This thesis seeks to explore the influence of fashion magazines on the fashion industry and its consumers. This has brought the following research question: “What are the key drivers behind the influence of fashion magazines on the fashion industry and its consumers?” The outcome of this research question will lead to the understanding of why magazines are important and where the influence is coming from. Consumers who read magazines are indeed an important part of this research and their experiences and opinions are conducted in the research.

The methods, which are used to answer the research question, have been collected through qualitative research, which include focus groups and personal interview. Next to qualitative research there has also literary research conducted. This has been done by of comparing theories and philosophies from various theorists and researchers. The literature review about the social and cultural aspects of magazines, fashion editors and the philosophy of the Internet, were aimed to provide explanation of the outcome of the focus groups and personal interviews. For this thesis I conducted three focus groups. Two small groups of five AMFI students and a group of marketing & communication students were brought together to form an interactive conversation.

The history of fashion magazines shows that fashion magazines have been linked to fashion in the early beginnings. It reflects that the driving force behind the growth of magazines is fashion itself. Magazines have become an essential tool for keeping customers close as they pursue their decision journeys on the way to purchase.

A part of their influence lay with using semiotics into their content and letting the consumer give meaning to it. Fashion magazines can be seen as an extension of the consumer’s identity. While buying a fashion magazine the consumer buys an extension to their own identity and style. The consumer’s relationship with the chosen fashion magazines becomes close and creates loyalty. By researching the consumers it is confirmed that consumers seek power and affiliation in fashion. This need for power encourages and allows magazines to take the power positions and developing this by the consumer’s need.

By projecting themselves upon the ideal picture and inaccessibility of fashion magazines, they create a bigger desire while watching and reading. The need for power ensures the influence of the fashion editors to grow.

The consumers see the editors-in-chief as reliable power figures because of the care and knowledge that is acquired to publish a magazine. Their, access to the media allow that their choices will be visible to the mass public and, therefore, replicable. Because of the exposure of fashion editors to mass media these activities, which they take part in, encourage fashion followers to see them as opinion leaders. The publication figures and revenues of fashion magazines reinsure that magazines are still a successful publication for fashion brands.

The intimacy between reader and a fashion magazine can be beneficial for different brands. By looking at the advertisement revenues, it is visible that the advertisements in fashion magazines are still rising. The fashion magazine environment delivers a reader in the right frame of mind to be receptive to the advertising. The fact that magazines are a physical item plays a big part in why consumers prefer reading information in a magazine. It offers a form of tradition and nostalgia.

This research shows that the driving force behind the growth of magazines is fashion itself. The outcome shows us that the cultural aspects of fashion magazines create social value to the consumer. A part of their influence lay with using semiotics into their content and letting the consumer give meaning to it. Because fashion magazines emphasize the mythical stories and images, it comprehends the way that they are used for relaxation, inspiration and entertainment. The publications figures and revenues of magazine reinsure that magazines are still a successful publication of fashion. Even though the economic changes and technical changes fashion magazines still remain loved by the public. Fashion magazines offer a brand or company a platform for presenting their products to a wide audience. Fashion has a recurrent cycle in which it changes collections per season; fashion magazines are a part of the same cycle as the fashion industry. They play into the different changes and feature the new collections into their issues. The readers are involved in fashion and therefore impart their time and money to read about fashion and seeing photo shoots in magazines. They connect consumers to the different companies in the industry, through their strong relationship.
Own Vision
As a magazine reader myself it is engaging to see
the influence and capability that fashion magazines
these days have. It also depends a lot on the
state of mind and social age we are living in. It is
interesting to know why we still love magazines and
if the next generation will still love them. Seeing the
transformation from a society, being private and
now sharing everything online, I start to wonder if
there is a need for privacy. This ongoing social life,
where consumers bringing everyone up-to-date
and being in possession of an all-in-one device, is
missing profundity. But with all the new technologies
making reading and finding information accessible,
consumers still want to have more “me-time” now
more than ever.

By living in a world where everything can be done
behind a Smartphone screen, tablet or computer it is
refreshing to escape from this. Consumers dedicate
value to nostalgia. They see magazines as a ritual
that could be done alone, or shared with family/
friends.

Magazines are bringing more control towards the
consumers. How they read magazines, where they
them and when they read magazines. They want to
insert their reading experience to their own tastes.
By controlling their reading experience consumers
want to create a identity for themselves. The need
for uniqueness in fashion is important part for
consumers to satisfy this need, especially in this
time where the online world is creating a mass
with anonymous identities. The choice of magazine
says something about the kind of person you are;
it portrays your interest, lifestyle and taste. The type
of magazines you chose is not to impress others,
but they are a reminder of ourselves; they are status
symbols.

After conducting the focus group and looking at the
sociology of fashion magazines it revealed to me
that fashion magazines have a deeper ground into
the consumer’s life. Consumers want to engage and
get experience out of their purchase products. The
importance of fashion magazines are big part in the
movement of the importance of fashion as a subject.
By spreading fashion from the early 1800’s and
dedicating a publication form such as magazines to
it, it becomes an aspect that is grounded in today’s
society. Looking at the common subjects which
consumers discuss together, fashion is next to politics
and economics. Looking at newspapers, it is clear
that fashion now has a place in today’s global news.

Magazines helped Fashion need to become what
it is today next to politics and economics through
publication.

By talking to people about this thesis subject it was
recognizable that there is a shift from people not
want to be inform about everything. With magazines
being a part of consumer’s life and being a form of
nostalgia that people can hold onto it is interesting to
question if the next generation still share these values
and meanings.

It is up this generation to share our experiences so
we do not lose the ability to make these beautiful
moments either on the printed magazine. Especially
with the big influence of the digital world, where kids
these day grow up with.

Consumer will keep anything that is relevant to
them in their lives, even if it means adopting new
behaviors and habits.
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1. Introduction
“WE DON’T VOGUE
WE ARE VOGUE”
Linda Evangelista
1. Introduction

Fashion Magazines have been around since the 18th century and are nowadays still a media tool used by a lot of fashion companies. The development of reproducing photographs in print media in the early 20th century led to the rise of fashion photography and illustrated fashion magazines such as Vogue, Elle and Harpers Bazaar. Since 1892, Vogue for example functions as a primary communication tool to spread the current fashion look and feel as well as the latest trends. Magazines rapidly became a principal marketing tool for the fashion industry. Fashion magazines are read around the world by wide range of people, who are familiar with the most famous publications like Vogue, ELLE, Harpers Bazaar and Glamour. There are hundreds of fashion magazines, varying from independent to glossy, and annually dozens of new magazines are created. Over the years, they gained the ability to introduce new trends, change the reader’s view on fashion and give clothes a different perspective according to the ‘zeitgeist’. Moreover, they became an important publicity tool for fashion and lifestyle brands, as for a long time magazines remained the main connection to a wide consumer range. Therefore, they have a massive impact on the lives of their readership by offering them a variety of different styles on a monthly basis, a selection of the trendiest fashion items or with inside stories on either celebrities or the fashion industry.

Beside that, publishing has a big impact on the fashion industry itself. In the past, there has been a shift from the brands controlling the media to the media controlling the brands. As an example magazines became an essential tool to keep customers close, because many of them base their purchase decisions on what they read or saw in the leading publications. Publishing can on the one hand help a fashion brand to succeed and gain positive publicity within a split second and on the other hand undermine their reputation forever. Responsible for this impact on the industry are the editors-in-chief of the world’s most famous magazines. As shown in different documentaries and movies, for example in ‘The devil wears Prada’, a lot of fashion editors, like Anna Wintour (Vogue US) are leaders of the industry. They are used as consultants to several designers of high fashion labels and have the power to either make or break a brand with their opinion. Fashion Editor’s no longer create beautiful images and plain words; they are themselves the living image and mouthpiece of fashion and style. The reasons why these editors gained a certain status of authority is not yet defined or answered. Therefore, this subject resembles a research challenge on it’s own. (Roitfeld, 2011)

Fashion is an ever-changing phenomenon that changed for many years with the increasing influence of magazines. Even with the rise of the Internet and more and more digital media tools, there are still new magazines published on a year-to-year basis. Until now their power and influence remained. Therefore, it is interesting to know how they bind consumers, engage in an innovative way in such a competitive field and still continue to exist. So, what are the driving forces behind the constant success of fashion magazines?

1.1. Objective:
The aim of this thesis is to discover the main motives behind the influence of fashion magazines on the fashion industry and its readership. The research in both the fashion industry and its consumers will be strategic key for the importance of fashion magazines. The differences in consumer experiences compared to the fashion industry will also be essential data as to know on which kind of influence fashion magazines have on the different research fields. It contains qualitative research that will be done by means of focus groups. There will be further in-depth analysis taken on different fields like communication, history, theories and observation. This research will investigate the aspects of fashion magazines, which make them useful for brands in using them as a marketing tool.
The outcome of this research can also be used to convince readers and the industry why fashion magazines are important for consumers as well as being important for the fashion system.

I believe that when you start looking back at the core reason of the existence of magazines, one can pinpoint where their influence started and how this has been accomplished. By not only looking at their success economically, it also important to see what magazines have done on social and cultural level.

What are the drivers that lead the readers to buy a printed fashion magazine? As the Internet has become a part of consumer’s everyday life, it would be interesting to examine what the difference is between a consumer using printed fashion magazines and online.

This research will be broad enough to sail into different aspects, which can be useful for brands that are thinking about using magazine to promote their brand. Because the reason for the influence of fashion magazine has not been researched it can be taken to a higher level, by researching how this will evolve in the further future of its existence.

1.2. Central Research Question:
In order to explore, the status and key motives behind the success of fashion magazines, the following research question was formulated:

**What are the key drivers behind the influence of fashion magazines on the fashion industry and its consumers?**

1.3. Sub-questions:
The above-mentioned research question will be answered with the help of the following sub-questions:

1) **What is the historical background of the growth of magazines?**

By looking into the history of fashion through books, articles, documentaries and papers it will be clear how the increase in popularity started and what the core aspects of magazines are. By doing so, I will get the overview of the early stages of magazines and a solid basis to research further on the influence of fashion magazines.

2) **Where does the rise of authority of fashion editors come from?**

By looking closer into the available information about the history of the fashion editors I will get more information of their career path and how they managed to achieve the top position they have.

3) **What is it that readers look for in fashion magazines?**

By examining the relation between the consumers and the magazines it will be better to understand the influence of magazines on consumers. While researching why consumers read magazines and to analyse what they search in them it will gain insight into the meaning that magazines have for consumers. By looking at different media channels it will bring to surface what distinguishes a magazine from any other media channel. By focusing on how different media communicate fashion, is a good way to see what triggers the consumer to use a magazine for inspiration/advice.
1.4. Scope:
The coverage of this study contains four subjects that are key in this thesis: the publishing industry, the fashion industry, fashion magazines and the consumer experience. These subjects are important for researching the influence of fashion magazines. Fashion magazines are part of the fashion industry as well as the publishing industry. Their existence also relies on consumers, therefore consumer experience is a crucial subject in order to find out the influence of magazines.

In order to stay focused on the main question, I will narrow down the scope of the research.

The only elements that I will analyze in terms of technological innovation are the fashion news websites, the websites of the fashion magazines and online magazines. Even though the blogs and wikis are part of the Web 2.0, I will not bring this into the analysis. The reason is because I want to be able to compare the online fashion magazines with the printed versions, and only the websites are analogous to the printed version.

