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THE EFFECTS OF THE DIGITAL AGE ON THE MAGAZINE INDUSTRY

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ABSTRACT

In today's increasingly digital age, news and information is available at the touch of a button or the click of a mouse. The introduction of the Internet has made daily life easier and more accessible, including how the public receives information. As a result, traditional news organizations have seen dramatic drops in circulation, newsstand revenue and advertising revenue, along with negative shifts in the newsroom, ownership and employment. Existing research shows these effects that the Internet and digitization have on traditional print newspapers, but how does the magazine industry compare? While research does show that magazines have seen declining revenue and circulation just as newspapers have, most major magazines are adjusting to the digital age. Further, online and digital magazines are more interactive, allow for readers to connect better with writers, and the traditional design and layout carries over from the print copy more seamlessly than for newspapers. However, obstacles still face the industry, for instance the growing number of people who are not willing to pay for digital content. This thesis examines how magazines are adjusting to the digital age in recent years, and what further changes are necessary in the future to sustain the viability of the magazine industry. Through interviews with media professionals in the magazine industry, this study reveals that the popularity of print copy of magazines are on the decline, but publications are increasing its efforts to utilize the Internet and digital media to disseminate the news, while trying to keep up with competitors and match revenue from print media to digital.

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Introduction

History of Print Mediums of Journalism and Beginning Effects of Internet

The Internet has certainly left its impact on society since its inception just over two decades ago. These impacts are not lost on the journalism industry, and have recently sparked debate on the future and viability of the news media. If the main job of a newspaper or magazine was once to consistently deliver a print copy of the news for readers to buy daily, weekly or monthly, today its responsibilities encompass much more. Now, news organizations must learn to efficiently take advantage of the Internet that is always free and open to the public. In 2008, the Internet first surpassed all other media as a leading source of national and international news except for television, with forty percent of respondents preferring Internet (Pew Research Center, 2008). According to a 2008 Pew Research Center report on the impact of the Internet on newspapers, it was the first time in a Pew Research Center survey that more people said they rely on the Internet for the news rather than newspapers. It is important to have a basic understanding of the news media from its early beginnings to examine the changes it is experiencing today.

Historically speaking, Benjamin Harris published what is considered to be America's first newspaper, *Publick Occurrences Both Foreign and Domestick*, in 1690 with no license to print, offensive stories and a blank page for readers to write their own news (Tebbel, 1969, p. 13). Certainly, the news gathering process has evolved tremendously since then. Revolutionary America demanded a need for newspapers as a

morale booster and information gatherer to the colonies. By the 19th century, the newspaper business, primarily in big-name American cities, was booming- circulation and advertising were consistently on the rise and newspapers were emerging as large business enterprises. Leaders in new journalism, like Joseph Pulitzer, William Randolph Hearst and James Gordon Bennett commanded hundreds of reporters to deliver human-interest, sensationalist stories reflecting the news and information of the times. By 1930, the American newspaper was considered the "primary source of news and information in America, indispensable as an advertising medium and as a community bulletin board" (Tebbel, 1969, p. 229). Finally, the rise of chain journalism in the mid-20th century raised the status of the newspaper business. By 1960, at least 30 percent of America's daily newspapers were chain-owned, with Hearst recording a total daily circulation of four million in that year (Tebbel, 1969, p. 243).

It's hard to know if anyone expected the invention of the World Wide Web in 1989 to interject itself into almost every facet of daily life, including the nature of news gathering and dissemination. The effects of the Internet on the newspaper industry in the 21st century is evident as several of the most respected major newspapers in the United States are reporting decreased revenue, circulation and advertisements, resulting in recent buyouts, lay-offs and mergers within the industry. In May of 2012, The Times-Picayune in New Orleans shifted to a three-day-a-week publication rather than daily (Meyers, 2012). But, The Times-Picayune announced that the NOLA Media Group, its new company, would be working to increase its online news-gathering efforts. In that same year, The Washington Post reported that it lost \$22.6 million in its first-quarter earnings, and its circulation dropped 7.84%, with Sunday circulation down 15.66%

(Bercovici, 2012). The stark realization of these declining numbers came when on August 5, 2013, the CEO and founder of Amazon.com agreed to purchase the newspaper for \$250 million after almost 80 years of local control by the Graham family (Farhi, 2013). The deal closed on October 1 of that year.

