

Newspaper and Magazine continues...

Readability

News stories are usually written in a matter of fact style. But magazines employ colourful language so as to make the content enjoyable. The newspaper readability level corresponds to a difficult classification built around tight grammatical and syntactical rules. Linguistic subjectivity which relies on expressive adjectives enhances the readability of magazines.

Display ads

Though magazines and newspapers both provide readers with information, their format and appeal differ considerably. Magazines are more advertiser-driven than newspapers. Newspapers are slightly different in this regard. Newspapers are driven more by readership than by advertisers. They focus more on catchy headlines in an effort to capture the reader's interest and get him to read the entire story. Part of the reason for this is that people often associate what they read with an ad they see near the piece. Our minds just naturally attach and group objects and associations together. Advertising giants know this and place their ads exactly in proper alignment with stories and articles they want to associate with their products on those specialized magazines.

Visual strength

The visual strength of magazine is enhanced with the effective use of colour in magazines. In magazines, we can also use a colour background whereas newspapers normally have only a white background. This means you can present more attractive colour contrasts in your magazine visuals.

Shelf life

Strength of magazine is longer life. Newspapers are read only once and then discarded. In contrast, magazines are commonly kept for several days, weeks or months in magazine racks which provides for possible repeat reading. Magazines use some of the highest-quality paper and ink to produce a visually appealing product meant to be kept and read longer than a newspaper. Magazines tend to focus on entertainment pieces, provide how-to-do articles and features about certain subjects within their chosen marketing niche. Magazines also have advertisements taking up large amounts of page space to balance the cost of production.

To do section

✚ *How does a magazine differ from newspaper?*

✚ *Do you think readability can play a role in marketing of a magazine? What are the factor that influence readability of a magazine?*