



Industry

Name them

Students should be encouraged to do some independent research on the magazine industry so that they come to the lesson with some knowledge and understanding of the main companies. This might be an opportunity to introduce the idea of conglomerates, media ownership and buy outs.

Students should be able to name some of the bigger magazine publishers such as Condé Nast, Time Inc. Hearst and Dennis. They can then access the website to find out a few of the company's more well-known titles.

Condé Nast www.condenast.com	Vogue, Glamour, GQ, Wired, Vanity Fair, Tatler
Time Inc. UK http://www.timeincuk.com/	What's on TV, NME, Chat, Country Life, Now
Hearst http://www.hearst.co.uk/	Cosmopolitan, Elle, Marie Claire, Esquire, Good Housekeeping, Harper's Bazaar
Dennis www.dennis.co.uk	Auto Express, Evo, PC Pro, Men's Fitness, Viz

Students are then to match up the background information with the right company, also based on their research.



	<ul style="list-style-type: none"> • American owned. • Perhaps the most well-known and influential magazine publisher in the world. • 36 prestigious titles such as <i>Vogue, GQ and Wired.</i>
	<ul style="list-style-type: none"> • Formerly IPC Media, this company's major titles include What's on TV and NME. • Considers itself to be the UK's leading consumer magazine publisher. They sell over 350 million copies every year. • It claims its portfolio of titles reaches over 70% of UK women and 50% of UK men, which is over 28 million UK adults. It also claims to reach more than 60% of the online population.
	<ul style="list-style-type: none"> • A network of quality platforms, content and experiences that reach a quarter of all UK adults and a third of women. • In 2011, they absorbed more than 100 magazine titles from the Lagardere group for more than \$700 million and became a challenger of Time Inc. • Magazines include: Cosmopolitan, Elle and Marie Claire.
	<ul style="list-style-type: none"> • Independent publisher. • Currently owned by the Heart of England Forest Charity. • Publishes over 50 magazines which include: Auto Express, Custom PC and Men's Fitness.