But, how are magazines faring in the journalism industry intermingled with a digital revolution? The American magazine has had a slightly different history than that of the country's newspapers- Benjamin Franklin debuted *The General Magazine* out of Philadelphia as a monthly magazine in January of 1741. But, unlike a newspaper at the time, the publication was not for Philadelphia or Pennsylvania, but for the colonies as a whole, a magazine trend toward broader coverage than newspapers that is still practiced today. From the beginning, magazines were designed to provide "the widest possible dissemination of information," another basic intent still used today (Wood, 1956, p. 12). About 100 magazines were published before the end of the 18th century, although some were really weekly newspapers. Magazines at that time contained the "best American writing of their time and reflected, as the best of our national magazines reflect today, the world in which their readers lived." (Wood, 1956, p. 14) At the advent of World War II, store-distributed magazines, or grocery magazines, attracted advertisers interested in appealing to housewives through food, clothing and appliances (Wood, 1956, p. 257). Magazines like *Women's Day*, *Family Circle* and *Better Living* provided the magazine industry with new, larger circulation rates and advertising revenue in the 20th century.

Although several modern magazines deliver similar information as newspapers, for example newsweeklies that focus on national and international news, many magazines appeal to smaller, niche audiences for a more leisurely, informal display

of information divided by sections. Magazines have an "entertainment value" through the use of personal journalism, and they counteract the immediacy of spot news in daily newspapers while still contributing to the wealth of information and communication that drives society (Wood, 1956, p. 291). Still, magazines, like newspapers, are facing decreased readership and revenue due to the accessibility and ease of information on the Internet. In 2011, the magazine industry continued to lose both advertisers and consumers for the fifth year in a row (Matsa, 2012). Print subscriptions remained flat in 2012, and single copy sales off of newsstands dropped 16% for six of the top news publications, including Time, Newsweek, The Economist, The Atlantic, The Week and The New Yorker (Matsa, 2013). Consequently, several magazines, like U.S. News and World Report and Newsweek, have made drastic changes in recent years similar to The Washington Post and other newspapers.

U.S. News and World Report, once one of the top newsweeklies in the country, printed its last print issue for subscribers in December of 2010 (Peters, 2010). The decision came as part of several steps the magazine took to de-emphasize the print magazine, first by cutting down the frequency that the print copy was published, to finally moving all content to their website for readers to access for free. Then, on December 31, 2012, Newsweek magazine, founded in 1933, said it would produce its last print issue for American newsstands to shift all content to a digital format (Carr, 2012). This decision came following a 2010 merger with the online publication The Daily Beast and a final attempt to redesign the print magazine in 2011. Although the 2012 announcement was unexpectedly reversed when Newsweek's editor in chief declared in December 2013 that the magazine would begin printing with a new business model

supported by subscription fees rather than advertisements, former editor-in-chief Tina Brown described the 2012 decision at the time as "bowing to the inevitable digital future" (Carr, 2012). Is this the inevitable future for magazines? Or are several trying to adapt to the digital age rather than give in to it?

Early research is revealing that magazines are taking steps to appeal to changing audiences. Magazines and other media are only just starting to release preliminary numbers for readership and revenue from websites and digital copy. Nevertheless, big-name magazines are making drastic changes to revive their print readership, while also facing the fact that the Internet is getting no less popular. Several magazines are adopting new subscription plans to attract more readers to both print and digital content. Time Magazine introduced a new "All-Access" subscription plan in 2011 that allows subscribers complete access to all content from the magazine for one price, rather than two payments for the same content in both print and online. For \$30 a year, subscribers can get 53 issues of the print magazine, the digital edition to the provider of your choice, whether it be to the iPad, the Samsung Galaxy or the HP Touchpad, and access to all content on Time.com, including access to archives. Subscribers can also choose to pay \$2.99 a month for all the above content, or a short-term pass for \$4.99, which comes out to be the same price as one single copy of the print edition. The new, all-inclusive plan allows Time to gain more readers overall, while also directing current print subscribers towards its increasing digital content (Kaplan, 2011). Similarly, in August of 2013, Conde Nast partnered with Amazon.com, a Fortune-500 Internet company, to simplify its magazine subscription experience (Conde Nast, 2013). The new service "All Access" allows consumers to manage both print and digital magazine

subscriptions through the Conde Nast or Amazon website, mobile, direct mail or other marketing channels. Consumers can also get immediate access to digital magazines on the platform of their choice. Russ Grandinetti, vice president of Kindle Content, one of the digital platforms, was quoted in the press release explaining that "customers are increasingly consuming magazine content in both print and digital formats, and 'All Access' allows them to subscribe to both in a very easy way..." (Conde Nast, 2013).

