corporate executive, but also to the small business owner. These magazines can help with pressing business questions as well as guide would-be business owners to resources they need to get started.

EXAMPLES:

- Business Week
- Entrepreneur
- The Economist
- Business World
- Wired
- Forbes

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- Money
- Fortune

LINKS:

- www.entrepreneur.com
- www.businessweek.com
- www.forbes.com
- www.money.com
- www.fortune.com

CAR MAGAZINES

Whether you're a mechanic or just a car enthusiast, car magazines can help you test drive the latest automobiles from your own home.

WHAT THEY ARE:

Car magazines are typically glossy issues that include articles about all things to do with cars, the auto industry as well as with the latest innovations in the process of car building.

WHAT THEY OFFER:

Car magazines offer pictures of the latest cars from assembly lines, while also providing readers with a chance to learn more about how to stylize their own cars, make upgrades at home, etc. For professional car collectors, these magazines can also provide listings to find others who might be able to help them acquire certain cars or parts for cars which they are trying to restore.

EXAMPLES:

- Car and Driver
- Automobile
- Motor Trend
- Popular Mechanics

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- Road and Truck
- Auto World
- European Car
- Lowrider

LINKS:

- www.caranddriver.com/
- www.topgear.com/
- www.motortrend.com/
- www.whatcar.co.uk/

COMPUTER MAGAZINES

In today's world of technology, it only makes sense that people would want to keep up on the latest developments in the world of computers by using magazines.

WHAT THEY ARE:

Computer magazines allow all kinds of readers the opportunity to learn more about the usefulness of computers in their lives. For advanced readers, these magazines can give them a heads up as to new technology and innovations in the market.

WHAT THEY OFFER:

Computer magazines offer readers the chance to learn more about the world of computers and how to maximize their computing experience. You might learn about what you can do to protect your computer from viruses as well as about the latest reviews of laptops and desktop computers.

EXAMPLES:

- PC Magazine
- PC World
- Wired
- Technology Review

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- Computer Shopper
- Computer Gaming World

LINKS:

Needless to say, these magazines above are all available online as well.

- www.pcmag.com
- www.pcworld.com
- www.wired.com

FASHION MAGAZINES

When you want to learn about fashion specifically, the first place you can turn is to magazines.

WHAT THEY ARE:

Fashion magazines are glossy and beautiful issues that allow you to learn more about fashion, the fashion industry, and style.

WHAT THEY OFFER:

While these magazines used to be reserved for those who held a higher position in the fashion world, it seems now that these magazines are offering low cost tips for the everyday reader to emulate a runway style.

For those who are in the fashion world, these magazines offer pictures of the latest trends from fashion shows around the world.

Most of these fashion magazines will also offer different resources for purchasing the clothes and accessories as well.

EXAMPLES:

- Vogue

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- Elle
- Glamour
- Harper's Bazaar
- In Style
- Allure
- Cosmopolitan
- Marie Claire
- Vanity Fair

LINKS:

Just as the computing world is always changing, so is the world of fashion. Many fashion magazines can be found online, though their content may be limited to those with subscriptions.

In general, it seems to be best to purchase these magazines in order to get the full content.

Some magazines will only publish selected articles instead of photo spreads online.

MUSIC MAGAZINES

The world of music is much like art and fashion – always changing, always evolving.

WHAT THEY ARE:

Music magazines help to highlight artists and music trends of interest to the everyday reader as well as those involved more deeply in the music industry.

WHAT THEY OFFER:

Music magazines will offer review, articles, and interviews with musicians and others involved in the music world. You might also find photo spreads with the artists as well as concert reviews.

EXAMPLES:

- Rolling Stone
- Billboard
- Spin
- Entertainment Weekly
- Vibe
- Pop Star
- Guitar World
- Paste
- Blender
- Revolver
- Mojo

LINKS:

www.billboard.com

www.blender.com

www.mojo4music.com

www.pastemagazine.com

www.rollingstone.com

SPORTS MAGAZINES

If watching the game just isn't enough for you, sports magazines can provide you with additional info.

And for those who want to experience the joy of athletics on their own, there are plenty of fitness magazines as well.

