

MAJOR TRENDS IN DIGITAL MAGAZINES

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The purpose of this study was to analyze and determine the current trends in digital magazines. Digital magazines are a growing vehicle of communication, and an active supplement to the traditional print magazine. With the help of growing technology, many trends seen in digital magazines help engage readers further and offer more substantial means of advertising.

This study investigated the different trends in digital magazines. The study began with descriptive research through a questionnaire formulated and distributed through the Internet to a substantial audience. This audience included both those who have read and those unfamiliar with digital magazines. This survey allowed information to be collected about the expectations of digital magazines. Next, historical research was done in order to find more information concerning those who have read one or more digital editions.

Information was gathered from Texterity, Incorporated's "Profile of the Digital Magazine Reader."

The results of these surveys showed that there is a growing demand for digital magazines and concluded the major trends. Major trends included rich media streams like video and music, easy search access, and the ability to browse pages within an Internet browser instead of downloading information. These trends prove to be a major aid in supplementing traditional print and keeping interest in the field of magazines.

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Chapter I

Introduction

A major trend to incorporate growing technologies in the magazine industry is the transition into digital magazines. Digital magazines, also known as web magazines, include all publications that can be found online, including feature articles, photographs, and advertisements all compiled cohesively. Most online publications are user friendly and interactive, and provide new content every few weeks. Digital magazines are thriving and showing rapid growth due to their ability to engage the reader through interactive content and the ease of connecting with online advertisers. The ease and productivity that comes with online publications include the capability of searching through the content of back issues within a matter of clicks, and the offering of discussion forums where readers can discuss their views on certain articles.

These “discussion forums” are being sued by publishers that have content online to engage the reader further, in hopes of keeping them as returning viewers. With the rise of other digitally enhanced literature such as electronic books and audio books, technology is becoming a widespread outlet in which to communicate media. As the general public becomes more proficient with online navigation, digital magazines are becoming an efficient supplement to traditional print magazines. This study asked the question: What are the major trends and successful techniques used by publishers in the area of digital magazines in the magazine publication field?

Digital magazines have evolved from when they first arose ten years ago. When magazines first began publishing online, they were only available in portable document format (PDF). The reader had to download the information, and was only able to scroll through the pages. The PDF was only a digital replica of the printed publication. As readers' standards rose, web magazines evolved by becoming more stimulating and engaging. Rather than simply copying the content from the printed magazine and pasting directly into a web site, web magazines have become more than just an electronic version of the printed materials. Digital magazines now offer new content exclusive to the web, and are available within the user's browser. Browser-based digital magazines are a current trend because they allow the reader to look through material without having to download. Browser-based means that the content is available to be viewed within the Internet browser of the reader's choice. Mozilla Firefox and Microsoft's Internet Explorer are examples of common browsers. By using standard web browsers, readers are able to access the magazine with a single click on most computers. No software installation is necessary, except for the browser, and the reader is able to access content almost anywhere there is an Internet connection. Unlike a downloaded document, such as a PDF, where readers have little flexibility controlling the content they choose to view, most browser-based applications offer a flexible navigation tool in the digital publication. Easy navigation gives the reader more interaction by allowing them to pick specific pages they wish to view. With Internet connections becoming faster, digital publications no longer have to worry about slow connections interfering with communication. Incorporating high quality graphics and movies provide the user with a unique and interactive experience. With many people claiming the demise of traditional printing, digital magazines have been shown to enhance

print subscriptions rather than replace them. There is an emerging trend of web magazines being used by publishers to discover and define unique content niches. Publishers are also attempting to use web magazines to attract the niche audiences to their magazines. Digital magazines are no longer just a duplicate of the printed magazine, but an extension into niche areas unprofitable to service with print. Digital magazines are being used as a new content platform, and not just as a means of digital distribution.

The purpose of this study was to examine the new trends of digital publications and the ways they are being used as a supplement to traditional print publications. As the public continues to use computers and the Internet as a means of retrieving information, it is important to understand that digital media can be used to enhance print without replacing it. The area of digital magazines in the magazine publication field is growing rapidly and evolving with the advancements in technology.

