



Advertising Marketing within the Medium of Magazines

—

Changing Advertising Marketing due to a Digitalized Society

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Abstract

Society today is undergoing a transformation. Digital media use is increasing while the use of traditional print media is decreasing. Publishing houses are also experiencing this change. Demand for online media is increasing while the demand for print media is decreasing. This evolution is reflected in the advertising sales of the publishing houses' media. As advertising marketing proves to be one of publishers' main forms of financing, publishers are faced with the challenge to cope with this trend in the future.

This thesis will examine the recent trend in advertising marketing among publishers and will explore ways in which publishers can combine the use of both forms of media as a marketing tool in the future. Two content analyses are carried out using a study of changes in magazine advertisements as well as an expert interview. The objective of this thesis is the further development of a model derived from the literature.

Keywords: Ad marketing, Advertisement Circulation Spiral, publishing houses, print media, online media

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Abbreviations used

Ad - advertisement

RQ - Research Question

Chapter 1: Introduction

Society is changing. Media consumption has changed dramatically in recent years. Due to the increasing digitization of society and the growing use of the Internet worldwide, the use of online media is also increasing (Ali, 2021).

Thus, a shift has been occurring for years in the relationship between the use of online and traditional media. The consumption of traditional media is decreasing progressively, while the consumption of online media continues to increase.

Publishing houses worldwide originally relied on the distribution of their traditional print media, such as magazines, journals or books. This industry is also undergoing the changes of digitalization, as many publishers are trying to include online media in their product portfolio.

Ad marketing within the media of the publishing houses often serves as the main form of financing. Thus, high revenues are generated by selling ad slots within their media (Merz, 2018).

This area is also transforming. Increasingly rising revenues within publishers' online marketing have been seen, while print advertising revenues are falling.

Purpose

The transformation of the publishing industry through the change of its main financing form of advertising marketing will be examined within this thesis based on different aspects. Within the literature, however, several shortcomings regarding this subject exist. Firstly, it is to be examined within this thesis whether the predicted trend movements for the advertising measures of the publishing houses' media can be generalised. Or, whether a distinction has to be made according to the thematic orientation of these media. Furthermore, a theoretical marketing model in the area of

advertising and circulation mechanisms in print media will be examined and further developed through the analyses of this thesis.

This leads to the following guiding questions of the thesis.

Research Question

As guidelines of this work, the following aspects are to be examined and answered.

Research Question 1: How does the thematic orientation of magazines influence the change in ad marketing across print and online?

Research Question 2: How to combine advertising marketing in print and online within the magazines?

Research question 1 sets the foundation for research question 2 aimed at generating the validity of the expert's statements.

Data analysis and an interview with a specialist of an international publishing house serve as the basis to answer the research questions within this thesis. The publishing company studied can be considered as a representative example of the publishing industry. Therefore, the results of this study can be seen as being international and resonating within the international publishing industry. The two analyses provide further development of a theoretical marketing model in the field of publishing, based on expert knowledge from practice. Thus, a gap within the science of this field can be closed. The studies of this thesis provide insights into the current situation of print and online marketing in the publishing industry. The results of this work allow companies to gain an insight on how to deal with the development of this trend in the most effective way. In addition, the enhanced marketing model provides an understanding and practical application for the new dynamics of print and online marketing in the international publishing industry.

First, a literature review is provided to highlight the key points of the topic of this thesis. This serves as a framework for a subsequent quantitative as well as qualitative analysis.

Chapter 2: Literature Review

The literature search is explained initially, followed by the presentation of the literature review.

Literature Research

Within the following work, a narrative literature review was conducted (Ferrari, 2015). In the beginning of the research, only the main topic of this thesis was known; in the course of the research, the precise research questions were formulated and thus built on the literature.

The literature review is divided into two parts. Based on the first literature review, the first Research Question is formulated, while the second literature review leads to the second Research Question.

Based on the first Research Question, the current development of advertising marketing within the publishing industry is to be examined. Thus, within the first part of the literature review, reference was made primarily to current statistics as well as current internet sources in order to keep the topic as up-to-date as possible. Within the second part of the literature review, the second research question was highlighted. It deals with the possibilities of combining print and online media as a marketing instrument within publishing houses. Studies and literature were taken into account in order to find relevant theories and approaches proposed by the research community. The second part of the literature review is thus based on international studies, which are presented in the appendix within a table (Appendix 1).

The literature of this work was retrieved mainly through a citation search. In other words, articles based on the original studies were used throughout the bibliography to find further articles. Google scholar, the AAU Library and German-language digital libraries of the FU and HU as well as the Voebb were predominantly used to search for the original studies and subsequent ones.

Literature Review Structure

The literature review is divided into two parts, based on the two guiding research questions within this thesis.

First, literature will be provided to answer the first question: "Research Question 1". For this purpose, a general introduction to the issue of changing media use in recent years will be given. Subsequently, this topic will be specialised in ad marketing within international publishing houses. In doing so, the paper examines how ad marketing has changed within the print and digital sectors of magazines, why ad marketing plays an essential role for publishers, and why this topic is of great importance. The first part of the literature review concludes with a discussion of the literature presented and gives an outlook on answering the first question.

Within the second part of the literature review, a marketing model in the field of print advertising marketing is considered and discussed. Further, it will be presented the reasons for advertisers to use print or online advertisements in magazines. This is followed by a discussion on how print and online advertising within publishing houses will relate in the future and whether academia is proposing a solution to this form of marketing. This literature section also concludes with a discussion and an outlook to answer the question.

Literature Review Part 1

In the following, the literature is presented to provide the basis for answering the first research question.

Change in Media Usage

Media products can be defined as "information generated, bundled and finally distributed on a medium" (Merz, 2017). Media includes all channels of communication that convey news, entertainment, education, other content, data, as well as marketing content (Media - Worldwide, n.d.).

The international media market can be divided into two types of media - traditional and new media. Traditional media has existed for hundreds of years. The main forms include television, daily newspapers, radio, magazines, and billboards in the form of outdoor advertising. Due to their durability, this form of media has been able to establish its position as a successful method of communication and advertising for consumers and businesses over the course of decades (Admin, 2017).

However, the media landscape has changed significantly within the last few years and new interests have emerged (Argentesi, Filistrucchi, 2007). Due to the invention of the World Wide Web in the early 90s, the market position of traditional media changed tremendously, and online media became increasingly focused (Bergemann, Bonatti, 2011). Especially during the last 20 years, the Internet and the resulting advancing digitization emerged as a disruptive change affecting the media market (Merz, 2018, p.2).

Thus, the so-called new media additionally emerged. These media are characterized by their content, which consumers can easily access via various digital forms (Admin, 2017). Online media can also be described as communication offers, which can be accessed on technical devices through remote data transmission (Merz, 2017). These media can be, for example, digital daily newspapers and magazines, online videos, or music streaming offers (Media - Worldwide, n.d.).

In 2015, according to studies, the population worldwide already consumed a form of media for more than eight hours a day (Richter, 2015). Here, the consumption of media on the internet took up the majority of the hours. Between 2010 and 2015, there was already a massive increase of +83.7% in the consumption of digital media, while a sharp decline in traditional media consumption was recorded, particularly in print news magazines and print magazines (see figure 1).

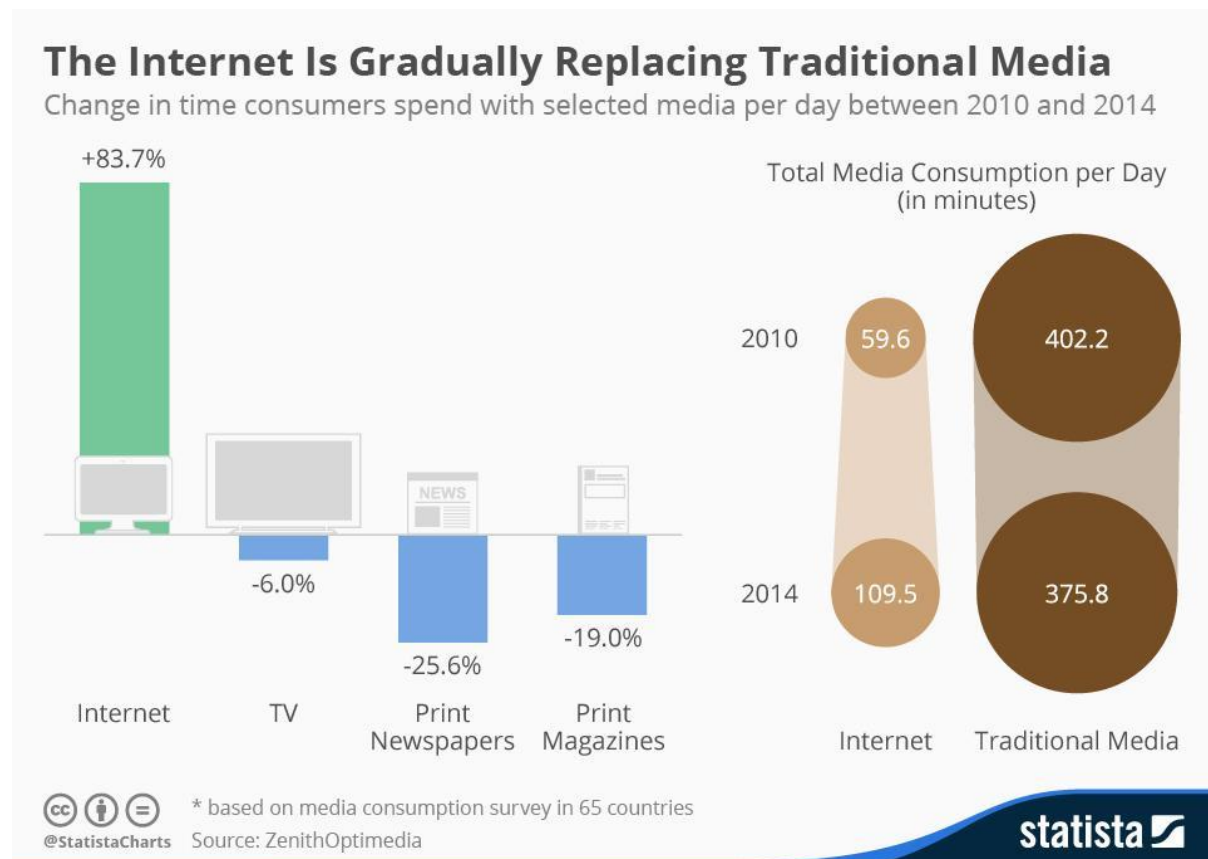


Figure 1: The Internet Is Gradually Replacing Traditional Media
Source: Richter, F. (June 2, 2015). The Internet Is Gradually Replacing Traditional Media [Digital image]. Retrieved May 03, 2021, from <https://www-statista-com.zorac.aub.aau.dk/chart/3519/media-consumption/>

Looking at the current and future situation over the next few years, the following graphic shows that the percentage share of digital media in the overall media market is showing a steadily positive upward trend, while the percentage figures for traditional media are falling (Media - Worldwide, n.d.). Thus, in the current year 2021, percentage distribution of 63% revenue to traditional media and 37% revenue to digital media can be measured within the international media landscape (see figure 2). In 2025, an almost equal distribution in the revenue of the two media forms is forecasted. It can

thus be stated that within 8 years, a redistribution of sales of almost 30% in favour of digital media could be determined.

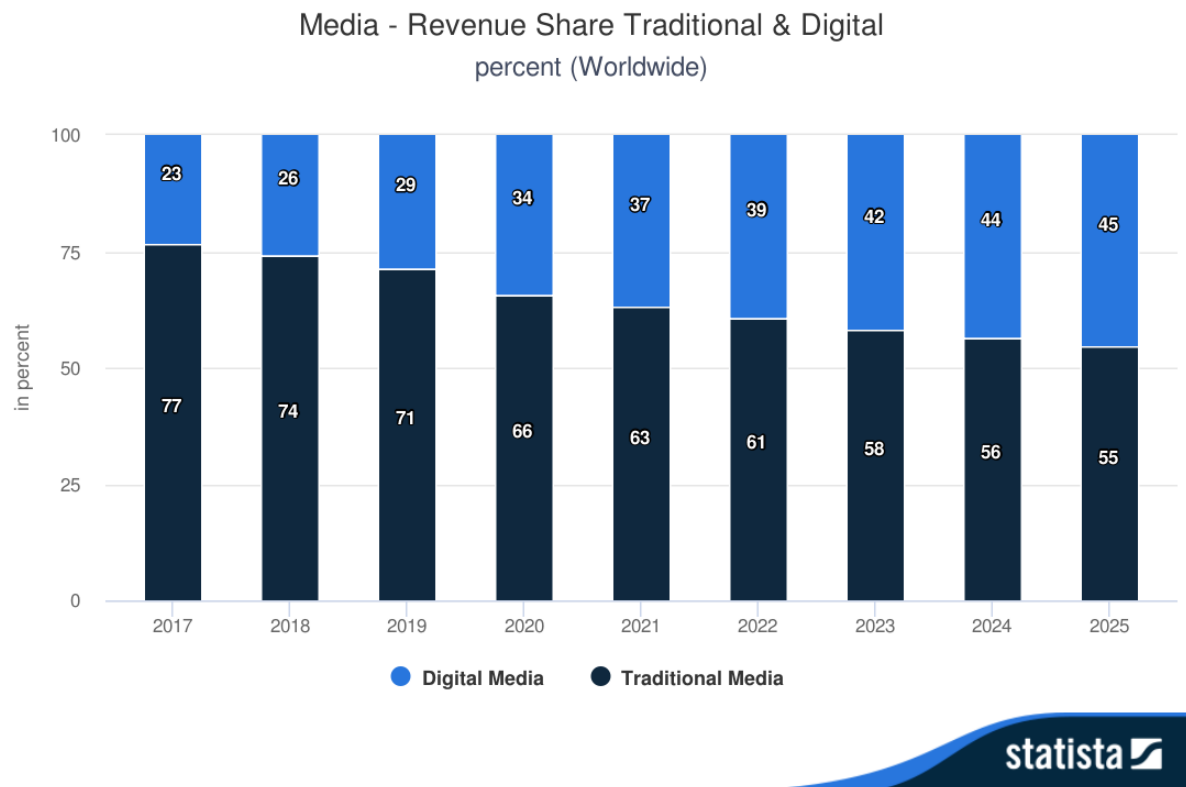


Figure 2: Media Revenue Worldwide Digital vs. Traditional
Source: Media - Worldwide. (n.d.). Retrieved May 03, 2021, from <https://www-statista-com.zorac.aub.aau.dk/outlook/amo/media/worldwide>

These figures (figure 1 and figure 2) reflect the massive change in the media landscape mentioned earlier, hence this will be examined in greater detail in the following paper, regarding the publishing industry and the associated advertising marketing within the media of a publishing house.

Change in advertising marketing at publishing houses

Print advertising can be described as a form of marketing that uses the advertising medium of printed media to reach advertisers through the readers of that printed media (Lucid Advertising, n.d.). Print advertising can be represented in a variety of printed media. As explained in the upper part of the thesis, this scientific paper will focus exclusively on magazines. Advertisers can promote their products in classic print ads

or use more extensive forms of advertising such as an advertorial, where the ad is adapted to the look and feel of the magazine in a journalistic ad.

A look at statistics shows that print media advertising has had a significant decline since 2017, which coincides with the decline in magazine sales themselves (Print Newspapers & Magazines, n.d.). Whereas magazines generated \$20 million in print advertising worldwide in 2017, only \$10 million will likely be recorded with this medium as an advertising format in 2025 (see figure 3).

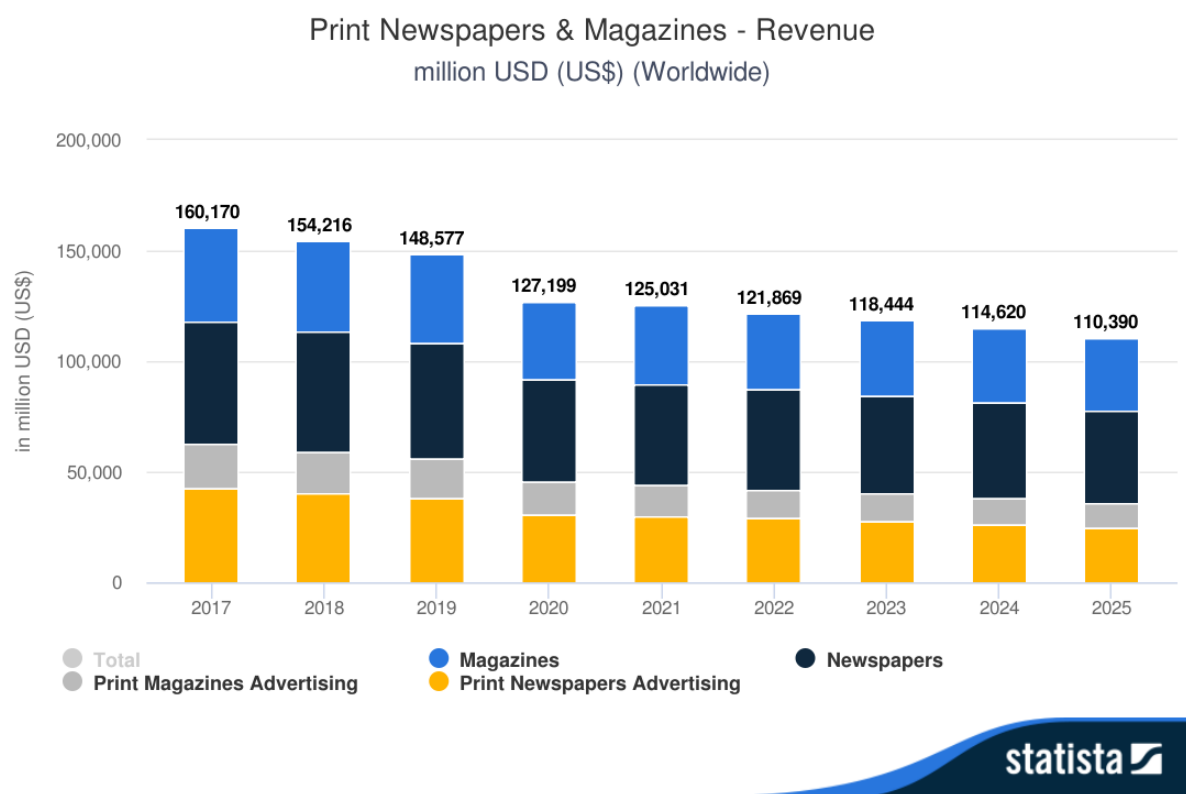


Figure 3: Print Newspaper and Magazine Revenue Worldwide

Source: Print Newspapers & Magazines - Worldwide. (n.d.). Retrieved May 03, 2021, from <https://www-statista-com.zorac.aub.aau.dk/outlook/amo/media/newspapers-magazines/print-newspapers-magazines/worldwide>

Online advertising, on the other hand, can be defined as a form of marketing that is carried out online (Stoll, 2021). Here, companies market their products on digital channels such as Google search, social networks, e-mails, or even their websites. In the field of online marketing, there are a lot of possibilities and the industry is changing rapidly and massively, so new opportunities are constantly appearing.

In the case of online advertising at a publishing house, this initially means that companies can place ads in the magazine, just like in traditional print marketing, yet these ads are now placed in the e-paper edition. In addition, many publishers today still own magazine websites, email newsletters as well as social media accounts. Companies can either also place ads in the form of banner campaigns for example, or publish articles in the form of advertorials.

A look at the figures worldwide (see figure 4) shows that digital ads in magazines have risen rapidly in recent years, as well as an increase in e-magazines (Digital Newspapers & Magazines, n.d.).

