

The magazines Trends:

The following are lists of printed magazines with the total worldwide circulation, sorted by circulation per issue. ⁸

- 1) 'The Watchtower' today, the most widely distributed magazine in the world which is published by Watchtower Bible and Tract Society, the legal organization of Jehovah's Witnesses. It was firstly introduced in 1879. The Watchtower—Public Edition is the most widely circulated magazine in the world, with an average print run of over 42,000,000 copies per month. Today it is published in 188 languages. It has based country in United State.
- 2) 'Awake!' is a monthly illustrated magazine published by Jehovah's Witnesses via the Watch Tower Bible and Tract Society of Pennsylvania and printed in various branch offices around the world. It is considered to be a companion magazine of The Watchtower, and is distributed by Jehovah's Witnesses in their door-to-door ministry. Awake! is considered to be the second most widely distributed magazine in the world after The Watchtower, with a total worldwide printing of 39,913,000 copies in 83 languages per month.
- 3) 'AARP the Magazine' is a bi-monthly magazine published by AARP (American Association of Retired Persons), which focuses on aging issues. Established in 1958, it was known until 2002 as Modern Maturity. The editor is Nancy Perry Graham; the managing editor is John Stoltenberg. The magazine is sent to every AARP member, and thus it is the largest circulation magazine in the United States; it has held that position since the late 1980s and still it has maintained its position at third rank with 23,721,626 printed copies of circulation in all over the world.
- 4) 'AARP Bulletin' is forth largest Semi-monthly published Magazine in the world after 'AARP the Magazine' which has circulation of 23,574,328 printed copies. It was established in 1960 and its publisher is American Association of Retired Persons.

- 5) 'Reader's Digest', a general interest family magazine, published 10 times annually. Formerly based in Chappaqua, New York, its headquarters is now in New York City. It was founded in 1922, by DeWitt Wallace and Lila Bell Wallace. It is published in the 21 languages. It has a circulation of 17,000,000 copies.

As the magazines in India are concerned Mangalam is a weekly magazine which top in India with the circulation of 1,600,000 copies. This was started by the late M.C. Varghese and now published by Mangalam Publications, Kottayam, and Kerala. It has publishes a special international edition for non-residents. This is followed by 'Indian today' which is news magazines published in Hindi and English both languages at the second top level magazine in India which is published weekly by Living Media. Its circulation is 1,100,000 copies per issue. Shortly even though, there is a stiff competition from the electronic media India has also strong circulation position.

New Media Impact on Print Media:

With the emergence of the television and the new media (internet), it can be argued that newspapers are becoming irrelevant in terms of providing the latest news. However, both media has its own importance. The longevity of written media is much more than the electronic ones. It is the written media which has made history recordable and accurate. The age of an old manuscript found while digging a historical site gives information about the era in which it was written, which is not possible with electronic media. Print media is durable. Anyone can anonymously post articles and raise their voices. It is difficult to track the real owner of an article. With electronic media, anyone can copy any piece of information and present it as his own; plagiarism is at its peak these days. The information provided by a newspaper is usually more authentic and genuine but it is not in case of electronic media. Electronic media depends mainly on electricity. In areas with frequent power cuts or in the rural areas, it is not a viable replacement for newspapers. Print media is easily accessible and widely read. Anyone can buy it since it is cheaper and available in the remotest of the villages. In a country like India, subscribing to newspapers is cheaper than taking an Internet connection. Print media is local to the city or the region and carries information about the local events like a play being screened in the town or an inter-school chess tournament.

Many newspapers in India and the world to some extent have started providing analysis of the news as well and so the demand and scope of newspaper is still sustain in competitive age. The coverage of the 2009 General Elections is the proof of that. Most newspapers had their own supplements dedicated to the elections and they scrutinised every detail of the elections in a way the television channels cannot provide. As of 2000, there are at least 41,705 newspapers in India and growing every day. The media whilst flawed is one of the most precious commodities in any democracy and as India celebrates another year of its emancipation, the media has a lot to celebrate as well – everyday for millions all over the country it makes this independence count substantial instead of some word uttered as a cliché at some cocktail party.

The newspapers had the information in greater detail, depth and also had images which were not shown on TV. In the recent era, many print media are also available in electronic forms. Shortly, the print media is now available at global level using the internet on which information came in the print media format.

Conclusion:

From the above discussion it can be conclude that media has ability to act as a whistle blower of the society in order to keep the government in check. Today, in India the circulation trend of newspaper showing an increasing trend as compare to the pre- independence era. Increasing circulation trend of newspaper in India shows that it wins to stay in the stiff competition faced from the electronic media. Today, both developed and under developed countries use improved technology which enables the production and distribution of larger numbers of more attractive newspapers. The basic reason for the golden days to the print media is due to the steadily expanding literacy, better purchasing power, aggressive publishing, and political excitement which is not in case of electronic media. As the circulation trend is increasing in India it means the readers of the newspaper is increasing because it is assumed that a typical copy of the newspaper is read by more than one person hence it can be conclude that the readership figure of the print media is also increasing. However, Newspapers in western countries like United Kingdom and United State are losing young readers. Newspaper circulation is falling due to social and technological changes in print media but the people from developed countries use

advanced form of print media such as online newspaper on the internet. This condition may face in the future by the developing countries like the India. Shortly, it can be conclude that each media has its own existence, role, and impact on the society. Hence the print media has its lion share in the development communication of both developed and under developed countries.

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