

## Types of magazines continue....

### f. Automobile magazines

Automobile magazines offer a rich and varied examination of the automotive universe in all its forms, illustrated with vibrant photography. They present interesting automotive news in the industry and celebrate the automotive lifestyle and its personalities, past and present. It also offers insights into emerging trends in the industry and also creates images of whatever comes next in the written and visual form. Updates in motor vehicle arena such as newly arrived cars and bikes, contemporary style of vehicles, recommendations to buyers, reviews of newly launched vehicles are some of the attractive elements in these magazines.

### g. Children's magazines

The main aim of children's magazines is to engage children to learn new things through entertainment and to provide memories that last a lifetime. The content is delivered through colourful images, read-aloud stories and various fun activities that both the parent as well as the child can enjoy together. Children's magazines are designed to set young children on the path to become curious, creative, caring, confident individuals through reading, thinking and learning with a wide variety of stories, puzzles, crafts, games and activities. 3D children's magazines are now on sale in Kerala.

## h. Women's magazines

Women's magazines play a variety of roles as educator, family counsellor, beauty specialist and life style expert. Women's magazines, on many occasions, have become an arena for debate and promotion of education for women. The personal nature of the content also makes it a unique material specifically for women. The gorgeous photographs, engaging designs and innovative styles make them attractive. The outlook of a women's magazine is an intelligent perspective that is focused on personal style - the way women actually look, think and dress. They reflect the spirit of today's woman - changing with the times, moving with trends, styles and fashion

## i. Men's magazines

Men's magazines bring the latest style tips, travel guides, lifestyle improvement, offering advice and information useful to men on a variety of topics including money, health, sports, cars, adventure, politics and so on. Men's magazines use masculinity as a marketing tool

## j. Literary magazines

A literary magazine devoted to literature, usually publishes short stories, poetry, essays, literary criticism, book reviews, biographical profiles of authors, interviews and any content related to literature. Its aim is to promote literature, encompass an overall sense of the word, preserve indigenous literature and provide a platform for creative writers through its articles.

**News Magazine:** these are periodicals which are produced weekly or fortnightly. Articles on situation, politics, Economics, Religion, industry, sports etc are published e.g. Herald, Weekly Pulse, and Times.

**High Class Magazines:** These magazine are aimed at selected audience, they appeal to a particular class. These magazines are serious minded periodicals offering high level reporting with emphasis upon literacy, ethical, social, political or scientific problems.

**Technical Magazines:** these magazines are for specialized sections of society i.e. engineering, medicine, gardening etc.

**The House Magazine/ Journals:** These are produced by companies, organizations etc and are distributed free of cost to employees, customers. The purpose behind is to present the products of a company. House journals are produced by the public relation department of any organization.

**Religious Magazine:** tarjuman ul quran, turjuman ul hadith, iblagh, al Islam etc.

**Film Magazine:** Shama, Musawar, Nigar, Roman, Shabab, Mumtaz are examples.

**Scholarly magazines:** Such magazines focus on academics. You can get in-depth information on many subjects. The format of providing information in a scholarly magazine is serious and so the text book alike. You will find more of graphs and charts rather than pictures. Teaching and providing help in researches is the main purpose of scholarly magazines.

**Sensational magazines:** You will find sensational magazines in a newspaper like format. They are thin, but large in size as compared to other magazines. Sensational magazines are said to thrive on creating a stir. Flashy headlines are used for attracting attention of the readers and the main focus is on stories related to celebrities or any other amazing stories. Freelancers or staffers write these articles, which are usually more picturesque than stories that are included in sensational magazines. These are also known as tabloids.

We can also include several other types of magazines in the special interest magazine genre. Magazines on architecture, art, computer, customer, film, health, history, horror fiction, luxury, music, political issues, public relations, satire, science fiction, shelter, trade, wildlife etc. are some among them.