My main focus is on female readers and consumers. The fashion magazines that I have chosen as to take position are also female magazines. Female consumers value more to magazines as an information source than the male does because their involvement to fashion is higher. (Bailey & Seock, 2008, 39)

1.5. Research Methods:
The methods, which are used to answer the research question, have been collected through qualitative research, which include focus groups and interviews with fashion professionals. Next to qualitative research there has also literary research conducted. This has been done in the form of comparing several, theories, philosophies and research. The literature review about the social and cultural aspects of magazines, fashion editors and the philosophy of the Internet, were aimed to provide explanation of the outcome of the focus groups. This thesis is an analysis of theoretical and empirical research in order to answer the thesis questions. As a result primary data can be developed, because there has not been primarily research done yet for this subject. Therefore qualitative research is necessary to elaborate this subject. For this thesis I conducted three focus groups and four personal interviews with professionals. Two small groups of five AMFI students, one group of marketing & communication students, were brought together to form an interactive conversation.

1.6. Limitations and boundaries:
First, I researched of the four most popular magazines: Vogue, Harpers Bazaar, Elle and Glamour. Because the landscape of fashion magazines is constantly changing, I chose to focus on the biggest magazines that are still successful under the circumstances of the changing landscape. In figure 1 is a short overview of the four magazines including their target audience that are discussed in this research. Because I focus on only these four the outcome of the research of these magazines are not representable for the entire fashion magazine market. I restricted the analysis to these magazines because it is better to ask consumers about common magazines which they already know than confronting them with magazines they never heard of. These magazines were also the ones, which existed from the early 1800’s and are therefore part of the history of fashion magazines. There are also over hundreds of independent magazines but this will make the analysis unclear.
Secondly, this thesis contains personal in-depth interviews. Because of the time limit only four interviews were conducted. This small amount does not represent the thoughts and opinions of the overall professionals of printed and online fashion magazines. Due to limitations of interviewees, the respondents collected in the interview might bias the results of the analysis. The four personal interviews were all conducted with professionals working at a magazine. Because of their participation in the magazine industry, they might respond in favor of magazines.

Thirdly, for this thesis the fashion magazine industry is limited to the U.S and The Netherlands. The reason for focusing on these two nations is because the U.S magazine market is the largest worldwide and the Netherlands has the most published magazines in the world. By restricting the research to the U.S market and the Dutch market, the outcome will not be representable for the entire fashion magazine industry. Even though the U.S magazine market is the largest, it does not encounter for the rest of the world. By focusing on the U.S market the reader will get an overall indication of the current state of the fashion magazine industry.

1.7 Glossary

Web 2.0
The second generation of the World Wide Web which focus is the ability for people to collaborate and share information online. Web 2.0 refers to the transition from static HTML Web pages to a more dynamic Web that is based on serving Web applications to users. The web 2.0 improved functionality includes open communication with an emphasis on Web-based communities of users, and more open sharing of information. The web 2.0 components are blogs, wikis, and Web services.

Characteristics of fashion magazines
Magazines are a broad term for which different consumers have different definitions. The most practical term for explaining what they are is that magazines are publications, which are printed with ink on paper (‘hard copy’), and generally published on a regular schedule and contain a variety of content. Generally, they are financed through advertising, by a purchase price, pre-paid magazine subscriptions, or all three of them. Magazines contain articles and illustrations, often on a particular subject or aiming at a particular readership (oxford)

Editor-in-chief
An editor in chief is the top editor at a fashion magazine. The editor in chief is responsible for the final product of the publications. He or she sets the tone, the editorial direction and policies for the publication and makes sure every issue is consistent on these measures. The editor-in-chief involved in budgeting and strategic planning. He or she also represents the publication at many social and business events. (Mellinger, 2003)
Figure 1: Magazine reader profile

2. Historical background
The following chapter will elaborate the history of fashion magazines followed by the analysis of magazines regarding different theories. At first, an overview of the rise of fashion magazines is given. Secondly, the historical facts on the influence of consumers is examined. Followed by an analysis regarding the influence and importance of magazines for the fashion industry. This will provide an answer to the research question (what are the key drivers behind the influence of fashion magazines on the fashion industry and its consumers) and then define the essence why fashion magazines exist in the first place and which relevance they have for the industry. By looking back at the history of fashion magazines it might come to notice what kind of influence they had in the past and it is possible to compare this theory to the present.

2.1 Historical background

The visual communication of fashion started in the late 1600’s and 1700’s, French women and dressmakers outside the court relied on sketches by the dressmakers, to see what was happening. In 1672, the first fashion magazine was published in France. Called Mercure Galant, the magazine offered comment on the latest clothing styles and was read throughout Europe.

By the 1860’s, stylish American women could see original designs by Charles Frederick Worth amongst other designers in the popular publication called Harper’s Bazaar. This was the first American fashion magazine that has been published. At first, the designs were illustrated, because of the technological innovation of photography it became more sophisticated in the early twentieth century to use more and more photographs of new designs over illustrations. (Tirocchi, 2001)

Besides Harpers’s Bazaar, Vogue also functioned as an important communication device for spreading fashion news and the ‘zeitgeist’. The first issue of Vogue was published in 1892 in America. In 1909, the Condé Nast Publishing House acquired the magazine. Vogue’s volume became bigger and their aimed to appeal to only high society women. In 1916, the First World War made it impossible for Vogue to deliver publications to Europe. Therefore, the printing from America moved to England. This decision in their production proved to be a successful one as the first issue of French Vogue was released in 1920.

From 1912 until 1925, La Gazette du Bon Ton, was the leading French fashion magazine by subscription only, for 100 francs a year. The magazine aimed to establish fashion as an art alongside painting, sculpture, and drawing. In 1932 for the first time ever the American Vogue placed a colored image on their cover. Before that, this right was exclusively given to fashion illustrations. (Wolbers, 2009)

From then on, the fashion press used more and more imagery of new designs on their cover and inside the publications. Until World War II, journals like Vogue and Vanity Fair continued to publish fashion illustration by modern artists though to support the relationship between designers and visual artists. (Anderson & Garland, 1980, pp.190-205)

At that time, fashion magazines became a style guide for the public. Vogue functioned in America not only as a provider of sketches and patterns of Parisian fashion, but also to promote French couture outside Europe. The readers were able to consult the magazines in the shop and order right away a dress made from one of the sketches illustrated in them. With significant trends coming together in the late 19th century, fashion magazines gained more influence on consumers. The following bullet points give examples of these trends:

- Paper patterns for clothing were growing in popularity. In the mid 1890’s Vogue was selling patterns by mail order.
- The wider production and availability of ready-to-wear clothing had the effect of making fashion more accessible and comfortable.
Advertising started appearing in periodicals after the Civil War.

Reports coming back from fashion writers sent to Paris and New York were quickly published in print. (Wolbers, 2009)

In order to define a fashion magazine for its readers it is necessary to look into different theories in terms of magazines as a social phenomenon. Fashion magazines legitimate fashion and the fashion world in cultural terms

In ‘More than just a magazine’, Moeran, (2006) states that there are two aspects about the production of fashion magazines that make them sociologically interesting. First he sees them both as cultural products as well as commodities. Magazines can be seen as cultural products, they may be said to circulate in a cultural economy of collective meanings. “They provide how-to recipes, illustrated stories, narratives and experiential and behavioral models in which the reader’s ideal self is reflected and on which she can herself reflect and act.” (Moeran, 2006, 727). As commodities, magazines are products of the publishing and print industry. Besides, magazines are important platforms for the advertising and sales of commodities. Secondly, which makes the production of fashion magazines sociologically interesting, is that the magazine production is characterized by what might be called a ‘multiple audience’ property. They address both reader and advertisers. In other words, magazine publishers sell their readerships to (potential) advertisers Magazines are used as a medium to collect and spread information.

Besides seeing magazines as a social phenomenon they also offer function towards the fashion industry. Fashion magazines contain different functions, which are provided in their content. Fashion magazines are networks where they represent people and institutions that constitute the fashion world and their relation must not be underestimated.

Fashion magazines do not only provide as a marketing tool for fashion brands but also have further functions.

1. Fashion magazines are important in linking previous trends with new ones in order to create a progressive logic.
2. Magazines connect the different components of the fashion industry. They are the ones bridging the fashion editors with the stylists, photographers, models and other subjects relevant for the fashion industry in general.
3. Fashion magazines seek to link fashion with surrounding social worlds like the film, the music and the entertainment industries.
4. On a social level, the magazines introduce a system of names, which aims at making the reader’s familiar with the professionals of the fashion world.
5. Fashion magazines provide the reader with an entry to the consumption of the fashion industry products. (McCracken, (1993), 735-736).
2.2 History fashion magazines & consumers
The examination of the relationship between consumers and magazines will provide an insight into the influence that magazines have on consumers. What are the motivators for (consumer) buying behaviour and what is the influence of fashion magazines on buying behaviour? What are the reasons for reading fashion magazines? These questions will reveal the meaning of magazines for consumers and while focusing on the sub question: "What is it that readers look for in fashion magazines?"

Consumer satisfaction is the range of attitudes and feelings that consumers have with companies or products. These attitudes and feelings are based on consumers’ experiences or expectations. Experiences and expectations are again created by fashion magazines.

2.3 Consumer behaviour
The motivation and values of fashion consumers are an important factor in understanding consumer behaviour. Understanding motives for certain behavior helps to understand and explain "why" consumers behave the way they do. Values on the other hand are our beliefs that encourage our behavior and decision-making. It refers to the process that leads people to behave as they do. It occurs when a lack is provoked that the consumer wishes to satisfy. (Solomon 2008) When this feeling appears, the consumer will try to get rid of it through products or services. For example: When a consumer has the desire to be more fashionable, they are eager to buy a fashion magazine in order to get inspired, get advice and gain knowledge on the latest fashion trends.

Consumers play a big part in the growth of magazines. They read magazines for various reasons, which differ per person. According to Marian Wolbers (2009) there are four specific needs in fashion:

Need for achievement: based on personal accomplishments;
Need for affiliation: a person’s need to be part of a group;
Need for power: the feeling that a person has to control his/her environment;
Need for uniqueness: a person’s is feeling that he/she has to distinguish him/herself from the others by his/her individual identity. (Marian Wolbers, 2009, 178)

This can be also applied to fashion magazines. Consumers read fashion magazines in the need of achievement, affiliation, power and/or uniqueness. The need they wish to achieve differs per person but can be determined by age, lifestyle and sex.

As stated in the focus groups see page 28; people identify themselves with each magazine they buy. Therefore, fashion magazines function as an extension to their identity and style. They dress themselves to express their identity. This also implies for the purchase of a fashion magazine. The magazine is an extension of the consumer’s identity. While buying a fashion magazine consumers buy an extension to their own identity and style. (Hermes, 1995) Fashion magazines are portrayed as a rolemodel, which women in their teenage years look up to; magazines are adored by the youth market. 15 to 24-year-olds are the age group most likely to read fashion magazines. (Conde nast, 2012) By seeing magazines as a rolemodel, the consumer’s relationship with the chosen fashion magazines becomes closer and creates loyalty. Readers’ attitudes to their chosen magazine were summed up according to the qualitative study by The Research Business for the National Magazine Company 5:

1. The reader has his or her own perception of what type of person he or she wishes to be.
2. There is a high level of identification with the chosen magazine. There is a feeling of ownership, that this is ‘my magazine’, an informed friend.
3. There grows a sense that ‘The fashion magazine helps me to become the type of person I want to be’. Magazines are thus aspirational, enabling.
4. The reader feels ‘I therefore have a powerful trusting relationship with my magazine’. (Consterdine, 2009, 16-21)
Joke Hermes found out that the context of reading was more important than the magazine text. Hermes says that women who read women’s magazines do so, because they allow themselves to imagine their “ideal selves”. The content of fashion magazines are in line with the “fantasies, anxieties, and preoccupations” of readers (Hermes, 1995, 64).