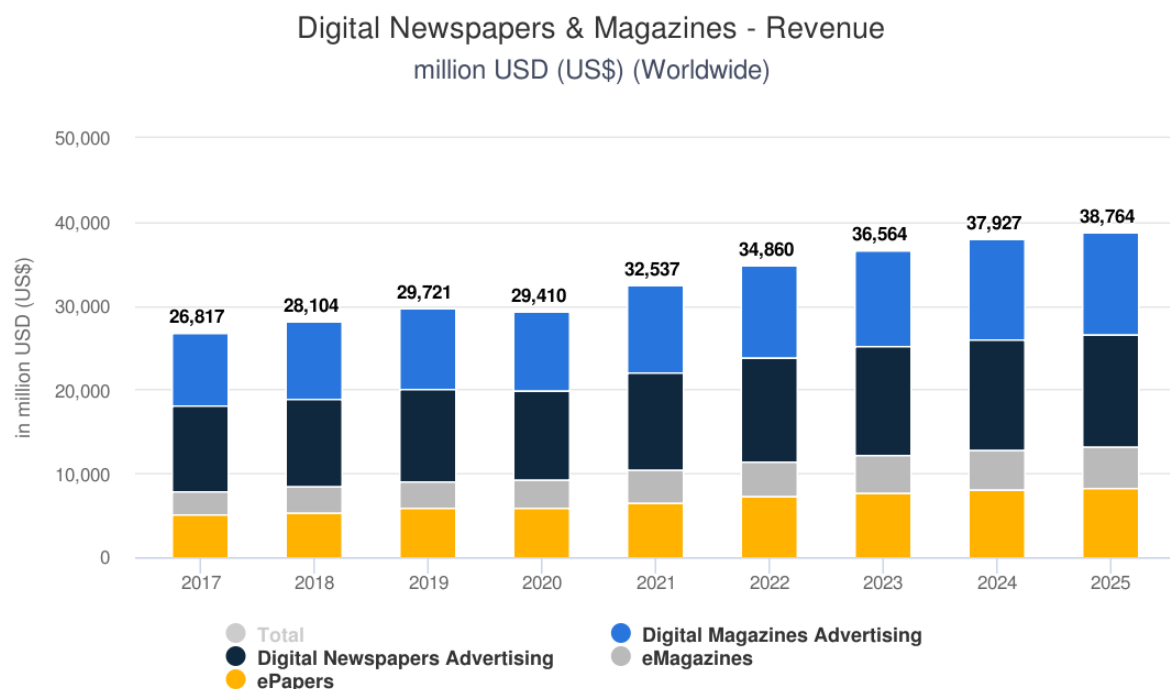


Figure 4: Digital Newspaper and Magazine Revenue Worldwide

Source: Digital Newspapers & Magazines - Worldwide. (n.d.). Retrieved May 04, 2021, from <https://www-statista-com.zorac.aub.aau.dk/outlook/amo/media/newspapers-magazines/digital-newspapers-magazines/worldwie>

The magazine publishing industry can be divided into the media types of newspaper magazines as well as consumer magazines (The Business Research Company, 2020). These media types are offered in the form of traditional printed formats as well as digital formats. In the case of this work, the focus is on consumer magazine

publishing, although most of the findings can also be applied to the newspaper magazine media type.

In particular, this work examines consumer magazines. Consumer magazines can be defined as "periodical, journalistic publications that belong to the popular press" (Crossvertise, n.d.). Within consumer magazines, a distinction is made between special and general interest magazines - general interest magazines provide their readership with general, politically universal information. Within special interest magazines, readers receive information related to the specific subject area of the magazine.

These also cover different areas and are thus thematically oriented in different ways. The best-known consumer magazines are women's magazines, health magazines, magazines for living and life, men's magazines, programme guides, knowledge magazines, news magazines, and children's and youth magazines. These different magazines reach different target groups due to their different thematic orientation (Thoennes, 2007). Both different target groups in the reader market itself, as well as within advertisers for ad sales. Within a study from 2019, the demographic structure of readers of various magazines from the USA was broken down (MRI-Simmons, 2019). The study showed that the average age of readers of a magazine's website was 39. The age of users of the magazines' social media accounts was 34. Readers of traditional print magazines have an average age of 50. Not only within the age demographic structure do users behave differently concerning print and online media, but also about the gender of the readership. For example, significantly more women read magazines and websites than men. However, among men, the proportion of readers who consume print media is higher than the proportion of readers who consume magazines in the form of websites or social media. This is different for women, who consume a higher proportion of magazines in digital form rather than in print form (ibid.).

Similar data has been shown within other studies from other countries. Thus, it can be shown that the age of consumers of digital magazine media is significantly younger than that of readers of traditional print media. In addition, it can be shown that women prefer digital magazines while men prefer the print edition of the magazines.

Globally, experts estimate that the area of magazine publishing will grow from generating \$1.72 trillion in 2020 to \$189.58 trillion by the end of 2021 (The Business Research Company, 2020). It is expected to grow up to \$203.84 trillion by 2025 (ibid.). Thus, this industry can be identified as an influential economic factor, which shapes both great influence on other businesses and consumers.

If one looks at statistics on the development of traditional and online media in the publishing houses (see figure 3), a trend movement can also be seen here. While annual sales of \$41 million were recorded for consumer magazines in 2017, this figure is expected to fall to just \$32 million in 2025 (Print Newspapers & Magazines, n.d.). In contrast, e-magazines and websites experienced an increase in revenue of \$3 million over this period (see figure 4) (Digital Newspapers & Magazines, n.d.). Looking at the reach in comparison in 2020 in Germany shows that the online reach is significantly higher than that of print (see figure 5).

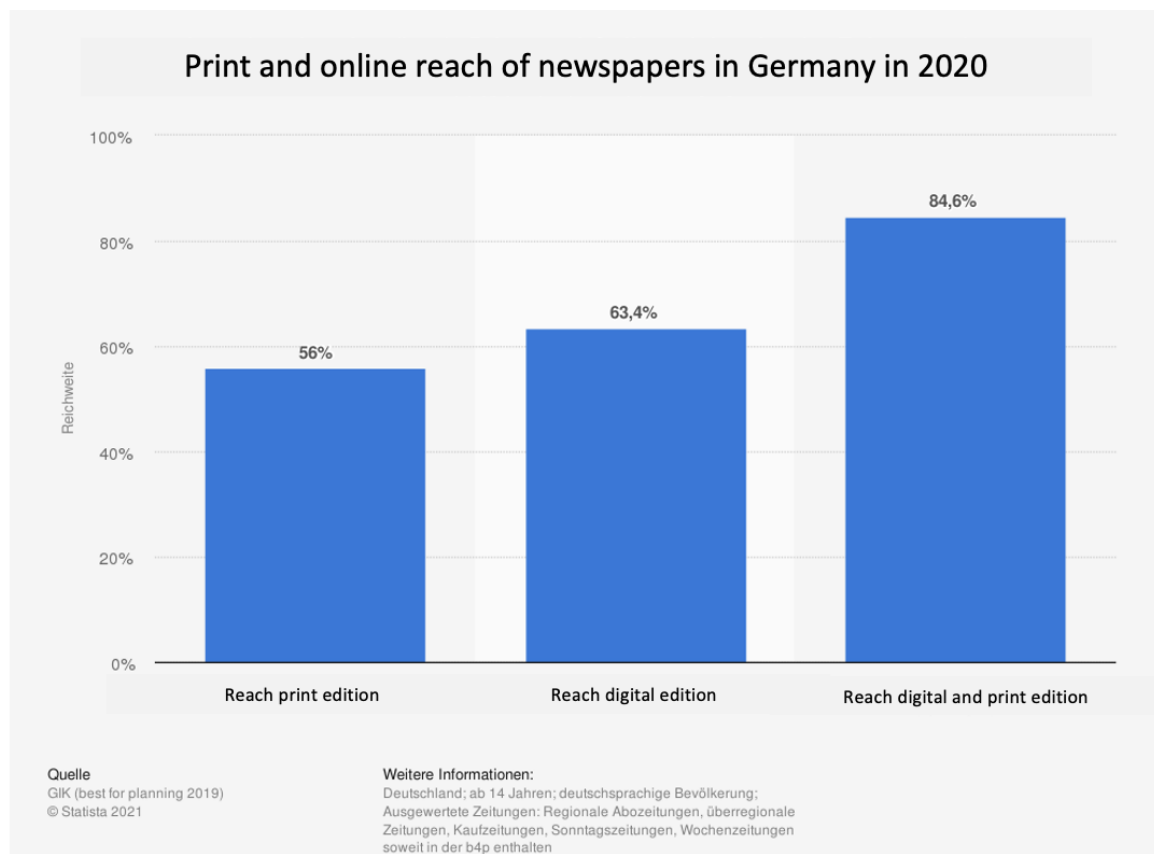


Figure 5: Print and Online reach of newspapers in Germany in 2020 (translated)

Source: ZMG. (19. Oktober, 2020). best for planning (b4p): Print- und Online Reichweite der Zeitungen in Deutschland im Jahr 2020 [Graph]. In Statista. Zugriff am 03. Mai 2021, von <https://de-statista.com/zorac.aub.aau.dk/statistik/daten/studie/242876/umfrage/print-und-onlinereichweite-der-zeitungen-in-deutschland/>

It can thus be said that publishers also have to deal with the issues of traditional versus online media.

Importance of advertising marketing within international publishing houses

According to the theoretical model of two-sided markets, media companies can be understood as an intermediary that mediates between two different demands (Dewenter, 2006). A print publisher serves two different, interdependent submarkets (Dewenter, Kaiser, 2006). One is the demand for content by readers of the media, and the other is the demand for advertising space by companies that want to advertise their business within the media. Thus, the magazine sets the advertising price for companies and the copy price for consumers. The ad price is based on the reach of the magazine as well as the circulation sold. If one were to transfer this model for online media, reach and paid circulation would be replaced with visits to the website (Dewenter, 2006). Within the model (see figure 6), one additionally sees a dependency on network 1 and network 2, i.e., readers and advertisers. This means that a decline in readership due to increased prices, for example, will also have a direct impact on ad placement in the media, as this will also decline. As a result one sees loopback effects and indirect network effects between the parties involved.

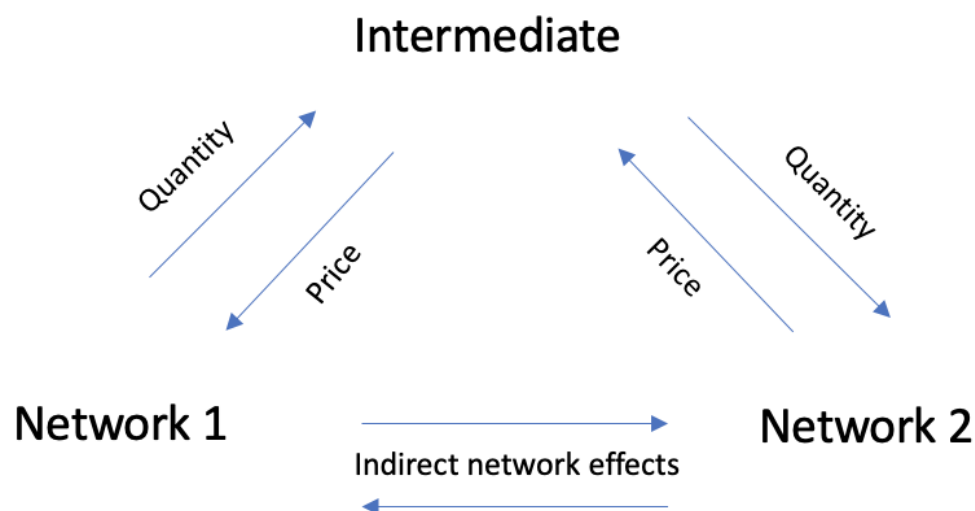


Figure 6: The concept of two-sided markets using the example of newspaper monopolies

Source: Own Creation based on Dewenter, R. (2006). Das Konzept von zweiseitigen Märkten am Beispiel von Zeitungsmonopolen. Retrieved on Mai 01, 2021, from <https://d-nb.info/997780304/34>

The publishing industry in the area of magazine publications is financed by the revenues generated by the production and sales of their magazines as well as the advertising marketing within the published media.

Specifically, this means that they generate revenue in the distribution market, through the sale of their content, and generate revenue in the advertising market, through the sale of advertising space (Merz, 2018).

This business model of publishers in theory is only defined for the print sector as such. However, according to research, it can also be applied to online media. In both formats, sales can be generated through content, either in the print area through the sale of circulation and in the online area through paid content models for viewing content. In addition, the advertising market in the print sector generates revenue through the traditional printing of advertisements and inserts, as well as sponsorship deals. In the online sector, on the other hand, display advertising can be broadcast and new forms of advertising such as content marketing can be used (ibid.).

The figures presented in figure 2 reflect the massive change in the media landscape mentioned earlier, hence this will be examined in greater detail in the following thesis,

regarding the publishing industry and the associated advertising marketing within the media of a publishing house.

Discussion

Within the first part of the literature review, the general trend of the change of media usage within society has been presented. A clear shift from traditional media to online media is discernible. This trend will intensify in the future. Even the publishing houses are not unaffected by the trend movement. The increase in the use of the digital media of the publishing houses is rising, while the demand for traditional media is falling.

Publishing houses finance themselves primarily through their advertising marketing. As shown in the model of two-sided markets, network effects and thus multiple parties play a role in ad marketing and thus affect many stakeholders. Thus, ad marketing plays an important role within publishing houses.

Data on ad marketing within magazines of publishing houses also confirmed the trend of increasing digital marketing and decreasing traditional marketing. This trend movement within advertising marketing represents a major restructuring and shift in one of the main ways publishers are financed and will be a major issue for publishers in the future.

Studies on advertising marketing within magazines are very general within academia. However, as shown in the literature review, magazines are broadly positioned and serve different subject areas. These different subject areas reach different target groups within the reader market, which display different media usage behaviour. Thus, it is questionable whether the studies on the change of advertising marketing within magazines are meaningful enough at all, as they do not consider the different thematic strands of the magazines. Within the first empirical part of this thesis, this gap in the literature will be explored by means of the research question 1: How does the thematic orientation of magazines influence the change in ad marketing across print and online?

Literature Review Part 2

Within the further literature review, information is given on how print media and online media relate to each other according to science and whether there are already solutions for coexistence of the two platforms or whether one of the platforms will dominate in the future.

Advertising Circulation Spiral

The advertising circulation spiral model is an extension of the two-sided market model presented earlier. The advertising circulation spiral as a model embodies the dynamics within a publisher between the sales market and the advertising market (Schröder, 2006, p.25). It shows how the advertising market, consumer market, and publisher are interdependent.

The scientist Furhoff first established the Circulation Spiral model in 1973. This model he presented was developed for international newspaper markets. However, according to the scientist, it can be applied to all international print media, including magazines. According to Schröder, it is mainly used in German-speaking countries and is not known internationally.

Furhoff's original model describes that if two magazines with similar content are present on the market, only one of the magazines survives. This results from the readers' interest in only one of the two magazines. If the number of readers increases, the interest of advertisers within the magazine increases, thus the quality of the magazine increases due to increasing advertising revenues, and the readers are always satisfied with the high quality of the magazine.

However, this original model has already been partially refuted and revised by several other researchers. For example, Gabszewics, Garella, and Sonnac (2007) found that not only one journal can survive within a market, as many more factors play a role than just competition.

According to Schröder (2007), the model for the advertising market can be summarised as follows (see figure 7).

When setting prices for advertisements, it is not just the magazine ad format itself that plays a role; the magazine's reach is also essential. This can be measured with the help of the thousand-contact price (CPM). This means that the price of the ad itself is multiplied by 1,000 and then divided by the number of users of the magazine. An increase in the sold circulation of a magazine leads to more reach, thus the CPM decreases. As a result of the lower CPM and thus lower advertising prices, the volume of advertising in the magazines increases. As a result, more advertising revenue can be financed and the publisher has more budget for price reductions of the magazine, which would lead to an increase in circulation (Schröder, 2006, p.25). Or the magazine could put the budget into additional investment for the editorial content, which would increase the quality of the magazine and thus increase circulation.

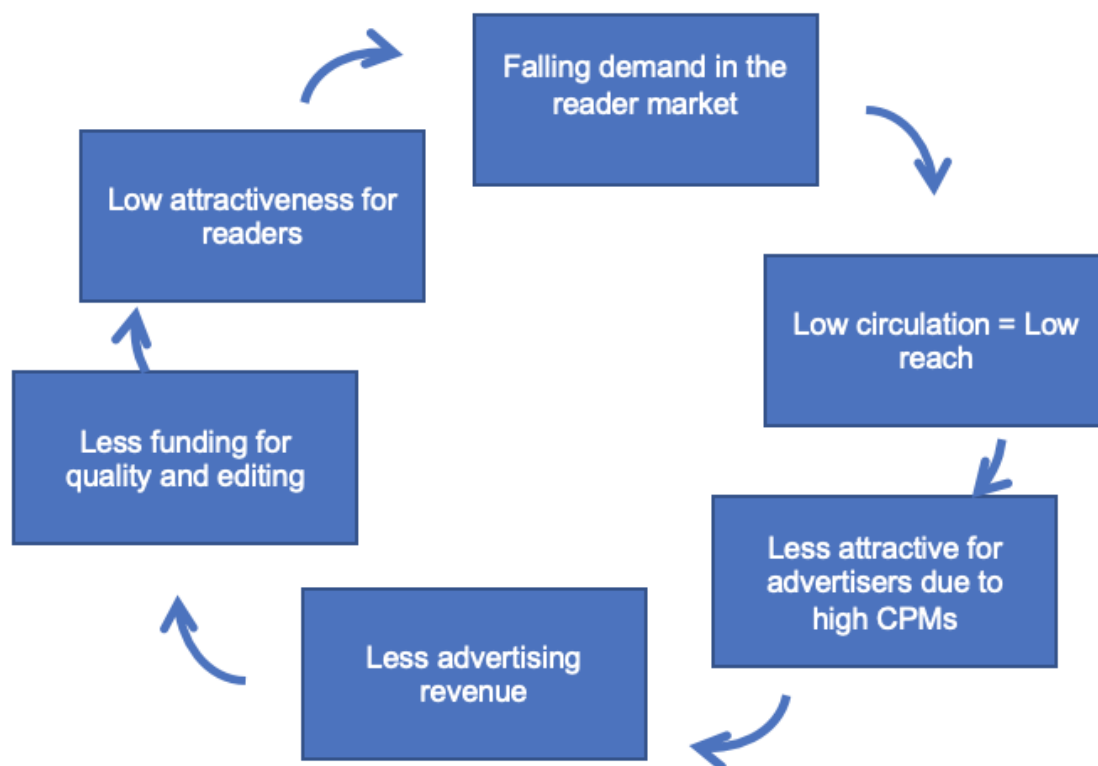


Figure 7: Ad circulation spiral according to Schröder 2007
Source: own creation, based on Schröder HD. (2006) Anzeigen-Auflagen-Spirale. In: Hans-Bredow-Institut (eds) Medien von A bis Z. VS Verlag für Sozialwissenschaften, Wiesbaden. https://doi.org/10.1007/978-3-531-90261-6_8

This model can also be viewed in reverse (ibid.). If circulation declines, and thus readership declines, the CPM for advertisers increases, resulting in fewer ads being placed and thus less revenue generated by advertising for the publisher. This results in an increase in the copy price or savings in the quality of editorial content, which in turn results in a retroactive decline in circulation.

Publishers struggling with declining circulation and thus advertising revenues suffer serious economic problems, as it results in either a cost reduction in the quality or an increase in prices as Kucklick says (2001). However, besides the frequent use of this model in academia, some researchers discuss the effect of this spiral. For example, Hass (2007) questions the effect of quality improvement due to additional profits made by publishers, noting that it cannot be assumed that publishers automatically invest additional profits in the quality of their editorial staff.

As seen in the statistics above, publishers face the problem of declining revenues from the magazine itself in print, i.e., declining sales and thus declining advertising revenues. The advertising circulation spiral described above could theoretically also be applied to the digital area of publishing, but it hasn't been done yet within the literature. Thus, the original spiral describing the print advertising market can be considered outdated and should be extended to the online area of the magazines.

Advantages of print and digital ads for advertisers

In the previous section, the model showed how advertising, advertisers, and publishers relate to each other in the print sector. Now we will look at the reasons why advertisers use advertising marketing within the print media and the online media and how these two media forms relate to each other. Due to digitalization, many experts often predict an end to print advertising. But what are the advantages of print over online? As the online medium continues to gain popularity as a form of advertising, it makes sense to look at the reasons for advertisers to choose which media form is suitable.

Cost

If we take a look at the economic factor of the cost of the advertising measure, there is a clear difference in the costs for the advertiser. An evaluation by Sinha (2016) has compared the average costs of the clients of an advertising agency for online media advertising and print media advertising. In 2016, for example, the average total cost for advertisers within the agency, studied in online media, was US\$1,575,000 to US\$2,000,000 while the average annual cost for print advertising was US\$2,200,000 to US\$5,500,000. The figures, therefore show significantly higher costs for advertisers in the print sector.

