

Introduction To Magazines- Advertising Design....M-101 Mr Shelor

Name _____ Period _____ Date _____

WEBQUEST- 10 Point Assignment Due End Of Class Today

Use the links on our class website at <http://acpathway.com/assignments> to answer the questions below—Fill in the blanks as best you can

LINK 1- <http://en.wikipedia.org/wiki/Magazine> or go to the class website for the full list

1. Magazines are _____ that are printed or published electronically. They are generally published on a regular schedule and contain _____. They are generally financed by _____, by a _____, by prepaid subscriptions, or a combination of the three.[1] At its root, the word "magazine" refers to a _____. In the case of a written publication, it is a collection _____.

2. **DISTRIBUTION-** Magazines can be distributed through the _____; through sales by _____, _____, or other vendors; or through free distribution at selected pick-up locations.

Sales models for **distribution** fall into three main categories:

3. **HISTORY-** The earliest example of magazines was Erbauliche Monats Unterredungen which was launched in _____ in _____. The oldest consumer magazine still in print is _____, which was first published in 1739, though multiple changes in ownership and gaps in publication totaling over _____ weaken that claim.

In 2011, _____ magazines ceased _____ and in 2012, _____ magazines were closed down.

According to statistics from the end of 2013, subscription levels for _____ magazines declined from 2012 to 2013, with just Time, Glamour and _____ gaining numbers.

LINK 2- http://en.wikipedia.org/wiki/Pulp_magazine

4. Pulp magazines (often referred to as “_____”) are inexpensive fiction magazines published from _____ through the _____. The term “_____” derives from the cheap _____ on which the magazines were printed. Magazines printed on higher quality paper were called “_____” or “_____”. In their first decades, pulps were most often priced at _____ per magazine, while competing slicks were _____ apiece. Pulps were the successor to the _____ dreadfuls, _____ novels, and short fiction magazines of the _____ century.

Now list the Top 10 Magazines by Circulation in 2013—

<http://www.clicktop10.com/2013/07/top-10-most-popular-magazines-of-2013/>

- | | |
|-----------|----------|
| 10. _____ | 9. _____ |
| 8. _____ | 7. _____ |
| 6. _____ | 5. _____ |
| 4. _____ | 3. _____ |
| 2. _____ | 1. _____ |

LINK 4- http://www.nytimes.com/2013/08/07/business/media/magazine-newsstand-sales-plummet-but-digital-editions-thrive.html?_r=0

SALES

Magazines continued to struggle with _____ and newsstand copies in the first half of 2013, but they made inroads in selling _____ editions.

Total paid and verified subscriptions declined by _____ in the first half of 2013, and _____ sales, which are often an indicator of a magazine's appeal, dropped by _____ percent.

Among the hardest hit by the drop in _____ were weekly _____ magazines and _____ titles, which have struggled to compete with rival content _____.

The numbers, released by the Alliance for Audited Media, also showed that a solid base of loyal magazine readers were simply turning to the _____ versions of magazines. Digital replica editions — which replicate the format of the print editions — now make up _____ percent of total magazine circulation, with _____ million digital replica editions sold in the first half of 2013. During the same time period in 2012, magazines sold _____ million digital editions, which made up _____ percent of circulation.

Reflection Reflection Reflection Reflection Reflection Reflection Reflection Reflection

SO.....whew that was a lot of filling in the blanks..

Summarize 3 things that you and your BRAIN learned — -- :) and might remember

Brain Fact 1- _____

Brain Fact 2 _____

Brain Fact 3- _____

Thanks for completing this assignment—

Hope you learned something that might be useful..... :0

