

Media Today, 6th Edition

Recommended Readings

Chapter 9: The Magazine Industry

- Twenty-Two Tweetable Truths about Magazine Media (PDF)
http://www.magazine.org/sites/default/files/22_Tweetable_Truths_PDF_2.pdf#overlay-context=insights-resources/research-publications/magazine-media-factbook-2015
- Magazine Media Factbook 2015
<http://www.magazine.org/insights-resources/magazine-media-factbook-2015>
- In Its Third Year, New York Magazine's Vulture Festival Is Bigger Than Ever
It's also an opportunity for sponsors to connect with cultured millennials
- <http://www.adweek.com/news/press/its-third-year-new-york-magazines-vulture-festival-bigger-ever-171627>
- Ad of the Day: This Porsche Magazine Ad Uses LEDs to Light Up the Car's Insides
Brand follows its Fast Company hologram with cool Inc. placement
- <http://www.adweek.com/news/advertising-branding/ad-day-porsche-magazine-ad-uses-leds-light-cars-insides-170805>
- Paper & Paint – Tablet Magazine
<https://www.thinkwithgoogle.com/campaigns/flugger-paper-paint-tablet-magazine.html>
- The Engagement Project: the VICE Guide to Engagement
<https://www.thinkwithgoogle.com/articles/the-vice-guide-to-engagement.html>