



**The transmedia evolution:
examining one printed publications survival
strategy in an online world**

Case Monocle

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<p>The purpose of this study is to find out what ways there are to maintain a print product in an online world. The focus has been on Monocle, and what their strategy looks like, and then comparing it to Image-magazine. My research question is: In the case of Monocle, what are the measurable success factors that ensure the survival of its print edition compared to the Finnish Image publication? Are they comparable? I have used an etic approach to study Monocle and Image, which means that data was collected through looking at these two brands from the outside, then analysing the findings with the help of theory found from articles and books regarding print publications and how the digitalisation has affected the modern world when it comes to reading magazines and newspapers.</p> <p>The findings show that in the case of Monocle, the measurable success factors that ensure the survival of its print edition are taking advantage of everything a printed product can offer, while also spreading your brand on wider marketing areas than just print, collaborating with other companies/designers/brands and using a global language.</p>	
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1 INTRODUCTION

1.1 Background information

The Internet of today is allowing us to change how we get our news and other information brought to us (Berman, Saul J. and Kesterson-Townes, Lynn. 2012). Print media is going through changes, especially when it comes to reading newspapers, magazines and books. The increased amount of people wanting to read things online, has created a need for software products that allow users to view documents onscreen (Hull, Spring S. and Chaparro, Barbara S. 2006). People are increasingly moving into reading online magazines, books and newspapers, but does the traditional newspapers need to be threatened by this? Even though it seems that online reading is quicker, easier, cheaper and more convenient, there are still things the experience of reading things online, cannot give us the way that printed products can. The feeling of knowing that your favorite magazine is arriving in your mailbox, the pleasure of unwrapping it, the way a newspaper feels in your hands. So many senses are involved – sight, touch and smell for example. That is just something that a digital product cannot give you. (Skogerbo, Eli and Winsvold, Marte.2011., Taipale, Sakari. 2012., Tselentis, Jason. 2015)

The purpose of this thesis is to find out what different ways there are to maintain a print product and compare the different factors to a Finnish well-known publication called Image. I chose to compare Monocle to Image because they are both viewed as lifestyle-magazines, and with their content they try to reach the same kind of audience, as they both write about anything from the latest phenomenas and trends, to politics and culture, and they both strive to take the most advantage of all the possibilities that are achievable in a printed product. They have both also made a redesign recently.

”Monocle is a magazine briefing on global affairs, business, culture, design and much more. We believed that there was a globally minded audience of readers

who were hungry for opportunities and experiences beyond their national borders.” – Monocle (<https://monocle.com/about/>)

”Image’s target group are consumptive adults from the age of 28-50, that live and work in the city, or who just feel like a part of that.” – Image (https://www.alehdet.fi/yrityksille/image#focus_group_kohderyhm%C3%A4)

Monocle is a complete media brand with its print, audio and online elements – not to mention their expanding retail network and online business. (<https://monocle.com/about/>) It is a magazine briefing on global affairs, business, culture, design and much more. The magazine is published ten times a year all a round the world. They also have a round-the-clock radio station that launched in 2011. It delivers global news alongside shows covering foreign affairs, urbanism, business, culture, design, food and drink and print media. Monocle also has a website, from which you can access their radiostation, or as a subscriber check out all the stories ever run in the magazine. The site also present their own high-quality films and slideshows. They have also started opening stores, for example in London, New York and Tokyo, selling things like designer bags, back issues and a selection of products, for example clothes, cd’s.

Also, instead of traditional advertisement Monocle does a sort of ”co-operation” with a brand/company or a person. They choose the brand based on what they like themselves. For example they want to start selling a certain bag in their stores, then they contact a designer whose work they like, and ask the designer to design them a bag, and then they write about the designer in Monocle.

The fact, that Monocle has spread its brand out to several different marketing areas, makes Monocle a transmedia.

“...we make sure that our readers feel part of something more like a club, offering them regular invitations to subscriber events and ensuring they always have great service from our team.” – Monocle

Image is a popular and well-known periodical Finnish magazine. It is released eleven times a year, and it contains of between 80–90 pages of latest phenomenons involving

music, trends, politics, entertainment, people, different events, and so on. One of Image's characteristics is, that it has very broad articles. Image is one of the oldest Finnish lifestyle-magazines. Image consists of articles, columns, pictures and photographs, and the subjects in the magazine are from art to politics. Image also has a webpage, but compared to Monocle, the webpage also goes hand-in-hand with the magazine. It consists mostly of the same things that are being presented in the latest magazine, for example links to articles. Image's main product is its printed magazine, they also publish a digital edition of the magazine. Image has a way of trying to "rework the magazine for the web". They try to encourage their readers to look at their digital version by putting a digital replica on the web, which you get access to for paying a certain amount. Image has a more traditional strategy when it comes to maintaining print.