Magazines are clearly working to ease the magazine experience that is split between print and online.

Current trends of tablet-users and media consumers, though, point to a promising future for magazines looking toward new, digital platforms. The State of the Media in 2012 reported that readers tend to take the time to read long-form stories on a tablet and spend more time on magazine apps than those of other media (Matsa, 2012). The percentage of U.S. adults who owned tablets in 2011 grew to about 11% of the population, and about half of them use their device to read the news every day (Pew Research Journalism, 2011). Tablet users are more likely to follow the news, since most are middle-age, living with higher-income jobs, and thus are more interested and reliable in following the news (Pew Research Journalism, 2011). Additionally, total Web audiences for the major newsweeklies have steadily increased throughout 2012, including Time Magazine despite steep declines in subscriptions and circulation for their print copy in 2012 (Matsa, 2013).

But, magazines are certainly encountering road blocks in its efforts to keep the industry alive. There are sharp differences between the revenue that a magazine brings in from its digital copy compared to its print copy. It is estimated that consumer

magazines in the U.S. brought in about \$4 million from digital circulation in 2011, while print circulation revenues brought in about \$9.2 billion (Matsa, 2012). Although digital revenue is growing, it is still a small amount of a magazine's total profits. Perhaps the most challenging road block is that while a majority of tablet readers enjoy reading long-form stories and news headlines on digital platforms other than print, most are not willing to pay for the news content (Matsa, 2012). What, then, are America's magazines doing to draw in their readers? The remainder of this study examines the efforts being taken at select magazines in the U.S. to keep a publication and its audience alive amid a continuous change towards digitization of news and information.

Literature Review

Existing Research on Impact of Internet on News Media

Scholarly literature on the impact of the Internet on news media has largely focused on newspapers, rather than magazines. Researchers are interested in examining how old media, now considered books, periodicals and newspapers, have made way to new media, including web sites, news portals and blogs (Tandon, 2007). The words "transition," "change" and "future" are often used by researchers who seek to understand what journalism was, and what it is now, and how it will look in the future with the advent of new, digital media. As noted by several scholars, trends in the industry show declining revenue and circulation of print media, leading editors and media owners to consider new business models and structures to keep journalism viable.

Numerous scholars have examined the future of print media in terms of dollars and financial viability. The monetary value of print media has dropped, and a lack of strong revenue is what's causing dynamic shifts in the industry. Suzanne M. Kirchhoff (2009) argued that the U.S. newspaper industry is in its worse financial crisis since the Great Depression of the 1930's. While newspapers rely on advertising for about 80% of its revenue, less than 10% of overall newspaper ad dollars are from the Internet. Kirchhoff (2009) cited TNS Media Intelligence reporting that newspaper ad revenue fell by 25.5% in the first quarter of 2009 compared to 2008. Further, print readership continues to drop, also cutting into subscription and advertising revenue. Major newspaper chains are increasingly burdened by debt, and have made lay-offs and major

cuts to the physical size of the print newspaper as consumers continue to turn to the Internet for free news and information (Kirchhoff, 2009). David Waterman (2009) found that in 2008 and the first half of 2009, the U.S. media experienced declining revenue and slow economic growth. There have been steep declines in major categories of U.S. media advertising for both newspapers and magazines, but only Internet advertising increased. Newspapers collected only about \$3 billion from Internet distribution of the news in 2007, however most of that came from advertising (Waterman, 2009). Another group of researchers determined that challenges facing conventional media include declining readership and advertising dollars, and newspapers inability to monetize online efforts to disseminate the news (Salman, 2011).

