



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

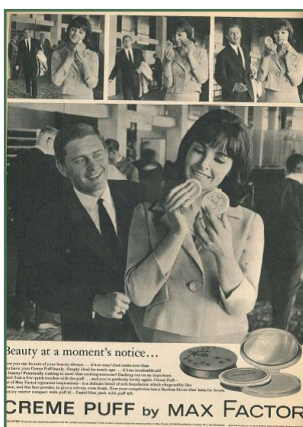
Digital magazine formats can offer, in addition to these benefits:

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

(Information taken from [ipsos-na.com](https://www.ipsos-na.com))

Task:

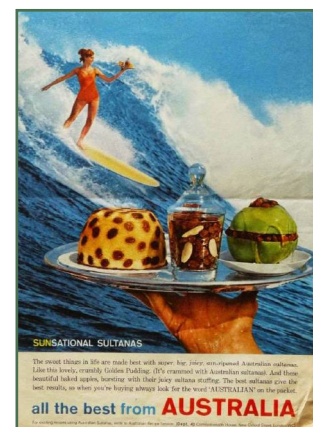
- **Analyse the adverts in your set historical or contemporary non-mainstream magazine.**
How far is the advertising:



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?