

Types of magazines

Today, there are thousands of magazines worldwide. They inspire, inform, educate and entertain audiences across the globe. Nearly 600 years after the advent of the printing press, magazines continue to change the nature of things throughout the world. The major categories of magazines are briefly explained below:

1. General interest magazines

This type of magazine is published for a wider audience to provide information, in a general manner and the focus is on many different subjects. The main purpose of a general interest magazine is to provide information for the general audience. No background knowledge or expertise is assumed. Articles usually provide a broad coverage of topics of current interest. They are written by journalists, freelance writers or staff correspondents of the magazine. These periodicals may be quite attractive in appearance, with articles often heavily illustrated with photographs. The language of these publications is geared to any educated audience. There is no specially assumed target audience. Mere interest and a certain level of intelligence is only required to read and enjoy such magazines. These are usually published by commercial enterprises, though some are published by professional organizations. Examples of general interest periodicals are: *Time*, *Newsweek*, *Outlook*, *India Today* and *The Week*.

2. Special interest magazines

Special interest publications are magazines directed at specific groups of readers with common interests. Most special interest magazines cater to any specific interests or pursuits. For instance, there are magazines that cover sports, news, fashion, business, music and so on. While some attempt to cover all aspects of a broad subject, others are concerned only with a particular

element of the general subject. *Sports Illustrated*, for example, contains stories on practically any sport, but *Golf Digest* carries only stories related to golf. Other special interest publications find their audiences through different demographic segmentations. There are magazines published primarily for men (*Field and Stream*, *Gentlemen's Quarterly (GQ)*, etc.), women (*Woman's World*, *Grihalekshmi*, *Vanitha* etc.), boys (*Boys' Life*) and girls (*Teen Vogue*). Specialized periodicals also serve most professions, industries and organizations.

Specialist magazines have been growing in recent years, not only in terms of the number of readers, but also in the increasing number of consumer advertisers who have seen the benefits of the medium. Circulation varies for a special interest magazine. But, even though the circulation is small, it is usually stable over the short term and offers an advertiser a well-defined market. Obviously, for a specialist product, there is no better place to advertise than in a magazine which concerns itself directly with the product area, such as gardening or photography. We can categorize some special interest magazines into the following genres based on their content and target audience.

a. Farm magazines

These are magazines featuring news and information pertaining to the agricultural sector. It is a resource for farmers and vendors of farmers' markets. There are various farm magazines that contain information about various farming equipment, farming practices, ideas and technology suitable to small and big farms, raising unusual livestock, growing high-value crops, direct marketing of their products to bring in more income, the latest techniques for growing bountiful, nutritious crops and many more articles that could provide information to the farmers who are their target audience. They also share the success stories of artisans and farmers, on government policies and programmes and also about how to promote their business by reaching new customers and develop value-added products.

c. Business magazines

Most of these magazines are dedicated to the dissemination of information related to particular business areas like accounting, banking, finance, international business, management, marketing

and sales, real estate, small business etc. They explore latest news and reviews on current trends in the world of business. Business magazines offer readers an unparalleled look at business and economic news, with incomparable access to business drivers around the globe. It also provides the most recent news about trends and developments in global business, financial markets and personal finance

d. Environmental magazines

The aim of this type of magazine is to provide information about environmental issues and to share ideas about our very diverse and dynamic environment so that readers can live more sustainable lives and connect themselves to ideas and ongoing efforts for change, as well as for building a more just and sustainable future. They cover everything environmental - from the big issues like climate change, renewable energy, toxins and health to the topics that directly impact the readers' daily lives: population, poverty, consumption and the environment in general. In-depth reviews of major policy reports, conferences, environmental education initiatives, environmental reports and photos from around the world with an emphasis on human involvement in an environmentally changed scenario are some of the highlighted features of environmental magazines.

e. Entertainment magazines

Entertainment magazines are usually glossy in nature and provide entertainment. They usually carry news, original stories, scandals, gossips and exclusives about celebrities in various entertainment fields such as film, music, TV, fashion and related similar areas of the industry. Cultural criticism, beauty, lifestyle trends and shopping guides also find expression in such magazines. As its main focus is on celebrity fashion or lifestyle, it is graphically rich in nature, featuring many photographs or other images.