The cost comparison of the two media channels thus show that online ads are significantly less expensive than print ads (Designmadeingermany, 2018). In addition, online ads are seen as significantly more transparent, leading to the next point (Falkner, 2015).

Flexibility

A placed online ad can be tracked most accurately by advertisers based on visits and clicks (Falkner, 2015). Thus, companies can track their campaign closely and, if necessary, intervene or draw conclusions (Designmadeingermany, 2018). It is possible to intervene in an online campaign at any time without complications and the advertising measure can be changed and optimized (Falkner, 2015). Tracking and optimal distribution are also possible within the online area through targeting. This means that advertising which is placed online can easily be placed according to the target group without great additional costs or effort (Designmadeingermany, 2018). As a result, advertising spreading losses can be kept to a minimum and the ad is played out to the appropriate target group (Falkner, 2015).

Print advertising, on the other hand, cannot be changed after it has been played out and is also very difficult to track. Thus, once printed, it cannot be revoked (Designmadeingermany, 2018). In addition, print products cannot be targeted to the appropriate target group as easily as online. Thus, the dispersion is very high and the success of the marketing campaign cannot be measured directly (ibid.).

In the next step, the psychological factors, such as the trust in the advertisement and the attention span of the advertising forms, will be considered.

Trust of the advertisement

Studies show that customers trust print advertising more and consider it to be more reliable (Designmadeingermany, 2018). These studies can also be reflected in the following figure (see figure 8). It is based on a study from America, where consumers were asked which form of advertising they trust the most. It can be seen that print ads are the most trusted by far. Online advertising is much less trusted, according to the study (Nelson, n.d.).

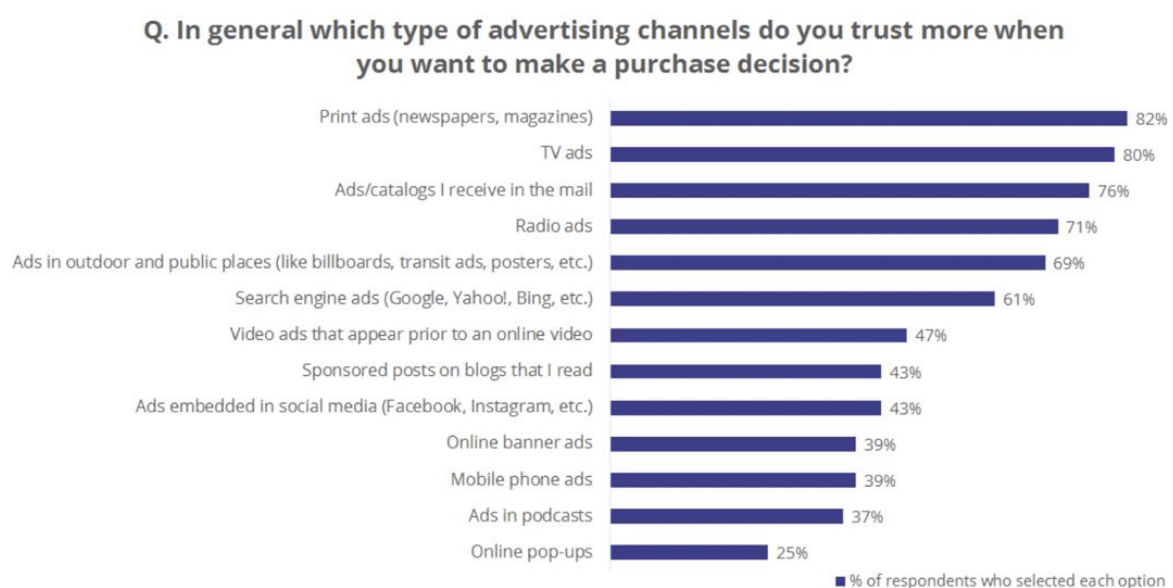


Figure 8: 4 Reasons Print Advertising is still important.

Source: Nelson, R. (n.d.). 4 Reasons Print Advertising is still important. Retrieved at May, 04 2021 on <https://outreachmediagroup.com/print-advertising/>

These results suggest that advertisers in magazines benefit from the trustworthiness of the publisher behind the magazine and the media form itself. Customers place more trust in the ad placed within the print than they would if it were played out online (Nelson, n.d.). Print magazines are often perceived as trustworthy and as an authentic source (Dontigney, n.d.). Readers trust the information published in magazines, and advertisers within this medium also benefit from this magazine's trust. Scientists call this transfer of trust from the medium to the advertisement the "halo effect " (ibid.).

Attention to the ad

Disadvantages that arise from online advertising are, on the one hand, the flood of ads that overflows consumers on the Internet (Designmadeingermany, 2018). As a result, consumers are oversaturated with ads on the Internet (Falkner, 2015). Consequently, consumers become annoyed by online ads and activate ad blockers. This leads to an "invisibility" of the ad and thus of the advertising campaign for the consumer. Consumers can therefore make the online advertising campaign disappear with a single click.

When consumers buy a magazine, they have a different mental state than when opening a website. When buying a magazine, these consumers have their minds set on seeing print advertising and thus engage with that advertising differently than they do with online advertising (Nelson, n.d.). A decisive factor of print advertising in contrast to online is haptics, which not only fulfils the visual aspect but can also be touched. This leads to increased longevity of the advertisement. This longevity of the print medium and the ads placed leads to readers engaging with the advertising longer and more intensively (Falkner, 2015).

Digital content is quickly skimmed, while paper content is studied more closely and extensively. This leads to greater recognition of brands that customers have seen within a print ad, as opposed to online ads. Researchers found that customers are 70% more likely to remember a brand they saw in print ads than in online ads. In addition, studies have found that viewing print ads engages other parts of the brain that lead back to memory and recall, creating brand recall (Nelson, n.d.).

To see these results of the advertising campaign within print advertising does require a much longer time than digital advertising, where advertisers can see immediate results. However, with print, readers are more likely to still remember the ad and thus the brand, according to the American Marketing Association (ibid.).

In summary, online ads are significantly more profitable when companies want to achieve quick results exclusively and push traffic and thus sales quickly from A i.e. the publisher to B their website. If a company is looking for fast sales and turnover of its products, advertising online is preferable. However, if a company wants to build up its

brand in the long term and manifest its products in the minds of consumers, the print medium is the better choice for advertising. Because consumers spend a longer time with advertising and are more willing to absorb it. Consumers will remember the product and it is likely that the next time they buy a product, they will think of that brand and perhaps prefer it to another unrelated brand.

Predicted Development of advertising marketing in publishing houses

Throughout this thesis, the media forms online and print of a publisher have been presented so far and figures indicate that print is increasingly dying while online is gaining in popularity, both the medium itself and the forms of advertising within these media. The question arises whether online media will cannibalize print media in the future, thus eliminating print as a form of advertising.

For this purpose, it is first considered whether science ascribes a substituting character or a complementary character to these two media.

Within science, the cannibalization of the two medium forms goes far apart. The scholars Sridhar and Sriam (2015) believe that it depends on how advertisers themselves see the two media concerning each other. If advertisers see the two media forms as complementary and place ads on both, it is likely that the growth of e-magazines, for example, will help prevent major revenue losses in print advertising. Several researchers confirm this thesis. However, it could also be that advertisers see the two formats as substitutes since both formats reach the same target group, namely the readers of the magazine. Thus, e-formats would likely be preferred due to lower costs, leading to a sharp decline in print advertising (Sridhar, Sriram, 2015). The researchers Simon and Kadiyali (2007), on the other hand, did not find any connection of cannibalisation effects between print and online media within their research. They see online media as a substitute for print media in the future. Thus, according to their study, there is a clear cannibalisation effect. Researchers like Alba et.al (1997) and Brynjolfsson, Smith (2000), perceive a threat to print media if companies adopt internet media as an additional platform for marketing. This is due to the fact that advertisers will find the previously mentioned advantages of the Internet medium more attractive,

i. e. cost savings, time savings or greater reach. Within a study by Deleersnyder et. al. (2002), the researchers came to the conclusion that the fear of cannibalisation of the print medium by the online media is higher than the actual danger. If online media is placed too close to the print medium itself, there is a high risk of substitution. However, if both media forms pursue different uses and different goals, a substitution of the platforms can be ruled out.

Thus, there is a strong debate on whether online ads can accelerate the revenue declines of print ads in magazines or avert them. This depends, as described above, on whether advertisers see online and print advertising as complementary or substitutes.

With further growth of social media as a form of communication and thus the sharing of information through these media, scholars estimate a greater increase in demand for digital formats in the publishing industry is expected (The Business Research Company, 2020). The crisis and new circumstances caused by the Corona Crisis¹ have had a major impact on the publishing industry, as in many other sectors of the economy. Due to the massive increase in Internet usage during this time, publishers have also increasingly relied more heavily on their online media, or have been forced to do so, to continue to compete (The Business Research Company, 2020). In general, there is a trend for publishers to increasingly rely on digital models or to expand them additionally.

As a result the question arises, is there still a promising model for print ads?

Solution Crossmedia Marketing

One model that is already very popular with publishers is crossmedia marketing. Scientists consider it reasonable to combine the advantages and disadvantages of both media formats, print and online, and thus to keep the disadvantages of each format at a minimum level by cleverly combining them.

¹ Covid-19 is an infectious disease that has been spreading globally since December 2019. The virus not only affects the health, the consequences of the pandemic also have a massive long-term impact on the global economy (Bendel, 2020).

By combining the advantages of the two media platforms, substitution can be ruled out. Synergies can be created and publishers can build up a channel portfolio (Deleersnyder et. Al., 2002). Of course, it depends on the advertisers' intention and their goal of the marketing campaign. However, a combination of the two media is highly appreciated by customers, as the customers can achieve a lot of goals. A smart combination of these forms allows advertisers to present themselves in the best possible way, differentiate themselves from the competition, and attract new customers (Falkner, 2015). Publishers and advertisers should consider the benefits of each platform as well as the marketing targets. According to Schröder and Larsen (2010), it is important to define the specific benefits and value of each platform. In doing so, different user segments can be reached and different requirements can be defined for them. Only by combining the advantages of the respective media forms in a meaningful way can the respective marketing goals of the advertisers be united and all the advantages of the platforms be used.

Advertisers should drive this model, as it can bring a large number of benefits for them if they combine advertising formats instead of using one advertising medium exclusively. Scientists were even able to demonstrate synergy effects in this regard when advertisers used both online and print advertising (Sridhar, Sriram, 2015).

Discussion

Within the second part of the literature review, the marketing model of the advertising circulation spiral was first shown, which describes the impact of print advertising marketing on publishers and their stakeholders. This theory is much discussed within academia. In addition, this model has mainly been used in German-speaking science so far. Looking at the data on the increase in online marketing measures, it is necessary to check whether this model is now outdated and whether the model should be further developed in this respect. In addition, a study based on data from an international publishing house allows the model to be viewed internationally.

In addition, the advantages and disadvantages of print and online media as marketing instruments were listed. To combine the advantages of both media, science suggests crossmedia marketing for the future, which publishers should use to continue to use

both forms of media. However, scholars disagree on how online and print media will behave in publishing houses in the future. Whether they will be a substitute product or whether they will cannibalise each other is a matter of debate. The literature forms the basis for answering the second question RQ2: How to combine advertising marketing in print and online within the magazines?

Within the following empirical qualitative analysis, these research gaps concerning the advertising circulation spiral as well as the behaviour between print and online advertising are to be illuminated from a practical publishing perspective within an expert interview.

Chapter 3: Methodology

Within this chapter, the research methods used within this thesis will be explained in detail. For explaining the research methods, Research Onion by Thornhill, Saunders & Lewis (2009), will be used as a guide. The Research Onion considers each major step of a study and uses its different layers to describe its composition. It is approached from the outside towards the inside.

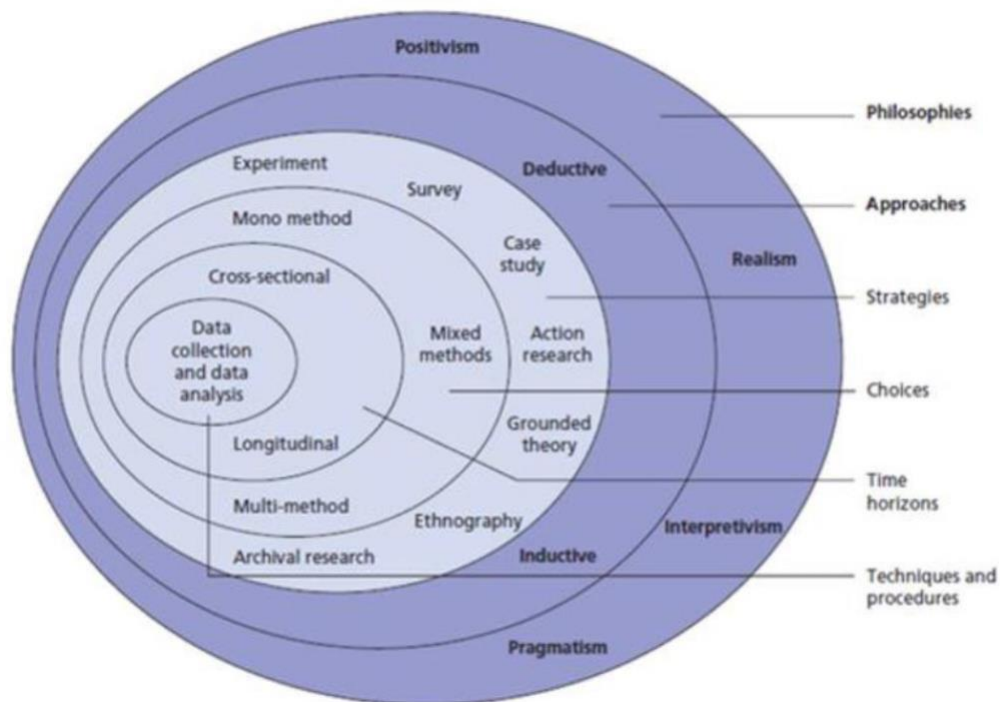


Figure 9: Research Onion

Source: Thornhill et. al, 2009, p. 138.

Research Philosophy

Research philosophy or the ontological position can be defined as the basis for research strategy and Research Methods (Dudovskiy, n.d.). According to Thornhill et al. research philosophy is understood as a general concept that presents the acquisition of knowledge and its environment (Thornhill et. Al, 2009, p.107). The researcher uses assumptions to describe how he or she sees the world. Subsequently, these assumptions are reflected upon and form the basis for the research Strategy.

Within this thesis, an interpretivist position is taken. Within interpretivism, a strategy is pursued that takes into account the differences between people and science (Bryman, Bell, 2011, p. 17). The researcher, therefore has to consider both factors into consideration and consider the social environment; Weber's process of "Verstehen" should be mentioned here.

Since a qualitative content analysis and an expert interview are carried out during the research methods, the focus is mainly on the people's views instead of using numbers to explore the scientific methods. The two research questions were formulated in a more open-ended way. This means that they are not to be tested and answered using rigid numbers, but instead using methods that allow scope for interpretation as they relate to the behavior and work of the people within the area being researched. Thus, it is important to create a balance between the people and the researched theories within this work with the help of the interpretivist approach.

Research Approach

The epistemological position or research approach considers the question: "(...) of what is (or should be) regarded as acceptable knowledge in a discipline" (Bryman, Bell, 2011, p.15).

Within this thesis, the focus will be on an inductive approach. Within the inductive approach, the theory will be the result of the study (ibid, p.13). Generalizations can subsequently be made through observations (Arbnor, Bjerke, 2009). The aim of this thesis is the generalizability of studies of science and grounding in expert knowledge.

However, inductive research methods often include deductive elements (Bryman, Bell, 2011, p.13). This is also the case within this thesis. A marketing theory from academia, which is considered outdated, is further developed within the second research question with the help of the observations of the expert interview and generalized across all magazines within the publishing industry by the observations resulting from the research of the first research question.

Research Strategy and Research Choices

A research strategy can be understood as the general orientation for conducting a scientific study (Bryman, Bell, 2011, p.26). The research Method, on the other hand, specifies the techniques used to collect the data required for the study (ibid., p.41).

This thesis follows a qualitative research strategy using the research methods - qualitative data analysis and a qualitative expert interview.

A qualitative study focuses on the analysis of words rather than the analysis of data (ibid., p.386). The aim is to develop theories based on the analysis of the thesis data.

Qualitative data analysis is carried out to answer the first research question within this thesis. Analysis aim is to verify the generalizability of the previous research presented within the literature review and thus to confirm or revoke it. Subsequently, an expert interview is conducted, which serves to answer the second research question of this thesis. Based on the results from the initial study, generalizability of the results of the expert interview can be established and the theory developed afterwards can be applied across a wide range of contexts.

Since both analyses focus on content rather than numbers, it was decided to use qualitative analyses, which do not follow a fixed pattern and leave greater scope for interpretation. Both strategies originate from qualitative research, which is why a mono-method study is conducted.

Time Horizon, Data Collection, Data Analysis

In the following work, only primary data was collected and analyzed. Both types of research were carried out with the help of a qualitative content analysis according to Mayring. Qualitative content analysis is based upon various techniques to analyze texts systematically (Mayring, 2000). These texts are subsequently analyzed by different steps.

It can be debated whether the analysis of advertisements falls under the category of qualitative content analysis, as the focus is less on the content than on the number of advertisements. However, since the aim is to examine how ads appear in which editorial context of the magazines, and thus the analysis takes place in an editorial context focusing on texts and content, it has been argued that qualitative content analysis is applicable in this case.

Within the qualitative content analysis according to Mayring, a decision is made between an explicative, a structuring, and a summarizing content analysis. Both research projects in this thesis refer to structuring content analysis. The aim here is to extract criteria that represent the totality of the material. A distinction is made between a deductive and an inductive approach to category formation, which forms a category system.

First research:

First, we look at the first research of this thesis: the analysis of the advertising pages of magazines.

Within the qualitative content analysis of this thesis, the ad placement of different thematically oriented German magazines with European coverage was analysed. The magazines are: “Mein schöner Garten, InStyle, Bunte, Chip, Slowly Veggie, Das Haus, Focus, FitforFun”. For this purpose, the period 2015 to 2021 was considered and the magazines of the January issue of the respective years were analysed to ensure continuity in the selection of the magazines.

In this content analysis, deductive category formation was applied. This means that the categories for coding the subsequent data collection and analysis are determined before coding and coding rules are established.

First, the formal criteria for the analysis were determined, which serve to ensure the comprehensibility of the analysis from the sequence number, as well as the media. Then the day, month, and year were determined, as well as the thematic orientation. In the following, content categories were defined, related to the number of placements within the magazine.

A code system was assigned to each category. Subsequently, a coding pattern was set up in Excel, within which the coding of the advertisements within the above-mentioned magazines was carried out within specified periods. The coding process was carried out by axial coding. The coding procedure and the deductive formation of categories can be found in the codebook of this work in the appendix.

Second Research:

The second research of this thesis is the expert interview, which was conducted with an expert from a large international publishing house. This expert interview with a marketing and sales employee of Hubert Burda Verlag was conducted on May 7, 2021. The interview was recorded with the expert's consent in German. The interview was conducted as a semi-structured interview. Several questions have been prepared, however, responses to the expert's answers have also been given within the interview and interposed questions have been asked. In particular, interpreting questions were used to allow the expert some leeway in answering the question. However, a few follow-up questions were asked to dig deeper into the content.

The interview was then transcribed using Word and has been translated into English. To analyse the interview, a structuring content analysis according to Mayring was also carried out. However, an inductive category formation was carried out. This means that the text was analysed step by step. During reading, words were determined, which were used as a code and these were assigned to the text passages again and again. The coding process was carried out by axial coding. After the text was coded, the coding words were summed up and three upper categories could be appointed. Within the codebook of this thesis, the coding pattern of this analysis can also be found and the categories, as well as the coding words are recorded in more detail (see appendix 3).

Quality Criteria

The criteria of reliability, replication, and validity are often used to evaluate research (Bell, Bryman, 2011, p.41). These criteria can be checked primarily within quantitative

research, but this is also possible and necessary in a modified form for qualitative research.

Within reliability, a distinction is made between external and internal reliability. External reliability describes how likely it is that the study conducted can be repeated (ibid., p.386). This criterion is difficult to fulfil within qualitative research, as social behaviours cannot be repeated to the same extent. Internal validity can only be performed if there are multiple observers within the study, which has not been the case within these studies.

