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Titolo	Remake, remodel : women's magazines in the digital age // Brooke Erin Duffy
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ISBN	0-252-09522-7
Descrizione fisica	1 online resource (209 p.)
Classificazione	AP 25220
Disciplina	050
Soggetti	Periodicals - Publishing Women's periodicals
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Making the magazine: three hundred years in print -- Transforming the magazine: from print to bits -- Production tensions: new positions, routines, and gender roles -- Rethinking readership: the digital challenge of audience construction -- Inviting audiences in: interactive consumers and fashion bloggers -- Off the page: medium-specific approaches to content.
Sommario/riassunto	What is a magazine? For decades, women's magazines were regularly published, print-bound guidebooks aimed at neatly defined segments of the female audience. Crisp pages, a well-composed visual aesthetic, an intimate tone, and a distinctive editorial voice were among the hallmarks of women's glossies up through the turn of this century. Yet amidst an era of convergent media technologies, participatory culture, and new demands from advertisers, questions about the identity of women's magazines have been cast up for reflection. This title offers a unique glimpse inside the industry and reveals how executives and content creators are remaking their roles, their audiences, and their products at this critical historic juncture.