**HOW CAN MAGAZINES SURVIVE IN THE CURRENT CLIMATE?**

**This task sheet is also on Godalming Online**

1. **Follow this link and answer the questions below:**

[**http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17\_1-32/\_eng/unit4/4d-magazine-survival.html**](http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17_1-32/_eng/unit4/4d-magazine-survival.html)

**or, if that doesn’t work for any reason:**

[**http://www.bbc.co.uk/programmes/b082vz07**](http://www.bbc.co.uk/programmes/b082vz07)9.25 to 17.40 (minutes in to programme)

Please ensure you are in Internet Explorer.

If you have any problems accessing this, you just need to go on *The Media Show* (BBC Radio 4) webpage and search for 23 November 2016 edition, interview by Andrea Catherwood with Farrah Storr, editor of *Cosmopolitan* magazine and Chris Sutcliffe, media analyst for *Media Briefing* (9.25 to 17.40 minutes in in to programme)

1. **Questions to answer from programme:**
2. Why are some magazines, particularly fashion magazines and weeklies, in decline?
3. How has *Cosmopolitan* succeeded in increasing its circulation?
4. How can magazines increase advertising revenue across different platforms?
5. Why do some advertisers prefer to advertise in print publications than online?
6. How can premium publishers maintain an audience for print magazines?
7. What is the ‘lean back’ experience?

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| **Summarise the key points in the extract about the current challenges that magazine publishers are facing and the strategies that they need to adopt to survive into the future.** |