However, within this work, a guide has been given on how the studies can be replicated by using the code book (see appendix 3). It is unlikely that the same responses to the questions will be given in the expert interview if it is repeated. However, the questions were formulated to be consistent with the rest of the paper, and experts in the same field would give similar answers.

Validity can also be divided into internal and external validity. Internal validity is concerned with whether the researcher's findings match the theories developed (ibid., p.386). External validity describes the extent to which the results of the studies can be generalized.

The internal validity within this work can be guaranteed as the researcher himself has practical experience within the subject area of the work and can therefore assess to what extent the expert statements match or can be combined with the theories of the literature and thus a new theory can be developed.

External validity in qualitative research is difficult to ensure as only small-sized studies are conducted. However, by carrying out the first study, it can be said that magazines can be generalized and thus also the trends of magazines with regard to advertising marketing. Thus, it can be argued that the expert interview does not exclusively show the views of the expert within his subject area but can be generalized for all magazines and publishing houses.

Chapter 4: Data Analysis and Results

The following analyses serve to answer the research questions, complementing the literature review. The research has been divided into two parts according to the two research questions. Thus, two analyses were carried out within this work, which build on each other. First, the background of the two types of research is explained and the way they complement each other. Afterwards, the analysis of the first study will be described and the results presented. The same will be done for the second study.

Background of the Researches

Within the literature, magazines are seen exclusively as a unified medium. Statements such as "Ad placement within magazines has decreased" can be found. However, magazines deal with different topics of special and general interest and thus operate on different sales markets by focusing on different target groups. To supplement the previous research results on advertising marketing in this respect, an analysis will first be carried out to identify whether advertising placement in magazines with different thematic orientations varies or whether all magazines can be summarized as one medium in the area of advertising placement.

The first analysis aims to examine whether the statements on magazines regarding their advertising trends in print and online can be generalised or whether distinctions may be made. The first analysis serves to answer the first research question: How does the thematic orientation of magazines influence the change in ad marketing across print and online?

Within the second analysis of this thesis, an expert interview has been conducted regarding advertising marketing within magazines. Based on the results of the first analysis, the results of the expert interview can now either be generalised if it can be confirmed that magazines can be considered uniformly. However, if the results of the first study disprove that magazines can be considered uniformly, the results of the expert interview can only be applied to the specific thematic area of the expert within

magazines and it would be necessary to conduct numerous expert interviews for a generalisability of this topic. The second analysis serves to answer the second question: How to combine advertising marketing in print and online within the magazines? It can therefore be seen that the second analysis builds upon the first, and thus the second question also builds upon the first question. The results of the first analysis and the first question either allow or refute a generalisability of the topic. And thus the significance of the expert interview can be assessed. The objective within the second analysis is the further development of the advertising circulation spiral model based on expert knowledge.

Within both analyses, the Hubert Burda Verlag was considered as the initial source, which is headquartered in Germany (Burda, n.d.). The publishing house, which is internationally steeped in history, publishes over 600 media in more than 17 countries. Its portfolio includes a variety of media forms, ranging from magazines to television channels. With over 12,300 employees, the publishing house can be considered an important company in the international publishing industry.

Due to the size of the publishing house, the large media portfolios, and the international distribution of locations, this publishing house can be seen as a representative example for many publishing houses. Therefore, the results of this study can be used in an international context as well as adapted to other publishing houses.

Data Analysis: Research One

The following data analysis serves to answer the first question. The results obtained here serve as the basis for the second analysis.

As already described within the background of the analyses, science and previous studies generalise the medium of magazines as a single media. However, it has already been shown in the literature review that magazines differ within their thematic orientations. These range from women's magazines to news magazines. Due to their different thematic orientations, these magazines reach different target groups as readers. Different age structures within these target groups also mean different media usage behaviour.

Science predominantly says that ad marketing within print magazines is decreasing, while ad marketing within the digital offerings of the magazines is increasing. As described in the theory of the advertising circulation spiral, both the readership and the advertisers have an influence on the advertising placement within the publishers. With different readerships of the magazines and thus different advertisers, it should be examined whether the magazines and their trends of ad placements need to be considered in a thematically differentiated way. And thus different trends in ad placement develop for different thematically oriented magazines.

Within the following study, this gap within the previous studies will be examined. The results of this study can either confirm or disprove the generalisability of the magazines, regardless of their thematic orientation.

The study was conducted as a qualitative content analysis. Eight magazines published within the Hubert Burda publishing house served as the basis for the analysis. These eight magazines are either exclusively German-language magazines or are represented within the European area. Within the analysis, the change in advertising placement in the print editions of the magazines between 2015 and 2021 was examined.

In the following, the eight magazines studied are presented with regard to their thematic orientation and their target group.

Mein schöner Garten

The magazine “Mein schöner Garten” is the largest garden magazine in Europe with around 2 million readers per month (BCN, n.d.a). The focus of the brand deals with topics related to the garden. In addition to the actual print edition, the brand is also available as a website and is represented on social media. The main target group for the print edition is women aged 40-59. Within digital media, the main target group is women aged 30-49.

InStyle

“InStyle” magazine is a star fashion magazine published in an international context (BCN, n.d.b). The German edition of “InStyle” is published monthly by Hubert Burda Media. Not only are the latest catwalk fashion trends thematized, but also street style and red carpet fashion find their place in the magazine. “InStyle” is published both monthly as a print edition, but also operates a website and various social media accounts. The main target group of the print edition is women aged 20-49. Within digital media, the main target group is women aged 25-59.

Bunte

The “Bunte” brand represents the first German people magazine, and still dominates this sector as the most successful brand (BCN, n.d.c). The lives of German celebrities are extensively covered in the weekly editions. In addition to the high-circulation print edition, the most important information about German celebrities can also be found on the likewise highly frequented website and various social media. The main target group for print is women aged 30-64. Within digital media, the main target group is women aged 30-54.

Chip

The “Chip” brand has been around for 40 years and covers all topics related to the digital revolution, presenting the latest trends in technology in its monthly issues, both in print and on a website (BCN, n.d.d). The main target group for the print edition is men aged 20-49.

Slowly Veggie

“Slowly Veggie” deals with the topics around conscious nutrition and brings new recipes for a healthy lifestyle to its readers every 2 months (BCN, n.d.e). These articles are available in the print magazine as well as on the website and various social media channels. The target group is not known.

Das Haus

“Das Haus” is a guidebook for topics related to living and building. The brand is represented in print as well as online (BCN, n.d.f). The main target group of the print edition is men aged 30-59. Within digital media, the main target group is men aged 30-49.

Focus

“Focus” is a German news magazine, with topics covering politics, business, science, and culture (BCN, n.d.g). Content from the weekly edition can also be found on the “Focus” website and social media. The main target group of the print edition is men aged 30-59. Within digital media, the main target group is women aged 20-49.

FitforFun

“FitforFun” represented a fitness magazine within Burda's portfolio (BCN, n.d.h). In March 2021, the brand's print edition was discontinued due to negative circulation figures, leaving it available only as a website. The main target group of the print edition is women aged 38. Within the digital media, the main target group is women aged 20-49.

This portfolio of featured magazines covers many different topics of society both from the special interest area, such as gardening and fashion, as well as from the general interest area, such as news and entertainment (see table 1).

Medium	Mein schöner Garten	InStyle	Bunte	Chip	Slowly Veggie	Das Haus	Focus	FitforFun
Thematic orientation	Gardening	Fashion	Entertainment	Technology	Food	Housing	Economics	Fitness
Demographic structure print magazine	Women, 40-59	Women, 20-49	Women, 30-64	Men, 20-49	Not given	Men, 30-59	Men, 30-59	Women, 38
Demographic structure online media of magazine	Women, 30-49	Women, 25-59	Women, 30-54	Not given	Not given	Men, 40-49	Women, 20-49	Women, 20-49

Table 1: Representation of the demographic structure of the subjected magazines

Source: own creation

With the help of qualitative data analysis according to Mayring, it was possible to examine these magazines. This analysis was carried out with the help of deductive category formation. Deductive category formation involves determining the categories to be analysed before the analysis begins. These were collected using a coding guide by writing them down in a codebook (see appendix 3).

In the following, the steps of the analysis process are presented.

The first step of the Mayring analysis determined the period within the analysis. An analysis period of the magazines between the years 2015 and 2021 was set. The January edition of the magazine of the year was to be analysed. With eight magazines within the respective years, this results in a total sample of 56 magazines.

In the following step, categories were specified for the analysis. A distinction was made between formal and content categories (see table 2).

Formal categories

Number	Category/ variable labelling	digits	Values and value labels
1.1	sequential number	2 digits	01-...
1.2	Medium	1 digit	1-8 (key diagramm 1)
1.3.1	day	2 digits	01-31
1.3.2	month	2 digits	01-12
1.3.3	year	4 digits	2015-2021

Content categories

Number	Category/ variable labelling	digits	Values and value labels
2.1	subject	1 digit	1-8 (key diagramm 2)
2.2	Advertisement placement	2 digits	01-39

Table 2: Deductive categories formation for content analysis one

Source: own creation

The formal categories within this analysis are sequence number, medium, day, month, and year. A sequence number is a consecutive number that is assigned to be able to distinguish the analysed magazines subsequently. The medium refers to the eight magazines that are analysed. The day, the month, and the year describe the publication date of the examined edition. These categories are defined with the help of predefined numerical codes and are used later for coding. The content categories describe the content criteria that are to be considered and analysed. The thematic orientation of the eight magazines was specified as one category and thus eight thematic orientations were also specified. In addition, the number of advertisements was set as a category. These categories were also assigned to codes. Axial coding was used to code the categories. In this way, properties between the specific categories can be identified and discovered (Mayring, 2000). An Excel coding sheet served as the basis for the coding process (see appendix 3). Following this, the 56

magazines have been coded and recorded within the coding sheet. This coding was analysed by merging the categories. Below is a summary of the coded magazines, divided into magazines and their thematic directions by year (see table 3). The figures represent the number of advertisements placed in the respective print magazines.

	MSG Gardening	Instyle Fashion	Bunte Entertainment	Chip Technology	Slowly Veggie Food	Das Haus Housing	Focus Economics	Fit for Fun Sports	
2015	17	38	22	23	8	7	19	16	
2016	14	39	23	22	3	6	20	16	
2017	14	32	29	13	5	6	16	13	
2018	10	29	29	10	6	7	12	14	
2019	9	27	29	6	7	4	9	13	
2020	19	21	37	6	7	4	8	13	
2021	20	20	23	6	6	5	13	21	

Table 3: Summary of the coded analysis as a table

Source: own creation

The changes that have taken place across the ad marketing of the print magazines within the years studied can also be depicted graphically (see figure 10).

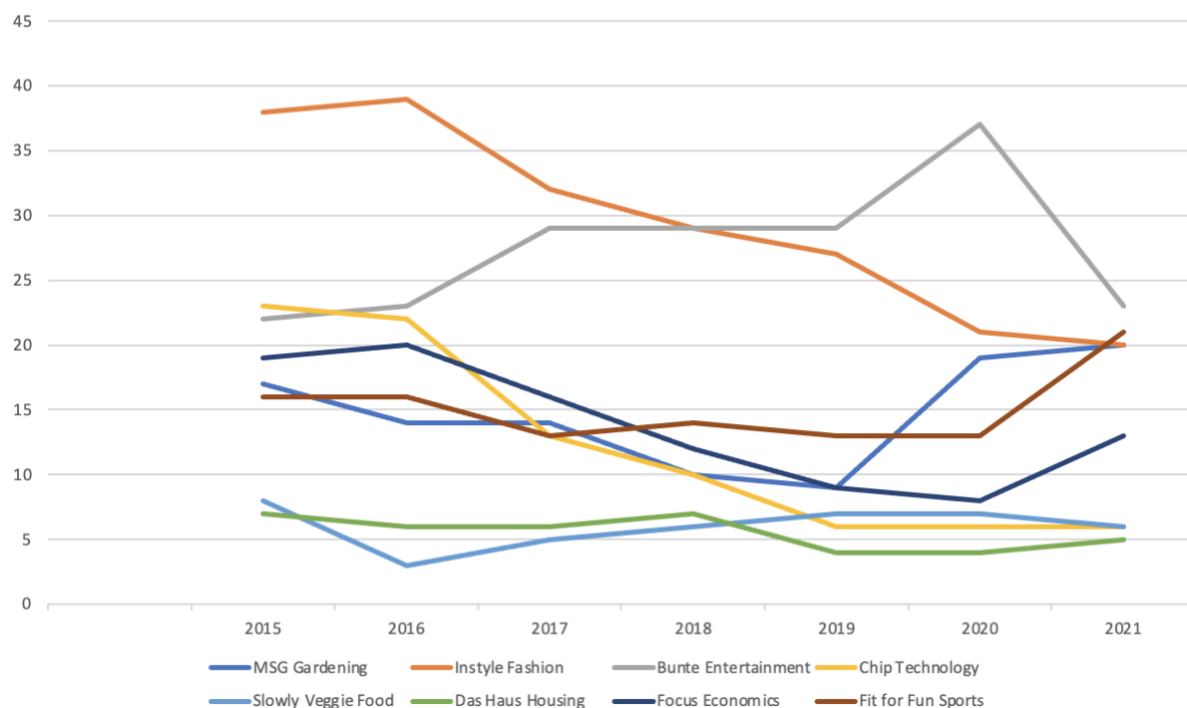


Figure 10: Displaying of the results from the analysis graphically

Source: own creation

The evaluation of ad placements during the period considered shows that the change in the number of ads placed differs within the magazines. The brands “InStyle, Chip, Slowly Veggie, Das Haus” show constantly decreasing numbers. Particularly the range fashion and technology losses accept announcements with a minus of 18 announcements of the “InStyle” and 17 announcements in the chip. The garden, entertainment, business, and sports sectors, on the other hand, are seeing mixed trends in terms of ad sales. Here, one sees in most cases a downward trend of ads in 2017-2019 and an increase between 2020 and 2021.

Evolution of the Results of the Data Analysis

Although three outliers of the magazines can be shown, which could register an increase in print ad placements within the last two years, the general trend of the magazines is a downward trend of print advertising. The three magazines that felt a slight upward movement within the print area also recorded a downward trend between the years 2016 and 2020. Thus, it would have to be additionally investigated what impact the Corona pandemic had on the increased advertising placement exclusively in the last year. Looking at the majority of magazines and the general trend movement within the last few years, a general downward trend in print ad placement can be seen, regardless of the thematic orientation of the magazines.

In the following, the content analysis was additionally compared with statistics from Statista related to the eight magazines. This applies to advertising marketing and advertising sales within online marketing as well as within print marketing. First, the statistics of the magazines within the print sector are shown and compared with the content analysis.

To substantiate the results of the data collected, statistics from the Statista platform for the respective magazines were also examined in the areas of paid advertisement in the print sector and advertising revenues in the print sector (see appendix 2). Almost all of the magazines analysed show the same trend movement as the general statistics

on the circulation development of print media. The paid circulation shows a consistently declining figure and this is also where the trend is defined. In the area of advertising marketing revenues with the print media, the general trend can also be seen. The magazines consistently show negative revenues from print. Based on the data and statistics, the trend of declining print circulations, declining print ad sales, and declining or stagnating ad pages can be confirmed for the different thematic orientations of the magazines.

But what does the movement within the respective brands in the online marketing area look like? Is there a general trend that can be identified across all magazines, or is it necessary to differentiate thematically?

In addition to the content analysis, the visits to the respective websites were examined over a longer period. Direct figures relating to the revenues of the brands through online marketing measures are not available. However, the online revenues from advertising are based on visits, and an increasing number of visits also means an increasing attractiveness for advertisers and thus increasing revenues (see Appendix 2). The same is true the other way around. The visit numbers of 7 of the 8 media previously examined could be viewed between the periods 2003-2021 via an online tool for recording online traffic. The figures show a consistently rising trend within all magazines in the number of visits. Thus for the online trend movement, the trend can be generalized, all web pages of the magazines could register within the last years positive numbers of the Visits and thus positive conversions.

Discussion

The content analysis has shown that the ad placement within the print edition of all magazines has decreased on average. This movement was shown by additionally examining the advertising turnover as well as the advertising placement through statistics from Statista for the respective magazines. The paid circulation of the magazines was also examined, showing a decline as well.

The movements within the online advertising of the respective magazines were examined through the number of visits. As shown in the literature using the model of the advertising circulation spiral, the number of readers determines the number of

advertising sales (Furhoff, 1973). Thus, it can be concluded that the advertising turnover within the online media of the magazines has increased.

Looking at the demographic structure of the readership, clear differences can be seen. Both within the individual media of the magazines as well as between the magazines themselves. According to the literature, the readership of print and online media shows different demographic structures and readers of different age groups have different preferences in the consumption of media (MRI-Simmons, 2019). Thus, in this case of analysis, different trend developments should be recognisable for the respective magazines, as the magazines differ strongly within the demographic structure of their readers. However, a general trend in readership is discernible within the magazines. The number of copies sold and therefore the number of ad placements in magazines is falling across the board, while the number of visits on websites and therefore the number of ad placements on websites is rising. This trend is independent of demographic age structures and thus different media usage preferences. The individual magazines studied differ in their thematic orientation, which results in different target groups.

Within this analysis, however, it can be confirmed that general trend movements in the area of magazines are independent of their thematic orientation. In this case, a general trend can be seen: declining ad marketing in the print sector, increasing ad marketing in the online sector. Thus, this first study of this thesis was able to explore the generalisability of magazines in general trends. The previous literature, which generalises magazines, could be confirmed.

The first analysis thus provides an answer to the question: How does the thematic orientation of magazines influence the change in ad marketing across print and online? The thematic orientation of magazines does not influence trends within ad marketing. Despite the thematic orientation of the magazines, declining print advertisements as well as print advertising revenues and print expenditures can be observed. While online users and online advertising revenues are increasing.

In this case, magazines can be seen as a unified medium and do not have to be considered separately. This analysis serves as the basis of the second analysis in this thesis.

Data Analysis: Research Two

Within the second research of this thesis, an expert interview was conducted. This analysis serves to answer the second research question of this thesis and builds on the first analysis and research question.

This expert interview was conducted with an employee of Hubert Burda Media Verlag. The expert works as a marketing manager for several brands of the publishing house in the areas of home, garden, and furnishing. Before joining Burda three years ago, she had previously worked in marketing and sales at other publishing houses and is therefore very familiar with the subject of publishing and its media.

In the special of this interview, the brand “Mein schöner Garten” is thematized, which represents one of the eight analysed magazines. The print edition of the magazine reaches 1.8 million readers and has an age demographic of 40-59 years (BCN, n.d.a). The website with the same title reaches 6.4 million unique users and 15.7 million visits. Here, the target group is in the age range of 20-49.

The interview was conducted on 07.05.2021. A qualitative content analysis according to Mayring was also carried out to analyse the interview (Mayring, 2000).

Within the first step in preparation for the interview, an interview guide was prepared. The interview was carried out in the form of a semi-structured interview. The questions were formulated in advance, however, during the interview, the expert was asked questions in between.

To keep the interview as transparent and informative as possible, interpretative questions were selected in advance as a type of question. During the interview, a series of follow-up questions followed. In total, the interview lasted about 40 minutes and eight questions were asked. The Microsoft Teams tool was used for this purpose.

The interview was transcribed and translated into English from the original language (German). This was done using Word as a tool (see appendix 3).

An analysis of Mayring was carried out in the form of structured content analysis. An inductive category system was chosen and axial coding was carried out.

Initially, the transcribed interview text has been read several times. Coding words were added to each sentence. Words such as cross media, trend, print and online have been coded. The coded words then were classified into categories.

The result of the axial coding of the interview text consists of three categories: Trends within Print and Online, Ads Edition Spiral, and Cross Media Marketing.

These categories as well as the corresponding coding words and example texts from the interview are summarised in the table below in the form of the subsequently created coding guide (see table 4).

Text Section	Coding	Category
Well, I think that there is a general trend towards online digital and that a lot of things are being digitalized, whether it's the special interest area or the general interest area	Trend, Print, Online	Trends within Print and Online
You will never see a decision to reduce the print quality and thus the overall quality of a magazine.	Ads Edition Spirals, Spiral, Ads Visits Spiral, quality	Ads Edition Spiral
But so far, from my experience, the customers have always been very positive after cross media campaigns.	Cross Media Marketing, Cross Medial	Cross Media Marketing

Table 4: Inductive category formation and evaluation of the expert interview
Source: own creation

The interview was analysed and summarised according to the three categories below.