1.2 Context / reason for research

The aim of this study is to look into different ways of maintaining a print product in today's online world. The most usual and familiar way of existing in today's media (when regarding newspapers and magazines) is to have a printed product as the main product, and to attract readers with that. In addition there usually is a digital edition of the printed product, which is an exact copy of the printed magazine. The only thing traditional magazines have to offer in their online strategy, is making a digital edition (a copy) of their main product and putting it online for people to find. Some readers are probably satisfied with that, but as the world is constantly changing, and towards a more online-way-of-life-style, magazines are soon forced to find out new strategies to keep existing and keeping their print product alive, otherwise printed magazines might lose a big part of their readers.

1.3 Area of research

I will do an etic research, which means that I will be looking into this from the outside. "In anthropology, folkloristics, and the social and behavioral sciences, **emic** and **etic** refer to two kinds of field research done and viewpoints obtained:^[1] *emic*, from within the social group (from the perspective of the subject) and *etic*, from outside (from the perspective of the observer)." (https://en.wikipedia.org/wiki/Emic_and_etic)

I will focus my research on Monocle's strategy of how it appears in the public, what different areas Monocle has spread itself to, and how it differs from the strategy that Image-magazine is using. I will be looking into what factors Monocle takes to advantage when publishing its printed edition compared to Monocle's appearance online. To be more specific, I will be examining the following aspects: the logo, the front cover, the interior layout, the interior sections, the website, their digital brand extensions, their other brand extensions, their relationship to their advertisers and their relationship to their readers/users. Then I will compare that to Image.

1.4 Research question

My research question is therefore: In the case of Monocle, what are the measurable success factors that ensure the survival of its print edition compared to the Finnish Image publication? Are they comparable?

My literature review will focus on academic studies about the online world of today; how print publications are displayed in the modern world, what strategies there are for printed publications to survive in an online world and in what different way a publication can be displayed online compared to print.

1.5 Research methodology

I will use a descriptive research (or qualitative descriptive studies) method in my study. “Qualitative descriptive designs typically are an eclectic but reasonable combination of sampling, and data collection, analysis, and re-presentation techniques.” (Sandelowski, M.)

This method is also useful when “straight descriptions of phenomena are desired” (Sandelowski, M.), and that is a very important part of my study. I will be doing textual analysis, and I will use published material and make a detailed description of the two strategies of these companies, and that will result to a detailed vision and explanation of how the strategies look like and how they differ from each other.

1.5.1 Data collection

Data collection in qualitative descriptive studies is typically directed toward discovering the who, what, and where of events or experiences, or their basic nature and shape. Data collection techniques usually include minimally to moderately structured open-ended individual and/or focus group interviews. Data collection techniques may also include observations of targeted events and the examination of documents and artifacts. (Sandelowski, M.)

1.5.2 Data analysis

Qualitative content analysis is the strategy of choice in qualitative descriptive studies. Qualitative content analysis is a dynamic form of analysis of verbal and visual data that is oriented toward summarizing the informational contents of that data. (Sandelowski, M.)

I will start by going through secondary data, which in this case will include articles and books regarding digitalization and the effects that digitalization has on the print industry. I will also try to find information regarding the current state of printed magazines as they

are trying to survive in the digital world, and with the help of that information I will try to find out what their future looks like. Also, theory about colors and different layout - solutions used in print, will be added to my study.

Then for the primary data, I will gather information about the layouts/visual factors of both Monocle- and Image –brands. I will emphasize on visual elements and details, there for I need to look carefully at both magazines, look at how they use colors, pictures, text elements and so on. I will also analyze their webpages (including Monocle’s radio-station, video broadcasting and stores), and digital editions. I will pay attention to user-friendliness, and to what the webpages consists of.

With this information gathered, I am able to analyze it, and then make conclusions about Monocle’s strategy, for how to maintain a print magazine in the digital age, and look at how this strategy fits into Monocle’s aims, how these aims work in the digital world, and compare it to the way that Image is being displayed.

1.6 Ethics and privacy of data

The information on Monocle’s and Image’s strategy and goals can be found online, so most of my gathered information is public and there for every one to find.

1.7 Definition of terms

By publication I refer to magazines and newspapers.

Transmedia is a ”narrative that extends beyond multiple media forms that also plays to the strength those forms; may or may not be interactive.” (<https://www.teachthought.com/the-future-of-learning/the-definition-of-transmedia/>).

2 THEORY

2.1 The online world today

Today, the print publication is being challenged by the internet. Magazines and newspapers are struggling to maintain their products. Print has had to take precautions to be able to maintain their place in the digital world.