Hermes advocates for an “appreciation that readers are producers of meaning rather than the cultural dupes of the media institutions”. After conducting interviews with readers of women’s magazines, Hermes identifies the four main meanings that readers constructed:

1. Easily put down
2. Relaxation
3. Practical knowledge
4. Emotional learning and connected knowing

These meanings are aligned with the overall reason for readers to buy magazines. When purchasing a magazine, a consumer involves him or herself to the product or a service. This involvement is based on her inherent needs, values, and interests. (Hermes, 1995)

2.4 Consumer loyalty
The consumer’s involvement in purchasing a magazine is a high involvement because consumers seek information about the product. The readers are involved in fashion and therefore impart their time and money to read about fashion and seeing photo shoots in magazines. His book Satisfaction: A Behavioral Perspective of the Consumer, Oliver (1997), outlines the four-stage loyalty model and scale. The model is linear as each progressing stage represents an increase in customer loyalty. Oliver’s four stages are:

Cognitive Loyalty
Affective Loyalty
Cognitive Loyalty
Action Loyalty

Once the customer moves into the second stage of loyalty, affective loyalty, relative attitude and satisfaction are developed (relative attitude is developed through customer satisfaction and improved service quality). Consumer loyalty makes, a product or in this case, a fashion magazine more profitable. Besides, satisfied consumers will share their experience with others, which makes the magazine more known and creates more positive associations amongst consumers. A consumer going through these four stages will evoke the tendency to keep buying the product and to stick to the magazine. This makes it difficult for other media sources to reach these consumers.

Conclusion
Consumers are a responsible for a big part of the existence of fashion magazines. They read fashion magazines to fulfil certain needs. Consumers can read fashion magazines in the need of achievement, affiliation, power and/or uniqueness. The readers of fashion magazines indentify themselves with each magazine they buy. Therefore, fashion magazines function as an extension to their identity and style. They dress themselves to express their identity. This also implies for the purchase of a fashion magazine. (Olivier, 1997)

2.5 Historical background fashion editors
Fashion magazines play a big role in the fashion system and due to various aspects became successful and powerful among society by looking at their historical background. Their success is shared partly by the fashion editors, creating and leading them. The results of the focus groups point out that, because the professionals behind the magazine have the knowledge and skills, they rely on the information that magazines provide. They see the editors as the creators of magazines. This is one of the reasons why fashion editors are seen as opinion leaders for the consumers. This paragraph will elaborate the importance of fashion editors and the reason for their leadership positions in the fashion system. The role of the fashion editors will be analyzed concerning different theories.

Generally, fashion editors have the most influential positions in the industry and are seen as fashion leaders and opinion makers. They are photographed by famous street photographers or caught front row around the world. They spot up and coming fashion design icons and witness the career descent of once notable fashion designers. An editor-in-chief is in-charge of all decisions concerning the fashion magazine, creating an imaginative influence and trends to pursue by their units in a given period. These fashion editors are also a key link in the fashion system. This fashion system, as Moeran (2006) explained, provides the connection between the runway and the fashion trends that are adopted by the consumer. Moeran suggested that magazine editors portray models and celebrities wearing the latest fashion trends. Magazine consumers will then establish the latest fashion as the ideal fashion image and will purchase the designer trends or, at least, less expensive versions of them. (Bailey, 2010, 41; Moeran, 2006, 733)

2.6 Fashion leaders & their followers
In her book, The Dynamics of Fashion, Stone (2004) explained the theory of fashion and its fashion leaders. Fashion leaders are considered as those people that possess wealth and have access to the media, like celebrities and political figures. According to Stone, access to the media allows that their choices will be visible to the mass public and, therefore, replicable. Consistent is the concept that fashion leaders adopt a fashion trend before other consumers and inspire consumers, or fashion followers, to then adopt the trend. Fashion followers are seen as consumers, which do not adopt a trend first but support the fashion industry. (Bailey, 2010, 43; Stone, 2004)

The leadership of fashion editors-in-chief comprehends with different social and organizational activities. They may require fashion involvement; they may create opportunities for visual gathering of fashion information relevant to social conversation concerning fashion, and they may involve social settings appropriate for transmitting fashion information. Because of their exposure to mass media these activities, in which they take part, encourage fashion followers to see them as opinion leaders because fashion editors are known to be very fashion oriented. (Wolbers, 2009)

According to the study of Wolbers, women’s fashion magazines represented the one category in which opinion leaders were highly concentrated in the highest exposed group. Supporting previous research in which opinion leaders tended to be more exposed to mass media in general and substantially more to media specializing in their area of influence. Paragraph 2.3 shows the needs that consumers have in fashion. The need for power implicates that consumers want a person who controls their environment.
As a result, the fashion consumers help the fashion leaders to stay alive and exist in the system. Among others, the need for power ensures the influence of the fashion editors to increase constantly. Fashion editors often take part in various fashion events such as the international fashion week; as a matter of fact this creates a power distance between the consumers and the fashion leaders. By attending these well-known events, they confirm their influence and importance in the fashion industry. Besides, Marian Wolbers (2009) states that fashion is like a game of follower the leader. Paragraph 3.4 clearly states that magazine readers see fashion editors as people with real knowledge and skills, in order to work in such a high functions in fashion. This assumption makes consumers believe that these public figures of fashion have the privilege to impose their judgments upon the consumers.

2.7 Involvement

Involvement in women’s fashion represents the strongest of five variable sets to determine opinion leadership. Opinion leaders are frequently recipients as well as transmitters of fashion information. Opinion leaders can be integrated into marketing strategy on two dimensions:

1. Fashion opinion leaders represent a significant target market with high sales potential for the fashion marketeer
2. They represent important change agents in disseminating fashion information during the fashion season.

Opinion leaders in women’s fashion are also important as a market segment beyond their individual purchase capacity. They also change agents in the diffusion process, perceiving themselves as more innovative than non-opinion leaders. This role of introducing new fashion is supported by their greater visibility resulting from more active participation in social activities. Because of their roles as leaders the fashion industry takes advantages of them and uses them as consultants.

As shown in multiple documentaries about the lives of the editors-in-chief their opinion does not only matter to the consumers of fashion, but is also valuable for the fashion industry itself. This is due to their role as the main person for the decision what to insert in the magazine as well as their celebrity status. As explained in paragraph 2.1, magazines have a big share in communicating fashion to a bigger audience, therefore designer of fashion brands weigh heavily on their opinions to make sure that their brand is featured in the magazines. (Hirshman & Adcock, 1987, 303-314)
2.8 Decoding magazines
The historical relation between fashion magazines and the fashion industry will be evident by discussing the theories upon fashion magazines and its content. By analyzing the content of magazines, it will indicate what makes them an influential tool in the fashion system. By digging deeper into the content, new theories will be applicable for describing the forces behind their success.

Besides seeing magazines as a cultural product they are an information source for trends and fashion news, but there is more to it. While the importance of magazine is examined and has proven that fashion magazines contributed to bring fashion to the public, it’s also important to see if other factors created the success of magazines.

Fashion magazines offer a great range of visuals and articles about the latest trends, designer profiles and social changes. People read magazines to collect information but it also serves as a form of entertainment. Unconsciously there is more to reading a fashion magazine than simply looking at images and words. The influence of magazines also involves in different codes hidden beneath the words and visuals.

2.9 Mixed codes
There have been numerous theorist and philosophers cracking the code of the phenomena of fashion magazines. The fashion system by Roland Barthes (1990) pronounces that a magazine is a machine that makes fashion; publishing is a million dollar business, which presents pleasurable-value-laden semiotic systems to immense numbers of women. Barthes looks deeper into the content of magazines and focused on the description that magazines used with their photography. According to Barthes we use words that have hidden relations within descriptions like a code to describe sign systems.

He analyzed the written fashion descriptions in ELLE and Le Jardin des Modes, instead of their visual presentation, because “it is not the garment but the name that creates desire; it is not the dream but the meaning that sells.”

He explains how in fashion communication any word could be loaded with idealistic bourgeois emphasis; thus, if a popular fashion magazine says that a ‘blouse’ is ideal for a certain situation or ensemble, the idea is immediately naturalized and accepted as truth. Even though the actual sign could just as easily be changed with ‘skirt’, ‘vest’ or any number of combinations. (Barthes, 1990)

Barthes indicates the direct importance of discourse in creating myth. It relates to the way that magazines today still use this sign-system to attach myth to a garment. The way that this is done refers to a place, occasion or scene. It also gives the reader a link to the clothes. An image has a direct meaning and a second meaning. The second meaning is created by the context the reader connects it to.

When you think about the garment you think about the story or place where it is referred to and when you think about the story you will think about the garment. This is an effective way to communicate fashion in an unconscious way that is still used in today’s marketing.

Roland Barthes is not the only theorist, which uses this theory upon magazines. (Mcfall, 2007)

By examining figure 2 it will give more understanding on how semiotics are used in fashion magazines. This will be done by using the Tom Ford spring 2012 advertisement campaign as an example. It will explain this sign-system of the image.

In the colored advertisement, the consumer sees a half naked, young man smiling and two black wedges. Two legs and feet with red nail polish; and the ‘Tom Ford’ logo. The half-naked young man conveys is sex and beauty. With black wedge heels and the red-nail polish, the audience can assume that the two legs belong to a young, fashionable woman about to engage in flirtatious physical activity. Because of the nail polish and high wedge shoes, these pairs of legs signify femininity, style, and sex as well. The vibrancy of the gold chains on the shoes also signifies glamour and luxury.

This advertisement would speak to the young and most likely single women of society looking to be fashionable and attractive. Young adult men may also find the advertisement sexually appealing. With this advertisement, Tom Ford hopes for these shoes to convey sex appeal, glamour, and luxury. This advertisement plays into this young adult mindset by associating such behavior with the shoes.
Figure 2: Tom Ford advertising campaign
Source: Vogue U.S January 2012
Jonathan Bignell (2002) argues that the magazine is “just a collection of signs”. Signs are not only limited to the text but also include paradigmatic and syntagmatic elements such as the title of the magazine, fonts, layout, color, the texture of the paper, the language adopted, the content of the articles. Each of these signs has been chosen to generate a meaning. The magazine is therefore a complex collection of signs that can be extensively decoded and analyzed by its reader - “women’s magazines communicate their mythical meaning by means of signs, thus their representations of the imaginary are dependent on the symbolic, the signs which do the communicating” (Bignell, 2002, 77).

2.10 Fashion is a fantasy

The content of fashion magazines has also impact on the influence they generally have on the industry. It is therefore important to elaborate the values that fashion magazines have in terms of the stories that they sell and the feeling a magazine provides when its read. Moreover, the way that fashion magazines portray clothes is also an important factor in understanding their power. Michele Mattelart (2001) suggests that the key to the attractive powers of mass culture is its ability to join the real and the imaginary so that the boundary between the two becomes progressively vague. (Stewart & Lavelle, 2001)

The ability to join the real and imaginary is the key to the attractiveness of mass culture. Magazines like Vogue and ELLE feature the most expensive haute-couture designs and elaborate them with imaginary stories and fantasies this implies for the articles, advertisements and photo shoots. They offer a potent mix of reality and fantasy, and often these are mixed to create a space wherein imagination can take flight. The grey zone between reality and fantasy offers large opportunity for female consumers to explore wishful thinking and indulge in impossible imaginings. (Stevens, 2011, 282-292)

Magazines encourage the fantasy and promote envy. The way that clothing is portrayed is so glamorous that it creates needs that are beyond the average reader’s income. It offers the illusion of the key to paradise. This enforces the pleasurable nature of reading process itself. Fashion magazines base their continued existence on the cycle of publishing profit, advertising, and women’s role as the primary purchasers of consumer goods. Women participate in the construction of the idealized images, while viewing fashion magazines. Commodified desire is an important semiotic tool whereby the encoders of magazine text strive to anchor a preferred social accenting in the grand tale that they construct about reality. “When one’s use of the magazine enters the public sphere, the cover serves to label not only the magazine but the consumer who possesses it.” (McRobbie, 1994, 256)

This theory can also imply the distance that fashion magazines have towards its consumers. It shows that by creating desire, readers sees the magazines on a higher level due to the fact that they cannot reach what is in the magazine. This also is a factor why fashion magazines have an influence on its readers.
The Queen turned crimson with fury, and, after glaring at her for a moment like a wild beast, began screaming, "Off with her head!"

