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## Transformation of Magazine Advertising Marketing Models in the New Media Environment: A Case Study of a Certain Magazine (Postprint)

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### Abstract

With the continuous emergence of new media means such as the internet, mobile media, and digital media, traditional advertising marketing models are facing severe challenges. This paper combines the characteristics of magazine advertising marketing, takes a certain magazine as an example, analyzes the placement models and existing problems of magazine advertising marketing, explores the positioning of magazine advertising marketing in the new media environment, and proposes new methods and approaches for magazine advertising marketing under the new situation, aiming to provide certain reference for professionals engaged in magazine marketing and management.

### Full Text

#### Preamble

**Title:** Transformation of Magazine Advertising Marketing Models in the New Media Environment—A Case Study of a Magazine

**Abstract:** With the continuous emergence of new media such as internet, mobile, and digital platforms, traditional advertising marketing models face severe challenges. This paper examines the characteristics of magazine advertising marketing, using a specific magazine as a case study to analyze its advertising placement models and existing problems. It explores the positioning of magazine advertising marketing in the new media environment and proposes new methods and approaches for magazine advertising marketing under current conditions, aiming to provide reference for professionals engaged in magazine marketing and management.

**Keywords:** new media; advertising marketing; communication power; customization

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Currently, with the continuous emergence of new media such as internet, mobile, and digital platforms, advertising clients' placement models have increasingly shifted toward new media platforms, posing severe market challenges to traditional magazine advertising marketing models. Traditional media can only secure a position in the market by coexisting and integrating with new media while continuously enhancing and expanding their own communication power. Consequently, traditional advertising marketing models must undergo significant transformation.

## 1. The Concept of Advertising Marketing

Advertising marketing refers to the means of directly or indirectly transmitting product-related information to target groups through various media marketing channels, thereby enhancing sales performance. In today's social environment, advertising is ubiquitous in people's daily lives. Without advertising promotion, enterprises struggle to sell their products and achieve higher profits. Therefore, advertising marketing expenses constitute a significant proportion of product pricing and represent an important factor in pricing decisions. Since advertising marketing requires investment, it is essential to conduct thorough market research before placement, identify target groups, and strive to maximize return on investment.

## 2. Characteristics of Traditional Magazine Advertising

Magazines represent one of the more traditional media forms, and placing advertisements in magazines constitutes a fundamental marketing approach for advertising clients. Magazine advertising possesses unique characteristics compared to other media advertisements, as detailed in Table 1.

**Table 1. Characteristics of Magazine Advertising**

- **Long Reading Cycle:** Magazines typically have fixed reader demographics, enabling highly precise audience targeting. They also have long preservation periods, allowing for high-frequency reader exposure that facilitates product promotion and dissemination.
- **Distinctive Themes:** Magazine advertisements usually occupy dedicated space, enabling readers to focus their attention. They typically feature unique creativity and design, delivering visual impact to readers.

### 3. Traditional Magazine Advertising Sales Models

Taking a certain magazine as an example, clients generally employ two advertising placement methods. The first involves direct publication of product or company advertisements, commonly known as “hard advertising.” The second utilizes advertorials for product promotion, referred to as “soft advertising.” Hard advertising offers directness and visibility, allowing target readers to quickly identify products of interest. Soft advertising adopts a more subtle approach, integrating products into artistic content that readers find more acceptable.

Analyzing the advertising placement data of this magazine from 2016 to 2018, the distribution of client advertising content is shown in Table 2 .

**Table 2. Analysis of Advertising Content Proportion for a Magazine (2016–2018)**

Regarding traditional magazine advertising sales models, the primary approaches include:

**Telephone Marketing:** This method involves telephone communication using client information provided by the magazine’ s database. Although daily call volumes can reach hundreds, sales effectiveness remains poor.

**Exhibition Marketing:** This approach leverages professional exhibitions to collect client information and develop client resources. It facilitates understanding of industry trends, mastery of client product information, and face-to-face communication, yielding favorable promotional results.

**Event Marketing:** This strategy utilizes events hosted or participated in by the magazine for advertising sales. Successful events enhance magazine brand promotion and visibility, particularly when the magazine hosts its own branded events, which demonstrate industry authority and influence. For example, an electrical summit forum hosted by a certain magazine has become an industry ceremony after more than ten years of operation. This event enables customized service menus for clients, integrating various forms and methods such as event sponsorship, print advertising, forum live streaming, and WeChat voting to provide multi-dimensional promotional effectiveness.

**Personality Profiles:** This approach involves interviewing senior management personnel from client companies to facilitate advertising sales. For instance, a certain magazine’ s cover personality profile is a highly popular section among clients, with annual issues requiring advance reservation. Through interviews with enterprise executives, the magazine uncovers corporate development history and brand advantages, providing favorable support for advertising sales.

**Special Planning:** This method involves customizing special features for clients to achieve bundled advertising sales. For example, during a company’ s tenth anniversary celebration in 2018, a magazine tailored a special planning issue, providing in-depth coverage from corporate strategic planning to specific product system introductions, achieving excellent promotional results.

