

Future of magazines in the digital era

Increased competition, penetration of online and e-formats and cross media ownership negatively affect the print media sector. News magazines join the market regularly and the existing ones disappear for want of readers, lack of finance or due to take overs. This tendency is called 'magazine churn'. Advertising revenue (much more than circulation revenue) seals the fate of most consumer magazines. The shift of advertising revenue to the web is the biggest problem faced by broad-circulation magazines today. While they are becoming increasingly adept at generating revenue from their web sites, web-only publishing models substitute print magazines.

Therefore, digital magazines are set to grow fast over the next several years in the magazine industry as publishers begin to enter the digital arena.

Mobile phones which are becoming popular will be the dominant platform of the future with a booming number of magazine consumers on mobile. Its exclusive in-house technology captures the growing mobile user base by redefining the reading experience on mobile and tablet platforms which will rely on a competitive monthly subscription model to access the world's best titles. Those tablets will have apps that are incredibly immersive, including magazine apps, which will take advantage of people's social graphs, location data and other features to offer a more interactive experience.

Let us sum up

Magazines may be referred to as popular press publications with articles written by journalists or freelancers, who gather information from various sources and synthesize it into their stories or reports. The audience for articles in magazines is the special target group from the general public.

Magazines are generally intended to inform or entertain readers on general interest topics in broad subject areas. It is slick and glossy in appearance and contains photographs and illustrations, published at regular intervals. People who subscribe to magazines

read it at their convenience. Magazines are more advertiser-driven than newspapers.

A magazine article is a piece of nonfiction writing targeted at a specific interest group. It is possible to write a good magazine article through a strong interest and a willingness to learn through research and interviews. The reader's attention has to be grabbed with an arresting opening paragraph. Keep the theme in mind as you write the body of the article. Everything you write should support the theme. The ending of a magazine feature should bring the piece to a satisfying resolution for the reader. Clear thinking is the key to good writing. A magazine usually expresses its content in various styles - narrative, serialized narrative, persuasive, visual, imaginative or in multiple inverted pyramids.

Most magazines look more or less the same at first glance, but they target different audiences. Based on target audience and content specialization, there are various types of magazines such as general interest magazines, special interest magazines, entertainment magazines, farm magazines, sports magazines and children's magazines.

Putting together a magazine content determines the style of your magazine. Magazine is generally built around humorous anecdotes, fiction, news reports, exclusive interviews or any combination of genres in the form of cover stories, editorials, articles and various types of features.

In the present age of tablets and social media the idea of a "magazine" is returning to its storehouse roots. The future of magazines will be in the hands of digital publishers who would provide endless opportunities to craft experiences with magazine apps. Functionally, a magazine still represents the idea of a bunch of thematically related content put together as one package. Great magazines also contain a magical spark, which means a magazine is something more than the mere contents.