WHAT THEY ARE:

Sports magazines actually cover a wide range of different things: sports, competition, fitness, and league play. Depending on how you define sports, you can find a magazine that suits your needs.

WHAT THEY OFFER:

Sports magazines can offer everything from commentary to instruction, league news (trades and injuries) to training schedules. No matter what facet of sports interests you, there's a magazine to cover that need.

EXAMPLES:

- Sports Illustrated
- ESPN
- Sporting News
- Blue
- Outside
- NFL Insider
- Bicycling
- Runner's World
- Fitness
- Self

LINKS:

www.espn.com

www.sportingnews.com

<http://sportsillustrated.cnn.com>

www.sportsfanmagazine.com

TRADE MAGAZINES

Trade journals are growing in number and frequency in the publishing market – and with good reason. They're in high demand and they help businesses get and stay connected.

WHAT THEY ARE:

Trade magazines are specifically written for small markets and industries. These magazines are geared to specific industries in order to inform readers who have a vested interest in these industries.

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WHAT THEY OFFER:

Trade magazines offer advertisements mainly in order to connect different businesses within the same trade. In addition, these magazines will offer job notices within the industry to help people connect and find the work they need or want.

EXAMPLES:

- Corporate Finance
- Strategy & Business
- Training Magazine
- Supermarket Savvy
- Salon Magazine
- Direct
- Aircraft Economics

Many of these sorts of magazines are also produced within businesses so they may not be available for widespread circulation.

LINKS:

www.investmentadvisor.com

www.profitmagazine.com

www.eweek.com

TRAVEL MAGAZINES

For those who like to stay up to date on the latest travel destinations and industry news, travel magazines are a great source of information.

WHAT THEY ARE:

Travel magazines are simple magazines that present pictures and information about a wide variety of travel destinations.

WHAT THEY OFFER:

You can find travel advice as well as travel planning advice in these magazines. You might also learn about places to eat, to shop, and to explore in different locales around the world.

For those in the travel industry, like travel agents, you can learn about the latest travel trends and hotspots that are getting rave reviews.

EXAMPLES:

- Conde Nast Traveler
- Backpacker
- Travel + Leisure
- Budget Travel
- Caribbean Travel and Life
- Islands
- National Geographic

LINKS:

www.cntraveller.com

www.sogonow.com

www.travelandleisure.com

ONLINE MAGAZINES

If you're looking to find information about any of your favorite magazines, you can always go online as well, as you can see from the links we've already listed.

Most magazines are offering some online content at the current moment, though they do not necessarily offer the entire magazine contents to non-paying subscribers.

Online magazines are an easy way to bring your favorite magazine along with you as all you need to do is to have internet access and a decent sized viewing screen on your computer.

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If you don't know if your favorite magazines offer online options, try using your favorite search engine by typing in the magazine name with the word 'magazine' to get the proper listing results.

When you don't find the magazine's website, you might want to look at the magazine itself to see if they list another website name that might be different from the magazine name.

Here are some tips to find high quality online magazines:

- Look for magazines that have prominent authors you recognize
- Look to see if the magazine is affiliated with a professional organization
- Choose magazines that are affiliated with print magazines
- Sign up for magazines that have privacy agreements listed on their site
- Look for magazines that have introductions to their staff and writers
- Test out the site and if it's easy to use, chances are high that the magazine is good too.

FREE MAGAZINES AND DISCOUNT MAGAZINES

The saying, "You get what you pay for" is certainly something to keep in mind as you consider the idea of free and discount magazines.

While it's nice to get things for free, you might want to keep these things in mind:

- If they're free, it generally means the content is unpaid as well. And unpaid content can often be subpar.
- Free magazines may not offer reliable information.
- You might have a number of advertisements to view with free magazines.
- Sometimes free magazines can spawn junk mail and pop up ads when you view them online.

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However there are some free online magazines that are worth your time and your effort – without making pay a dime.

- www.askmen.com
- www.self.com
- www.positivelyautism.com
- www.mcmag.co.uk
- www.newsoundmagazine.com
- <http://litchaos.com>
- www.thewritething.org

You can find many others online, so take a few extra minutes to save yourself some time and begin to learn more about your favorite chosen subjects.