## 4. Challenges Facing Traditional Advertising Sales Models

Traditional magazine advertising involves one-way information dissemination with passive reader acceptance, lacking interactivity. In contrast, interactivity represents a distinctive feature of new media communication methods. New media platforms transform information asymmetry into information democratization, enabling consumers to access virtually any product, service, or corporate information. Marketing model transformation primarily manifests in market-consumer interaction, enabling two-way product information flow. Specific challenges include:

### **Intense Market Competition and Insufficient Journal Promotion**

**Power:** With the rapid development of new media technology, an increasing variety of communication forms—including video, audio, live streaming, and online media—have entered public view, offering clients more choices. However, professional journals face significant pressure in this multimedia competitive environment due to their strong specialization, relatively small circulation, and long publication cycles.

### **Insufficient Dedicated Marketing Personnel Due to Staffing Constraints:**

Magazine publishers often lack dedicated marketing personnel due to staffing limitations, with many magazines relying on editors to handle marketing part-time. Limited personal energy combined with insufficient professional advertising marketing knowledge often results in suboptimal effectiveness in client communication and cooperation.

### **Limited Service Menus Based on Print Media Characteristics:**

As print media, current magazines primarily offer clients service menus including interviews, special features, advertisements, and advertorials—mainly information dissemination with weak interactivity. Additionally, publication cycle constraints limit advertising communication timeliness.

## 5. Innovation Strategies for Magazine Advertising Marketing in the New Media Environment

### 5.1 Identifying Customer Needs and Providing Customized Services

Taking an electrical company client of a magazine as an example: amid intensifying global energy crises and industry competition, the company has been exploring strategic transformation from a single electrical equipment supplier to a provider of comprehensive product solutions. In 2008, the client introduced the new slogan “Global Energy Efficiency Management Expert,” establishing its strategic positioning and creating a new brand image among users. In response to evolving client needs, the magazine identified its entry point and established a dedicated planning team to provide bundled promotion of the company’s image advertising, product advertising, and advertorial advertising. Coordinated with the editorial department, the magazine planned three special issues systematically analyzing the company’s transformation process and strategic

significance. This series of customized services gained client recognition, and the client's magazine advertising placement budget doubled in 2009.

## 5.2 Integrating New Media Methods to Expand Advertising Channels

With the development of new media technology, client advertising placement forms have become increasingly diversified. For major and important clients, in addition to offline magazine advertising, the magazine integrates new media methods such as WeChat, QQ groups, and short videos to conduct comprehensive, diversified integration and promotion of client products. This approach maximizes promotional effectiveness within limited budgets, enhances client-magazine stickiness, and ensures long-term cooperative relationships.

For example, in 2018, a company planned to conduct a user experience survey for a product through the magazine. Following conventional practice, the magazine would filter suitable reader demographics from its database and complete the survey via mailed questionnaires, typically recovering approximately 300 valid responses annually. However, in that year's survey, the magazine fully utilized the WeChat platform's online survey mini-program. Through WeChat platform voting, 28,765 fans participated, a single WeChat post received over 10,000 clicks, and 8,765 valid questionnaires were recovered—greatly exceeding client expectations and achieving excellent advertising effectiveness.

## 5.3 Enhancing Journal Dissemination Power to Expand Advertising Effectiveness

To enhance dissemination power and achieve transformation and upgrading, journals can approach from three dimensions:

First, diversify and modernize dissemination methods and forms. While journals excel in long-form and in-depth communication, they must also leverage new dissemination methods and approaches to enhance communication power in today's omnimedia era.

Second, internationalize and practicalize dissemination content. Since professional journals serve enterprise technological innovation and development, only by addressing existing problems in enterprise internationalization can they attract more readers and improve dissemination effectiveness.

Third, customize and menu-ize dissemination products and services. Customization and menu-ization of communication services essentially represent standardization of communication services. Only through standardization can efficiency, enthusiasm, transparency, and commercial effectiveness be improved. For example, service menus can be customized by matching large clients with small clients, old clients with new clients, and brand promotion with product promotion. This approach leverages the journal's in-depth reporting characteristics while integrating new media interactive methods, demonstrating high planning

capabilities, providing clients with multiple options, expanding promotional dimensions, and achieving multi-party mutual benefits.

For instance, when advertising client Company A had a market budget for its 10th anniversary celebration and planned to place six issues of hard advertising and one cover personality feature in the magazine, marketing personnel customized a promotional menu after understanding client needs. In addition to the client's original promotional plan, the magazine planned a 10th anniversary special feature and simultaneously conducted video live streaming of the personality interview, achieving excellent promotional results.

## Conclusion

In summary, through case analysis of a magazine's advertising clients, this paper has dissected traditional magazine advertising placement models and their challenges, and summarized methods and approaches for magazine advertising marketing in the new media environment. Magazines can better serve clients and achieve both social and economic benefits by identifying needs accurately, incorporating new media methods, and enhancing dissemination power.

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*Note: Figure translations are in progress. See original paper for figures.*

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