

MAGAZINES

Magazines are periodical publications, which are published on a regular schedule and contain a collection of detailed articles on various topics, like food, fashion, sports, finance and lifestyle. The word ‘magazine’ originally meant ‘store’ and was often used in the mid 17th century in the title of the publications giving away information catering to particular groups of people. Magazines, in general, are published weekly, biweekly, monthly, bimonthly or quarterly. Most of them are printed in colour on coated paper and are bound with a soft cover.

Historical background about magazines:

- The first and the earliest was a literary and philosophy magazine “*Erbauliche Monaths Unterredungen*”, which was launched in 1663 in Germany by a German theologian and poet Johann Rist. Educated and cultured intellectuals welcomed the periodicals, which summarized new books and included scholarly articles.
- Interestingly, the first ‘periodical of amusement’, called *Le Mercure Galant* was published by French writer and playwright Jean Donneau de Vizé. The magazine contained news, songs, short verses and gossips. In spite of being mocked by other writers for its witty rather than intellectual content, the magazine gained immense popularity in France.

- The 1700s saw increase in literacy and intellectual competence, chiefly among women. Society's demand for knowledge facilitated magazines to become a popular cultural staple. The first general-interest magazine was '*The Gentleman's Magazine*' published in the year 1731 in London by an Englishman named Edward Cave. He was the person behind invention of the term 'magazine' from the Arabic word 'makhazin' which meant storehouse. Two of his most noteworthy accomplishments are coining the term 'magazine' and becoming the first publisher to successfully champion a wide-range publication.
- In India, the first magazine was published by the British – *Oriental Magazine* or *Calcutta Amusement* (1785–86). This was followed by a number of transitory missionary publications. With its conception in 1900, the first periodical founded and edited by an Indian was *Hindustan Review*.

Advantages:

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- Magazines or periodicals can target specific set of audiences based on their interests. Geographic and demographic selectivity could be achieved through purchasing ad space in specific geographic editions of national or regional magazines.
- They could be made attractive and colourful with modifications in size and cost.
- They have permanence. Thus, they could keep the readers involved and receptive for a long time. The articles written could be read any time in a slow pace, have a longer lifespan, could be used for future references and could also be passed on to other readers. They could possibly be good sources of knowledge, information and usable ideas. Statistics say that magazine readers are more likely to look at and recall ads.

Disadvantages:

- Magazines are generally expensive, as they are not available on-demand and are published either weekly or monthly.
- They have a long lead time required for purchase; also, they have limited flexibility for the placement of ads and their formats.
- On an average, consumer magazines have 45% of its space for advertising, which adds on to clutter.
- The advertisers need to book the space for the advertisement in a magazine well in advance.

THANK YOU

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