OFF—"
2.11 Magazine advantages
To underpin the influence of fashion magazines it is important to explain the advantages that magazines have compared to other media sources. The magazine medium’s essential strength lies in the active way in which readers choose and use their magazines. Fashion magazines are an active medium, with the reader in control. In her book ‘Reading women’s magazines’ Joke Hermes (1995) analyze the different aspects of magazines in order to understand their benefits. She refers to the ease with which magazines can be picked up and put down, then picked up again later, as one of their strongest attractions compared to other media channels like the internet and television.

Fragmentary reading is something that magazines cater for exceptionally well. Consumers become deeply engaged with their magazines. As a result, a strong relationship, a bond of trust, grows up between the readers chosen magazines. Reading a favorite magazine is like talking with a friend. Magazines are also easy to handout to others and sharing experiences with exchanging them. As intermediaries between producer and consuming public, fashion magazines exist to teach the lay public why fashion should be important in their lives, what the latest trends may be, who are the names that drive them and where the clothes themselves can be purchased. (Hermes, 1995)
Magazines are able to reach minority audiences other media have to neglect: they are able to charge a substantial cover price that allows profit with a lower circulation. They are also able to attract advertisers who wish to reach only a certain group in society. Magazines offer a more durable publication with much higher production values than newspapers. (Stewart & Lavelle, 2001)

Conclusion
Magazines are more than just a bundle of paper with the latest trends and expensive photo shoots. The different theories, which are shown, underpin the unconscious effect that magazines have while consumers are reading them. Barthes theory is also adopted by various advertisements. By looking at fashion magazines throughout the years it is remarkable that this theory is still being practiced.
As with the care that fashion editors have to create an issue, a lot of media semiotics are considered and applied. The existence also depends on the physical part of the reader’s association with reading magazines. By projecting themselves upon the ideal picture and inaccessibility, they create a bigger desire while watching and reading the advertisements in the magazines. This formula is used by the majority of the fashion magazines; they turn the fashion magazine into storybook, by which the reader can dream away and forget about the reality. With the historic background that fashion magazines have with fashion, the ‘legend’ of the magazines is still being proceeded by numerous designers in the fashion industry.
In the previous chapter the theory of the existence and importance of fashion magazines is explained. It is interesting to know whether the theory is also used in practice and if it contradicts or compliments the importance of fashion magazines in practice for consumers.
3. Qualitative research
The following chapter will analyse the influence of fashion magazines, supported by the outcome of the focus groups, which were conducted during the research phase. As a result, the influence of magazines in general and the influence they have on consumers will be defined.

Secondly, the influence of fashion magazines will be discussed, with the help of interviews among professionals who are currently working in the fashion/publishing industry. The outcome of the interviews will be compared with the outcome of the focus groups. This will be done in order to get an overview of the resemblance and to outline the influence of fashion magazines towards consumers and the industry.

Thirdly, the importance of fashion magazines for the fashion industry will be explained. This will demonstrate the current state of magazines from an economical and discuss the influence of technological innovation of the internet.

### 3.1 Focus group methodology & planning

This first part of the qualitative research was conducted with different focus groups. Three groups were put together to create an interactive conversation on the specific research theme. Two groups consisted of five students of the Amsterdam Fashion Institute. The third group consisted of marketing and communication students. The overall research strategy was to explore consumer’s feelings and behavior in relation to fashion magazines within the context of their day-to-day lives. (Stevens, 2011)

The students were divided according to innovation theory model from Everett Rogers see table 1. This model will help to differentiate the three different groups of students and analyse similarities between the student’s opinions who are situated within the same category. The different categories will make a distinction in the kind of knowledge and values the students’ posses. The way the groups are divided, within the categories, were based on their knowledge, interests and prediction towards trends.

![Table 1: Adoption curve](image)

*Table 1: Adoption curve*  
*Source: Everett Rogers definition of innovation*
The primary reason for putting together a focus group is the unexpected outcome due to the interaction between the different participants in one research group. The purpose for choosing this kind of research approach is to gather as much information as possible about the consumer’s experiences with fashion magazines. The reason for conducting these focus groups is because focus group discussions have advantages over other research methods:

- More than one person’s point of view and a variety of people.
- Enable to ask open questions; therefore you do not just get a simple yes or no answer.
- Easy access to participants.
- Can bring together hard to reach subject groups.

Focus groups have been administered in order to reveal consumers’ hidden needs, wants, attitudes, feelings, behaviors, perceptions, and motives regarding printed fashion magazines. (Hair, 2009, 163). The strength of focus groups is not only rooted in the exploration of what people have to say, but in getting insights into the source of complex behaviors and motivations. (Morgan, 1996, 139)

The focus groups were chosen because of their familiarity with the topic of discussion. The first group of AMFI students were participants in the Independent Fashion magazine Minor at AMFI. Therefore, they are specialized in the topic of magazines. The reason for choosing this particular group is that the chance of more in-depth answers is higher due to their already well-based knowledge on fashion and magazines. The second group consist of 4th year AMFI students who are familiar with reading fashion magazines. This group is chosen because of their interest in fashion in general. This can lead to a more in depth outcome of the relation between fashion magazines and fashion theory. The third and last group consists of students that study communication and/or commercial economy.

This group is chosen to outline the importance of fashion magazines as a marketing tool and to see if there is a difference in perceiving a fashion magazine in comparison to the AMFI students. The extensive results of the focus groups can be found in the appendix.

3.2 In-depth Interview Methodology

Conducting in-depth interviews is a formal process in which an interviewer asks an interviewee a set of structured and semi-structured questions. The main interest is to discover preliminary insights into what respondents think, believe and know about fashion magazines. In this study, the in-depth interviews are of added value because it is a different technique and by using both the research results can be combined. The interviews were held with professionals working for a fashion magazine. The focus is to understand the intentions of producers. The goal is to explore the respondent’s point of view, experiences, feelings, and perspectives in depth. The reason for interviewing professionals is to reveal the strengths of fashion magazines as a marketing tool and to get in-depth information about the making of a fashion magazine. The fashion magazine professionals are able respond to questions and probe for more detail. The interviews were also conducted to see if the theory that is explained in chapter 2 also implies in practice. (Wallace foundation, 2007) The extensive results of the personal in-depth interviews can be found in the appendix.
Four personal in-depth interviews were conducted. Three interviewees work in the printed fashion magazine industry and one works for an online magazine.

Amanda Pinatih - Project Manager at L’OFFICIEL magazine
Edward Nijhoff - Creator of online magazine Concrete Jungle
Isabelle Disse - Junior marketing coordinator at L’OFFICIEL magazine
Elke Mulder - Online and social media assistant at Vogue magazine

3.3 Fashion magazine motivation

By examining the theory as discussed in chapter one, the outcome of the personal interviews and focus groups. As described in chapter 2, Joke Hermes (1995) identifies the four main meanings that readers constructed. The interviews and focus groups will be additional and puts this theory into practice. Consumers have several reasons for reading fashion magazines; the main reasons for buying a fashion magazine or reading one is practical knowledge, inspiration and relaxation as can be read in chapter 2. (Hermes, 1995) “Fashion magazines contain information, inspiration and pleasure towards its readers.”(Elke Mulder) It is a way to escape the digital world, by reading a fashion magazine; the consumer can spend their time away from the computer. Consumers see fashion magazines as an item that they can easily pick up in need of relaxation. This way fashion magazine can be kept as a collector’s item. The students, from the focus groups, predicate that they read magazines as a form of nostalgia because it is in their natural rhythm. The focus group that consists of former Minor Magazines students stated that when one buys a fashion magazine, one buy’s a certain identity that goes with the ‘chosen’ identity. “Consumers search for news to be up-to-date and to inform themselves to what is best for them as a person. This need is being satisfied by a fashion magazines because it contains the latest news and trends.”(Edward Nijhoff)

These statements can be seen as an extension of the theory discussed by Joke Hermes (1995) see page 16, which also stated that a fashion magazine is an extension of the consumer’s identity. The statements are in line with the outcome of Hermes’s research. An interesting aspect about this is that the consumer, producer and theory all point out the importance of buying a fashion magazine as part of the buyers identity. The individuality and values of each fashion magazine means that readers can really feel a close relationship with the particular magazines they choose to read. It is very similar to the feeling one has to a close friend. Informants often used phrases such as “reading a magazine is like talking to a friend”.

3.4 Influence of fashion editors

By considering the sub question; “Where does the rise of authority of fashion editors come from?” it is important to examine the experiences of the fashion professionals and the point of view of the focus groups in relation with the fashion editors. Both the AMFI focus groups show signs of reliability on the editors working at the fashion magazine. They heavily rely on their knowledge and skills and therefore assume that the texts in magazines are true and trustworthy. This is why consumers often see fashion editors as opinion leaders. “Fashion editors have accomplished an established name, this is because of their experiences, knowledge and style.”(Elke Mulder) Due to the fact that magazines are a media form for reliable information, the consumer automatically relies on the choices and opinions that an editor of a magazine has. They assume that these leaders are chosen based on their skills. “They are often seen at celebrity parties, high end fashion shows and they know the most important people in the fashion industry. Therefore, they are considered to be fashion leaders.” (Amanda Pinatih)

This statement can be compared to the theory of Marian Wolbers (2009) in chapter 2, meaning that because of their exposure to mass media these activities, it encourage fashion followers to see them as opinion leaders because fashion editors are know
to be very fashion oriented. Fashion editors are seen as knowledgeable professionals because of their broad network and because of the credit they earned throughout their careers. (Isabelle Disse) “Their network is extremely broad. They have access to products and information that an average consumer cannot collect. They have a lifestyle that a lot of consumers admire and dream of.” (Edward Nijhoff)

In addition to the theory of Lorna Stevens (2011) see page 22 “magazines encourage the fantasy and promote envy. The way that clothing is portrayed is so glamorous that it creates needs that are beyond the average readers income. Fashion magazines offer the illusion of being a key to paradise.” The fashion editors have a lifestyle and network, that the everyday reader of fashion magazines dream of. This creates envy and desires and leads to see the fashion editors as a rolemodel/leader. The reason for editor-in-chiefs to have so much influence is because of their knowledge. Their knowledge creates trust. This trust is an important element for consumers to keep reading fashion magazines.

3.5 Fashion magazines and brands
The editor-in-chief is also an important part for brands using fashion magazines as a marketing tool. The editors of a fashion magazine have loyal consumers behind them. The editors are seen as a role model. Something that a consumer will never find him or herself, can be noticed because of the fashion editors. Because of their collaborations, fashion magazines have a strong relationship with the fashion industry. The collaborations can be done in terms of an event, advertorial and editorial. The outcome of the focus group with marketing students gave an idea of why brands/companies are using fashion magazine as a marketing tool. The main question was; “why are fashion magazines being used as a marketing tool?” The participants answered that the audience a company is trying to reach is increasing when using a magazine as a marketing tool. Fashion magazine feature various brands and different articles.