Trends within Print and Online

Overall, a trend towards digital marketing is emerging. It's not about the industry itself, the trend can be seen in general. e, but this trend can be seen in general. Even the brand "Mein schöner Garten", with an average target group of 50 years, has seen an immense increase in the number of users on the internet and thus an increase in digital advertising activities. Given the age structure of "Mein schöner Garten's" target group, initially one might not assume that this group is online-savvy. For this reason, the example also confirms the trend towards digital media, regardless of the thematic orientation and age structure of the users.

Publishers in general also attempt to position themselves digitally in this respect. Burda as a publishing house is very well positioned digitally and can offer a lot of digital marketing opportunities for its brands as well. Other publishers, on the other hand, cannot offer digital marketing opportunities, although they would like to.

Nevertheless: "A lot of print will die. Digital media will eventually dominate, if it hasn't already. (Expert, personal communication, 2021)" The reason digital generates very high revenue figures is that it is not just about the advertising revenue business itself, it is also about the programmatic business, such as SEA.

However, the expert says, print media and digital media will not cannibalise each other. The Print will always remain and this area should also be used for marketing.

Crossmedia marketing

"Crossmedia is a must" (...) "If I market, then only crossmedia" (...) I have only received positive feedback from customers on this so far. (Expert, personal communication, 2021) "

Crossmedia marketing in the publishing industry refers to using a combination of print media, digital media, and social media as a marketing platform. By using different media, a target group mix is created that achieves high coverage. Achieving reach is an important goal for clients, which is achieved by incorporating different media for marketing. The print target group has a different age structure than the target group within digital media as well as social media. However, all age structures together result in an extensive reach. This results, nevertheless, in an intensive marketing expense.

The experiences of the expert compared to small publishers and large publishers differ greatly. With small publishing houses, her experience has often been - although the publishers want to offer crossmedia marketing, nonetheless they do not know how to provide this to their customers. Within the large publishing houses they can. This is primarily due to the manpower that stands behind a publishing house.

A corporation like Burda has entirely different possibilities for using its resources on digital compared to a small publishing house that only focuses on print and is now trying to enter the digital trend. Clients have a campaign goal that they want to achieve. Offering a banner campaign on a website that has no reach is a failure of the client's campaign goal. Publishers should therefore only offer services they can to provide and are well-positioned in. However, the expert's experience is: "The bigger the publisher, the greater the understanding of crossmedia".

According to the expert, print and digital should never be separated, if the possibilities exist within the publishing house.

The reason for this is that print and online marketing take different paths. For one thing, there is a diversity of forms. Print allows traditional approaches, while digital can work through dynamic images. A lot of consumers like to have something haptic to hold in their hands, like a printed copy. In this case, not only the older target group but also a lot of younger consumers. A magazine serves as an inspirational guide. The reader can take himself into another universe by reading the magazine. This gives the reader a different connection to the brand and thus a different perception. In addition to targeting the age of the readership, the reader within print magazines is also addressed by saying, "I engage with the content, I spend money on it and I take a while to flip through the magazine". Moreover, a magazine takes on a kind of collector's character for many readers. The users who buy these magazines are willing to spend money on them.

Prices for advertising in "Mein Schöner Garten" magazine, for example, are very expensive. This also reduces the number of advertisements, as only companies having the budget to advertise do so. However, regional magazines, for example, do not do this. The advertising prices are low and the reader is bombarded with

advertising. For advertisers, “Mein schöner Garten” magazine also has a brand value. The magazine exists for 45 years and has 45 years of competence proven behind it. Advertisers appreciate that and understand that the brand value of the magazine transfers to their brand if they can afford to advertise in it.

This applies to all bigger magazines with a high reach and a history, such as “Schöner Wohnen”. All these titles have a certain prestige value for advertisers and readers.

A print ad primarily serves the company to build its brand through the recognition value, the long-lasting bond of the consumer with the magazine. However, brand building for companies within the “Mein schöner Garten” brand is also possible online, for example through formats such as native advertising.

"Generally, however, online marketing serves blanket traffic measures that are pushed from A to B." (Expert, personal communication, 2021) Users access the brand's website via Google looking mainly for a solution to a specific problem. As a result, they perceive the content of the website and the ad placements quite differently than a reader of the print edition.

Because of the different goals that print and online achieve with their marketing efforts and the different attitudes of the users of the platforms, the expert sees crossmedia marketing as a complementary thing that will continue to grow.

Advertising circulation spiral

Print and online media are considered as a unit within publishing houses, according to the expert. Within the expectation calculations, expectations are set for the brands, which the brand must fulfil. In the process, it does not make any difference as to how these expectations are fulfilled. Initially, it is not taken into account whether the sales originate from online or print.

In the case of the “Mein schöner Garten” brand, the performance of the online sector this year compensated for the lack of sales in the print sector. Even though the garden sector is not a traditional topic for online sales. The competing gardening magazines, such as the “Deutsche Bauernverlag” or “Kraut und Rüben”, do not perform as well online.

However, does the quality of magazines that are not strongly positioned online and only generate print revenues suffer, as the advertising circulation spiral says?

This cannot be said as a general rule - the specific revenue situation has to be looked at in this case.

The expert has already experienced that smaller publishing houses, with less diversity compared to a large corporation - and above all without the possibility of using media online - have changed their media formats or cut back on paper quality in the face of declining circulations and revenues. With publishers like Burda, who have a wide range of publications, quality would never be cut. As Burda stands for quality journalism, the magazines are of high quality. Burda's approach is looking at the relationship between sales and marketing. Once it is established that the magazine is not generating enough sales, the magazine is taken out of the programme instead of reducing the quality. For instance, the "Sense of Home" brand was like that. Originally, the magazine was published as a print edition 2 years ago. However, the magazine did not find enough sales in the market but offered great competence and high-quality content. The magazine was therefore removed from Burda's portfolio as a print edition, but was launched as a website and thus as an online brand, becoming a successful brand as of today. In doing so, a less successful print brand became a successful online brand. This may be a way to deal with declining circulation figures.

Evolution of the Results

The international marketing model of the advertising circulation spiral (Furhoff, 1973) illustrates the interrelationships between print circulation strength, advertising revenues through advertisements, and the consequences of an increase or decrease in advertising revenues within the print media. In the following, the theoretical model of the advertising circulation spiral is compared with the analyses of this thesis. Furthermore, the model is to be developed further and offer a sound basis for international publishing houses, which describes the effect mechanisms of advertising marketing within the publishing industry. By incorporating the results of the previously conducted study, the newly developed model can be considered applicable to

international publishers. Thus, the model can now also be used within international science.

Further development of the spiral, section 1:

Within the existing spiral as well as in the literature, there is no connection between print ads and online ad marketing. The dynamics of online ad marketing are disregarded.

This aspect was specifically asked about in the expert interview to gain additional insight into the literature, which has gaps in this regard.

The expert interview revealed that print and online are considered as one medium for each brand in the publishing industry. The revenues generated from marketing within a brand are not distinguished as to whether they are generated from print marketing or online marketing. Within the last few years, it was for the brand. In the last few years, it has even been the case for the brand that is managed within the publishing house that the increased online advertising revenues were able to compensate for the lack of print advertising revenues and that the overall brand was therefore very well off in the profit and loss account.

Looking at the original model of the advertising circulation spiral, the expert interview revealed a gap within the spiral. Thus, the first realisation is that print and online marketing cannot be separated from each other when publishers offer both, and in this respect, the ad circulation spiral must be supplemented by online marketing.

Further development of the spiral, section 2:

Within the primary advertising circulation spiral (Furhoff, 1973), it is said that the quality of print media suffers due to the decreasing circulation and thus decreasing revenues of ad marketing (Schröder, 2007). As the initial analysis of this paper has shown, as well as other studies, the trend of decreasing print ad revenues and increasing digital ad revenues can be seen within the current situations of publishers. If this current trend, which can be perceived within the publishing companies, is related to the

theoretical model of the advertising circulation spiral, the quality of the print magazines would have to decline significantly due to the lack of print advertising revenues.

The expert means to this that this depends on the publishing house, how this deals with the situation. Large publishing houses, which offer a broad portfolio and combine many different media forms, will not save on the quality of the print media. Here, with declining circulation figures, the print magazine would rather be taken out of the range and converted, for example, into a purely online brand. However, smaller publishers, which are particularly strong in the print sector, may have to reduce the quality of their print media due to a lack of sales.

This leads to the second conclusion that the part about declining quality as a result of declining print circulations cannot be generalized and that the spiral would have to be modified in this direction as well.

Modifying the outdated model of the advertising circulation spiral to suit today's international publishers:

If the practical findings of the expert interview are taken into account in the theoretical spiral, the result is a modified spiral.

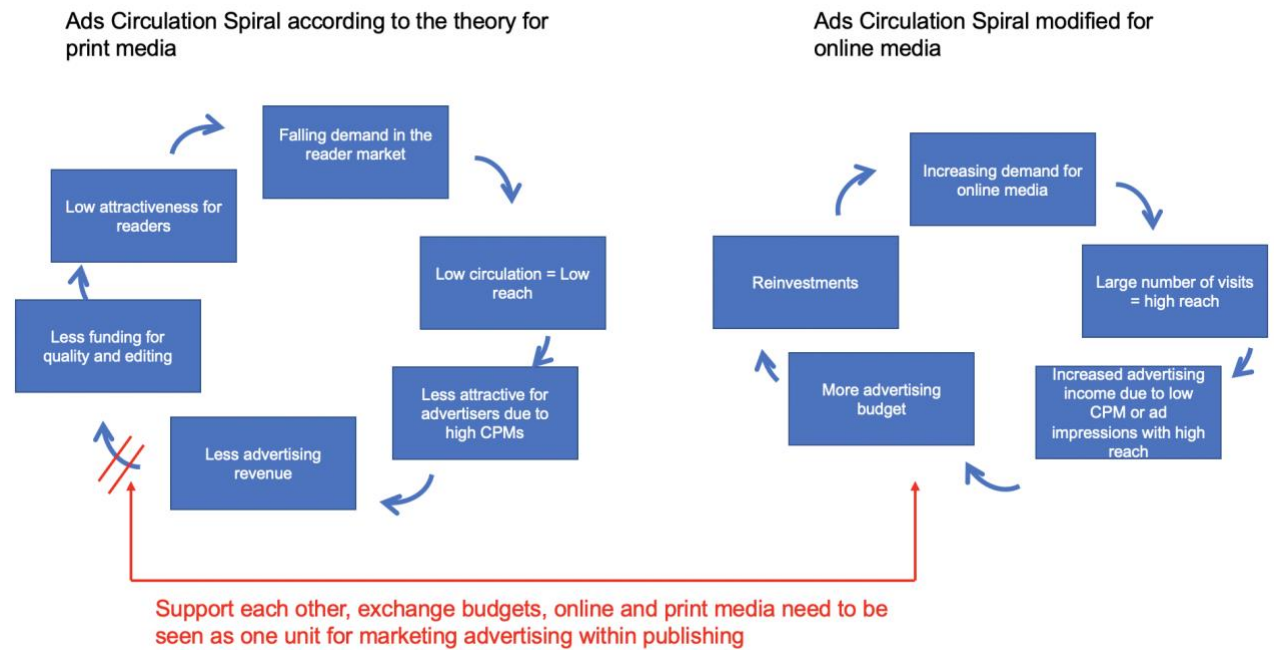


Figure 11: Further development of the advertising circulation spiral based on the findings of the analyses of this work Part 1
Source: own creation

The model above (see figure 11) shows on the left side the displays of the spiral within its original form according to the literature. Within the model, the process is shown in a downward trend.

On the right-hand side of the model is a modified form of the ad circulation spiral for the online sector, which was created in-house. It works like the ad circulation spiral for the print sector, but instead of using circulation, it is calculated with the number of visits on the publishers' websites.

Now the two spirals for the two media formats of the publishers for advertising can be seen next to each other.

According to the expert interview, it cannot be denied that the quality of the print edition suffers due to lower advertising budgets within ad marketing, which is why this arrow of the original spiral is crossed out and must be revised. In addition, the expert said that many brands within publishing houses could cover the losses from the print area with income from the online area, which is why a connection must be made between the two spirals in the form of budget transfer.

It is thus concluded that the theoretical print ad circulation spiral is outdated and needs to be revised.

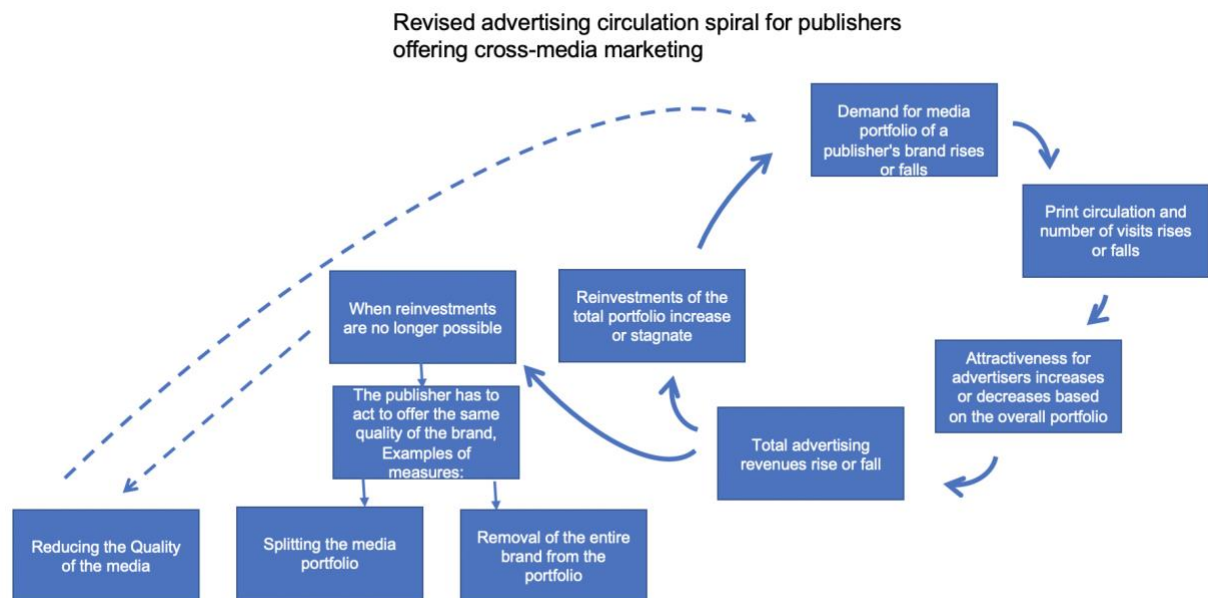


Figure 12: Further development of the advertising circulation spiral based on the findings of the analyses of this work Part 2
Source: own creation

Within the following graphic (see figure 12), a new ad circulation spiral was created for publishers who offer a cross-media portfolio, i.e. publishers who offer both print marketing and online marketing activities.

Initially, only one spiral is visible. Within this spiral, the media print and online were considered as a whole within one spiral. According to the expert, within publishing houses, the media portfolio of brands is also considered as a whole. It does not matter which media form specifically generates the sales. What matters is what overall result is achieved from the mix.

The spiral is initially identical to the theoretical advertising circulation spiral. The demand for the overall media mix of a publisher's brand rises or falls. Depending on the demand, the number of hits and the number of visits increases or decreases. This results in an increasing or decreasing attractiveness of the advertisers, seen on the total portfolio. Depending on this, the total advertising revenue within the publisher's brand increases or decreases. Reinvestments within the brand increase or stagnate and the cycle starts all over again.

A decisive difference within the new spiral now exists in the case when reinvestments within the brand would no longer be possible and the publisher could therefore no

longer offer the same quality. In this case, measures can be taken to split the media portfolio of the brand. For example, only the online medium is offered. Another measure is the removal of the entire brand from the publisher's portfolio.

The difference here is that publishers who offer cross media do not reduce the quality of the magazines across the board. Only a few do this, and most of them only offer print media within their portfolios. Mostly, other measures are taken without reducing the quality of the brand.

Using the first and second analysis of this thesis as a basis, an existing marketing model has been reviewed. After considering the results of the studies in this thesis, the model has been revised. The presented model has been adjusted to the current situation of the publishing houses, in which it could be standardised by a practical expert view for publishing houses that operate cross-media marketing and adapted to today's standards of digital technology.

Discussion

Within the second research part of this thesis, an expert interview was carried out regarding the issue of advertising marketing within publishing houses. The first analysis revealed a generalisability of trends within magazines, regardless of their thematic orientation. The expert interview was conducted with an expert who is specialised primarily in the areas of gardening and living, especially with the magazine "Mein schöner Garten". Since the previous analysis identified identical trend movements within the eight different magazines, the results and statements made in the expert interview can be applied to all magazines and not just to gardening magazines. Thus, the results of the first study demonstrate the validity of the expert interview and the results can be applied to all areas of magazines within publishing houses.

The expert acknowledged the trend that could already be seen in literature as well as in the initial analysis of this thesis. The importance of digital marketing within magazines is increasing, while print advertising marketing is declining. According to the expert, this trend can be seen regardless of the thematic orientation of the magazines, as also found within the analysis.

Researchers are debating whether print media will be cannibalised by digital media (Sridhar, Sriram, 2015; Simon, Kadiyali, 2007). According to the expert, this will not be the case within the publishing industry. The Print will continue to exist in any form.

Therefore, like academia (Falkner, 2015), she argues in favour of using cross media marketing as a solution to combine the two channels. Within the literature review, the differences between the use of print ad marketing and online ad marketing were presented (Sinha, 2016; Falkner, 2015; Nelson, n.d.). The expert confirmed these differences. While digital media is mainly used as an ad format to drive higher sales figures and to transfer traffic. Print media is mainly used as an advertising format to build and strengthen the brand. Customers deal with the advertisement in a print newspaper for a longer period, thus creating a different bond to the advertised advertisement and therefore the company (Designmadeingermany, 2018). The advantages of both formats can be combined through crossmedia. According to the expert, a cross-media marketing approach should always be used within large publishing houses, as this marketing approach tends to be the most effective. Thus, the expert never considers print and online advertising marketing separately - these media should always be considered together. Within publishing houses that provide both forms of media, the media possibilities for a brand of a magazine are never considered separately in the calculation of the results. The turnover of advertising revenues is considered as a whole. Therefore, a shortfall in print revenues can be compensated by an increase in online advertising revenues.

The expert interview thus showed that the theoretical marketing model of the advertising circulation spiral for publishing houses is outdated. For international publishing houses, which can take a cross-media marketing approach, the model has to apply to print and online media. In addition, there are discrepancies regarding the reduction of quality in the absence of advertising revenues. The expert mentioned other measures that publishers are taking to compensate for the lack of advertising revenue from the print sector. Following the expert interview with an expert from an international publishing house, the model can now be seen as applicable internationally within the scientific community.

The question posed at the beginning: How to combine advertising marketing in print and online within the magazines? can be answered as follows.

Within international publishing houses, the crossmedia marketing approach should be adopted to combine the advantages of the media platforms. This approach allows both print and digital media to coexist without cannibalising either in the future. The updated advertising circulation spiral can help publishers to understand the dynamics of a crossmedia marketing approach and explain how to handle these today and in the future.

Chapter 5: Conclusion

The following chapter presents the most important results of this thesis. For this purpose, the two formulated research questions are presented again, as well as the answers to these. At the end of the chapter, limitations and suggestions for further research are outlined.

Study Findings

Media consumption of society is changing. While digital media are becoming increasingly popular, print media is losing popularity. Magazine publishers face this trend movement as well. Advertising marketing within the media is a major source of funding for publishers. With the digital increase and hence the increase in digital marketing, a shift in the marketing activities of publishing houses can be observed.

Within this thesis, the change in media usage, as well as the change in media presence of publishing houses have been investigated throughout the literature review. The literature reveals that print circulation of the publishers' media is decreasing, while the number of visitors to the digital media forms of the publishers' brands is increasing. At the same time, the trend in advertising marketing within the publishers' media is the same.

This paper focused on two research questions. In the following, these are presented and addressed once again.