Chapter II

Literature Review

A major trend in the digital magazine industry is the evolution from Portable Document Format (PDF) into browser – based applications. Although it is a basic transition, it has proved to be one of the most defining in the digital magazine movement. Martin Hensel, president of Texterity Incorporated, one of leading providers of systems and services for the creation and tracking of digital publications, writes that, “unlike a PDF that requires users to download the entire file, even if they only want to view one article, a browser-based application allows [the reader] to access the article in seconds, with no downloading delay.” (Hensel, 2006) Hensel states that a main problem with PDF format is that it requires the reader to download the entire file. Downloading a document to read proves a problem when the reader is not using his or her own personal computer. If the reader were using a public computer, downloading may be prohibited causing the reader to never be able to read the publication. This may cause the reader to lose interest, and the publisher may have lost a potential reader and paying customer. Hensel goes on to compare browser-based applications to PDFs when he writes, “the browser-based application offers a simple, flexible control strip at the top of the magazine, while the PDF reader displays an array of windows, menus, toolbars, and other controls that clutter the user’s screens.” (Hensel, 2006) Many readers find that the multiple PDF control menus limit their viewing of the magazine. The multiple PDF tools prove to be distracting to readers who simply want to view the magazine with an easy navigation bar. One other positive aspect of browser-based applications according to Texterity Incorporated is that with a web-based view, readers are not required to install cumbersome software to view a digital magazine. They are not

required to provide a screen name or password, and the user's e-mail address provides a unique identification. The "no download" solution reaches more potential readers than competitive products since many organizations do not allow the installation of additional software. Since only a browser is required, magazines can be read on virtually any type of computer. Hensel recommends understanding the reader's needs and their passion for exceeding their collective expectations when beginning a digital pursuit, rather than just offering a digital product. The most critical recommendations are, to add to your digital subscribers' experience, enable your readers to be more productive and to transform your digital magazine into the best content on the Internet. The most popular features of digital magazine editions are the quick link index, the search function, and the digital archives. Many publishers begin with a digital replica of their print edition with some enhancements, and then gradually transform their digital edition into a full-blown multimedia experience. (Hensel)

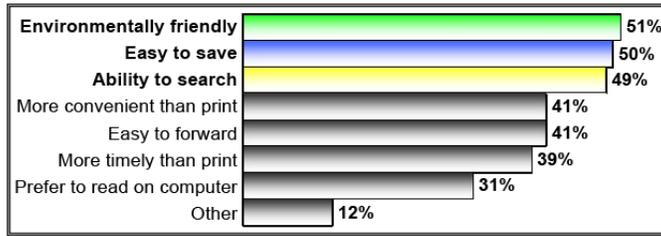
In a 2008 study done by Texterity Incorporated, entitled *Profile of the Digital Magazine Reader*, a survey was taken from 33,897 readers of digital and print magazines. These readers represented over 160 different publications that participated in this survey. This survey is Texterity Incorporated's third annual Business Publishers Association Worldwide-certified digital magazine reader survey conducted with Mediamark Research & Intelligence (MRI), the leading provider of media and consumer research in the country. The 2008 Profile of the Digital Magazine Reader is the largest body of research available for understanding the profile and the needs of the digital magazine reader. This survey is the

most comprehensive profile of digital magazine reader preferences and demographic data to date. Some of the information revealed includes:

1. Digital magazine reader satisfaction rates remain high, with 89 percent of readers “very satisfied” or “satisfied” with their digital edition, an increase over the last two years.
2. Digital magazine readers are highly engaged with the digital edition; 90 percent read the digital edition the same week.
3. Over 61 percent of digital readers have read 3 or 4 of the last four issues, comparable to the rate for a typical print reader.

The study showed that readers like digital magazines because of the added functionality. Functionality leads to reader acceptance and [digital] content leads them to be enthusiastic. The study also showed that digital magazine editions make overall publication brands stronger by extending it to individuals who might not have read printed magazines in the past. Out of the 33,897 readers surveyed, the top three reasons readers like digital magazines are the ability to search keywords and through back issues, the ease of saving issues, and that they are environmentally friendly. (Texterity Inc. 2005)

The “Big 3” Reasons for Reading Digital...
 Subscribers like digital magazines for environmental reasons,
 easy to save and ability to search



Why do you subscribe to this digital publication? (n=33,897 all readers)

Top 3 reasons the same, but environmental concerns have increased in importance since 2007.