Along with financial burdens falling on daily newspapers, a changing news environment is making scholars focus on different ways for how best the industry can redefine itself, and ultimately continue. Alternative sources of news go far beyond just the Internet via a computer, considering the vast availability of wired and wireless devices, including smart phones (Kirchhoff, 2009). Kirchhoff found that the challenge posed to newspapers is holding on to lucrative print readers, while finding ways to make money from online audiences. Andria Carter (2009) made several discoveries about the global community's Internet habits to help explain the future of print newspapers. People all around the world spend about a third of their leisure time online and they also see the Internet as a vital tool for communication, logging on several times a day from home. News consumers use the Web to search for information and look up news, among several other daily tasks, and social media has been driving Internet's popularity to seek news (Carter, 2009). According to Tandon (2007), advances in the Internet and information

technologies in the past 10 years has brought about a structural change in the way information is aggregated and disseminated to the public. Tandon pointed out that decline in circulation is due in part to the migration of print readers to online sources, particularly in the younger generation. Additionally, since 1992, the number of people who say they regularly read newspapers has fallen by 20%. Tandon (2007) said there is a concern that as the older generation moves on, old media will also begin to disappear, with evidence of this concern deriving from current declining sales and subscriptions. Similar to Tandon, Waterman (2009) saw a distinction between old media, including newspapers, and new technology for getting news and information. In Waterman's article, he argued that some people believe the Internet will eventually distribute everything, while others defend old media's viability.

Looking ahead, Waterman (2009) argued that newspapers need a new business model to survive alongside the Internet. He found, in regards to print newspapers, that the Internet has damaged the industry by drastically reducing the cost of news and advertisement distribution, while also increasing competition between newspapers. However, newspapers have the advantage of raising subscription prices and reducing the scale of its news collection operations at smaller, city dailies. Scholars have noticed numerous initiatives by individual newspapers or the entire industry to keep journalism alive despite change. Caitlin Johnston (2011) found that a response to the industry's declining numbers has been to scale back on publication schedules, eliminating the amount of daily newspapers that actually print daily. She said the rationale behind this is that eliminating print editions that bring in little ad revenue will allow paper's to save on production and distribution costs, while also emphasizing more content on the

Internet where people are looking. However, Johnston (2011) determined through interviews that some media professionals think this minor change is like an “admission of defeat in the digital era,” and that printed papers will not exist in their current form in the future. Others are confident that newspapers will never die, and that printing only a few days a week will require newspapers to produce substantial daily papers a few days a week, rather than thinner papers every day with little content. Major newspapers are finding ways to stay afloat in a changing media climate by seeking a bail-out from the government to allow U.S. newspapers to recoup taxes already paid on earlier profits to help offset current losses (Salman, 2011). Keith Herndon (2010) cited a source explaining strategies for newspapers to prepare for change, including looking beyond the newspaper-on-print and efforts to augment the newspaper electronically. In May of 1993, 17 companies, including Gannett Inc. and Hearst Newspapers, formed a consortium called “News in the Future,” to spend up to \$2 million each year on researching emerging electronic technology for delivering news (Herndon, 2010). According to Kirchhoff (2009), the solution so far to cutting costs has been trimming paper size, condensing staff or reducing the number of days that print newspapers deliver to subscribers. In 2008, daily newspapers cut newsrooms by 11%, the biggest one-year drop since 1978. News organizations, as reported by Carter (2009), must find an effective way to revamp the news product, as well as its delivery. The single-platform revenue model is no longer viable for newspapers, according to Carter. She said that as news organizations work to offer a digital product to consumers, people are declaring that print newspapers are dying. However, as news sites are experimenting with a paid content business model to make money, it is working against consumers who have been taught that content on the Internet

is free. As a result, newspapers must seek a market-driven strategy to make basic changes in a news organization's approach to opportunities and threats.

Research on the state of print newspapers appears abundant, whereas similar research in the print magazine industry is not as available. However, from the scholarly research available in the academy, magazines are experiencing a similar decline in print circulation and advertising, but see a larger ascent towards digital solutions. U.S. magazine advertising pages dropped by 17.1% in the fourth quarter of 2008 in comparison to the previous year (Galarneau, 2009). But, recent statistics show that of 476 magazine websites tracked, there were 75 million average monthly unique visitors in the fourth quarter, an 11% increase from the year before and more than triple the growth rate of the Internet as a whole (Galarneau, 2009). Print magazines, like newspapers, must find a new business model to keep readers interested in their content and bring up revenue to keep publications fully-staffed and ultimately viable.

