Alex Iacob

Prof. Wang

COMM 202

June 7th, 2021

Worksheet 2-1: Magazine Analysis

1. You either get 2 copies of print magazines or visit 2 magazine websites (some sort of combination is fine as well).

Magazine Title	Content of Magazine (list 2-3 examples of the articles etc)	Possible Target Audience	Ad Examples
Golf	1. Tour Confidential: Will Tiger Woods…. 2. 5 stylish hats and 6 rocking lenses to wear on the course	Golf enthusiasts	Golf bags, clubs, earbuds, watches
Tech	1. Nvidia announces new RTX 3080 Ti, priced at $1,199 and launching June 3rd 2. Nvidia is nerfing new RTX 3080 and 3070 cards for Ethereum cryptocurrency mining 3. Nvidia RTX 30-series stock shortage: Crypto mining mania resurrects another old GPU	Tech enthusiasts, possible buyers, PC/console gamers, crypto currency enthusiasts	New Graphics Card, new CPU, flashy RGB strips, various peripherals, new PC parts

| Food/cooking | 1. The Food Lab's Definitive Guide to Grilled Steak

2. The Food Lab's Top 10 Pieces of Kitchen Equipment | Home-cooks, line cooks, authors, food scientists | New cookware, new cookware appliances, various cookbooks |
| --- | --- | --- | --- |

2. What patterns did you find? What are the reasons for this pattern?

The main patterns that I have found is that articles have related advertisements. The reason for this is that the target audience for the article(s) is more likely to purchase the content in the advertisement, possibly netting the company more sales.

3. In question 1 and 2, we identified a way for magazines to survive. There is another way for the print magazines to survive, what is it (you might need to read the textbook)?

The other way for print magazines to survive is to implement controlled circulation. By using this method, magazine companies can provide magazines to readers at no cost that meet various advertiser requirements. This free supply given to consumers can possibly lead to another subscriber,