This means that the chances that their content will appeal to not only one specific target group but to a wider range of people is high. At the same time a company can also aim to reach one specific target group One of the focus group participants gave an interesting example: “When a company like Maybelline® knows that their values and interests are the same as the ELLE magazine readers, it is a smart move to advertise a Maybelline product in ELLE magazine. This way you directly communicate to the target group that you are trying to reach”. The fashion professionals’ used in this study predicate that brands use fashion magazines to show the consumer in which segment the brand is located. For instance, “L’OFFICIEL is a high-end fashion magazine. If a brand is featured in the magazine, that means that the brand claims it is also high-end. Thus, magazines are used as marketing tool because of their market position and therefore the consumers have more trust in an established fashion magazine.”(Isabelle Disse) These answers support the theory, which is implied by Stewart and Lavelle (2001) in chapter 2; “Magazines are able to reach audiences other media has neglected. Besides, magazines offer a more durable publication with a high production value.”

8. Maybelline New York cosmetics company based in America
(Maybelline, 2010)
3.6 Economy & overall size
By looking at the theory and outcome of the conducted focus groups and interviews it is visible that magazines have a big influence based on the content and historic movements. It manifests that fashion magazines are a big player in the fashion media. In order to find out how big their market share is, it is important to take a closer look into the actual numbers of the market share, advertising revenues and profits of magazines in the U.S and The Netherlands. The reason for focusing on these two nations is because the U.S magazine market is the largest worldwide and the Netherlands has the most published magazines in the world (EJC). As shown in paragraph 2.1, the first fashion magazines were constituted in the U.S. It is interesting to see if the market has similarities with the Dutch magazine market. For this research, the publications are limited to four fashion magazines: Vogue, ELLE, Harper’s Bazaar and Glamour. According to ‘Magazine Media Factbook’ (2012), these four fashion magazines are the most popular amongst the fashion magazines and are still remaining to be so throughout the changing landscape and economical changes worldwide.

The magazine-and publishing industry distributes magazines and periodicals for both print and online consumption. Magazines that are created exclusively for online consumption are not considered to be part of the industry and are excluded in market-size statistics. The U.S magazine publishing industry includes approximately 5,000 companies with combined annual revenue of $35.3 to $40 billion in 2011, according to Publishing Executive and the market research firm, First Research. (Delahousay, 2012)

The Dutch publishing industry contains 4,500 companies, which is a big market for a relatively small country. Especially while looking at the total companies of the magazine publishing industry in the U.S. The Netherlands has a combined annual revenue of 3,9 billion euro in 2012 according to HOI, Institute of Media Auditing. The Dutch magazine publishing industry has grown with 2,3% in the years 2011-2012. (KVB, 2013)

3.7 Revenues
Vogue and Glamour publisher Conde Nast saw pre-tax profits rise 14 per cent to $17.3m in 2012. According to the Standard, Condé Nast International, which covers most of the U.S and Europe, saw profits rise by 25 per cent to $43.5 million. Revenues were up 7.7% at $460.2 million. (Matsa, 2012)
Publisher of CircMatters Jack Hanrahan told WWD, “Fashion seems reflective of the overall trend right now. Overall, only a few magazines are not doing so badly but, mostly, there are a lot of negative numbers.” (Moss, 2011)

As mentioned earlier, advertising is one of the main tools for brands to expose in fashion magazine. The September issue of a fashion magazine is the most important issue of the year. It’s the transition into the new fall season. September is seen as the start of the fashion season. The amount of advertising pages is interpreted as a measure of the magazine’s success. The September issue of fashion magazines contain more ad pages than other issues. As shown in the numbers Vogue has 658 ad pages in other issues this amount is between 150-200 pages. (McCarthy, 2013; Sebastian, 2013)

By publishing their seasonal campaigns in fashion magazine, brands can inspire readers with their latest products. At the same time, advertising is one of the main sources of income for the fashion magazines. However, this does not influence the content of a fashion magazine. The editors are given the freedom to cover the subjects that they believe will most interest the reader. (Moses, 2008)

The collaborations with brands are a big part of the existence of fashion magazines. The different types of collaborations can be found in chapter 4. Products are presented to the consumers in various ways: photoshoots, advertisements and by means of events.” (Amanda Pinath) High end fashion brands can reach their target groups through a high-end fashion magazine like Vogue or Harper’s Bazaar. By looking at the revenues from September 2012 it is visible that advertisement in fashion magazines is still growing. (Cowles, 2012)
Vogue: 658 ad pages, up 13 percent from September 2011
ELLE: 400 ad pages, up 14 percent from September 2011
Glamour: 205 ad pages, down 16 percent from September 2011
Harper’s Bazaar: 360 ad pages, up 16.6 percent from September 2011 (Jones, 2012)

3.8 The Dutch magazine industry
Next to the overall revenues and growth that magazines have made in the United States it is important to know what the current state is of the magazine industry in The Netherlands.

This graphs shows the total sales of the fashion magazines in The Netherlands. These figures indicate the change in revenues over the years 2010, 2011 and 2012. The dynamics in the second quarter were extra revealing by the market introduction of Vogue. Since its introduction Vogue magazine takes the number 5 position in top 12 of Dutch fashion magazines. Glamour takes the 2nd place and ELLE magazine 4th place in the top 12. This can be evidence that Vogue has an established name not only in the U.S but also in the Netherlands.

Like in the U.S market, the Dutch magazine market faces a downfall between 2009 until 2012 due to the economic crisis. (WGSN, 2012) Looking at the change that these magazines have in terms of sold copies there is a clear growth between 2011 and 2012. This is similar in comparison with the U.S fashion magazines.

Even though figures show that fashion magazines have had a downfall, it is also visible that the industry is recovering and slowly pulling itself up. These observations are based on the market share of online magazines as well as printed magazines. However, a detailed indication of future sales of magazines also depends on social and physical factors. Reader’s perspectives and consumer’s attitudes towards magazines are as important as economic landscapes. Furthermore, different publication houses have blamed the rise of the digital media as a cause for dropping sales numbers. (O’Malley, 2013) Therefore, it is interesting to also consider upcoming technological innovations. The World Wide Web has played an important role considering printed media like fashion magazines.

9. The European Journalism Centre (EJC) news and background about journalism, media, the news industry.
10. Division of Advance Publications. Conde nast is a magazine publisher in the U.S., it produces 18 consumer magazines, including Vogue and ELLE magazine. (Conde nast, 2013)
11. The reason that Vogue does not have a growth or decrease is because Vogue just recently launched in The Netherlands in 2012
12. Harper’s Bazaar does not have a Dutch magazine therefore Harpers Bazaar is not included in the graph. With the success of launching Vogue in the Netherlands, publisher are in consideration of publishing a Dutch Harper’s Bazaar. (Eijspaart, 2011)
13. The complete graph of the total sales of single copies can be found in the appendix.
3.9 Technological innovation

By researching the influence of fashion magazines it is important to take a closer look in the developments concerning the media use of fashion. By looking back at the evolution and development of fashion communication technologies and explore the changes of fashion communication. It is fundamental to include the rise of the Internet for the research to be complete. The rise of the internet plays a big part to determine whether fashion magazines are as successful as they are with the easy access that the internet has to offer. The rise of the Internet will be discussed and set against print magazines.

The fashion industry has been effected by the internet. The internet has helped making shopping experience practical for consumers. This helps the industry move more products in an easier and efficient way. When a consumer wants a certain product, the internet has the ability to find the store website and information on where to buy the product. This is much more efficient compared to going to the physical store without knowing if the product is available. This is quicker, easier, and cheaper for the customer to shop this way. The internet can allow many advertisement abilities for the fashion industry. Fashion companies can advertise on various social websites like Facebook and Youtube. When you can show your product to such a mass amount of people like this, there are endless opportunities. (Tesia, 2010)

As shown in the table 2 there is a growth visible. In the share of digital magazine while looking and the trendforecasting for the year 2016 you will see that the percentage will rise with 7%. When looking at the totality of the market, 7% rise is relatively low over a time period of 5 years. This should be proof that printed magazines are still more relevant than online magazines.

Table 2: Digital forecast
Source: PWC (2011)
It is interesting to examine if the rise of the digital media, such as blogs and online fashion magazines, has influence on the success of fashion magazines. Also it is interesting to know which advantages fashion magazines have in comparison to blogs and online fashion magazines. This is will give an understanding of what makes a fashion magazine a powerful marketing tool in comparison with other media channels. The key difference between fashion magazines and blogs is; blogs and online magazine are good for showing fast fashion and news but they are not suited for long articles and real forecasting. It is a good extension of a fashion magazine but they will not cause print to be irrelevant. “Consumers buy a magazine because of its quality and good physique. They want to keep it or save images/articles of the magazines. The editorials, which you can find in a fashion magazines are not available online because of the lack in budget. “Amanda Pinatih. The overall feelings and experiences regarding online magazines of the focus groups is the Internet does provide endless possibilities and better photo quality. They do search for fashion articles and news on sites but the elaboration is poorly “Too much headlines, no overview and too much information.”

3.10 The web 2.0
The internet’s ability to transmit information immediately is impossible in print. It is simply too expensive. The stringency of the Internet has also given readers unprecedented access to the ‘behind the scenes’ of the fashion industry. Before, fashion shows were a closed affair for only a handful of professionals around the world. Currently the news is dispersed instantly due to live streaming, picture uploads and on the spot reports that can be immediately published on the World Wide Web/Internet. Popular social networks are twitter, facebook and instagram amongst others. (Kansare, 2009). On page 35 is an overview of different reports of fashion events through social media.

The democratization of communications of the internet has increased the subjective nature of fashion writing. Social networks and blogs have become a popular way in which people can express their opinion on any subject they like. Fashion blogs are popular as the subjective nature of fashion encourages endless discussion. As a result, the casual and informal use of language caused the rules of grammar to no longer be applicable.

“This process is slowly facilitating the misreading of connotative values”. (Barnard, 2002)

This new phenomenon of the democratization of fashion communication is best illustrated by blogs and social media sites, with its recent explosion in fashion content created in large part by amateur “citizen journalists.” (Arnold, 2013, 5)

The democratization of fashion has also led to collaborations between the “normal citizens” and the industry. “Magazines and professional fashion news websites take the burden of choice off of the public’s shoulders by selectively collaborating with a small number of fashion blogs.” (Arnold, 2013, 6)

In short, such relationships hollow whatever claims these bloggers once had from an outsider perspective: now co-opted by those that have long dominated fashion media, it is arguable that the bloggers’ freedom is compromised. At the very least, it is likely that the more that bloggers mediate with the fashion establishment, the harder it will be to insist on their editorial independence. (Khamis & Munt, 2010, 5)

In reaction towards this trend, magazines are increasingly making a point to incorporate readers’ participation on their websites into the distribution of their traditional one-way printed products. Now, it is common for fashion magazines to include Internet comments in their printed issues, placing them in front-of-the-book sections or attaching them to articles as engaging supplements. In reaction to this movement fashion magazines like ELLE search the Internet for reader feedback on their content and publishes selected comments in the first pages of the magazine.