Methods

Research and data for this manuscript was collected via interviews with professionals working in the journalism industry, particularly within print magazines. According to Steinar Kvalen, interviews "allow people to convey to others a situation from their own perspective and in their own words" (1996). Although the interviews are conversations of everyday life, Kvale said the conversations are with a structure and purpose that is defined and controlled by the researcher. For example, the research interview is characterized by a "methodological awareness of question forms," and a "critical attention to what is said" (Kvale, 1996). Qualitative research is used to "reveal a target audience's range of behaviors and the perceptions that drive it," with attention to small groups or people that guide the hypothesis, according to the Qualitative Research Consultants Association (QRCA). In-depth interviews with individuals can be used as qualitative methods of gathering data. Several other researchers have conducted similar studies using interviews as a research method, including Caitlin Johnston in her scholarly article titled, "Will Dailies Stay Daily?" In order to answer her question, Johnston interviewed several professionals across the U.S. working in the newspaper industry to come to the conclusion that newspapers that eliminate select print editions will cut back on costs and stave off additional cutbacks in the newsroom, thus keeping the industry afloat (Johnston, 2011). According to QRCA, the nature of the interview allows

respondents more active engagement in responses than with structured surveys or other research methods.

Participants

For the study, four people were interviewed in January and February of 2014. To be selected, email inquiries were sent out to the participants to gauge whether they would be interested in participating in the research of the study by providing answers to interview questions. Out of five people contacted, four responded and agreed to participate in research for the study. Possible participants were chosen based on the field of journalism they worked in, what publication or publications they worked at, and how long they had been working in journalism. Both location and duration of work experience varied among participants, but all had experience at a magazine publication at some point in their career. Additionally, all participants earned a college degree before joining the workforce. Both age and gender varied among participants, with two males and two females participating in the study. All participants were residents of the United States at the time of their interview. Participants were selected based on their position or publication at which they worked, and based on access and available contact information to reach them at. All participants were initially contacted via email to introduce the topic of the study and the research necessary for it. Upon responses, three interviews were conducted over the phone, and one was conducted through questions sent via email.

Bill Saporito is the assistant managing editor of Time Magazine in New York City. Time Incorporated was launched in 1922, and on March 3, 1923, the first issue of Time Magazine was published in the U.S. The magazine is a weekly

newsmagazine with a focus on U.S. and international news, as well as politics, business, health, science and business.

Jane Podesta was a former Washington correspondent for Time Incorporated and People Magazine for 20 years, covering national politics and news. Time Inc. launched its first issue of People Magazine in March of 1974, and remains a weekly magazine focused on celebrity and entertainment news, as well as national headlines. In 2013, People magazine was ranked fourth in top U.S. consumer magazines by single copy sales by the Alliance for Audited Media. Additionally, People Magazine generates the most revenue among the nation's top 50 magazines, as reported by the New York Times in 2013 (Haughney, 2013).

Erin Shields is a travel editor at U.S. News and World Report, which is a leading magazine for rankings such as best colleges and best hospitals, and service news and information. Founded in 1933, the magazine used to be a weekly newspaper titled the United States News until it moved to a magazine format in 1940. Recently, the magazine printed its last full print issue in 2010 before transitioning to an all digital format.

Sid Holt is the chief executive of the American Society of Magazine Editors, a U.S. organization for magazine journalists, and previously worked as an editor of Rolling Stone Magazine and Us Magazine.

Apparatus

There was very little equipment used to conduct interviews as research for the study. Initial contact was made through email, and three of the four interviews were conducted over the phone. No recording devices were used in conjunction with the

interviews, and responses were transcribed on a computer to compile and interpret for the study.

Procedure

The first step of the research was selecting participants and contacting them to determine if they would be interested in participating in the study. Participants were aware that agreement to take part in the research was voluntary, and that they could choose to decline interview or further contact at any time. After initial contact was made and participants expressed interest, they offered dates they were free to be interviewed and a final date was settled upon prior to the interview. Interviews were conducted over the phone, except for one that was conducted via email. Participants were asked a series of about five questions each regarding the state of the magazine industry based on their experience in the workforce and personal opinion. Duration of the interviews varied between 20 minutes to about 65 minutes depending on the participant. Following the interview, participants were told they would only be followed up with if any further questions or problems arose regarding their interview as research for the study.