(www.texterity.com/survey) Figure 1

According to the Texterity Incorporated study on digital magazine readers, the ability to search through issues with ease and capability is what appeals to most readers. In an article published in *Mediaweek*, author Lucia Moses agrees with this outcome, writing that, “digital editions enable search capabilities that range from single documents to all documents in a collection. Many readers clip articles for reference and then spend considerable time sorting and filing the paper copies. With digital editions, readers can search through the archives online for all relevant information and, if the publisher allows, download and save the issue.” (Moses 2007) Another time saving feature that comes with digital editions is the easy-click index that allows users to click directly to the article rather than flipping through the pages. The ability to easily search all back issues, according to Moses, allows readers to connect more effectively with link advertising offers.

Engaging readers is an important aspect of digital magazines, whose evolution has begun to revolutionize the magazine industry. New enhancements such as sound bytes and video files engage the reader. Moses writes, “digital editions enable magazines to provide multimedia enhancements such as embedded video and sound to provide subscribers with additional value-added features.” (Moses 2007) These multimedia enhancements are commonly used as a full or partial page that plays automatically upon viewing, or act as a play-on-demand approach that enables the user to pick which multimedia content to view. In an article published in *Folio* magazine entitled, “Digital Magazines: New Opportunity or Last Hurrah?”, author Jane Zarem writes that some publishers are using digital magazines as multimedia supplements or special editions of their magazines. The reason for doing so is to communicate any information or experiences that might be lost in the printed engagement with the reader. The content is created specifically for digital platform. (Zarem, 2009)

A 2008 digital survey done by PennWell Audience Development and Book Publishing and published in *Digital Magazine News* surveyed 6,300 respondents, and asked the question:

“Do you value ‘rich media’ enhancements to the digital magazine content?”

The survey shows an increase from 48 percent in 2007 to 51 percent in 2008 in the appreciation of added animation in a digital magazine. The survey results also show an increase in the value of audio clips, video clips, and interactive surveys from 2007 to 2008.

Digital magazines are not being used to replace printed magazines, but rather to supplement them with additional material. In a study published by the Centre for Economic and Business Research, author Ulrich Kaiser writes that: "If the online and offline readership differ with respect to leadership characteristics, then a magazine's companion web site extends market reach. Companion web sites allow consumers to get an idea about a magazine free of charge and hence may generate consumer awareness." (Kaiser 2005) Kaiser writes that many digital magazines also offer a preview or a table of contents of the current or next printed issue, so that prospective readers can learn about the printed magazine. Further enhancing the argument of digital magazines being seen as supplemental rather than replacements, Kaiser argues, "An Internet presence might thus be seen as a necessary step in the effort of a magazine to broaden and deepen its audience."

Travel Magazine, *Outside's Go* will begin to publish in two digital only issues (in summer and winter) in addition to its two regular print editions, for a total of four issues. The digital editions will be distributed to subscribers through an email link, as well as to an email database of men and women who meet the magazine's income criteria. Managing director Christine Salem says in an interview published in Folio Magazine, "the digital format is ideal for travel content. The publisher has more exquisite photography from each shoot than it can ever use in the print edition, and now those photos are available in animated photo galleries in the digital version. We believe that digital magazines will be an important part of the future of magazine publishing." (Zarem 2009) The editorial content in the new

digital editions will be enhanced with interactive components, expanded stories and video, along with hyperlink capabilities, text search, notation, and sharing.

Terrence O'Hanlon, publisher of *Uptime Magazine*, a magazine for maintenance and reliability professionals, agrees with the fact that digital publications will only be able to supplement printed publications rather than replace them. He emphasizes the character of the printed publication, writing that: "Digital Publications and digital editions may be the future, but the print magazines have a certain endearing quality about them." A print magazine is finite, meaning you can read it "cover to cover." The vibrant colors are, in most cases, better than the screen resolution of a laptop or a monitor. There is an entire set of reader behaviors such as tearing out articles, dog-ears to mark pages, flipping the pages to scan the pictures and headlines that continue to define the strong if dwindling relationship between the print publication and its readers. Flipping pages, for example, can be much quicker than going to multiple web pages on a site, not to mention that one can read a print publication anywhere. (O'Hanlon 2009) O'Hanlon also argues for the side of digital publications as well, with the argument that digital publications are inexpensive and can be distributed at the speed of the Internet. (O'Hanlon) Readers are spending an increasing number of daily hours online. The potential print and postage savings can change the entire economics of a publication. If it is available online, then a link or even a preview of a table of contents can be emailed within minutes, and the readers are just a click away from the digital publication or edition. By adding features such as search, print, share, viewer tracking, and reporting, digital value is added to the printed publication.