The public does seem to have a voice in changing industry made decisions, however, such is only possible with the aid of already established members/bloggers of the industry. The barrier between the public and the industry still exists, although the blog format permits an intermediary to mediate the two sides. Fashion has become slightly, but not truly democratized in Western society. (Leung, 2011)

Though tools are certainly available now for readers to join the conversation, the larger democratic significance of such public contribution remains at the mercy of the traditional media gatekeepers. (Arnold, 2013, 7)
Sources: Instagram, Facebook, Twitter

British retail company Topshop show backstage images of their spring/summer fashion show through Twitter

Topshop @Topshop
All the make-up girls are crowded around @hannah_mutay1 learning how to get the #Topshop #Unique #SS13 look! instagr.am/p/PoqLjBiSn/

High-end fashion label ‘Diane Von Furstenberg’ uploads an online report of the fashion week preparations on their personal Facebook page

Sources: Instagram, Facebook, Twitter
3.11 Digital revolution and print media

By researching the influence of the media on the fashion industry, it raises the question what advantages print has compared to online magazines and fashion websites. By looking at the numbers of the profits and revenues of fashion magazines worldwide there is a decrease, which automatically raises the question if magazines are still as powerful as they used to be.

Both the consumers as professionals have faith that fashion magazines will not disappear. To add to this, the physical aspect of a magazine is key to their advantage against the online magazines and blogs. Fashion magazines are connected with other fields of the fashion industry such as runway shows, showrooms and designers. This gives the fashion magazine more depth and exclusivity than the online blogs and magazines. This is due because of the network of the fashion editors. This allows the fashion magazines to have more access to in-depth details and backstage stories. The respondents of the focus groups are from a generation that experienced both print as well as online in an equal division. Respondents felt that nothing would be personal anymore; “Because if you buy a magazine, you buy an identity that fits you.” While on the internet everything is there for the mass in reaction to the fact that nowadays everything is brought to you online. “Someone who buys a fashion magazine can decide for themselves how to read it, when to read it and how many times you want to read. While on the internet it depends on the website to update its content.” (Elke Mulder) With fashion magazines and fashion information being online there will be a lack of engaging and getting experienced while reading according to the participants of the focus groups. One of the respondents even stated, “if everything is digital there will always be someone who is going to do print just to be different.”

The question whether print is still relevant has been occupying the marketing world since the rapid wave of the internet and social media. While many businesses have made the shift to advertise mainly on the web due to cost effectiveness, exposure potential and convenience, print still maintains its mark as a powerful and necessary component of an ad campaign. Print media has according to Forbes still advantages over the digital world:

**Tangibility:** Print is a physical thing. Magazines and newspapers can be kept for months or years, while Internet ads can disappear into cyber space instantaneously.

**Credibility:** The saturation of pop-ups and banner ads on the web can be overwhelming and the fear of spam and viruses is enough make people weary of clicking. There is no imminent danger in a print ad.

**Branding** – Print ads are excellent for solidifying brand identity.

**Target Marketing** – Placing ads in specialized magazines can reach niche audiences that may be more difficult to target online.

**More Engaging** – Consumers are more engaged when reading printed material, unlike websites, which are often skimmed in as little as a 15 second visit. A study shows that people read digital screen text 20% – 30% slower than printed paper. (Alshaali & Varshney, 2005)

The fact that magazines are physical items plays a big role in why the focus groups used in this study prefer reading a magazine over getting information from other sources. Consumers buy a fashion magazine because of its aesthetic cover. They wish to archive it or show it on their coffee table. Furthermore, many respondents stated that they also like to tear things out of the magazine. The reason for saving those images is that the participant use them for to a personal imagery archive of clippings, school projects and collages. “The editorials, that are only to be found in fashion magazines cannot be found online. Simply because it is impossible because of the budget.” Amanda Pinath. Isabelle Disse answered that a printed fashion magazine gives a more complete experience than online. Nevertheless, fashion magazine try to stay up-to-date by following this digital era. They do not try to replace physical magazines but they try to use the online platform as an extension of the magazine.
Conclusion
While looking at the outcome of the focus groups it is remarkable that with all the access to everything online, consumers still miss the reality and are even bothered with overload of information. The fact that fashion magazines are a physical item plays a big part in their preference of reading something in print rather than online. The democratization of communications of the internet has increased the subjective nature of fashion writing. Because people can express their opinions online there is still a need for power see page 16. Besides consumers value the authority that fashion magazines have in the fashion industry. By looking at the advertisement revenues it shows that the advertisements in fashion magazines are still rising. Which means that brands are still using fashion magazines as a marketing tool, even with the rise of the online magazines and blogs. It is therefore important to examine the motivations for using fashion magazines as a marketing tool and also to discover how this is managed.
4. Magazines as marketing tool
As discussed in previous chapters there are certain amounts of aspects in which the industry can benefit from fashion magazines. In this chapter the different collaborations will be explained in depth, followed by the benefits, brands can have from these collaborations.

By being in a well-established fashion magazine a person, brand or product will get more recognition while featured in a magazine like Vogue. Because of their established name, the featured brand will be portrayed as a brand that has accomplished something special. Otherwise they would not be featured in a magazine like Vogue for example. Brands use fashion magazines as a marketing tool in different ways. They can gain different benefits by using a fashion magazine as their marketing tool. The most common strategy is in magazines is advertising. As Amanda Pinatih has stated, “Products of brands (and companies) are brought to the consumer(s) in different ways such as photoshoots, advertorial and events.”

### 4.1 Advertisements

For a fashion or cosmetic brand, there are many great advantages of advertising in a printed fashion magazine. These advertisements are most of the times campaign shoots, which include the latest and upcoming products. The main advantage though is that they can target a specific audience related to their brand. Besides that, it most likely resembles the readership of the magazine, too. The images of the advertisement campaign on this page give an indication on how these advertisements are presented in a fashion magazine.

In print media, the advantage of catering to a specific target audience opens up countless opportunities to enhance sales figures. Aspects like, higher quality images, full color, glossy paper as well as a clear picture of the product, present the public a better picture of the specific brand. In addition, many magazines target a specific demographic group, such as people who belong to a certain age group. By advertising in fashion magazines within the fashion industry, it is easier to reach the intended audience.
4.2 Articles
With fashion magazines covering the latest shift in the fashion industry, they feature trends, designers and products. By having an in-depth article about a certain product, the reader gets more information about a product and might become interested in it. This will boost the sales of the product, because fashion magazines already cover the needed information. By covering all aspects of the fashion industry and its changes, fashion magazines are a great media channel for brands or upcoming designers to promote their product and targeting the right audience. It may be a feature on a certain store, in which a number of products are mentioned. The fashion magazine advertising in this feature is not only the store, but also the products used there. These types of articles are seen as advice givers, and their potential for pushing a product is huge.

Figure 3 is an example of an article in Glamour magazine. The article reports about fashion week and highlights a particular designer. This gives the reader more background information about the designer. Because of the authority that fashion magazines have, the consumer assumes that the mentioned designer is established just like the magazine. This article can ultimately lead to readers going to the website/store of the designer. They also reflect to the article while seeing an item in a store from this designer which can lead to more sales.

Figure 3: Glamour article
4.3 Editorials

Fashion brands or upcoming designers can present and promote their brand by fashion editors using their designs in their photo shoots. The designs, which are used in high-end photo shoots (fashion is a fantasy) provoke envy for the consumer to want a product. Fashion magazines portray clothing in the most beautiful way, which is appealing for consumers. Consumers see the designs in the fashion magazine and get inspired to buy the same outfit as a celebrity or mentioned as in-style as we speak. This is beneficial for the brands that are used in the photoshoots. Moreover, these editorials contain descriptions that are linked to the images. By implicating the theory of Roland Barthes in chapter 2, these descriptions can be fundamental for the popularity of the spoken product. He explains that if a popular fashion magazine says that a ‘blouse’ is ideal for a certain situation or ensemble, the idea is immediately naturalized and accepted as truth. Barthes indicates the direct importance of discourse in creating myth. It relates to the way that magazines today still use this sign-system to attach myth to a garment. It also gives the reader a link to the clothes. The descriptions combined with the images provoke the consumers of wanting the presented product.

This theory is implicated in the editorial of Vogue in figure 4. The description states that in this editorial the best fall coats are presented. By stating this, the reader automatically links the coats in this editorial with fall. These coats symbolize the best choices for clothing to wear in fall. Consumer will believe that when it is fall they need to have the presented coats in the editorial. This can boosts the sales of the brands that are featured in this editorial.
4.4 Advertorials

Another technique is to present a product to the target audience through advertorials. An advertorial is an advertisement designed to simulate editorial content, while at the same time offer valid information to your prospective clients. One can distinguish a company/brand from the competition, with a powerful advertorial.

They put a “face” on a business by humanizing it and setting it apart from their competitors. Advertorials give a brand a chance to introduce their product and tell a story. The narrative format also makes the customer’s message much more memorable. Dr. Dan P. McAdams, a professor of psychology and the author of The Redemptive Self wrote, “People remember facts longer and more completely when they are part of a story. Stories communicate information in the most compelling and memorable way possible.” (Bush, 2013)

In figure 5 is an example of an advertorial of Dior in Vogue. The advertorial is formatted exactly the same as other journalistic productions in the magazine. The font is the same, and even the captions under the pictures are drawn in the same style as the rest of the magazine. Research has already shown that consumers find an advertisement less credible than an advertorial. In an advertorial, it seems as if the journalist has tested the product. A personal view of someone who knows anything about it is still more valuable than the opinion of the company to sell the product. Advertorials bring more than ordinary ads, so rather invest big brands here in recent years. A key purpose of advertorials is to drive traffic to the company or brand. It can prove to be a privilege for the brand traffic-wise, which has the potential for further sales. Besides advertorials tend to be more extensive and informational than other forms of commonly used advertisements. The editorial piece can provide information about what the brand is offers and give the reader a better idea of what they provide for their customers.

The goal of fashion advertising is to connect potential customers with the brand, as with other forms of advertising. Among others, fashion ads promote a lifestyle just as much as the product, teaching consumers to associate a particular brand with a specific lifestyle and social class. The tone and content of ads may vary, depending on which market the company is trying to target. For example ranging from very wealthy individuals, to people with less disposable income who could still be a valuable customer. Though many fashion magazines have a readership that is nationally or internationally based, other, more concentrated advertising efforts are typically focused in either large urban areas or upscale communities. (Day, 2009)

The intimacy between reader and magazine definitely benefits advertisers. For as the reader trust a fashion magazine, it will also gain the trust in products that are featured in their favorite fashion magazine. The fashion magazine environment delivers a reader in the right frame of mind to be receptive to the advertising. In the sympathetic context of the right fashion magazine, the strong positive brand values of the magazine can transfer onto the advertisements. Readers give commitment to their magazines. The time-spent reading is substantial, and the copies are read thoroughly. The issues tend to be read repeatedly and picked up more than once during a day and on more than one day. The typical reader opens more than 90% of all pages. The average page in a paid-for magazine is looked at 2.5 times by each reader. (Consterdine, 2009, 6)

Conclusion

These collaborations show that brands can use a fashion magazine in various ways. A fashion magazine can introduce a brand trough advertisements, articles, editorials and advertorials. This will give the brands the variation in which they could present their product towards their target group. These mentioned collaboration makes it possible for a brand to target their audience in efficient way because magazines can target a specific demographic group. By covering all aspects of the fashion industry and its changes, fashion magazines are a great media channel for brands and upcoming designers. Aspects like, higher quality images, full color, glossy paper as well as a clear picture of the product, present the public a better picture of the specific brand. The mentioned collaborations are evident that brands can benefit from using fashion magazines as their marketing tool.
Lauren and Ashley Platt’s love of Dior runs in the family. “Our mother has worn Dior couture forever, so we grew up loving the label,” says Ashley. Both agree that wearing a Dior gown is a magical experience. “When I put on a Dior gown, I feel transformed into a princess,” says Lauren. She’s spotted frequently by Dior at many events, from red-carpet premieres to benefit galas.

