



Magazines generate revenue primarily through sales of copies (print and digital) and through advertising. Advertising accounts for approximately one third of total revenues across the industry. It is, therefore, vitally important that the magazine and advertising content target the same audience in order that the advertising brands benefit from increased sales as a result of advertising in the magazine.

Andrew Green identifies the ways in which magazine advertising can benefit the advertisers in an article entitled '*ESSENTIALS: The Power of Magazine Advertising*':

- High audience engagement
- Less distraction likely from other activities
- The ability to target niche audiences
- High production values
- Potential for placement in highly relevant editorial environment
- Non-intrusive (readers can turn the page)
- Long shelf life

Digital magazine formats can offer, in addition to these benefits:

- The potential for interactivity and personalised targeting
- New high engagement formats such as video

(Information taken from ipsos-na.com)

Task:

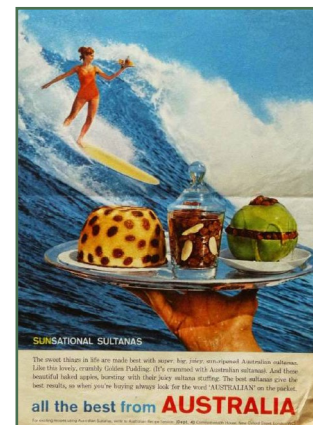
- **Analyse the adverts in your set historical or contemporary non-mainstream magazine.**
How far is the advertising:



Placed in a highly relevant editorial environment?



Targeting a niche audience?



Reflecting high production values?



Refer to the website for your contemporary non-mainstream magazine:

www.huckmagazine.com

www.adbusters.org

www.bigissue.com

Examples of interactive
or personalised
advertising?

Examples of video
advertising?

Extension task: read the article '[Why advertising in Print Magazines is more important than ever!](#)' By Kevin LaPalme

- Answer the following question: how important is advertising to the magazine industry?



Suggestions:

- The relationship between advertising and magazine content and the ways in which magazines need to 'deliver' audiences to advertisers
- How advertising reinforces the brand identity of the magazine – epitomising the symbiotic nature of the relationship between advertising and magazines – and the values and ethos of the magazine
- How advertising specifically targets the audience of the magazine
- *Adbusters* is independent, funded by subscriptions, sales of copies and donations as a not-for-profit magazine – it is anti-consumerist and does not feature adverts. *Adbusters* subverts the traditional relationship between magazines and advertising through the use of spoof adverts as an appeal to its readers, and anti-capitalist social campaigns such as 'buy nothing day'.
- *Huck* is independent published by TCO – a 'publisher-agency' encompassing *Huck* magazine and a film magazine (*Little White Lies*). *Huck* has 'brand partnerships' with many large companies including Nike, Van's, Microsoft and also features advertising from smaller/ niche companies such as specialist printers to reflect the independent, counter-cultural nature of the magazine.
- *The Big Issue* is independent (published in conjunction with Dennis) and not-for-profit. The magazine does feature advertising for consumer goods but also a high proportion of charity and public information advertising.