Abstract

Research Paper: What Effect does Magazine Website Usage Have on Print Magazine Circulation and Loyalty?

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This study presents a meta-analysis of current research as to the customer's relationship between magazine's websites and the print product. It will review more than 15 relevant studies to determine if a consensus exists on the degree to which online publishing has hurt print circulation and reader loyalty. The early Internet brought a lot of fear that print magazines, as we know them, would quickly cease to be. While newspapers struggle to remain relevant with Web 2.0, magazines have shown more resilience. The data shows a much slower decline in sales compared to newspapers, but it is to be noted that the decline, while slower, is still measurable. Both media are trying to find the balance, if there is one at all, to convince customers to pay for online content. While that holy grail is sought, magazines show they still have a print product to offer that customers are willing to purchase. Studies show there are several adoptable and adaptable strategies for customer attraction and retention. They include (1) building a recognizable brand and brand personality that reflects congruence with the customer demographic, (2) building a relationship between their print product and website, and (3) refining reader demographic
to maximize advertiser relevance. This paper will discuss these strategies and the interplay between their strengths and weaknesses for magazines.