Fortunately, like any good modern-day princess, each sister understands the importance of giving back. “Our family has instilled in us a duty to preserve open spaces,” says Lauren. We caught up with Lauren and Ashley as they planned a dinner for the committee of their environmental initiative, Solar 2 (New York’s first solar-powered LEEDS building). “The elegance and quality of our dinner parties has been important to my family for generations. As far back as we can remember, our mother passed along her planning practices and secrets for that final touch that just makes the evening special,” Ashley says. With this in mind, each table will be set with a lovely centerpiece of rare flowers.

“We’ve been Dior fans since we were little girls playing dress-up in our mother’s Dior dresses.”
—Lauren Remington Platt

The elder sister, Lauren, sets the pace for the evening’s look. “I’m a fan of a strong, defined lip. Rouge Dior Lipstick is my favorite—it makes me feel empowered and like I can do anything,” she says. Ashley follows suit with a sweet, shimmery sweep of Diorslash—looking every bit the fresh-faced idealist as she talks about her hopes of attending medical school in the future. “We have always been blessed with many privileges,” she says. “But with that also comes a responsibility to give back.” For the Platts, it looks like doing good is a very beautiful thing.
5. Conclusion
5.1 Conclusion

The results and findings underline the importance of fashion magazines in today’s society. It reflects the influence that fashion magazines have on the fashion industry and its consumers. The history of fashion magazines show that it has been linked to fashion in the early beginnings where fashion made its phenomenon known to a wider audience. Fashion magazines provided a style guide to the public. Magazines can be seen as cultural products, they may be said to circulate in a cultural economy of collective meanings. If fashion magazines would not exist, it would be almost impossible for fashion brands to expose their collections to the consumers. It shows that magazines have a big impact on the fashion system and still has. Besides, fashion magazines are networks where they represent people and institutions that constitute the fashion world.

The findings that present us the cultural aspects of magazines, it is clear that fashion magazines have a social value for the consumer. As stated in the focus groups see chapter 3; people identify themselves with each magazine they buy. Therefore, fashion magazines function as an extension of their identity and style. Consumers can read fashion magazines in the need of achievement, affiliation, power and/or uniqueness.

A part of their influence is in the use of semiotics into their content and letting the consumer give meaning to it. Creating myth is the direct importance of fashion magazines. It relates to the way that magazines today still use this sign-system to creating myth to a garment. By presenting the clothes and stories into a non-reachable way creates a desire with the readers. Magazines encourage the fantasy and promote envy. This enforces the pleasurable nature of reading process itself. By researching the consumers it is confirmed that consumers seek for the need for power and affiliation. This need for power encourages and allowing magazines to take the power positions and developing this by the consumers need.

The consumer’s assume that a lot of care and knowledge goes into publishing a fashion magazine. Fashion editors are known to have a lot of knowledge by looking at their career path. This makes the editors-in-chief reliable and power figures for both the industry as its consumers. Their, access to the media allow that their choices will be visible to the mass public and, therefore, replicable. Because of there exposure to mass media these activities, which they take part in, encourage fashion followers to see them as opinion leaders. Besides, fashion editors are known to be very fashion oriented.

Even though there are economic and technical changes fashion magazines still remain loved by the public. Especially in the time of the digital era, consumers need a form of nostalgia and personal revelation. While looking at the outcome of the focus groups it is remarkable that with all the access to everything online, consumers steel miss reality. Moreover, they are even bothered with the overload of information. The technological innovation makes it easier for fashion magazines to stand out even more from other media channel. Simply because they are a physical product in contrast to other media. Besides, fashion magazines are connected with other fields of the fashion industry such as runway shows, showrooms and designers.

By looking at ad sales it is visible that the advertisements revenues in fashion magazines are still rising. Which means that brands are still using fashion magazines as a marketing outing. Fashion magazine environment delivers a reader in the right frame of mind to be receptive to the advertising. In the sympathetic context of the right fashion magazine, the strong positive brand values of the magazine can transfer onto the advertisements. Fashion magazines are an essential tool to keep customers close and definitely play an important part during their consumer journey. By understanding their consumers’ fashion leadership orientations, a brand can better understand how to market to their ideal and/or acquired consumer group through a fashion magazine.
The fashion industry can benefit through fashion magazines as well as from the editor in chiefs. Fashion magazines offer brands and companies a platform for presenting their products to a wide audience. Fashion has a recurrent cycle in which it changes collections per season; fashion magazines are a part of the same cycle as the fashion industry. They play into the different changes and feature the new collections into their issues. The readers are involved in fashion and therefore impart their time and money to read about fashion and seeing photo shoots in magazines. Upcoming designers and brands can benefit from the network of the editors-in-chief of popular fashion magazines. These editors-in-chief can introduce the upcoming designers and brands to the right professionals. Besides, by featuring a new brand or designer in the fashion magazine it will gain more publicity and recognition for these brands. This thesis can be seen as a motive of why fashion magazines are still relevant for the fashion industry even with the up come of the web 2.0.
5.2 Eye-openers

As a magazine reader myself it is engaging to see the influence and capability that fashion magazines have these days. It also depends a lot on the state of mind and social age we are living in. By the findings that show us the cultural aspects of magazines make it clear that fashion magazines have a social value to the consumer. A part of their influence lay with using semiotics into their content and letting the consumer give meaning to it. It is interesting to know why we still love magazines and if the next generation will still love them, too. After conducting the information during the thesis and looking at the sociology of fashion magazines, it reveals that fashion magazines are deeply linked to the consumer’s lives. Because of the research that I have done for this thesis I believe that not only clothing and accessories consumers can identify and portray a person, but that the magazine also can achieve this. I now believe that if you want to know how people want others to view them, look at the magazines they display on their living room tables or in their offices. If you want to know who they really are, look at the ones they dropped on the floor next to their bed as they fell asleep. With magazines being a part of the consumer’s life and being a form of nostalgia that people can hold onto, it is interesting that fashion magazine have so much value (as a product) in consumers live. The aspect that stands out the most is those consumers identify themselves with the magazine they buy. While doing the research for the thesis, I came across this subject on multiple websites and forums. This topic is discussed a lot and is on everyone’s minds, not only in the fashion media, but also print media more generally. I believe that if fashion magazines focus more on this feeling of the consumer that they could even be more successful than they are already are.

By understanding their consumers’ fashion orientations, fashion magazine marketers can better understand how to market to their ideal and/or acquired consumer group. Fashion magazines know exactly who their readers are while in comparison with online is mostly anonymous. Ask a magazine editor who their reader is and they will tell you the age, income, education, what she buys, where she travels and what brands she prefers.

Because of the revelation of this strong feeling that the consumers have, I will take this in my product. I will go deeper into this social aspect and highlight this in my product concept. As an extension to these findings I will develop a tool in which magazines can benefit from but at the same time include the mentioned feeling of the consumer. This will ultimately lead to an even bigger platform in which brands and companies can present their products in creative ways. The complete concept and plan can be found in the document that will be handed in with this thesis.
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Appendix
Focus group research report

Conducted a focus group, in order to reveal consumers’ hidden needs, wants, attitudes, feelings, behaviors, perceptions, and motives regarding printed fashion magazines.

1. Statement of the research
Thesis research question: What are the main drivers behind the influence of fashion magazine on the fashion industry and its consumers?
Focus group theme: Consumers experience with fashion magazines

Methodology:
What: Focus group about the consumer experience with fashion magazines
Who: 5 Person, women, 20-37
When: Monday April 8th

Questions
- Why do you read magazines and what do you search in them?
- What are your experiences when reading online/ print fashion magazines?
- Do you prefer online or print magazines and why?
- Statement: “In 15 years magazine will be irrelevant and everything will be accessible through the Ipad”
- Statement: “The upcoming blogs and fashion information websites make it harder for print to survive”
- Statement: “Without Fashion magazines there is no fashion”
- What do you miss in printed fashion magazines?

Needed:
- Computer
- Recorder
- Notebook

Time: 90 Minutes
- 10min: explanation about the thesis subject and the structure of the discussion
- 70min: Asking the question, discussion and argumentation of the participants
- 10min: Wrap up the discussion and thanking the participants.

Results and findings:
Why do you read magazines and what do you search in them?

Not for the purpose of new but for inspiration, education where you get inspired from. To get more informed about certain persons and trends. It provides background information that is useful when you have to do a project for school. They are more trustworthy. Because their tone of voice is nice and the text is right and reliable which makes it nice to read and flip through. The feeling the smell gives a feeling a being home and relaxation. To keep as a collectors item, it is nice to put on the table. To get away from the computer screen, to not being busy with facebook but just to relax while sitting in the garden or waking up on Sunday’s.

What are your experiences when reading online/print fashion magazines?

More imagery and headlines when reading something in a online magazine. It sticks better when you reading something on paper. The overview of a online magazine is not that great compared to printed magazine. When reading the Vogue online compared with the tablet version the information and visual are the same. It looks like just a block of text, but the photographs in the online magazine does come out better that the real magazine Online have more possibilities. Read online fashion sites but no online magazines. Subscription for online trend magazines. Do don’t even know where to get an online magazine, Makes it difficult to make an online for the lay out, no spreads. No information where to get online magazines and which are available. A chance to give the late majority the feeling that they found the online magazines.

Do you prefer online or print magazines and why?

Magazines are more valuable. Different kinds of paper, the way that it is bind. Magazine is not nagging you everyday. They bother you on social media as well as on their website by offering a discount prescription. It is not nice to read a magazine offline it feels unnatural.

“In 15 years magazine will be irrelevant and everything will be accessible trough the Ipad”

It will be too much, not personal any more. Overload of information. It is not gonna go away. If everything is digital there always be someone who is going to do print to be different. Want to engage and get experience. Shift from people not want to be inform about everything, augmented reality something that adds to your reality. Keeping the reality! With buying a magazine you buy a identity that fits you. Certain tradition with it.

“The upcoming blogs and fashion information websites make it harder for print to survive”

Blogs and magazines have different target groups. Someone who buys a magazine already know something about a magazine. Late majority will never get the concept of a different kind of magazine. know they have taught about it whats in it and which choices they made. Blogging is same thing as selling products in magazines. Selling yourself. To broad blogs can suddenly disappear or deleted magazine are physical. People have studied journalism for the articles. Have more care in them lay-out.

“Without Fashion magazines there is no fashion”

It made accessible for a big range of people. Everything that is produced or made needs to spread the word and reach of wide range of people. Spread fashion overseas and different kinds of people. Fashion need to become what it is today next to politics and economics through publication. To show the importance of fashion.

What do you miss in printed fashion magazines?

Still a bit doll. To abstract fashion shoots. Everything is already being discussed in magazines
Who: 5 Person, women, 20-37
When: Monday April 12th

Why do you read magazines and what do you search in them?
To relax and get inspiration at the same time. No reading a magazine just for the photoshoots or for something specific but just to amuse. It is not like a gossip paper but it is something that you read to get inspired with reliable sources which makes it nice to read.

What are your experiences when reading online/ print fashion magazines?
Reading something online is annoying. You need to have it in your hands. Never look online for magazines. I can take the time to relax while reading a online version of a magazine compare to the printed version. The smell of a magazine gives you an experience. It is to much going from printed magazines to online magazine. Online does not deliver the same feeling while reading it. It feels like you have to look for something instead of just reading for amusement. It helps to escape the internet while reading a printed magazine, and it is nice for a change to not read something on the computer. It is bad for your eyes to read on a screen.

Do you prefer online or print magazines and why?
Printed magazine gives you the opportunity to flip back and forward. You can always read something again even after a few years. Online is nice because it is cheap compared to a printed magazine. The look and feel is different with ‘swapping’ to the next page. Printed magazine are easy to buy, they are all in one place while going into the bookstore, and for online magazine you have to look where you can get them. Printed magazine are more convenient.