Results

It is believed by three out of the four participants that the prevalence of print magazines is on the decline. Bill Saporito, the assistant managing editor of Time Magazine, said there is a "devoted print audience and it's shrinking." Similarly, Erin Shields, a travel editor at U.S. News and World Report, said having a hard copy of a magazine is "less and less commonplace nowadays." Jane Podesta, a former Washington correspondent for Time Incorporated and People Magazine, compared the current state of journalism to one day being like the milkman delivering milk every morning- print journalism will not be here in 10 years in the form it is in now. However, Podesta does see niche magazine journalism targeted towards specific audiences and hobbies as surviving. For example, Podesta said the niche magazine Food Network Magazine is climbing in circulations, but only because of its "celebrity cult chef" appeal that uses its cable network and website to promote its popular chefs and draw more and more readers in to the magazine copy. According to Alliance for Audited Media, Food Network Magazine had a 12.1% growth in single copy sales between 2012 and 2013, jumping from 400,254 single copy sales to 448,734 last year. This made the magazine the seventh top U.S. consumer magazine in single copy sales for 2013.

However, Sid Holt, the chief executive of the American Society of Magazine Editors, said magazine readership is "remarkably stable" in 2013, and has

remained unchanged throughout the industry despite widespread belief that it is on the decline.

"Although newsstand sales continue to decline, the number of subscribers has remained largely unchanged...If anything, magazine readership is surprisingly robust," Holt said.

The largest growing segment of magazine readers is young adults, Holt said, which he said is surprising because people assume that this audience is more likely to leave print for digital media.

"The numbers show otherwise. Young adults are print loyalists," Holt said.

On the other hand, Saporito said the print audience is older, and is generally parents and grandparents- "[Young adults] don't by and large use paper and some people use both, like myself." But, the magazine's job is to meet both expectations, Saporito added.

U.S. News and World Report saw many changes in the past few years before ending its print circulation to focus directly online, Shields said. She added that circulation was rapidly dropping before the magazine's transition to the Internet. And Saporito said all print media companies are in a transition- "There is no such thing as print and online for [Time Magazine]. We're a news brand and we will supply it, our branded content, on whatever platform we can."

With this transition, changes in the newsroom are also widespread as more emphasis is placed on digital media than print. Podesta remembers when several people worked in the Washington, D.C. bureau of Time Inc. about 50 years ago, and now, there

are only three of four people. Podesta said Time Inc. started cutting state capital bureaus because they could not afford it. In 2007, the New York Times reported that Time Inc. cut almost 300 jobs and bureaus in Washington, D.C., Miami, Chicago and Austin (Seelye, 2007). News photographers who once extensively covered the White House campaigns are gone, because everyone with a smartphone thinks they are a photographer, Podesta said. She added that corporations, like television, are taking over media outlets because of the "real estate" that the newspapers or magazines are sitting on. Saporito said shifts in the newsroom are a result of hiring people who have different skill sets now, and the "demand on the skill sets has expanded." These skills sets include the ability to use social media and video, but it has not been easy on every journalist in the business.

"It was a very difficult transition initially and some people couldn't make it, but there is no such thing as a print journalist anymore. You're a journalist and you have to be flexible and you have to be prepared to deliver in any format," Saporito said.

Shields at U.S. News and World Report said there is a bigger emphasis in the newsroom now on covering social media channels, and the staff has incorporated a social media director and more technology staffers because the operation is getting bigger.

All participants point to advances and changes in digital media for the magazine industry, and Podesta said "technology has turned everything around, and magazines are struggling so much." Podesta has gone to several conferences where people say the future of news for both magazines and newspapers is the smartphone. Even from the desktop computer to smartphones today, Podesta said she thinks some people don't even want to wait in front of a computer to get the news. However, with the

smartphone comes a different way of displaying data and delivering the news, Podesta said. The smartphone focuses more on headlines and pictures, and though clever headlines used to be an art form, Podesta said now it is about getting the most hits on the Internet. Saporito said the biggest strategic issue right now for magazines is converting print advertising to digital advertising.

