

MAGAZINE ADVERTISING ASSIGNMENT

Please bring your magazine (or photocopies of a few key pages) to class and be prepared to discuss examples.

Look through a popular lifestyle magazine such as *Rolling Stone*, *Esquire*, *Maxim*, *Seventeen*, *Elle*, *O*, *YM*, *Cosmo Girl!*, etc. (Lifestyle magazines are generally glossy, advertising-heavy, and targeted to a particular demographic.) and analyze its use of advertising. Do not use news magazines such as *Time* or *Newsweek*, or literary magazines such as *The New Yorker* or *Harper's*. Here are some suggestions of questions to consider:

What is the target audience?

How does the magazine content (such as photos, fashion spreads, and illustrations) reflect the advertising and vice versa?

Why do you think the editors selected certain articles to include?

Do you think advertisers would approve of this content? Why or why not?

If you were going to advertise, say, a hair gel in this magazine, how would you want it done? What section would you want your ad to appear in?

Are there any long articles in the magazine? Why or why not?

Or, if you prefer, choose two lifestyle magazines and compare them.

Who are their targeted audiences?

How does the content of each magazine relate to the advertising?

Have the editors come up with different ways to develop advertising-friendly content? (If so, give examples and discuss.)

Do you think the advertisers in one magazine might be happier with the content than advertisers in the other? Give specific reasons.