Digital magazines are evolving rapidly, proving to be successful tools used by publishers to attract readers. An initial but major advancement is the transition from PDF documents into browser-based applications. By using browsers, digital web magazines increase the possibilities of media advancement. Readers can use the browsers without having to download content, making the digital magazine available almost anywhere there is a computer available. The advancement of digital magazines is also seen in a tangible sense, quantified by Texterity Incorporated. In their survey, *Profile of the Digital Magazine Reader*, Texterity shows the major reasons for reading digital magazines. Features such as easy-click indexes, and the ability to search back issues make web magazines more favorable. Many publishers of various magazines agree with the results of this survey, and are making additions in terms of digital magazines to satisfy their readers and to keep up with the growing trends of technology.

Chapter III

Research Methods and Procedures

Historical and descriptive research was used to research major trends in digital web magazines. Historical research is “an attempt to establish facts and arrive at conclusions concerning past events.” (Levenson, 2001) Descriptive research studies are “designed to determine the nature of a situation as it exists at the time of the study.” (Levenson, 2001) In terms of descriptive research, surveys, trend studies, and content analysis was used. Surveys “attempt to measure what exists without questioning the reasons for existence.” (Levenson, 2001) Trend studies are combined with surveys repeated at intervals, and are “able to study the rate and direction of changes and use these trends to make predictions.” (Levenson, 2001) After gathering all data collected from using Historical and descriptive research, content analysis was used in order to draw conclusions about the trends in digital web magazines. Content analysis is a “research technique for the objective, systematic, and quantitative description of the manifest content of communication.” (Berelson)

Using descriptive research, a survey of peers was conducted. The survey was distributed online and collected through a www.surveymonkey.com. Survey Monkey is an easy-to-use tool for the creation of online surveys. Its primary strength is its intuitive Web interface. It has advanced features, like the ability to branch questions based on response and exporting to different formats, including HTML, CVS and SQL. Survey Monkey allows you to construct custom questions, either multiple choice or blank spots where an answer can be written in. Immediately after each respondent has completed the survey and then reports

the content using bar graphs, summaries, and matrices. The survey reached people ages 18-25, and the sample size was 200. The questions the survey asked were centered on the readership of both digital and traditional print magazines, and the expected standards of each. The following questions were asked:

1. Do you read magazines?
 - a. Yes
 - b. No
2. If so, what is the number of magazines you read?
3. If so, how often?
 - a. Everyday
 - b. Every week
 - c. Every month
 - d. Quarterly (Fall, Winter, Spring, Summer)
 - e. Less than 2x a year
4. Do the magazines you read offer digital editions?
 - a. Yes
 - b. No
 - c. Don't know
5. If yes, do you read the digital edition?
 - a. Yes
 - b. No
 - c. Sometimes
6. Do you visit magazine web sites?
 - a. Yes
 - b. No
 - c. Sometimes

7. What do you expect from digital content of a magazine?
- a. Rich Media (video streams, music, interactive pages)
 - b. To be able to read within your browser (able to click through/digitally turn pages/go back to table of contents)
 - c. To be able to download as a PDF
8. Do you prefer:
- a. Being able to read within your browser window (not having to download a PDF, ability to digitally turn pages and search certain pages)
 - b. Downloadable PDF
 - c. Printed magazines
9. What age group are you in?
- a. 15-18
 - b. 19-25
 - c. 26-30
 - d. 30-45
 - e. 46+

Using Historical and Descriptive Research, information was gathered from Texterity Incorporated and The Gilbane Group. Texterity Incorporated is a company that provides outsourced electronic publishing infrastructure and services to companies creating magazine, catalog, book, documentation, and marketing communications by providing delivery of rich content on the web. For the third year in a row, they have conducted, published, and released a Business Publishers Association Worldwide certified digital magazine reader survey conducted with Mediamark Research and Intelligence (MRI), entitled "Profile of the Digital Magazine Reader." (www.texterity.com/survey/) This survey

is the most comprehensive profile of digital magazine reader preferences and demographic data to date. The “2008 Digital Magazine Reader Survey” is where information was gathered from, and is the largest body of research available for understanding the profile and the needs of the digital magazine reader. Magazine readers from more than 161 different publications representing 51 publishers participated, with 33,897 recipients completing the survey.