Research Question 1: How does the thematic orientation of magazines influence the change in ad marketing across print and online?

The thesis focused specifically on the medium of magazines within publishing houses. As already described in the upper part, previous literature and studies indicate the trend movement of decreasing print advertising revenues and increasing online advertising revenues within the magazines of publishing houses. However, a gap

within these studies lies in the fact that magazines are regarded as a uniform medium. Since magazines follow different thematic orientations and thus address different target groups, they have to be considered separately.

Thus, within the first study of this thesis, the advertisement intensity within print magazines was examined using qualitative content analysis. Over a defined period, the advertisements of different thematically oriented print magazines were investigated. To compare the study with the online media of these magazines, further statistics in the online area regarding advertising revenues in the online area were researched. The study concluded that the trend of increasing online advertising revenues and decreasing print advertising revenues can be unified for the medium of magazines. Thematic orientation does not play a role in this trend. Thus, previous studies could be confirmed.

Research Question 2: How to combine advertising marketing in print and online within the magazines?

A theoretical marketing model has been presented within the literature review: the advertising circulation spiral. This model examines the relationship between circulation strength, advertising strength, and advertising revenue for publishers within their print media. Academia takes a controversial view of this model and several points of this model are debated by academics. In addition to the academic debating issues already noted, this model is formulated exclusively for the print sector. Within the digital area of the publishing houses, this model has not been accepted so far. Moreover, the model has so far been used mainly within the German-speaking knowledge community. Thus, a research gap could be identified concerning the theoretical model, which should be considered within the studies conducted in this thesis.

The second study of this thesis dealt with an expert interview. The expert is a specialist in the area of advertising marketing of magazines in a major publishing house. However, the expert is specialised in a specific thematic area of magazines. The analysis carried out previously to answer Research Question 1 proved that magazines can be regarded as a uniform medium. Thus, the expert interview can be considered generalisable for all magazines and is not specialised in a particular thematic area of

magazines. Research Question 1, therefore served the validity of Research Question 2.

During the interview, the expert acknowledged the general "trend": the decline of print marketing, the rise of online marketing. However, the expert did not see any cannibalisation effect of the print media by the online media. Rather, nowadays she sees a combination of the two forms of media and considers this form of marketing to be the future path for publishing houses. This combination is called cross media marketing. Academics also suggest this form of marketing as a way of combining the two media in a meaningful way. Since the advantages of both marketing channels can be utilised, print and online media should never be considered separately as a form of advertising within publishing houses. Following the results of the interview in combination with the results of the literature review, the model of the advertising circulation spiral was considered outdated and further developed. The result of the study is an improved model of the advertising circulation spiral adapted to the current situation of international publishing houses. This model can be used as a guideline for marketing services to identify the effects between reach, marketing budget, and media forms and to draw conclusions for marketing activities within advertising marketing.

In general, one can conclude that there is a change in advertising marketing within the media of publishing houses. This change will intensify in the future towards a dominated digital media society. The solution for publishers to continue to offer print as well as online media within their portfolio is to use crossmedia marketing. The advantage for advertisers lies in the fact that they can reach different target groups and pursue different marketing goals through different media platforms. With the improved model of the advertising spiral, publishers have the opportunity to use the model as a guideline to understand the effects of the resulting cross media approach and to intervene with appropriate measures within their media portfolio in case of difficulties.

Thus, this thesis has further developed an already existing marketing model and filled a gap in scientific research. Furthermore, this new model and the findings of this thesis serve international publishing houses and advertisers. Since practical findings and theory are combined, an implementable model has been developed for this industry.

Suggestions for further research and limitations

Within the following work, two qualitative analyses were chosen. One of them consisted of an interview with an expert from a major publishing house. In order to make the study results even more representative and international, further expert interviews would be useful.

In addition, the qualitative content analysis linked the sudden increase in advertising sales within certain magazines back to the economic situation of the Corona pandemic within the years 2020 and 2021. This influence would be meaningful to investigate as a factor in order to obtain a completely clear result of the study.

Due to the current situation during the Corona pandemic, it was difficult to access literature within the libraries. Therefore, most of the literature had to be accessed online. Since the researcher of this thesis stayed in Germany at the time of writing, lots of German literature was included in addition to English literature. Social distancing also meant that the expert interview had to be conducted online, which resulted in the loss of some facial expressions and personal resonances.

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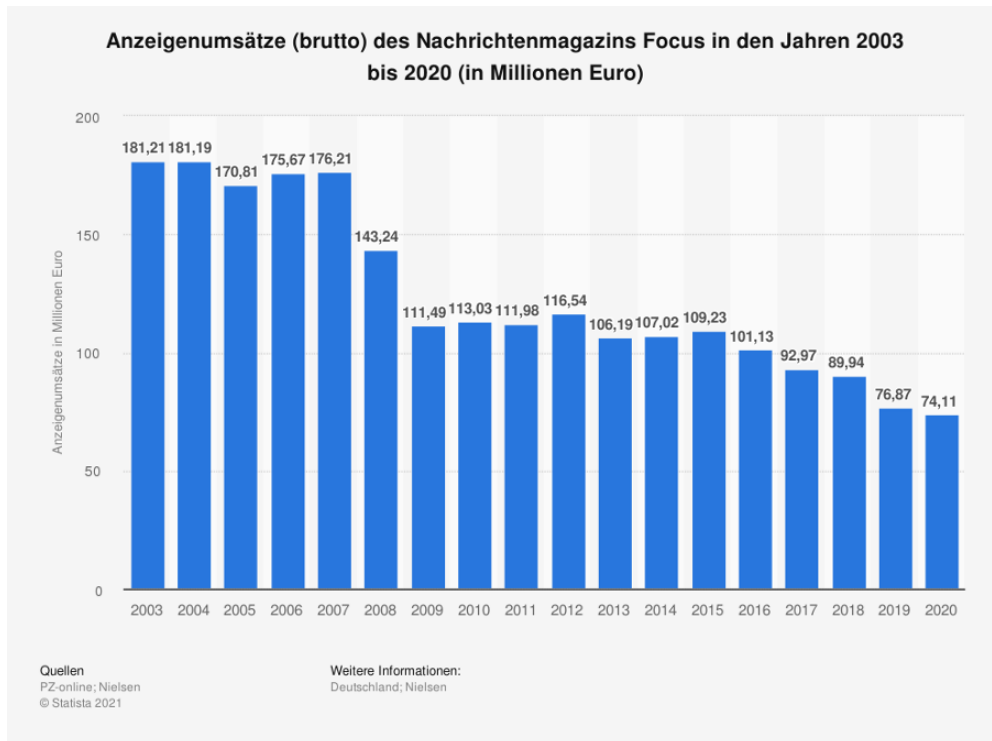
The Business Research Company. (2020). Newspaper & Magazines Publishers Global Market Report 2021: COVID-19 Impact And Recovery To 2030. Retrieved on 03.05.2021, at <https://www.thebusinessresearchcompany.com/report-preview1.aspx?Rid=newspaper%20and%20magazines%20publishers%20global%20market%20report%202020%2030%20covid%2019%20impact%20and%20recovery>

Appendix 1

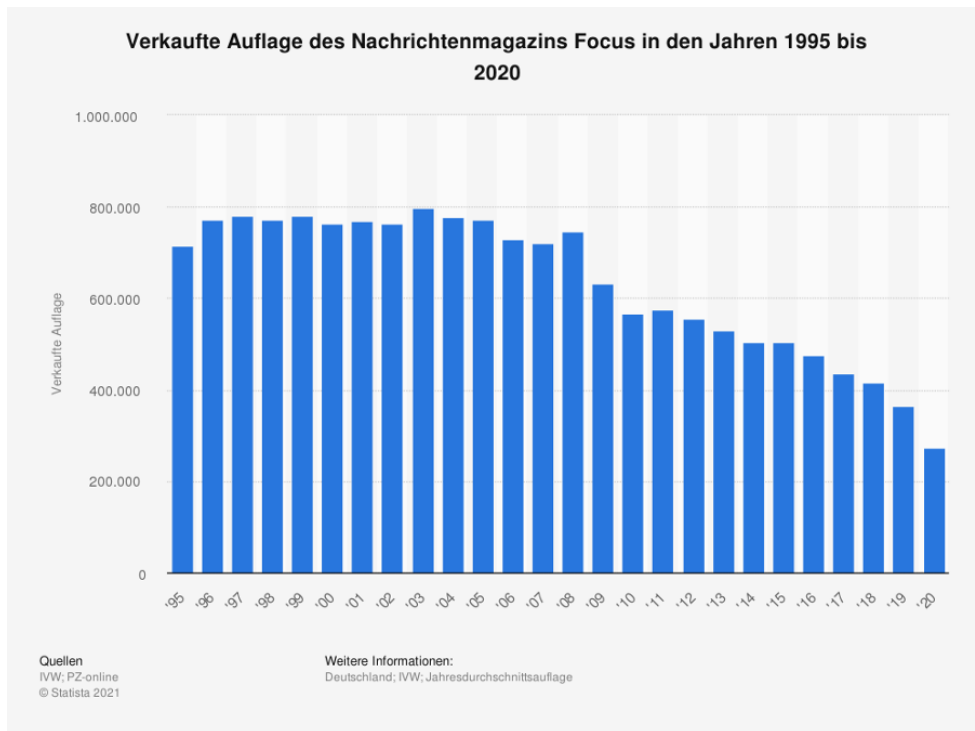
Year	Author	Purpose	Country	Data Collection Method	Findings
2007	Argentesi, Elena; Filistrucchi, Lapo	Investigates two-sided market with an application to the Italian newspaper market	Italy	Quantitative Analysis	Results suggest that there is competition on advertising prices among newspapers
2011	Bergemann, Dirk; Bonatti, Alessandro	Development of model about the competition between online and offline media on the advertising market	USA	Quantitative Analysis	Developed a model including market power of advertisers, multi home of consumers by choosing the magazines and how those consumers are distributed among the advertising market
2018	Merz, Yasmin	Investigates the extent to which cannibalisation and synergy effects exist between print media and their online	Germany	Discussion of different papers	Cannibalisation effect of online media with regard to print media exists
2006	Dewenter, Ralf	Explanation of the model of newspaper production monopolies	Germany	Quantitative Analysis	Further development of the two-sided markets model and exploration of other factors such as a newspaper market monopoly
2006	Dewenter, Ralf; Kaiser, Ulrich	Work analyses the specifics of two-sided markets and their relevance for the assessment of horizontal mergers	Germany	Quantitative Analysis	Study suggests that the reader and advertising markets tend to be characterised by asymmetrical structures.
2006	Schröder, Hermann-Dieter	Explanation of Advertising-Circulation Spiral	-	Discussion of different papers	-
2001	Kucklick, Thorsten	Illuminating different approaches that publishers can take to meet the challenge of online growth.	Germany	Qualitative Analysis	-
2007	Hass, Berthold	In this paper, the concept of the journalistic advertising-circulation spiral, which is widely used in German-language	Germany	Discussion of different papers	Critical appraisal has shown that the validity of this model depends largely on whether media companies are subject to funding restrictions and whether feedback effects are questionable.
1973	Furhoff, Lars	Testing of the circulation spiral	Sweden	Qualitative and Quantitative Analysis	This analysis leads to the conclusion that in each partial market (of content or geography) there is room for only one newspaper
2007	Simon, Daniel H.; Kadiyali, Vrinda	Examine how offering digital content affects demand for print magazines.	USA	Quantitative Analysis	Find strong evidence that digital content cannibalizes print sales.
2002	Deleersnyder, Barbara; Geyskens, Inge; Gielens, Katrijn; Dekimpe, Marnik	apply recent structural-break time-series econometrics to quantify the impact of an Internet channel addition on the long-run performance evolution of a firm's established channels.	UK, Netherland	Quantitative Analysis	we find that the often-cited cannibalization fears have, at least in this information-goods industry, been largely overstated
1997	Joseph, Alba; Lynch, John; Barton, Weitz; Janiszewski, Chris	Study examines the implications of electronic shopping for consumers, retailers, and manufacturers.	USA	Qualitative Analysis	It examines these advantages as a function of typical consumer goals and the types of products and services being sought and offers conclusions regarding consumer incentives and disincentives to purchase through interactive home shopping vis-à-vis traditional retail formats. Implications for industry structure as they pertain to competition among retailers, competition among manufacturers, and retailer-manufacturer relationships are discussed.
2000	Brynjolfsson, Erik; Smith, Michael	Our research empirically analyzes the characteristics of the Internet as a channel for two categories of homogeneous products-books and CDs.	USA	Quantitative Analysis	We conclude that while there is lower friction in many dimensions of Internet competition, branding, awareness, and trust remain important sources of heterogeneity among Internet retailers.
2015	Sridhar, Shrihari; Sriram, Srinivasaraghavan	We investigate this concern by studying how advertisers reallocate their media budgets over time between the online and print media within a newspaper.	USA	Quantitative Analysis	However, since a large portion of print advertising revenue decline also occurred for advertisers who never purchased online advertising from the newspaper, cannibalization within the newspaper is not solely responsible for the downward trajectory of print advertising.
2010	Schröder, Kim; Christian; Larsen, Bent Steeg	The article offers new insights for democracy and for news producers by mapping the use and users of today's cross-media news landscape, as the everyday consumption of news across the range of available news media and formats is shifting reflecting transformations of technology, culture and lifestyles.	Denmark	Quantitative Analysis	Empirically the article presents the findings of a large-scale survey that traces the imminent challenges facing players in the news market, as a consequence of accelerating divisions between "overview" and "depth" news media (across print, broadcasting and the Internet).

Appendix 2

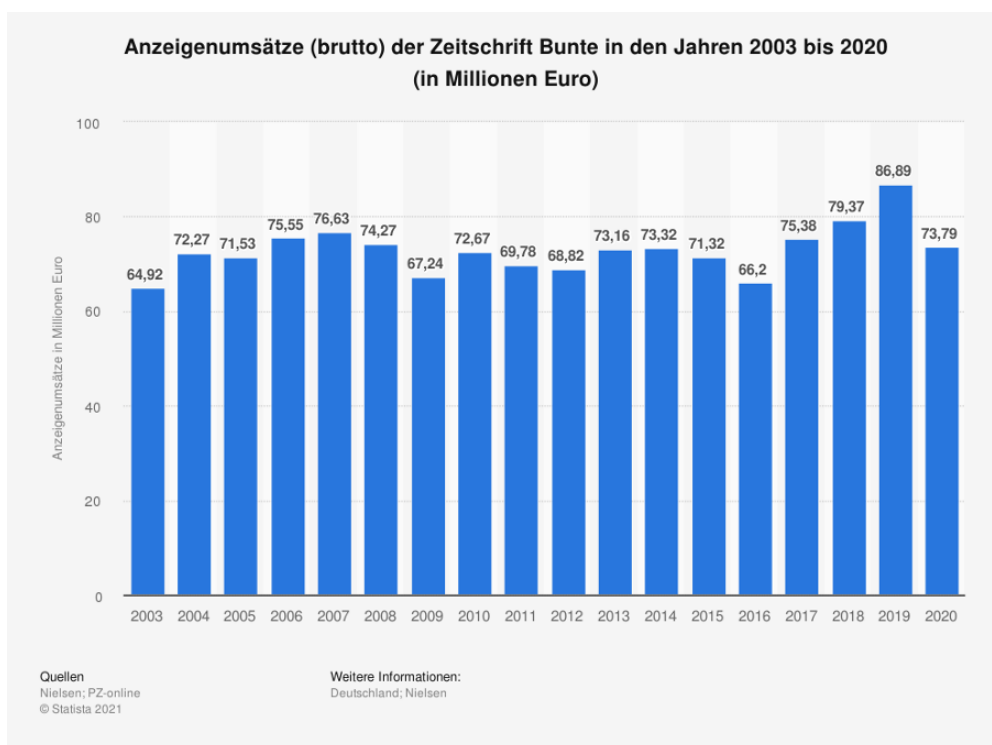
Graphics used in qualitative Content Analysis of Magazine Advertisements