"The money you get from digital does not match the money you get with print on a per user basis," Saporito said.

As such, magazines need to expand the audience to the publication's website. Time Magazine's website is reaching record numbers each month, Saporito said. Likewise, Podesta said there is less revenue with digital than print magazines, and smaller, niche publications are having a hard time staying afloat because it doesn't have the people or the ad dollars. Shields said new articles by the New York Times and CNN are interactive and "generate a lot of buzz." Shields added that magazines and reporters are trying to figure out new ways to engage readers. Online and digital readership has changed in the past five years, according to Holt, who said that "magazines continue to expand their footprint in digital media, both on the web and on tablets."

Additionally, all participants recognize additions and enhancements that digital or the Internet brings to an article. Hyperlinking is one advantage of digital media, Holt said, and multimedia and video are also widely used online and on tablets.

"...Editors expect the development of digital storytelling to be one of the most exciting areas of magazine journalism in the years to come," Holt said.

Shields said that readers not only like the interactive aspect of web and digital journalism, but also the ability to comment on articles and interact with other

readers or editors, thus sparking debate on certain topics. Likewise, Podesta said an element of journalism is now social media.

"A lot of publications encourage reporters to tweet and have an audience or following and that is to build up the brand," Podesta said.

But, Podesta said this is problematic because social media is also part marketing, and it "gets away from pure journalism if you have to worry about your story being on the smartphone headline list."

Saporito at Time Magazine described online versus print as unlimited versus limited, and the Internet allows for more photos, video and interactive features that "deepen the experience" for the reader.

"When we think of story ideas, you can't just think about it as you would a writer. It's now the elements of the story that include the words, the picture, and the video. It's got to be multidimensional," Saporito said.

In regards to the future of journalism, Saporito said there definitely is one for magazines whether it has a print audience, an online audience, or both. It is the job of journalists, he said, to serve those audiences no matter their preferences.

"The idea now is that, whatever the platform, our job as journalists is to present our unique platform and get paid for it," Saporito said.

Podesta believes that journalists will look back and realize the damage done during the onset of digital journalism and new techniques and methods for reporting the news. According to Podesta, the news is not getting the same coverage as it used to, referencing that the Golden Age of journalism has come and gone. She points to

magazines being more picture-driven and composed of shorter stories as evidence that big changes have effected traditional print magazines.

"I don't know what the solution is. The media is so fractured that I don't know what's ahead," Podesta said.

Shields believes the future of print journalism for magazines depends on the type of market each magazine is going for. She sees more magazines in the future focusing efforts online, and that publications must decide whether to try paywalls, like several newspapers, to continue to gain revenue and readers online. But, more magazines are starting to focus on online videos and interactivity that have become popular with readers, Shields said.

Discussion and Conclusion

As evidenced by the research in this study, print magazine journalism is in fact changing, but that does not mean it is dying. Several magazines are making digital journalism its priority, along with consistently producing a print copy for newsstands, while innovating new ways to increase revenue and readership. One of the ways magazines are gaining new readers and interest in the publication is by emphasizing the Internet, multimedia, social media and tablets. Print magazine sales are plummeting as it is becoming less commonplace to buy individual copies off newsstands. However individual magazines are utilizing All-Access plans to draw readers to all platforms of the publication, including print, Internet and tablet, thus gaining reliable readers and revenue. Still, there are challenges facing print magazines, including how to match print revenue from advertisements to digital revenue. The most important finding though is that individual magazines and editors recognize the shift from print journalism to both digital and print journalism, and realize that integrating digital aspects to its coverage is essential to keeping reader interest and staying afloat among competitors.

In considering the methodology used for gathering this data, current or former magazine editors at the top U.S. consumer magazines provided firsthand accounts of what the magazine industry looks like today. However, there are some shortcomings to the method, including the small sample size used to gather information. Four participants were interviewed regarding the state of the magazine industry, and though only two are

still currently working at a particular publication, they all are still invested in the magazine industry and the changes it is seeing. The fact that all of the participants either work or have recently worked in the magazine industry could produce some bias to proclaiming that the industry they work in is dying. But, a range of experience level and publications made the sample size diverse enough to provide an accurate account of how several different magazines are faring in a digital age.