The Gilbane Group is an analyst and consulting firm that has been writing and consulting about the strategic use of information technologies since 1987. Their study entitled “Digital Magazine and Newspaper Editions: Growth, trends, and Best Practices” is a comprehensive study of the growing market for digital editions of periodical publications. The study features statistics that unify audited data from Business Publishers Association and Audited Bureau of Circulations. (www.gilbanegroup.com) The report includes 22 case studies of publishers representing several dozen digital edition titles, which showcase a number of industry best practices identified by the study’s authors.

The information gathered from the surveys was used supporting evidence for the claims of trends in digital magazines. Having statistical evidence of the needs and standards of digital web readers, the growth and future of the market of digital web magazines was determined. Because the information has been conducted from various publishers and readers of digital content, the data gave better insight about the current trends and future

expectancies of digital editions. This information helped analyze data collected from business to business magazines rather than business to consumer magazines.

Content analysis was used to analyze information collected from the survey conducted and the information obtained from historical and descriptive research. The information collected from the survey will give me insight about business to consumer magazines, which play an important role in determining future growth of digital magazines. Surveying peers and the age groups in which magazines are most geared towards, statistical data was collected concerning B2C magazines. After gathering all my data, it was analyzed using content analysis. Conclusions were drawn from the various research about the current and future state of digital magazines.

Chapter IV

Results

I used both Historical and Descriptive research to gather information on the topic of digital magazines. Using Historical and Descriptive Research, I gathered information from Texterity Incorporated and The Gilbane Group. I utilized a worldwide study conducted by Texterity Incorporated entitled "Profile of the Digital Magazine Reader." This demographic included worldwide publishers, with 33,897 recipients participating. The survey was conducted from April 27, 2009 until May 17, 2009. The questionnaire was internet-based and delivered via e-mail. The questionnaire included 31 questions and was delivered to 383,188 current digital subscribers of 164 publications representing 55 publishers. In addition, I also used descriptive research to collect information through the use of a survey I created through www.surveymonkey.com. Out of two hundred people that were sent the survey, one hundred and fifty people responded. These people were within the ages of twenty and fifty-five years old, and consisted of both males and females. This survey was intended to access information about people's knowledge and responses to emerging digital technology regarding magazines and was intended towards a smaller more compact audience.

The survey that I created was entitled "Knowledge on Digital Web Magazines". I distributed the survey to two hundred people and received one hundred and fifty responses. I distributed the survey mainly to my peers and those around my age group, although the survey did reach older and younger generations. The ages of the responses I received

varied greatly, with the largest group at 47.7% being twenty-one to twenty-five years old. Although the survey was directed towards that age group, I also wanted to see the effects of the emerging trend of digital magazines on both younger and older generations. To see what percentage of the surveyed read magazines, I asked the question “Do you read magazines?” to which 97.1% answered yes to. The second question followed up the first by asking “If so, how often”. The top answers were split between “Every week” and “Every month” with 35.15 % and 36.4% respectively.

When asked the question, “What type of magazines do you read”, 38.4% of the population surveyed read Lifestyle magazines, which includes magazines related to cooking, health, and other miscellaneous topics. The second highest answer with a percentage of 23.3% were magazines related to the subject’s major of profession. Magazines related to the arts received 15.1%, while magazines related to business received 9.6%. The first question related to the digital publications of magazines asked if the magazines read offered digital editions. This question was intended to gain knowledge about the availability and accessibility of the digital editions of web magazines. The question, “Do the magazines you read offer digital magazines?” received 43.4% “Yes” answers, 19.7% “No” answers, and “36.9% “Unsure”. These answers show that a majority of the people surveyed are in fact informed that their magazine offers digital editions. The question following this one attempted to gain a more personal insight to the appearance of digital magazines, asking, “If yes, do you read the digital editions?” 41.1% answered “Yes” to this question, 20.5% answered “No”, and 38.4% answered “Not Applicable”. To see that

the majority answered yes to having read digital editions of their magazines shows that reading digital content is becoming a growing trend.

In my survey, I also asked questions on what readers would expect to see and be inclined to read in a digital magazine. The first question related to this asked “What would or do you expect from digital content of a magazine?” The answer most chosen was to be able to read content within your browser without having to download information. This feature would allow the user to click through and digitally turn pages within the browser. This answer received 73.3%. The next highest answer that was chosen was to be able to view rich media such as video streams, music, and interactive pages. This answer received 64.0%. The second question related to personal preference asked the question, “What would you be more inclined to read, a digital, printable, or professionally printed magazine?” This question received the following answers: 51.3% for a professionally printed magazine, 46.1% for a digital version, and 15.8% for a downloadable and printable version.