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HOW A MAGAZINE WORKS

While we're quite accustomed to turning the pages of our favorite magazines, what actually goes on behind the scenes can be a little bit more confusing.

To fully understand the process of magazine writing and management, here's a crash course in what happens before that magazine gets to your mailbox.

THE EDITOR CALLS THE SHOTS

Just as with any business, there is generally one person who is in charge and calling the shots for the newspaper – this person is called the editor, or the editor-in-chief.

This person might be responsible for a number of tasks:

- Planning the issues
- Delegating tasks
- Delegating assignments
- Working with other editors from other countries where the magazine is run
- Talking with celebrities
- Writing their own monthly columns
- Writing stories of their own
- Editing major stories
- Hiring staff
- Firing staff

This list could go on for many more pages, but you get the idea. Editors are the ones who are in charge of the entire organization of the magazine, its staff.

They are responsible for what the magazine turns out to be in the end and how it might change as the years go on.

For many editors, their magazines are their babies and often their brain children. They may have created the magazine from the ground up and are intimately knowledgeable about the subject matter and the evolution of the magazine.

But others are just starting out at a magazine that used to be run by someone else, so they may not be as knowledgeable about the content so much as they are knowledgeable about the way to run a successful business.

Understanding the role of the editor can help you see just how much work it is to create a solid magazine from month to month.

Not only do editors need to think ahead, but they also have to think about the past to ensure they aren't repeating past ideas or past problems. If the editor does have a specific background in the subject matter, this can also influence the stories which are printed and those that are not.

Some of the most famous magazine editors include:

- Anna Wintour – Vogue
- Bonnie Fuller – assorted magazines
- Malcolm and Steve Forbes – Forbes
- Oprah – O Magazine

Not only must you be very smart as an editor of a magazine, but you also must understand your reader, what they want and how you can keep them satisfied.

Each magazine must bring in cutting edge stories and ideas which will then inspire the reader into action and help them make better decisions in their lives.

Below an editor are other managing editors that can be broken up by the types of stories and features they run.

This way, the editor doesn't have to talk to all of the writers, just to the managing editors. Together, this editorial team will brainstorm and work to see that each issue contains the best stories possible.

In addition to creating a solid writing piece, editors are also in charge of making sure the visuals are stunning.

Magazines are generally much more visually appealing than books or newsletters, so this is just as (if not more) important to the publication of the magazine as well.

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It's also interesting to note that while some editors stay on board for a long period of time, other magazines like to change up their editors regularly in order to keep the ideas in the magazine fresh and innovative.

SOME TIPS ON HOW TO BECOME A MAGAZINE EDITOR

- **Make sure to study writing**
Since you will be overseeing the editing process of an entire magazine, you will need to make sure you are the best in terms of journalistic writing and editing. Take English classes and proofreading classes. Journalism classes are also a good place to start.
- **Try to find an internship**
In order to get one foot in the door of an editor job, you might want to get some magazine experience under your belt. Try to find an internship at a magazine where you might want to work for a long period of time.
- **Get published**
Obviously, you will want to make sure you are getting your own list of credits to share with others. This way, you can show you know what writers will need to do in order to make a magazine a success.

But the most important thing an editor does is have an opinion about everything that will go into the magazine.

An editor can not be afraid to express their opinion and they need to be able to communicate clearly and effectively in order to showcase their ideas and get them into the next issue.

WRITERS BRING IN THE STORIES

Magazines would be nothing without the stories they bring in, however.

But while some magazines hire staff writers, this is not what happens in many magazine structures.

Here are the types of writers a magazine might use:

- Staff writers
- Magazine editors
- Freelance writers
- Guest writers
- Celebrity writers
- Expert writers
- Technical writers
- Etc.

Depending on the type of story that is needed, the type of writer can vary.

In most cases, most magazines will have about 75% of their content written by freelance writers. These writers are independent contractors with the magazine and may only be contracted to write one story.

On the other hand, if the writer proves to create an interesting and appealing article, they might be asked to submit again.