The following quote points out current challenges rising in the print industry, and what issues print has to compete against:

“To date, many attempts have been made to understand how print newspapers can overcome their current crisis: declining sales, scandals and the rise of the Internet, as well as how print journalism can renew itself and build a possible future. Over the last two decades, the online world has launched an assault on print journalism, proving to be more attractive to readers than the print world. Online newspapers have challenged print with the strength of the Internet. In comparison with print journalism, online journalism includes many value-added services and functions, such as social and mobile media.” (Fortunati, L., Taipale, S. and Farinosi, M. 2015. 831)

But, studies have started to show, that print still has room in the modern world, and by modifying the way print is being displayed, it can help gaining new readers and revenues for the companies behind them. A faulty business model has been applied by some traditional media groups declaring the end of the print edition and keeping only the online edition. The history of development of the Internet and its influence on print newspapers has been actively studied. (Fortunati, L., Taipale, S. and Farinosi, M. 2015. 831)

The following quote highlights the importance of advertising, and explains how selling spin-off products can help to maintain a print magazine.

“For example, Van der Wurff and Lauf (2005), Boczkowski (2004), Deuze (2011) and Domingo (2008) have shown how online newspapers have been fundamentally a near transposition of print newspapers to the Internet. The fear of publishing houses that print newspapers would be cannibalized by online newspapers was overridden in the hope of attracting more readers online. What was completely lacking in that business model was a clear vision of the advertising which against all expectations was very slowly colonizing the Internet (Küng et al., 2008). Hence, media groups spent revenues gained from adding inserts (e.g. volumes of encyclopedias, dictionaries, book series or DVDs) to print newspapers to support their unsuccessful Internet adventures. This strategy followed the business idea according to which these spin-off products could be efficiently commercialized through the purchasing power of the wide readership of printed newspapers.” (Fortunati, L., Taipale, S. and Farinosi, M. 2015. 831)

This means that by combining print with online, a brand can develop their strategy to reach more areas and add for example (as mentioned above) book series or DVDs to their marketing.

Studies have shown, that people still like to buy printed publications. People experience media through their senses, and perceptions of form and aesthetics are important when reading a magazine or a newspaper. (Ytre-Arne, Brita. 2011. 467) Readers like to feel the product in their hands, they want to feel the structure, be able to turn the pages and experience the smell of a freshly printed magazine. According to Ytre-Arne, the consumers who read magazines, feel that the websites cannot replace the print magazines. When she made a questionnaire comparing a women’s printed magazine to the website of the same magazine, most of the feedback was positive, though some thought the site was a bit messy, but still the result was that everyone thought that there is no way that the website could be a substitute for the printed magazine. (Ytre-Arne, Brita. 2011. 468-469)

The next quote points out a few factors why reading a magazine online can feel uncomfortable:

“Several informants mentioned that they got tired from staring at computer screens at work, and reading on screens might be more straining on the eyes compared to reading texts on paper. As most informants prefer to read magazines in peaceful, quiet situations, it might seem as though reading online – clicking, scrolling, negotiating pop-ups, navigating back and forth – is too stressful for the comfort and peace of mind they seek in magazine reading.” (Ytre-Arne, Brita. 2011. 471)

One sentence summarizes the research above well “informants also emphasize the importance of the print magazine’s materiality; it is something ‘you can hold in your hands’” The readers mentioned the joy of finding a new magazine in the mailbox, saving stacks of magazines for the weekend or for holiday reading, and scrapbooking interesting articles. (Ytre-Arne, Brita. 2011. 471)

2.2 The strategy of Monocle and Image

In this part I will describe the strategy of Monocle and Image in some detail, and also focus on the layout of Monocle’s and Image’s printed edition. I will also describe the recent redesign that Monocle has done in March 2017, and that Image made in the beginning of 2018.

As mentioned before, Monocle is a brand consisting of several different marketing areas including print, audio and online elements, with expanding retail network and online business. Monocle was launched in 2007. It is a magazine meant to serve a public across the world. The following quote summarizes the thought behind Monocle’s strategy well: (<https://monocle.com/about/>)

”We believed that there was a globally minded audience of readers who were hungry for opportunities and experiences beyond their national borders. Today Monocle is published 10 times a year out of our HQ at Midori House in London and has seen its sales grow every year: we now sell more than 81,000 copies per issue, with 18,000 subscribers. For \$150 (€140) a year we make sure that our

readers feel part of something more like a club, offering regular invitations to subscriber events and ensuring they always have great service from our team.”
– Monocle

Their market area stretches over to US, UK, Australia, Canada, Singapore, Germany, Hong Kong, Portugal, France and Italy, with possible expanding to Southeast Asia. They also have correspondents and bureaux in several other countries. Staying loyal to their belief in quality print, Monocle has also two new seasonal publications; The Forecast and The Escapist. The Forecast is published once every year, and it includes key insights into the year ahead. The Escapist is a ”summer travel-minded magazine that delivers a dose of business ideas alongside global affairs” (<https://monocle.com/about/>).