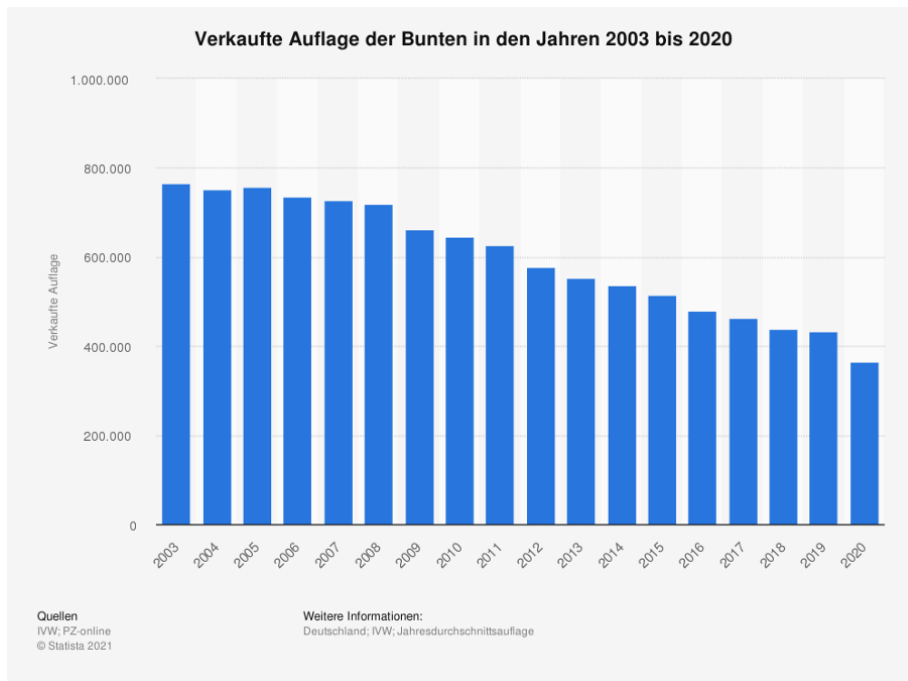
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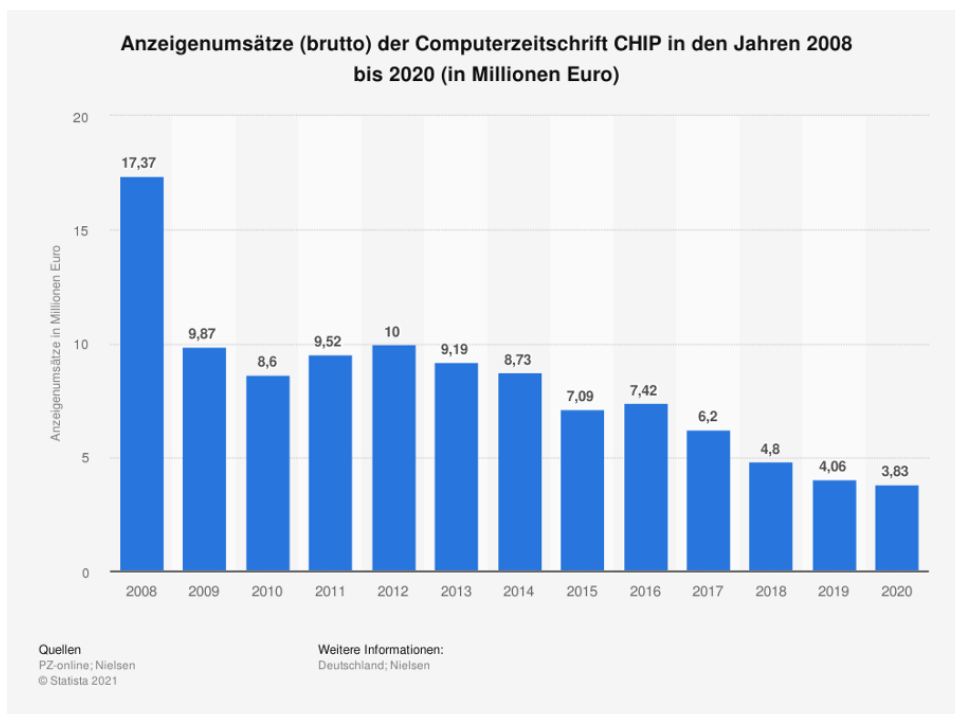
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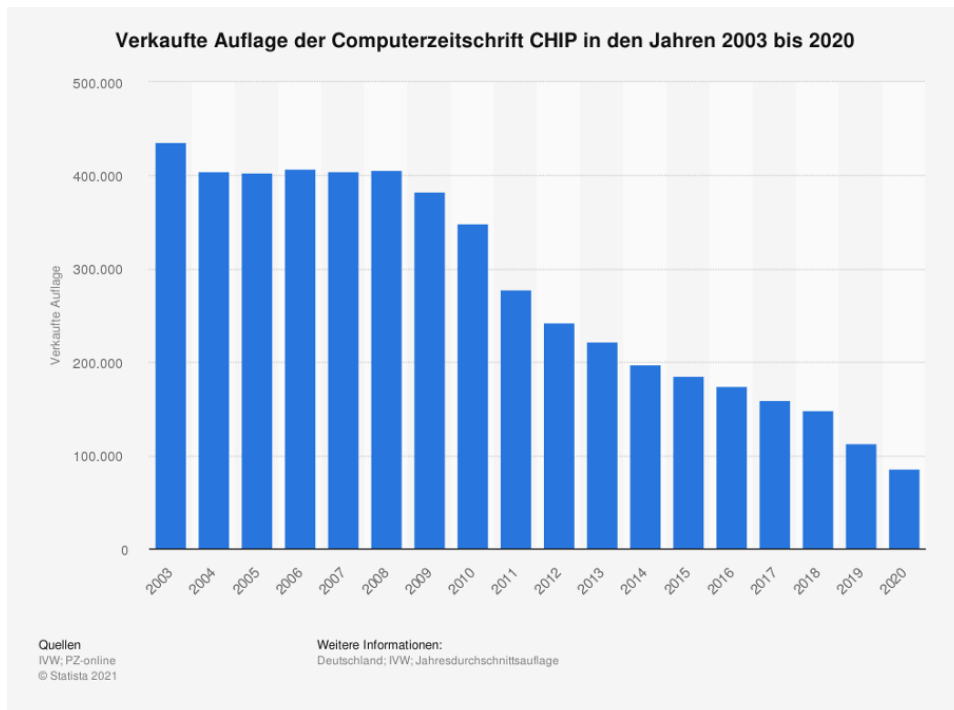
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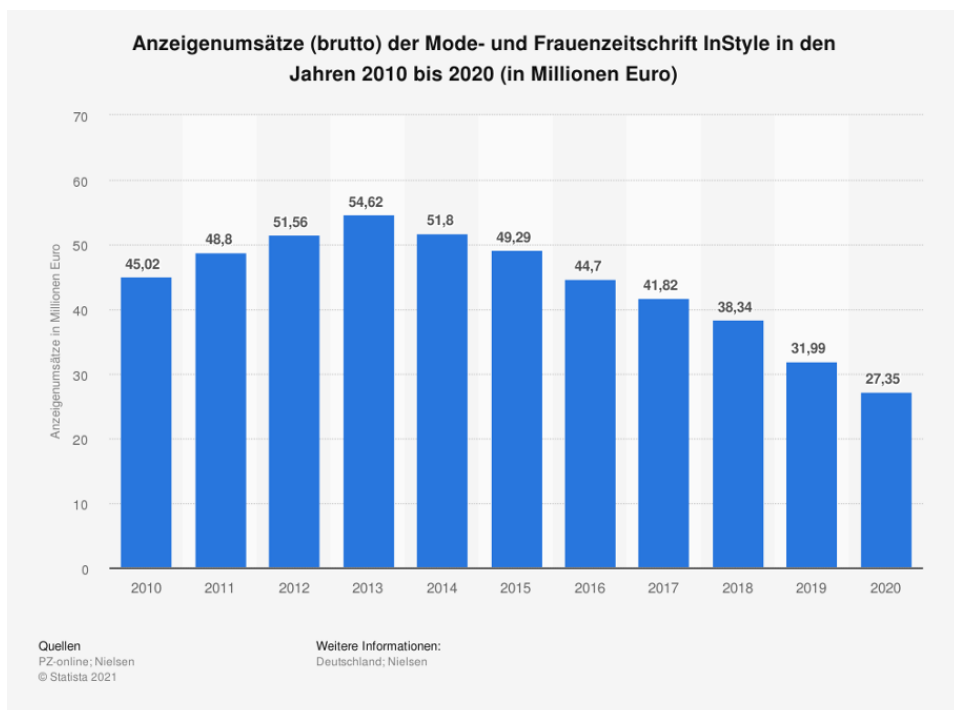
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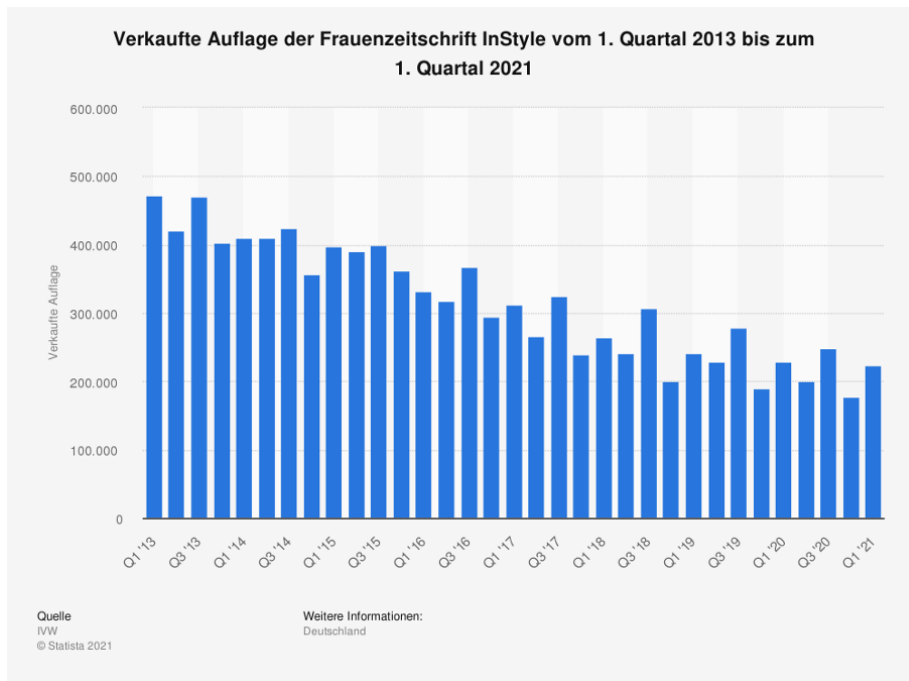
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PZ-online. (22. Januar, 2021). Verkaufte Auflage der Computerzeitschrift CHIP in den Jahren 2003 bis 2020 [Graph]. In *Statista*. Zugriff am 05. Mai 2021, von <https://de-statista-com.zorac.aub.aau.dk/statistik/daten/studie/202782/umfrage/verkaufte-auflage-von-chip/>



PZ-online. (19. Januar, 2021). Anzeigenumsätze (brutto) der Mode- und Frauenzeitschrift InStyle in den Jahren 2010 bis 2020 (in Millionen Euro) [Graph]. In *Statista*. Zugriff am 05. Mai 2021, von <https://de-statista-com.zorac.aub.aau.dk/statistik/daten/studie/486390/umfrage/anzeigenumsaetze-der-frauenzeitschrift-instyle/>

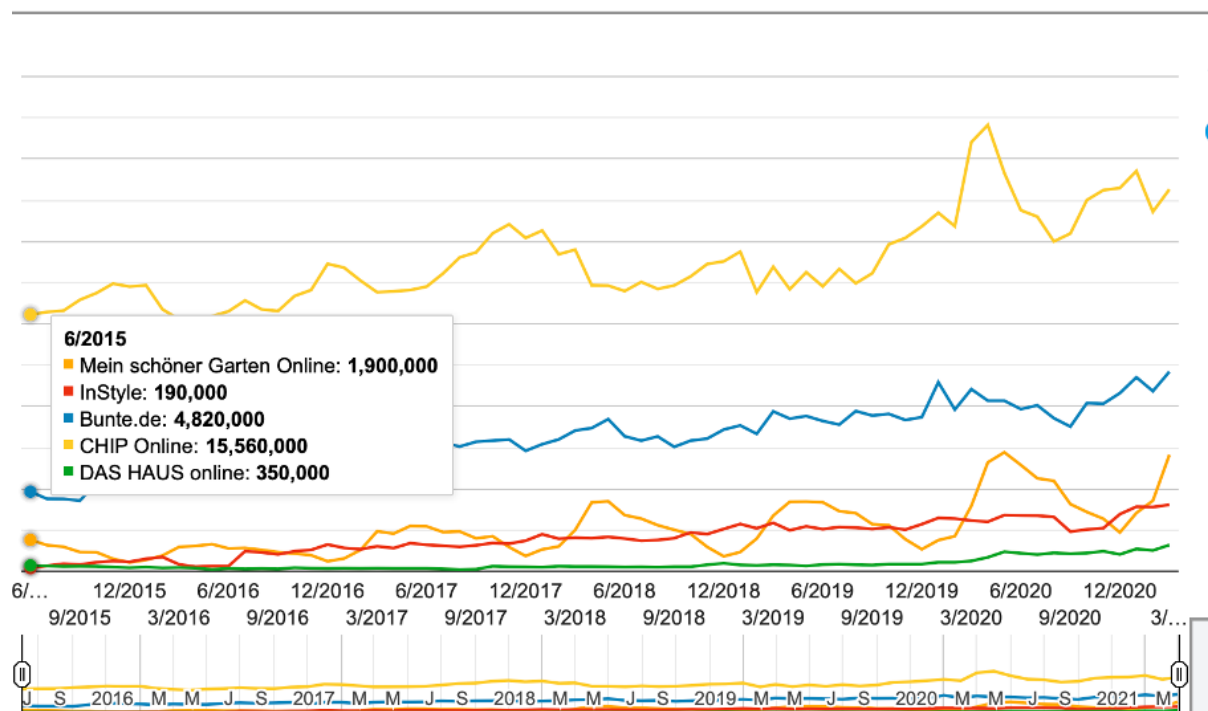


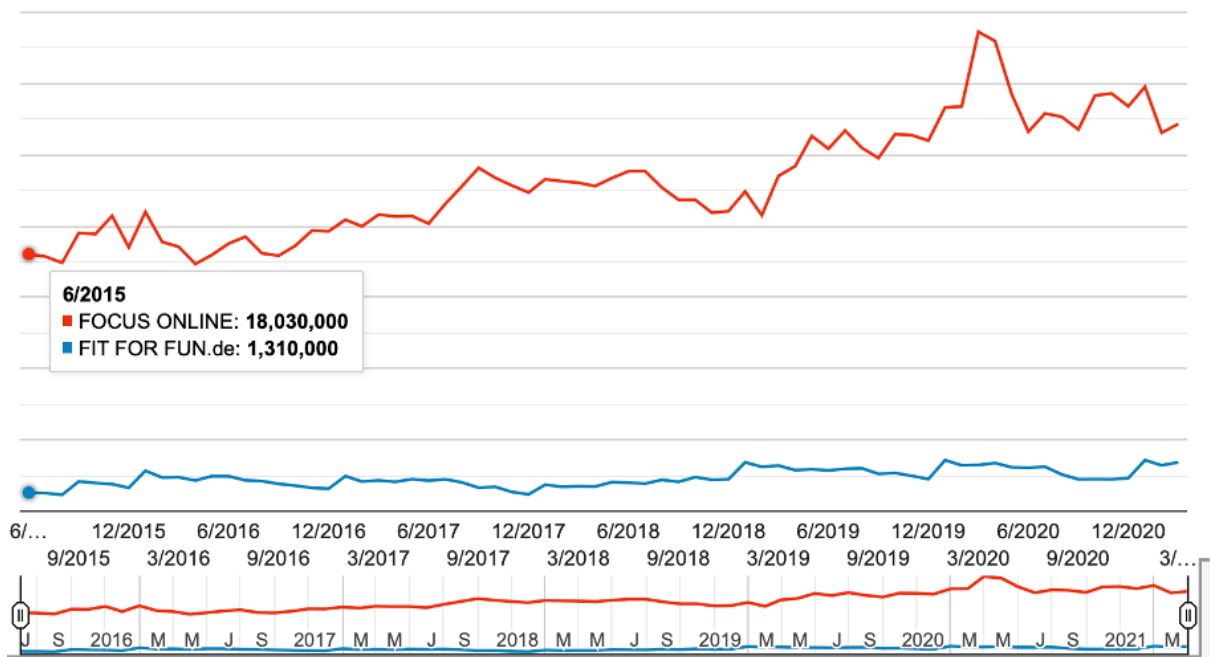
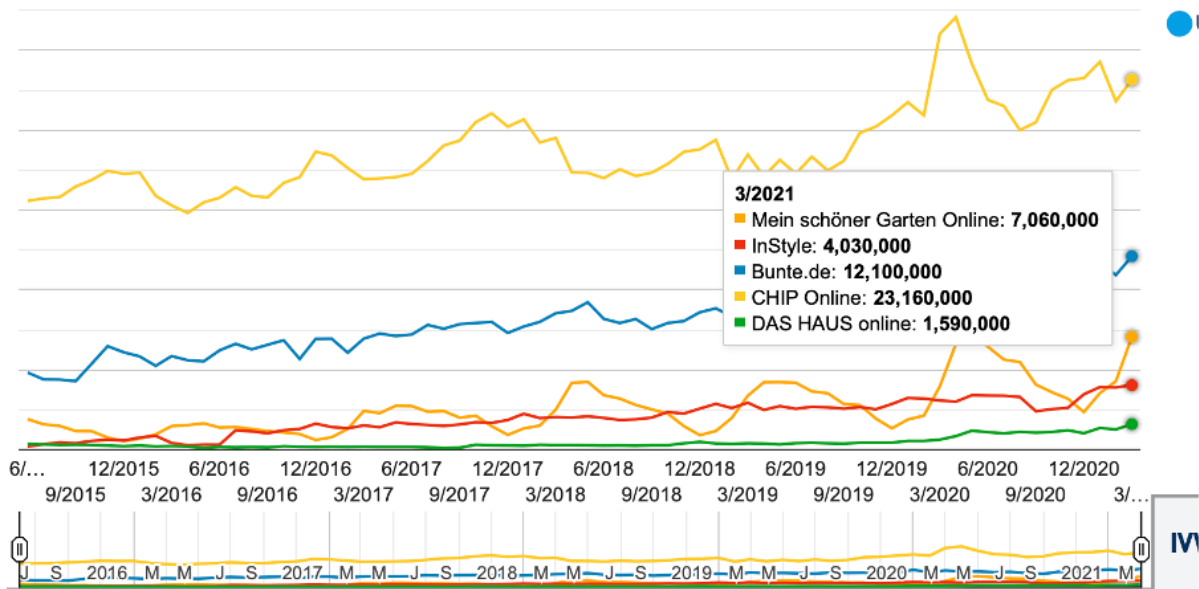
IVW. (21. April, 2021). Verkaufte Auflage der Frauenzeitschrift InStyle vom 1. Quartal 2013 bis zum 1. Quartal 2021 [Graph]. In *Statista*. Zugriff am 05. Mai 2021, von <https://de-statista-com.zorac.aub.aau.dk/statistik/daten/studie/483801/umfrage/verkaufte-auflage-der-frauenzeitschrift-instyle/>

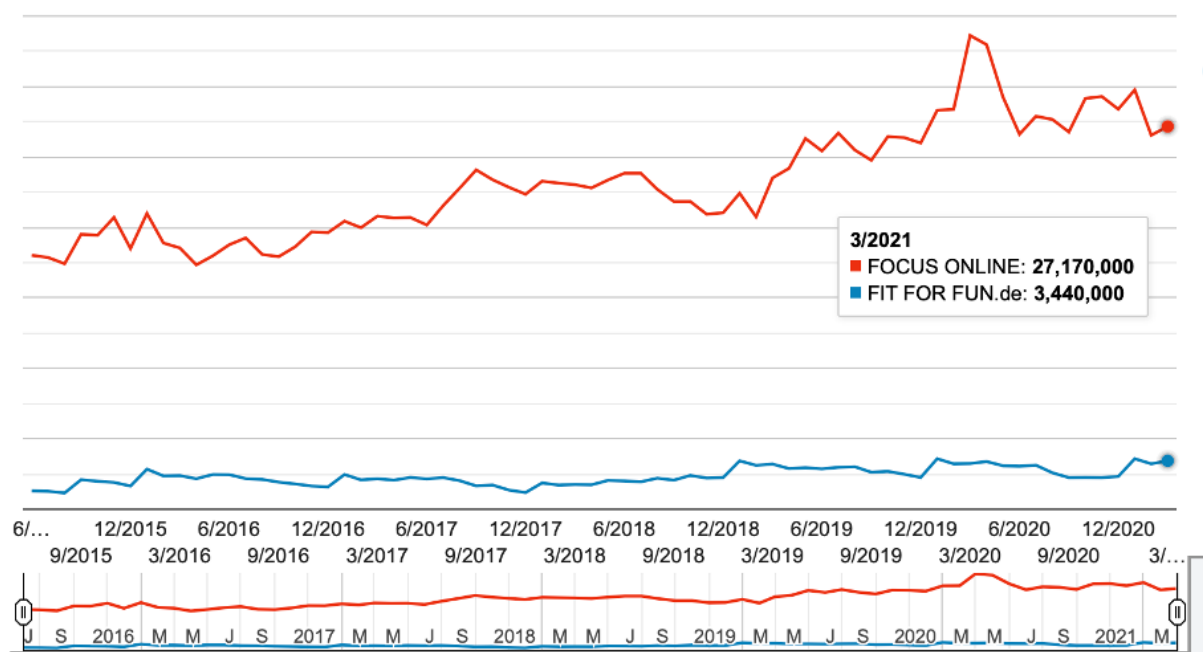
All following graphics: independently generated on the following website:

PZ Online (2021). Die Mediadaten der PZ Verlage. Retrieved on 21.04.2021, at

https://www.pz-online.de/#digital_ivw







Appendix 3

Code book accompanying the Master's thesis

Advertising Marketing within the Medium of Magazines

—

Changing Advertising Marketing due to a Digitalized Society

At Aalborg University

Submitted by

Katja Mariella Saupe

Berlin, June 2021

Content of the codebook

<u>RESEARCH ANALYSIS 1 WITHIN THESIS</u>	<u>3</u>
INTRODUCTION AND GENERAL CODING INSTRUCTIONS	3
CATEGORY SYSTEM	4
SPECIAL CODING INSTRUCTIONS, CATEGORY DEFINITIONS AND KEY PLANS	5
CODE SHEET	7
CODING OF THE CONTENT ANALYSIS PRESENTED IN THIS THESIS	8
<u>RESEARCH ANALYSIS 2 WITHIN THESIS</u>	<u>11</u>
EXPERT INTERVIEW TRANSCRIBED.....	12
EVALUATION EXPERT INTERVIEW	19

Research Analysis 1 within Thesis

Introduction and general coding instructions

The objective of this qualitative content analysis was defined for recording the change of advertisement marketing within different thematically positioned magazines. The research interest is mainly focused on the change of ad placement. A qualitative content analysis according to Mayring with deductive category binding was carried out.

The study period of the analyzed material is from 01.2015 to 01.2021 of the publishing house Hubert Burda Media. The media has been analyzed every January throughout the investigated year.

The ads within the magazines Mein schöner Garten, InStyle, Bunte, Chip, Slowly Veggie!, Das Haus, Focus, Fit for Fun are analyzed.

The object of investigation is in the form of digital magazines, which, however, were originally published as print editions. These media were viewable from the Dam, where all magazines of the publishing house Hubert Burda Media are archived.

The selection of the magazines was based on the thematic delimitation. Magazines from the most diverse interest areas of society were selected, in order to examine a broad picture of the magazine landscape. All magazines examined are magazines of the German publishing house Hubert Burda Media, but are often also magazines which are published in the entire European context.

Category system

Since deductive category formation was adopted within this content analysis, the criteria of the analysis were determined before the analysis was carried out. The categories can be distinguished between formal and content categories. These are summarized within the following table.

Formal categories

Number	Category/ variable labelling	digits	Values and value labels
1.1	sequential number	2 digits	01-...
1.2	Medium	1 digit	1-8 (key diagramm 1)
1.3.1	day	2 digits	01-31
1.3.2	month	2 digits	01-12
1.3.3	year	4 digits	2015-2021

Content categories

Number	Category/ variable labelling	digits	Values and value labels
2.1	subject	1 digit	1-8 (key diagramm 2)
2.2	Advertisement placement	2 digits	01-39

Special coding instructions, category definitions and key plans

In the following, the formal and content categories have been defined in detail and are thus comprehensible for further analysis.