“In 15 years magazine will be irrelevant and everything will be accessible trough the Ipad”
Do not agree, why change something that is already good. It is annoying that everything has to be new and innovating. Magazine are indeed a good product why should they irrelevant, there are people who attach value to magazines. People care about nostaligia, so magazine will not become irrelevant. Magazine are a part of fashion so they cannot be replaced, you don’t wear fashion through the Ipad. That is still a physical thing and will be, just as magazines.

“The upcoming blogs and fashion information websites make it harder for print to survive”
Magazine are made by professionals and that is not certain when it comes to blogs or other websites. The internet is a way to do everything quick, not to really have depth in articles and information. Magazine will dsapear sooner that blogs. Blogs are independent and magazine do have to satisfy their readers. With there being so many blogs and sites, they will dissapear sooner than magazines. People are now already annoyed with bloggers. The blogs and websites are all the same. Magazine have a recognizable style like reading Vogue the look and feel screams Vogue.

“Without Fashion magazines there is no fashion”
True, magazine are a communication device. Magazine are a way to spread fashion to a larder audience. Without magazine people will not know fashion the way we know it now.

What do you miss in printed fashion magazines?
Every aspect of the world is already in a fashion magazine. All there is to know about fashion is being featured. You can pick up different kinds of magazine with each having their specific interest and dedication.
Marketing students group

Who: 5 Person, women, 20-25
When: Monday June 24th

**Why do you read magazines and what do you search in them?**
For relaxation, it is nice to read a magazine while travelling or when you just want to read something light. To read articles about trends for preparing on what will be in stores in a few months. The photoshoots are nice to look at and to see different looks with different designs.

**Why do brands/companies use a fashion magazine as a marketing tool?**
With magazine a company can reach a bigger audience. You can either target a specific group as well as a main audience. If a company like Maybeline put its advertisement in Glamour, it reaches their right target group. Women that read Glamour are interested in fashion, lifestyle and beauty because the magazine feature all these aspects. Mutiple people read magazines. It is a way to present your product with high quality images which benefits your product.

**Do you prefer online or print magazines and why?**
The overall participant choose magazines over online content. A digital screen is difficult to read on in comparison with a printed magazine. Everybody puts everything online so this is not trustworthy. Online is indeed free and there are more reviews and opinions, this cannot be found in a printed fashion magazine.

“In 15 years magazine will be irrelevant and everything will be accessible trough the Ipad”
It is not going away. Even though the internet is cheaper than buying a magazine, you still will get more name recognition when a magazine is in the shops. Some magazines are only available in print. The internet rage will pass, there always be something new. Nobody knows if digital will still be relevant, printed magazines exist more than 100 year and the internet has been there for a few years.

“Without Fashion magazines there is no fashion”
Fashion magazines helped spreading fashion all over the world. Fashion will evolve by itself. Fashion is a difficult word because everybody has a different statement with the word fashion. Different cultures dress in different ways with or without fashion magazine. Fashion magazine helped with the recognizion of knowing about different cultures.

**What do you miss in printed fashion magazines?**
More discount codes, this will also help brands that are featured in the magazine and trigger the readers. More stunts or win actions to boost the marketing of products as well as the marketing of the fashion magazine itself.
In-depth interview Edward Nijhoff

Who: Edward Nijhoff, Founder of online magazine Concrete Jungle
When: Wednesday July 17th

Questions
- Which aspects of fashion magazines are responsible for their existence. What does the consumer search for in fashion magazines? Which need is being satisfied?
- Why are fashion magazines still an important aspect for the fashion industry?
- Why are fashion magazines still a common marketing tool for various fashion brands. How are they used as a marketing tool.
- Why do editor-in-chiefs have so much influence outside and inside the magazine industry?
- The upcoming blogs and online magazines make it harder for printed fashion magazines to stay relevant?
- Which advantages does fashion magazines have in comparison with blogs and online fashion magazines?
- What demands need a fashion magazine to have in order to be successful?

Needed:
- Computer
- Recorder
- Notebook

Time: 65 Minutes
- 10min: explanation about the thesis subject and background of the interviewee.
- 45min: Q&A, conversation.
- 10min: Wrap up and thanking the interviewee.

Which aspects of fashion magazines are responsible for their existence. What does the consumer search for in fashion magazines? Which need is being satisfied?
Exclusivity what diverse them from other consumers. They search for news to be up-to-date and to inform themselves to what is best for them as a person.

Why are fashion magazines still an important aspect for the fashion industry?
There has to be a distinction between the Internet and printed fashion magazines. There are consumers that add value to traditional things. Young adults are more involved with the Internet than consumers that are older than 30. At places where there is not internet access people have the need for something physical. It appears more informative you flip through the pages of a magazine faster that through the pages on the internet.

Why are fashion magazines still a common marketing tool for various fashion brands. How are fashion magazines used as a marketing tool?
The staff of a fashion magazine has a strong crowd behind them. They are a rolemodel something that you will never find yourself you find because of the person working at the magazine(editor in chief). Why do editor-in-chiefs have so much influence outside and inside the magazine industry?
Their network is extremely broad they have access to products and information that the everyday consumer cannot gather. They have a lifestyle that a lot of consumer admire and dream of.

The upcoming blogs and online magazines make it harder for printed fashion magazines to stay relevant?
No I don’t think they do. Consumers will stay loyal towards their favorite magazine. People pick their sources or products which fit their identity. You always come back to the magazine which occur to you in the past.
Which advantages does fashion magazines have in comparison with blogs and online fashion magazines?
An Ipad is harder to share and to read at certain occasions. A magazine is something you can always keep and look back to.

What demands need a fashion magazine to have in order to be successful?
All the important information is bundled in one magazine, it’s all in one. The composition of different information which they cannot find elsewhere and you can find everything there is to know about fashion in one fashion magazine.

In-depth interview Amanda Pinatih

Who: Amanda Pinatih Project Manager at L’OFFICIEL MAGAZINE
When: Monday August 5th

Which aspects of fashion magazines are responsible for their existence. What does the consumer search for in fashion magazines? Which need is being satisfied?
The collaborations with brands. This is done in terms of the advertorials and adds etc. Fashion magazine base their existence on subscriptions it is remarkable to know how much subscriptions a fashion magazines has and how much benefit we have from them. Without the sales of the magazines will would not exist this also shows that magazines are still bought in shops otherwise L’officielle would not be here.

Why are fashion magazine still an important aspect for the fashion industry?
Fashion magazines are used as an inspiration source. The way that fashion is portrayed. Products of brands and companies are brought to the consumers in various different ways such as photoshoots advertorial event. Fashion magazine has more depth than the internet and there is more room for elaborate text on products or people than on the internet.

Why are fashion magazine still a common marketing tool for various fashion brands. How are fashion magazine used as a marketing tool?
To show the consumer in which segment the brand is. For instance L’officiel is a high-end magazine if a brand is featured in our magazine that means that the brand is also high-end. They support each other, without fashion magazines the industry would not have a platform and without fashion a fashion magazine would not have anything to offer.

Why do editor-in-chiefs have so much influence outside and inside the magazine industry?
They are at the most important events. They are seen at every party, every fashion show and they know the most important people in the fashion industry therefore they are a part of the fashionleaders.

The upcoming blogs and online magazines make it harder for printed fashion magazines to stay relevant?
Blogs and online magazine are good for showing fast fashion en news but they are not suited for long articles and real forcasting. It is a good addition but they will not cause print to be irrelevant

Which advantages does fashion magazines have in comparison with blogs and online fashion magazines?
Bigger redaction= more knowledge. Fashion magazines can work with different themes per issue. Fashion magazines can do bigger projects such as own editorials. Fashion magazines are more exclusive in comparison with blogs and online fashion magazines.

What demands need a fashion magazine to have in order to be successful?
A fashion magazines needs to be innovative al the time. You have to feature the right brands that compliment the magazines and the other way around. Also an important aspects is the ratio between text and photoshoots.
In-depth interview Isabelle Disse

Who: Isabelle Disse Junior marketing coordinator at L’OFFICIEL MAGAZINE
When: Monday August 5th

Which aspects of fashion magazines are responsible for their existence. What does the consumer search for in fashion magazines? Which need is being satisfied?
Consumers are responsible for a big part. They are gaining knowledge about fashion, beauty and lifestyle through a magazine. The fact that fashion is the main subject of a fashion magazine makes it more relevant for consumers that are already interested in fashion. The relationship with the industry is also very important because this lead to collaborations and backstage access.

Why are fashion magazine still an important aspect for the fashion industry?
They offer a reliable platform for presenting designs and brands to the consumers. They are responsible for spreading trends and news which keeps the consumers more informed and interested.

Why are fashion magazine still a common marketing tool for various fashion brands. How are fashion magazine used as a marketing tool?
Fashion magazines (not all) have a big reach and a established name in the industry. Consumers have more trust in this print media than other such as the internet.

Why do editor-in-chiefs have so much influence outside and inside the magazine industry?
Only the fashion editors of the established magazines and international magazine have a lot of influence. Before an editor-in-chief got to their top position. They first gained a lot of credit and experience and therefore an established name. For that reason they are seen as professionals because have a lot of knowledge and a broad network.

The upcoming blogs and online magazines make it harder for printed fashion magazines to stay relevant?
Blogs and the internet can be adjust any time and any day. News is on the internet in less than 40 seconds, everybody can post something online. Consumers never know if the source is reliable. Fashion magazine have established names and market positions and a strong staff. Fashion magazine should take more advantage of their strong position. You can always rely on a fashion magazine.

Which advantages does fashion magazines have in comparison with blogs and online fashion magazines?
Their name recognition and position in the fashion world. Consumers want a physical product in their hands; it gives a complete experience in comparison to a digital screen. However, magazines need to be up-to-date and evolve with time. They need to include digital technology not to replace the printed product but to use it as an extension. There are endless possibilities nowadays that can benefit a magazine.

What demands need a fashion magazine to have in order to be successful?
They have to have strong brand values. A recognizable style that a consumer will remember.
In-depth interview Elke Mulder

Who: Elke Mulder  Online and social media assistant at Vogue magazine
When: Friday August 24th

Which aspects of fashion magazines are responsible for their existence. What does the consumer search for in fashion magazines? Which need is being satisfied?
Fashion magazine offer different stories and aspects. Photoshoots to showcase beautiful designs of high end designers and articles with background informations. The relationship with different companies in the fashion industry is an important aspect. Fashion magazines contain information, inspiration and pleasure towards its readers.

Why are fashion magazine still an important aspect for the fashion industry?
They make fashion accessible and tangible. They are a communication device for the industry.

Why are fashion magazine still a common marketing tool for various fashion brands. How are fashion magazine used as a marketing tool?
They showcase the segment in which the brand is. A magazine can present a product of brand in a story or photoshoot. They offer different types of advertisments.

Why do editor-in-chiefs have so much influence outside and inside the magazine industry?
Fashion editors have accomplished an established name; this is because of their experiences, knowledge and style. This is known by the industry because of their career. Consumers notice them through photographs and documentaries.

The upcoming blogs and online magazines make it harder for printed fashion magazines to stay relevant?
Someone who buys a fashion magazine can decide for themselves how to read it, when to read it and how many times you want to read. While on the Internet it depends on the website to update its content. Sometimes blogs post to often and they post random stuff this can create irritation with the consumers. For magazine you have to have a certain expertise.

Which advantages does fashion magazines have in comparison with blogs and online fashion magazines?
Printed magazine can have different paper feeling thickness, lay-out and colours. In online you don’t have that options. You know they have taught about it whats in it and which choices they made.
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<th>Q2-10</th>
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Total single copy sales Dutch women’s magazines Q2 2009-2012

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