**Huck – Industry Summary**

Using the research you have done so far, fill in the tables with some bullet points / ideas. Be specific with facts / figures where possible.

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|  | Woman’s Realm | Huck |
| How the magazine is or was produced / printed | Produced through IPC the International Publishing Corporation. Traditional Ink Printing | The company uses a fairly wide roster of printers, including Buxton, Advent Colour, Push and The Newspaper Club. "For in-house jobs we tend to stick with the same printers" |
| How the magazine is or was distributed / circulated | Through the Ministry of Magazines also known as International Publishing Corporation formed in 1963. | Digital distribution governed by Zinio, paper copies distributed by TCO London |
| How the magazine is or was marketed | Specific articles targeting Women showing how to be the ideal woman | Marketed towards a niche target audience, make use of global distribution as well as digital release |

Now focus specifically on Huck.

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| Give 5 ways in which Huck’s production, distribution, marketing, circulation etc has been impacted by digital technology including convergent platforms |
| Impact 1Production has been impacted as now there is a longer process,, with a need for a production team and process in order to create and get the digital copies out there, this produces jobs and increases the magazines readership |
| Impact 2Distribution has been impacted as the magazine has broadened its horizons to overseas, Producing 10,000 copies for release in America, as well as there being a need for a new distribution company Zinio. |
| Impact 3Marketing has been impacted in a positive way as the magazine is now available across a much wider range of platforms meaning it can be accessed by a larger amount of people, also use of social media marketing attracts a diverse audience |
| Impact 4Marketing has been impacted in a positive way as the magazine is now available across a much wider range of platforms meaning it can be accessed by a larger amount of people, also use of social media marketing attracts a diverse audience |

Now consider both magazines and the way they are ‘owned’ (eg the companies behind them including money, power and structure).

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|  | Woman’s Realm | Huck |
| Brief facts about the company that produces / produced the magazine (eg name, size, status etc) | IPC produced women’s realm, also known as Ministry of magazines which was a combination of major players | TCO London, Independent conglomerate established in 2006 |

Now think about the success or failure of the magazines and try and fill in these tables:

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|  | Woman’s Realm | Huck Magazine |
| Factors affecting the success or failure of the magazines – Give details about what the magazine publishers did in relation to these topics..  | Weekly magazine, these usually survived longer than monthly due to the frequency becoming part of the audiences routine | Niche market is appealing to a specific group which would aid success but also failure because if you fail to attract that small audience then as it’s so niche no one else will be attracted |
| Competition from other magazines | Merged with Woman’s Weekly in 2001 | One major competition for the skating side of the magazine is Sidewalk a UK skateboarding magazine |
| Changes in social, cultural historical, political contexts eg changing world | Views on women have changed, they are now not seen as housewives and are accepted in the workplace |  |
| Increase in digital technology eg social media, convergent technologies/platforms eg mobile phones etc |  | More technology means more platforms for the Magazine to be read and published on |
| The need to appeal to advertisers | So that the advertisers write articles and give the magazine money | Advertisers might attract more audience |