These writers will get their ideas by:

- **Looking at the magazine**
The first thing a writer needs to do in order to produce a story that's appropriate for the magazine is to make sure the magazine is accepting the kind of story they have in mind. A writer might read four to five past issues of the magazine to see what the tone and the style is of the particular magazine.
- **Querying the editors**
Once a writer has an idea of what the magazine may be looking for, they will typically send off a query letter that describes the type of story they want to write and then they will wait to hear if the magazine is interested.
- **Sending the complete article**
While not necessarily recommended, some writers will simply send in a complete article in order to try to get published. This tends to be a little less successful for writers as editors generally have very clear ideas as to what they want each issue to include, but if the article works well for an upcoming issue idea, then it might be accepted.
- **Talking to editors**
Some writers will also call up editors to see what kinds of stories they might be looking for at the time. This isn't the usual way of doing things, but it does work. Imagine you're an editor and another freelance writer has missed their deadline twice already. You might be

looking for someone, anyone to take their place. That out of the blue phone call may be exactly what you need.

- **Taking an old story they've written and tweaking it**
If a writer is a niche writer, they might have already gotten published in other magazines for similar topics. So, they might take an old article they have written and change it up, modernize or put a new slant on it in order to submit the article as a potential submission.

The actual process of getting published in a magazine goes a little something like this:

- Writer reads the magazine
- Writer sends a query
- The writer waits for a reply
- If accepted, the writer is sent a contact, specifics of assignment, and deadline
- Writer writes article and sends it back to editor
- Editor edits
- Writer makes changes
- Editor edits or accepts the piece and then the writer is paid

The process can take a while, which is why so many magazines are actually writing and accepting articles for many months ahead in the future.

If you are a writer who wants to break into the magazine world, it can be a tricky business. Since there are so many writers and not a lot of magazines, the competition is fierce.

But the actual payments for writing articles in a magazine are high, so it will be worth the time and the effort.

TIPS FOR WRITERS WHO WANT TO MAKE IT IN THE MAGAZINE BUSINESS:

- **Write, write and write some more**
It only makes sense that you want to get clips published as much as possible to show you can handle the pressure of a writing deadline and you can handle the scope of an assignment.
- **Stick to deadlines and be the best employee possible**
While having a strong writing style is the key to making it into the pages of a larger market magazine, if you're not helping out the

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frazzled editors with their jobs; you're not going to be writing for anyone for long.

- **Read a lot of magazines**
Knowing the market will help you understand what editors are looking for and what readers like to read. Make sure to read the letters to the editor as well to see what readers say about previously published articles.
- **Read a lot** – You want to be well informed as to the matters of the world so that you can spot a story before anyone else does. Keep up with the news and with current events to see if there's anything that might be worth writing about.
- **If you have an idea, write about it** – There's no sense waiting around for an editor to find you, you want to write the story that will garner attention before anyone else. When you find a good idea, make sure to query it and write it up as fast as you can.

Writing for magazines may be a difficult process, but once you're in, you're 'in.'

Be persistent, be friendly, and be ready for anything the editor might ask of you.

ADVERTISING MAKES THE MONEY

But no magazine can be successful without advertising money.

If you look at any magazine on the stands today, you will see many advertisements that make up the pages and the back half of the issues.

These advertisements are placed within the magazine to:

- Give readers a chance to buy things mentioned in the magazine and in the articles.
- Show retailers they support and work alongside.
- Attract buyers that would be interested in products related to the tone and the style of the magazine.
- Help pay for the magazine costs.

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The main reason why ads are in the magazine are the generate income for the company. With these advertising dollars, the magazine can print their issues, pay for their writers, and continue on with their daily operations.

The process of getting advertisers works in a few different ways.

- **Solicitation of advertisers through cold calling**
While this is the hardest way to get advertisers to buy space in your magazine, it's where most magazines need to start in order to get people to sign up for space in their issues.
- **Sending out letters**
Instead of cold calling prospective advertisers, magazines can also mass mail potential advertisers to see if they are interested in their current advertising rates.
- **Asking for repeat business from past advertising contacts**
As with any business, it's always easier to solicit those advertisers who have already agreed to buy advertising in years past. By offering better rates, magazines can encourage long term relationships with advertisers.
- **Teaming up with related businesses to promote each other**
When a magazine works in conjunction with another magazine or they might want to promote a particular brand in their magazine, a deal can be worked out to provide for each other's needs.