The survey entitled “Profile of the Digital Magazine Reader” conducted by Texterity Incorporated was conducted in April of 2009. This survey is the largest survey of digital edition readers and consists of 164 publications representing 55 publishers of consumer, trade, professional, and association magazines. This survey was targeted at people who have read at least one digital publication recently and gives more insight on those more knowledgeable on the subject of digital editions.

This survey shows five main results gathered from the information taken. This information is as follows:

1. High Overall Satisfaction: 90% of digital readers are “very satisfied” or “satisfied” with their digital editions
2. Digital Readers are Engaged: 92% of digital edition readers read their issue within a week of receiving and over 52% read it immediately or on the same day.
3. Digital Readers Take Action: Over 91% of all digital edition readers take one or more actions when reading advertisements or articles
4. Frequent Readers: 61% of digital readers have read three or four of the last four issues, similar to the rate for an “average” print reader.
5. Crosses Generations and Genders: Results across age group, gender, and occupation show similar satisfaction and preferences.

“Profile of the Digital Magazine Reader” also lists the three main reasons for reading digital magazines as found out by the survey. These reasons are that digital magazines are (1) environmentally friendly, (2) easy to save, and (3) easy to search. Other reasons those surveyed gave for reading digital magazines include cheaper and more reliable delivery, the ability to click straight onto links to websites, and that digital magazines are more space efficient for keeping as references.

“Profile of the Digital Edition Reader” found that over 91% of all digital edition readers take on or more of the following actions when reading the digital edition of a magazine:

56% discussed with others, 51% looked at the advertiser's website, 43% emailed to a friend or colleague, 25% incorporated new technique/medium/product, and 18% recommended purchase of product or service. Similarly, when asked how readers like to have their digital editions delivered, 74% answered through desktop computers, 63% answered laptop computers, and 12% answered through iPhone or iPod. Over 65% of digital readers value video content positively as a useful "rich media" add on to digital magazines. When surveying those that have read at least one digital magazine, trade publication digital readers receive an average of 6.3 digital and print publications, while consumer publication readers receive an average of 5.5 digital and print publications.

Digital reader adoption encompasses all age groups, with the median age being 41.6 years old. Texterity, Incorporated has shown that there has been a decrease in median age by 4 years for the sample set over the last year. Those that read digital magazines are mainly in professional, managerial, or technical positions.

Chapter V

Conclusions

Through the survey I created and conducted titled, “Knowledge on Digital Magazines”, I surveyed both those who have had no experience with digital magazines, and those that have. I found that 97.1% answered yes when asked if they read magazines, showing that although many believe the magazine industry to be dead, it is a misconception. 43.4% answered yes when asked if the magazines read offered digital magazines, with 36.9% answering unsure. This showed that the majority of readers are informed about the existence of a digital edition of a magazine, although there are quite a few who are even unsure about whether a digital edition is offered. In order to combat this, magazines should advertise and market their digital edition (if one exists) to receive more readers and traffic to their website. Similarly, 41.1% answered yes to having read the digital editions, encouraging the growth and usability of digital magazines.

The most popular trend of digital magazines according to “Knowledge of Digital Magazines” was the ability to read content within the user’s browser without having to download information. The ability to digitally click through pages received 73.3%. The second highest trend was the ability to view rich media such as video streams, music, and interactive pages. 51.3% answered that they would be more inclined to read professionally printed magazines, while 46.1% prefer a digital version. Although digital editions have not surpassed traditional magazines in favorability, they are still proving to be a valuable enhancement. This showed that digital magazines are moving towards advancement with

the inclusion of various new media. No longer are digital magazines just an exact replica of the printed versions. They have proven themselves to be a new medium in which to engage readers and further their reading experience.

Texterity Incorporated's survey entitled "Profile of the Digital Magazine Reader" is the largest survey of digital edition readers and provides a professional approach to predicting the trends of digital magazines. From the five key points taken from the survey, I can conclude that since 90% of all digital readers are "very satisfied" or "satisfied" with their digital editions, that magazines are putting a decent effort into making their digital editions worth reading. A second key point shown in the survey shows that 92% of readers read their digital editions within a week of receiving them, and over 52% read them immediately or on the same day. This statistic showed that magazine readers are anxious to read their digital editions, and will make time to read them. Thus, digital magazines are an effective vehicle of communication.

