

Print VS Digital comparison



In today's society with technology moving at a fast pace and being the main communication and entertaining device I am going to compare digital magazine against paper magazines.

The Internet has become an addition to people of today it's a place you can connect to the rest of the world from anywhere, you can access information and ask any questions. It has changed the way of reading magazines, no longer do you need to go out of the comfort of your home to access your most favourite read it is now at the touch of a button and you can take it anywhere.



Digital Magazine

There are many positives to a digital magazine, these magazines reach a larger audience through email mail merge, and this is a fast and effective way to entice a consumer to sign up or continue a monthly prescription. Businesses use digital magazines to advertise digital, enabling them to use hyper links to connect the reader directly to their websites. Digital magazines allow the reader to be more interactive providing images to click on to gain an insight into behind the scenes footage such as interviews and photo shoots making them feel more connected

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and personable. For some this culture of magazine reading is cheaper than the old fashion paper copy, when signing into a monthly prescription deals are offered to encourage constant interest, as the cost of producing a digital copy is reduced through production it is also considered eco friendly. These magazines can be current and information can be constantly updated allowing the reader to feel they are receiving inclusive information, which is forever theirs they do not damage.

It is evident that the initial cost of receiving digital magazines is high, the cost of the electrical device and monthly charge for Internet access makes it limited to those that can afford it. Also there are health links to using tablets for a long amount of time, they can cause strain on the eyes and headaches which could result in time of work of disturbed sleep patterns. When a magazine is produced digitally images and information can be manipulated and feed the reader to produced emotions and direct attitudes, promoting specific websites of sponsors to the magazine helping them gain sales, followers or recognition.



Paper Magazines

The rumour was that paper magazines would be a thing of the past, however it is evident that many people still prefer paper to digital. Paper magazines are convenient and accessible to all, a person can reader whichever magazine they want on daily basis with no monthly prescription and initial layout cost. They are also good for the industry producing a magazine creates jobs from the editors, printers, and delivery service to shop owners. A consumer can purchase just one copy when and if they want one, printed information is taken more seriously as not anyone can change or distort it and there are no pressures in clicking links and signing up or buying unwanted items. They are easy to navigate and can be shared between people. However some may say that they are slowly produced and the information they hold could change overnight, it is believed that the old fashions paper copy are now out-dated and being lost in our new, more advance, technology driven society.

Example



Q is an example of a magazine that can be consumed in both a print and digital format meaning that it is suitable for a range of different users. Magazines use both print and digital platforms to appeal to their target audience because it helps to give the reader a choice and take in the information in a way that is best suited to them. Also having both platforms prevents audiences from feeling restricted about when and where they are able to access the magazine, giving them the freedom to decide what environment is best suited to them. In their home or on the go. The use of having the two of these platforms is also effective because it generates more money as they is more than one way to access the magazine.

The website supports their publication by promoting the magazine enabling access to a wider range of people, also the website encouraging people to subscribe and give subscriptions as gifts which will increase revenue.

An opportunity of print magazine is that its ready available in any corner shop and is relatively inexpensive. A limitation is that is not Eco friendly when you consider the paper and equipment used in its production.

An opportunity of digital based magazine is that it generates more money through advertising including video links. It is also easily accessible for most people. However a limitation of digital magazine is that in order to access the information you are required to buy an electronic device such as a Tablet which is expensive and not accessible for all readers.

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