Formal categories

The coding of the formal categories, except for cat. 1.1 ('Sequence number'), is made on the basis of the information contained in the magazines studied, i.e. the formal information that distinguishes a magazine.

Category: Sequence number of the contribution

The 'serial number of the contribution' is assigned by the coder and coded with 2 digits. It is used for subsequent identification of the coding.

Category: Medium

The category Medium is coded with 1 digit. Key diagram 1 defines the codes for the different media.

Code	medium
1	Mein schöner Garten
2	InStyle
3	Bunte
4	Chip
5	Slowly Veggie!
6	Das Haus
7	Focus
8	Fit for Fun

Category Dimension: Publication Date

The category dimension 'Publication date' contains the categories 'Day', 'Month' and 'Year'. The category 'Day' is coded with 2 digits, with the codes 01-31. The category 'Month' is coded with 2 digits, with the codes 01-12. The category 'Year' is coded with 4 digits, with the codes 2015-2021.

Content categories

Within the content criteria of this work, additional criteria are coded which are specifically important for the analysis.

Category: Subject

The category subject is coded with 1 digit. Key plan 2 defines the codes for the various categories previously considered.

Code	subject
1	gardening
2	fashion
3	entertainment
4	technology
5	food
6	house
7	economics
8	sports

Category: Ad placement

The category ad placement is coded with 2 digits, with the codes 01-39.

Code sheet

In the following, a code sheet for the following content analysis was created on the basis of the previously defined formal and content categories within Excel.

sequential number	medium	day	month	year		subject	advertisement placement		
sequential number	medium	day	month	year		subject	advertisement placement		
sequential number	medium	day	month	year		subject	advertisement placement		
sequential number	medium	day	month	year		subject	advertisement placement		

Coding of the content analysis presented in this thesis

Below the complete coding file of the content analysis of the advertisements within the magazines. The coding was done with the help of an axial coding.

0	1	1	5	0	1	2	0	1	5	1	1	7
sequential number	medium	day	month				year			subject	advertisement placement	
0	2	1	6	0	1	2	0	1	6	1	1	4
sequential number	medium	day	month				year			subject	advertisement placement	
0	3	1	9	0	1	2	0	1	7	1	1	4
sequential number	medium	day	month				year			subject	advertisement placement	
0	4	1	8	0	1	2	0	1	8	1	1	0
sequential number	medium	day	month				year			subject	advertisement placement	
0	5	1	7	0	1	2	0	1	9	1	0	9
sequential number	medium	day	month				year			subject	advertisement placement	
0	6	1	6	0	1	2	0	2	0	1	1	9
sequential number	medium	day	month				year			subject	advertisement placement	
0	7	1	4	0	1	2	0	2	1	1	2	0
sequential number	medium	day	month				year			subject	advertisement placement	
0	8	2	7	0	1	2	0	1	5	2	3	8
sequential number	medium	day	month				year			subject	advertisement placement	
0	9	2	6	0	1	2	0	1	6	2	3	9
sequential number	medium	day	month				year			subject	advertisement placement	
1	0	2	4	0	1	2	0	1	7	2	3	2
sequential number	medium	day	month				year			subject	advertisement placement	
1	1	2	3	0	1	2	0	1	8	2	2	9
sequential number	medium	day	month				year			subject	advertisement placement	
1	2	2	2	0	1	2	0	1	9	2	2	7
sequential number	medium	day	month				year			subject	advertisement placement	
1	3	2	1	0	1	2	0	2	0	2	2	1
sequential number	medium	day	month				year			subject	advertisement placement	
1	4	2	0	9	0	1	2	0	2	2	2	0
sequential number	medium	day	month				year			subject	advertisement placement	
1	5	3	5	0	1	2	0	1	5	3	2	2
sequential number	medium	day	month				year			subject	advertisement placement	
1	6	3	4	0	1	2	0	1	6	3	2	3
sequential number	medium	day	month				year			subject	advertisement placement	
1	7	3	9	0	1	2	0	1	7	3	2	9
sequential number	medium	day	month				year			subject	advertisement placement	
1	8	3	6	0	1	2	0	1	8	3	2	9
sequential number	medium	day	month				year			subject	advertisement placement	
1	9	3	7	0	1	2	0	1	9	3	2	9
sequential number	medium	day	month				year			subject	advertisement placement	
2	0	3	6	0	1	2	0	2	0	3	3	7
sequential number	medium	day	month				year			subject	advertisement placement	
2	1	3	4	0	1	2	0	2	1	3	2	3
sequential number	medium	day	month				year			subject	advertisement placement	
2	2	4	0	2	0	1	2	0	1	4	2	3
sequential number	medium	day	month				year			subject	advertisement placement	
2	3	4	0	2	0	1	2	0	1	4	2	2
sequential number	medium	day	month				year			subject	advertisement placement	

2	4	4	0	5	0	1	2	0	1	7	4	1	3
sequential number	medium		day		month			year			subject	advertisement placement	
2	5	4	0	5	0	1	2	0	1	8	4	1	0
sequential number	medium		day		month			year			subject	advertisement placement	
2	6	4	0	4	0	1	2	0	1	9	4	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
2	7	4	0	3	0	1	2	0	2	0	4	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
2	8	4	0	2	0	1	2	0	2	1	4	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
2	9	5	1	6	0	1	2	0	1	5	5	0	8
sequential number	medium		day		month			year			subject	advertisement placement	
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sequential number	medium		day		month			year			subject	advertisement placement	
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sequential number	medium		day		month			year			subject	advertisement placement	
3	2	5	1	4	0	1	2	0	1	8	5	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
3	3	5	1	6	0	1	2	0	1	9	5	0	7
sequential number	medium		day		month			year			subject	advertisement placement	
3	4	5	1	2	0	1	2	0	2	0	5	0	7
sequential number	medium		day		month			year			subject	advertisement placement	
3	5	5	1	3	0	1	2	0	2	1	5	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
3	6	6	0	8	0	1	2	0	1	5	6	0	7
sequential number	medium		day		month			year			subject	advertisement placement	
3	7	6	0	7	0	1	2	0	1	6	6	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
3	8	6	1	2	0	1	2	0	1	7	6	0	6
sequential number	medium		day		month			year			subject	advertisement placement	
3	9	6	1	1	0	1	2	0	1	8	6	0	7
sequential number	medium		day		month			year			subject	advertisement placement	
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sequential number	medium		day		month			year			subject	advertisement placement	
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sequential number	medium		day		month			year			subject	advertisement placement	
4	2	6	1	4	0	1	2	0	2	1	6	0	5
sequential number	medium		day		month			year			subject	advertisement placement	
4	3	7	0	3	0	1	2	0	1	5	7	1	9
sequential number	medium		day		month			year			subject	advertisement placement	
4	4	7	0	2	0	1	2	0	1	6	7	2	0
sequential number	medium		day		month			year			subject	advertisement placement	
4	5	7	0	7	0	1	2	0	1	7	7	1	6
sequential number	medium		day		month			year			subject	advertisement placement	
4	6	7	0	5	0	1	2	0	1	8	7	1	2
sequential number	medium		day		month			year			subject	advertisement placement	
4	7	7	0	5	0	1	2	0	1	9	7	0	9
sequential number	medium		day		month			year			subject	advertisement placement	

4	8	7	0	6	0	1	2	0	2	0	7	0	8
sequential number	medium	day	month	year							subject	advertisement placement	
4	9	7	0	9	0	1	2	0	2	1	7	1	3
sequential number	medium	day	month	year							subject	advertisement placement	
5	0	8	0	9	0	1	2	0	1	5	8	1	6
sequential number	medium	day	month	year							subject	advertisement placement	
5	1	8	1	3	0	1	2	0	1	6	8	1	6
sequential number	medium	day	month	year							subject	advertisement placement	
5	2	8	1	1	0	1	2	0	1	7	8	1	3
sequential number	medium	day	month	year							subject	advertisement placement	
5	3	8	1	0	0	1	2	0	1	8	8	1	4
sequential number	medium	day	month	year							subject	advertisement placement	
5	4	8	0	9	0	1	2	0	1	9	8	1	3
sequential number	medium	day	month	year							subject	advertisement placement	
5	5	8	0	8	0	1	2	0	2	0	8	1	3
sequential number	medium	day	month	year							subject	advertisement placement	
5	6	8	0	5	0	1	2	0	2	1	8	2	1
sequential number	medium	day	month	year							subject	advertisement placement	

Research Analysis 2 within Thesis

As a second analysis within this thesis, an expert interview was conducted.

This expert interview was conducted with a specialist from Hubert Burda Media Verlag on 07.05.2021.

Below is the transcribed expert interview. It was transcribed and translated from German into English.

Before conducting the expert interview, an interview guide was prepared. It contained many open questions. During the interview, however, intermediate questions were asked. Thus, the interview can be seen as a semi-structured interview type with a mix of interposed questions and follow up questions.

In the following, the previously established interview questions are listed, which served as an interview guideline.

Question 1:

In general, the trend of "increase in online and online ads and decrease in print and print ads" can still be seen in most magazines. Can you confirm this trend in recent years? Or do you think we have to distinguish between different sectors, as my empirical study shows that print advertising has not necessarily decreased in some areas?

Question 2:

(picture of advertising-circulation spiral)

Science uses the spiral to show the effect of ads and circulation in print advertising. This spiral could also be modified for online by exchanging circulation with visits. According to the spiral, lower circulation = less investment in the quality of the magazine. The studies have shown that circulation has decreased. So does this mean that the magazines deliver lower quality in print because of lower advertising revenues? Or does it mean that the new revenues from the online sector are now supporting the print sector?

Question 3:

Cross media marketing has often been suggested to combine the two methods. How do companies do this? Do you see a trend here?

Question 4:

As online increases, print decreases. Why should companies still place ads in print? And what is the future of these two media and thus the ad marketing of the two platforms? Do you think these two platforms are complementary or substitutes, i.e. will print be cannibalized by digital?

Expert interview transcribed

Introduction Interviewer:

I have changed my new topic into print and online media in publishing. I'm looking specifically at ad marketing as a way of financing publishers. I explicitly examine how the revenue source of ad marketing has changed in recent years. In addition, I want to examine the dependency between print and online advertising. And I want to look at how ad placement will change in the future on the various platforms. To do this, I conducted a study in which I looked at the titles "Mein schöner Garten, Instyle, Bunte, Chip, Slowly Veggie!, Das Haus, Focus, FitforFun" within the time period 2015 to 2021 and saw how the ad placement changes. And whether it makes a difference what the magazine's theme is. In doing so, I found that ad placement in print has declined for almost all print editions, except for Mein schöner Garten, Bunte and Fit for Fun. After that, I took a closer look at the statistics for the online traffic of the associated websites of the magazines. Here you can see that the traffic of the online pages has risen steadily. Now you can actually see that it makes a difference which topic the magazine deals with. Since science says across the board, ad placement in print is declining.

Question 1

Interviewer:

In summary, I could still see the trend in my analysis: Increase online and decrease print. Can you confirm this trend for me over the last few years? Or do you think one has to decide between the different thematic orientations of the magazines?

Expert:

Well, I think that there is a general trend towards online digital and that a lot of things are being digitalized, whether it's the special interest area or the general interest area.

For example, MSG is an industry where you wouldn't expect users to find online super. We have a target group of 50 plus. Within the last 3 years, digital marketing activity has increased immensely. So, you really have to say: it doesn't really depend on the industry, because in general the trend towards digital is there. Many are trying to use digital as well and publishers are trying to adapt to this. We, as a publisher, are in a position to be able to deliver well digitally, whereas other publishers cannot.

Question 2:

Interviewer:

On the next page, you see the ad circulation spiral. This is a model used in science. It states that "the more circulation you sell, the less high in CPM for the companies, the more ad marketing the companies do, the more ad revenue the publishers have, thereby the publisher can make reinvestments in the quality of the magazines." This spiral could also be implemented for online. Instead of circulation, it would be visits. In the end, this would mean That if the circulation declines, there is less advertising revenue, and the quality of the print media suffers as a result. But the quality of the online media would increase, because more advertising would be placed here. Do you think that the increasing revenues of the inline media might even compensate for the lack of revenues of the print media, so as not to risk a loss of quality? Since otherwise, according to the spiral, you would have a high-quality online site and a less qualitative print edition, and according to the statistics, this effect would continue to increase in the coming years.

Expert:

You have to say here that it's also industry-dependent again. Years ago, no one would have believed that the print revenues of the special interest product MSG could be offset by the digital revenues. Last year, however, this was the case. Thanks to the performance in the online area, it was possible to compensate for the drop in print revenues. The garden sector in particular is not really a typical digital topic. If we take

a look at the competition here, such as the German publisher Bauernverlag or the magazine Kraut und Rüben, we see that the competition is not nearly as well positioned as we are in the digital area. This is due to many different factors. It's because of the manpower behind the publishing house, because Burda Verlag is a large corporation. This gives us completely different opportunities and resources than the competition. In our case, the concept has worked out so well that within three years we have made the MSG Garten website so profitable that it has been able to offset print revenues. And in the overall result, the brand is doing very well. Print and online are always considered as a whole. In the IWR/EWR, we say that there is an expectation for the brands, which has to be fulfilled. And it doesn't matter how this is fulfilled and how the revenues are split. The revenue figures for online are also not stagnating at the moment, they are always increasing. But due to the situation that garden is the trend topic right now, we are also doing very well in print. So, from that perspective, this is a pretty strong year for our brands.

Interviewer:

Do you think then that for magazines like Kraut und Rüben, for example, which are not well positioned online, the quality of the magazines suffers due to a lack of print revenue. Or how do they make up for the lack of revenue if they can't make it up through print?

Expert:

Well, that's different again. I think you have to look at the revenue. Burda has a lot of titles. You will never see a decision to reduce the print quality and thus the overall quality of a magazine. Our approach is to look at the titles within the division and first look at the smaller titles within the division with a weak circulation. Then the relationship between distribution and marketing is looked at. If it is realized that a magazine is bringing in negative sales, the issue is taken out of the range rather than reducing the quality. Since the Burda publishing house stands for quality journalism. Last year, for example, printing prices rose dramatically overall, but the quality of our magazines remained constant.

However, I have seen smaller publishers change formats or cut back on paper quality. I can imagine quality reductions there, for example in regional magazines.

Another example I can give from our publishing house is the Sense of Home brand. This is an eCommerce platform that is structured like a blog and also has a large Instagram platform. However, 2 years ago, Sense of Home was a print magazine. However, at that time, the market was apparently not ready for this title. If we were to publish it again now, it might be something different, as the subject matter of home has changed significantly.

In any case, the magazine did not sell very well, and the advertising placement was also low. However, there was an extremely high level of expertise behind the magazine and many external copywriters wrote high-quality articles for the magazine, for example. The magazine was therefore very well positioned in terms of quality in the living area. However, it was determined that the print edition was not profitable. So, the print edition was turned into an online edition. This is also a possibility, but it depends very much on the people behind the magazines, how they feel about the topic.

Question 3:

Interviewer:

To combine online and print, cross media marketing is often suggested. From my experience so far, I have also seen that companies are keen to source this form of marketing from publishers. What is your experience on this? And what is the trend movement in this area?

Expert:

I didn't really experience this trend until Burda. When I was with regional magazines before Burda, they often wanted to join the trend. However, they didn't know how to deal with the target group. I don't see print and digital as either or. When I market, it's always cross-media. I always try to combine print, digital and social media. That's how you achieve a target group mix. The customer always wants reach. The reach builds up the more media you include.

The print target group has a different age structure than digital media or social media. Add these target groups together and you have a large volume. The prices for cross-media marketing are correspondingly high. You have to look at the customer's individual budget. But so far, from my experience, the customers have always been very positive after cross media campaigns.

Since I've been working at Burda, I've always offered cross media to reach different target groups. The smaller publishers always wanted to offer online, but they didn't know how. It's no use if I sell an online banner campaign, but the website has no reach. Then my client's campaign goal is not met. With all the smaller publishers, I was incredibly reluctant to sell digital because digital just wasn't well positioned. Back then it was like: now we're going out and doing cross-media, but cross-media is not the same as cross-media and it has to fit and there has to be a campaign goal that can be met. But cross medial is definitely a must, I would say.

Question 4:

Interviewer:

As I said, online is increasingly on the rise, while print continues to fall. Why should companies still advertise in print? How do you see the future of both media i.e., ad marketing on both platforms? Do you think these two platforms are more complementary or substitutes, so print will eventually be cannibalized by digital?

Expert:

That always depends, too. Definitely a lot of print will die. If I take the regional magazines as a starting point, whether they are the weekly newspapers that live only from their advertisements. The bigger the publishers, the more the understanding is there to cross medial. It's really always been this fallacy: either print or digital. I don't think you should separate the two. With cross-media, we really do have a variety of formats. In print you have the classic approaches and in digital you can also do a lot more moving image. And you shouldn't underestimate that either. Not only the older target group, but also the younger ones are into haptics and want to read something. And I don't think that will really cannibalize each other. There will always be print somewhere, and you should also use that. You have just as great a reach there. The digital sector will dominate at some point. If it's not already dominated, because at the end of the day, a lot of revenue flows into the digital sector. Both in direct business and the whole programmatic, SEA for example. So digital will definitely take over.

Interviewer:

That is if we briefly talk about cross media again. Then you can say that with print you can build up the brand and implement it in the long term. And with online it's more direct sales that are driven.

Expert

Predominantly yes. Well, for us it's not necessarily like that, because brand building also works very well in the digital area, for example with native advertising. But if I generalize it, it's just like you said. It's mainly traffic measures that are pushed from A to B. That's not about brand building online. A magazine also acts as an inspirational guide. When I think about our magazines, the reader can get into an inspiring world by reading them. That's where you get a whole different connection to the brand and the perception of the ad that's placed in the magazine. In the digital realm: users come via Google; they simply want a solution to a problem. So, they really interact with the topic and then of course also perceive in the content: oh, now I can buy the products as a solution to the problem. So, it's not just a different age target group that is addressed by print and digital, but also the theme "I'm concerned with the content, I'm spending money on it, I need a while to leaf through it. The booklet has a collector's character. That's something different than when I quickly type in the problem on my cell phone and Google it. So Cross Medial is really a very complementary thing. And I think that will continue to grow.

Interviewer:

I had also actually found sources where it was said the users or the readers of a magazine are sort of also willing to see ads than if they go to a site online, for example, and are just confronted with ads.

Expert:

Right. And what is also the small difference here: the users are on the way so that they spend money, costs also not little so a MSG. And you can also see that the prices are very intensive for the ad placement and not everyone can afford that. That's just the beauty of it, the reader is not too bombarded with ads.

And with the regional newspapers, you sometimes have a real shitstorm as far as ads are concerned. That's another difference, and so these are all a bit of a USP. I know

there are certainly people who are into all this advertising, but most of them don't want to be so plastered over there.

Interviewer:

That is if someone advertises in my beautiful garden, is for the company also a bit of this status symbol. You can say, we can afford to advertise in there.

Expert:

Right. We don't go out for free. The MSG magazine has been around for 45 years and 40 years, so there are 45 years of expertise in writing. It simply has a certain brand value and, as you said, everyone who appears in it has a different association than if I were to advertise somewhere else. It's the same with Schöner Wohnen, with competing titles. They're all big titles, so of course there's a certain prestige involved.

Evaluation expert interview

The expert interview was conducted with the help of a qualitative content analysis according to Mayring. In doing so, inductive category formation was used. Thus, the expert interview was read first. Then, sentence by sentence, individual keywords were added to the text. These keywords were then assigned to categories. In total, three upper categories could be assigned to the variables. The following shows the category system with examples from the text. The axial coding pattern was also used for coding.

Text Section	Coding	Category
Well, I think that there is a general trend towards online digital and that a lot of things are being digitalized, whether it's the special interest area or the general interest area	Trend, Print, Online	Trends within Print and Online
You will never see a decision to reduce the print quality and thus the overall quality of a magazine.	Ads Edition Spirals, Spiral, Ads Visits Spiral, quality	Ads Edition Spiral
But so far, from my experience, the customers have always been very positive after cross media campaigns.	Cross Media Marketing, Cross Medial	Cross Media Marketing