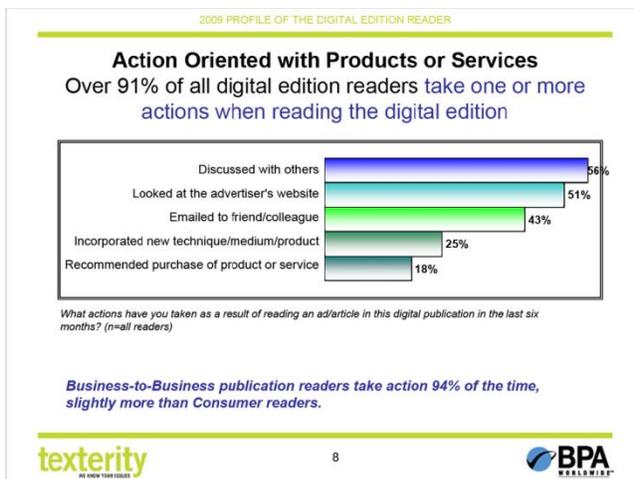


Figure 2 shows a third key point shown in the survey, stating that over 91% of all digital edition readers take actions when reading advertisements or articles within the digital editions. This showed that digital editions are also effective in advertising and should be utilized in trying to sell advertising space to

(www.texterity.com/survey) Figure 2

companies. "Profile of the Digital Magazine Reader" also proves that digital edition readers are frequent readers, recording the statistic of 61% of digital edition readers have read three or four of the last four issues. This statistic is similar to the rate for an "average" print reader. This decreases the worry that digital readers will not be as inclined as print readers to stay subscribed to a certain digital magazine. The last key point shown in the survey states that the results across age group, gender, and occupation show similar satisfaction and preferences. This showed that although younger age groups are more comfortable in using technologies associated with digital magazines, older generations are still able and inclined to read digital editions. The growing number of vehicles that digital editions are available on (laptop computers, desktop computers, phones, etc) showed the different options for reading digital magazines. If someone was not accustomed to accessing the internet through their phone, they would still be able to read the digital magazine through a desktop computer.

The top three reasons for reading and subscribing to a digital magazine according to "Profile of the Digital Magazine Reader" were that digital magazines are (1) environmentally friendly, (2) easy to save, (3) easy to search. Digital magazines are following the current trend of saving paper by not printing out hard copies. Many people are starting to read news and get their information on the go, rather than being stationary and reading an actual copy. Digital magazines are thriving because of their ability to take up little space and the fact that they are located electronically therefore saving paper. The ease of searching is also a growing trend, with numerous features such as search toolbars

starting to take precedence. Many readers now have the option to enter key words and scan entire digital editions in order to locate certain articles.

“Profile of the Digital Magazine Reader” showed that digital reader adoption encompasses all age groups. Therefore, the assumption that not everyone will be able to grow accustomed to the trend of magazines going digital is false. Although the technology is advancing in terms of creating a more interactive environment with the user, the interface associated with digital magazines is still simple enough that any age group can gain access.

Digital magazines are growing both in size and in likeability. As people are growing accustomed to newer and evolving technologies, publishing companies are taking advantage of this knowledge and utilizing it towards magazines. The developing trends of digital magazines include using rich media to stream in videos, easy search access using toolbars, and the ability to click right within a browser instead of having to download a PDF document. These advances continue to make reading digital editions easier and more enjoyable.

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Appendix 1, "Knowledge on Digital Magazines" Survey

1. Do you read magazines?

a. Yes

b. No

2. If so, what is the number of magazines you read?

3. If so, how often?

a. Everyday

b. Every week

c. Every month

d. Quarterly (Fall, Winter, Spring, Summer)

e. Less than 2x a year

4. Do the magazines you read offer digital editions?

a. Yes

b. No

c. Don't know

5. If yes, do you read the digital edition?

a. Yes

b. No

c. Sometimes

6. Do you visit magazine web sites?

a. Yes

b. No

c. Sometimes

7. What do you expect from digital content of a magazine?

a. Rich Media (video streams, music, interactive pages)

b. To be able to read within your browser (able to click through/digitally turn pages/go back to table of contents)

c. To be able to download as a PDF

8. Do you prefer:

a. Being able to read within your browser window (not having to download a PDF, ability to digitally turn pages and search certain pages)

b. Downloadable PDF

c. Printed magazines

9. What age group are you in?

a. 15-18

b. 19-25

c. 26-30

d. 30-45

e. 46+