Advertising is the lifeblood of magazines. In choosing the right advertisers, both the magazine and the advertised companies can benefit.

Advertisers get to advertise their products to millions of readers (hopefully) while magazines get the advertising fees. Thus, it's in each other's interests to support the other.

Rates for advertisements will vary based on:

- Size of ad
- Popularity of magazine
- Color or black/white graphics

Some magazines also support a classified section in which individuals can post ads for others who might read the magazine.

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For example, if you're a writer reading a writing magazine, you might see an ad for someone who proofreads manuscripts. This way, the reader gets to see prospective business partners while the writer gets to find someone to edit their work that obviously is also interested in writing well too.

Advertising should change from month to month so as to offer new products and services, while also keeping the readers interested in reading the next month's issue to find out what a company might offer next.

Today, look at your favorite magazine to see how many advertisements you find.

And think about how many products you've bought because they were mentioned or they were advertised in a magazine.

SUBSCRIPTION SALES HELP DRAW IN READERS

Of course, no magazine can survive without a thriving readership.

Thankfully, there are many ways in which to promote a magazine and to make sure readers keep coming back for more.

- **Repeat subscribers**
The best way for magazines to keep the subscribers they have is to make sure old subscribers come back for more. By providing consistently high quality content and benefits, subscriptions are prone to continue their subscription.
- **Offer free gifts to new subscribers**
New subscribers will at least try a magazine if they are offered a free gift. Something like a bag with the magazine logo or some other small gift is worth the money and it asserts confidence in the magazine's success.
- **Low prices**
Offering special deals for those who are new subscribers or for those who are returning subscribers can help to boost the readership and continue bringing in new fees.
- **Online subscriptions**
By allowing subscriptions to be setup online, the magazine can reach a wider audience of potential readers. These subscription services can

be set up through the magazine site itself or they can be directed through sites like Amazon or other book and media sellers.

- **Subscription cards**
Including as many subscription cards as possible in actual print magazines may seem wasteful, but when these cards do fall out, they can fall into the hands of potential subscribers, allowing them to decide whether or not to throw the card away or to potentially sign up.
- **Package deals**
When a magazine subscription is offered as a part of another subscription, this can lead to return subscribers and lifelong members of the readership.
- **Offer subscriptions as prizes**
By offering magazine subscriptions as prizes in charity events or other contests, the subscription rate can go up automatically.
- **College campuses**
College students love a deal and when they sign up for certain events, exposing them to particularly relevant magazines will help to encourage them to add that to their expenses.
- **Fundraising**
Working with a fundraising service can help both the fundraiser and the magazine company. In addition, whoever is holding the fundraiser will also get a share of the subscription fees.
- **Online advertisements**
By planting online advertising campaigns, the magazine can bring those readers who may be online back to the paper world of magazines.
- **Gifts**
Those current subscribers can offer to give gifts to others in their life for discounted rates, but when the gift time is up, the recipient can continue their subscription or the gift giver can. Either way, the magazine gets another subscriber.

The actual numbers for readerships vary from magazine to magazine. But if you're working on getting more subscriptions for your magazine or you're just curious, you can contact other magazines to see how many readers they can call their own.

And then you can determine how many more you need to get on board.

The department that handle subscriptions can watch the numbers to see whether or not certain campaigns are working and whether or not things need to change in order to get certain audiences back.

But the same can be said for those who run the advertising department.

If advertisers aren't excited about the content of a magazine, they simply won't buy space to advertise in.

CONCLUSION

No matter what side of magazines interests you – the magazine itself or creating a magazine – it's fair to say that these publications are a worthwhile and respectable form of communication in today's world.

By providing everything from gossip to hard core news, readers can learn more about their lives and about the world around them from their pages.

With magazines readily available, people can purchase their information on demand as needed or they can subscribe to create a steady stream of knowledge in their lives.

As magazines begin to move to the online arena, subscribers will follow.

After all, newspapers just don't have the great pictures and the shorter stories that can hold the attention of frazzled readers today.

So, what magazine are you reading?