There is little scholarly research on the state of the magazine industry among digital changes, but the findings in this study are vital to better understanding the future of print magazines. Participants did point to decreases in print readership and circulation, especially in single copy sales off newsstands. But, participants did emphasize the importance of subscribers for magazine survival, which appears to be a positive feature of the magazine industry compared to the newspaper industry. As such, All-Access plans at Time Magazine or Conde Nast help to retain readers who want to get their news and information on several different media platforms, including print, Internet and tablets. Sid Holt from the American Society of Magazine Editors said these models are advantageous to readers because of the single price for several different platforms of the publication, along with enhanced content that is attractive to All-Access customers.

Additionally, the findings of this study identify differences between the print magazine and newspaper industries, meaning scholarly research on the state of newspapers cannot be easily applied to magazines as well. For example, recently some research in the academy has found that some newspapers have scaled back on production schedules, eliminating print editions on select days, in order to save on costs and produce more substantial papers a few days a week. Fewer magazines are practicing the same

cutbacks, and instead are utilizing digital platforms to disseminate the news in a different way, while also producing a print copy weekly or monthly. All participants mentioned social media, tablets and the Internet as vital outlets for news and information that are doing well in the media market. As Bill Saporito, managing editor for Time Magazine, said, Time is experiencing record numbers of new online visitors to the publication's website every day.

Both magazines and newspapers are suffering financially, and view advertisements as the biggest hurdle in making the switch from print to digital audiences. Scholarly research on newspapers demand new business models from publications in order to survive, and participants of this study similarly realize that magazines must find ways to utilize digital advertisements or new payment models. This is important to know for consumers who may soon pay different prices for content, or see more advertisements on the Internet, an app or tablet version of the publication.

There were some unexpected findings in the research for this study, including the type of audience that is most strongly associated with print magazine copies. According to Sid Holt, the largest growing segment of magazine readers is young adults, which he said is surprising because media commentators assume that younger readers are the ones more likely to abandon print for digital. However, further findings of this study suggest that magazines are keeping younger audiences as readers because of changes like increased multimedia, interactivity and social media. This points to magazines as a popular medium for the sector of young adults that will lead the next generation of readers. In addition, older, more experienced professionals in the magazine industry are adopting new skill sets and changing the way they think about print media

and digital media. This could suggest a promising future for young professionals beginning to enter the job market at a time when the new model of magazines are appealing to younger audiences.

The findings for this research study shows that magazines are not struggling as much as is believed because of its ability to transfer its content to multiple platforms, and adopt new practices that keep readers engaged in different mediums for news. Publication websites have steady visitors, and the top apps in many categories for smartphones and tablets are magazine apps, according to Holt. Magazines are utilizing social media to allow for commentary and connectedness between the reader and the publication. New models are emphasizing the print copy and digital content at a reduced rate for consumers, sustaining readers even though newsstand sales alone may point to a decline in readership.

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JOURNALISM EXPERIENCE

The Daily Collegian Newspaper, Pennsylvania State University student-run newspaper 2012-2014

- **Reporter, Fall 2012-** Wrote and published general assignment articles on Campus staff about school events, Greek life, guest lecturers and university research
- **Senior Reporter, Spring 2013-** Wrote and published at least three student government articles each week on the assigned Student Government beat; met daily deadlines; pitched content ideas
- **Copy Desk Chief, Fall 2013-** Edited articles from all sections of the paper, including campus, metro, arts and sports, for content and AP Style; laid out pages using InDesign, including the front page and inside pages; crafted headlines and cutlines; managed a small staff on deadline at least three nights a week while maintaining a full course load
- **Campus Editor, Spring 2014-** Managed a staff of about 18-25 reporters; read and edited all stories for the Campus section; attended bi-weekly Board of Editor meetings; read and posted web updates to the Daily Collegian website; crafted tweets for Daily Collegian Twitter account

Northern Virginia Magazine, Chantilly, VA

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- **Editorial Intern-** Wrote weekly blogs and uploaded content to northernviriniamagazine.com; pitched content ideas at weekly meetings; wrote news and feature articles published in Northern Virginia Magazine; participated in summer intern project designing a front of the book section of Northern Virginia Magazine

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