When looking at Image, their strategy can be viewed as more traditional when it comes to maintaining print. It’s main product is its printed magazine, they also publish a digital edition of the magazine.

”Image points out the newest phenomenon and fresh aspects every month. Image provides facts in a casual manner. If you like to spend your time enjoying quality writing and beautiful photographs, then Image is the magazine for you.” – Image (<https://www.apu.fi/lehdet/image>)

2.2.1 Brand extensions

In the following part, I will describe what brand extensions Monocle and Image include in their strategies. In the case of Monocle, the extensions are wide compared to Image, which has chosen to go with a more traditional strategy when it comes to the publishing business.

Image’s market area is national, it is only published in Finland. As mentioned earlier, the concept of Image consists of a printed magazine, a digital edition of the magazine, and a webpage. You can also get a weekly newsletter sent to your email.

When looking at Monocle's strategy, they have also published several books in collaboration with the German publisher Gestalten. To mention a few; "The Monocle Guide to Better Living", "The Monocle Guide to Good Business" and "The Monocle Guide to Cosy Homes". They have also published a series of travel guides together with Gestalten, which includes London, New York, Hong Kong etc.

Monocle also has its own round-the-clock radio station called Monocle 24. It was launched in 2011. "It delivers global news alongside shows covering foreign affairs, urbanism, business, culture, design, food and drink and print media." (<https://monocle.com/about/>). It also has a playlist working day and night, and live sessions hosted at Midori House.

On their website monocle.com you can listen not only to their radio station, but also if you are a subscriber, access all the stories ever run in the magazine. On the website you can also find their high-quality films and slideshows. "Beautifully shot and edited by our in-house team of film-makers, our films provide a fresh perspective on stories reflecting our editorial philosophy." (<https://monocle.com/about/>)

In 2015 Monocle launched its [Quality of Life Conference](#) in Lisbon. In 2016 it was taken to Vienna and in 2017 to Berlin, "each time offering a line-up of inspiring debates, tours of key ateliers and museums, plus a lot of good – and fun – hospitality." (<https://monocle.com/about/>)

They have also started opening stores (Figure 1), for example in London, New York and Tokyo, selling things like designer bags, back issues and a selection of products, for example clothes, cd's. (Figure 17) "We sell products that cater to our readers' tastes and are produced by brands we believe in." (<https://monocle.com/about/>) They have opened café's in Tokyo and London, and "recently they have started a newsstand and coffee concept in London called Kioskafé". (<https://monocle.com/about/>)



The spread from Monocle February 2017. (Figure 1)

And to keep their subscribers informed, Monocle has created a daily newsletter that arrives to your email with news from around the world, radio highlights and information about the newest Monocle films.

Monocle’s latest idea is to get involved in property development. Their first project will be set in Bangkok in a partnership with Sansiri, creating their own branded apartments.

“According Tyler Brûlé, Monocle founder and chairman, the design of the apartments will be inspired by the sleek design spreads found in the pages of its magazine, as well as its affluent, global readership.”

<https://www.psfk.com/2017/11/monocle-is-creating-luxury-properties-pulled-from-the-pages-of-its-magazine.html>

With this new idea of taking part in real estate, “Monocle exemplifies a growing trend of diversification within the media industry, which continues to undergo drastic changes in the face of traditional revenue sources like subscriptions and advertising drying up. Brûlé says that while the majority of Monocle’s business is still driven by advertising, about 30 to 40 percent of revenue comes from “special partnerships” like the deal with Sansiri.” (<https://www.psfk.com/2017/11/monocle-is-creating-luxury-properties-pulled-from-the-pages-of-its-magazine.html>)

“Monocle continues to grow and flourish and at our core is the simple belief that there will always be a place for a print brand that is committed to telling fresh stories, that sends photographers on assignments and knows that its success is all down to the readers, advertisers and collaborators who have supported us along the way.” – Monocle

2.2.2 Relationship to their audience

Monocle has a wide global audience, with a target group consisting of people with an interest of phenomenas happening beyond their national borders. They reach their audience through several different channels, like their magazine, the webpage, stores etc.

Image has a smaller audience, which confines to the Finnish borders. The target group is similar to Monocle, reaching consumptive adults living in the city. Tough, Image reaches its audience mainly through their printed magazine.

2.2.3 Relationship with their advertisers

When it comes to advertisement, Monocle has a bit more developed approach to advertisement. Their strategy consists of collaborating with their advertisers. Monocle choses a product they like, puts an advert in the magazine, and publishes an article or a short story of the brand or designer.

Image has a more traditional way of dealing with advertisers. The advertiser can buy a spot in the magazine, and get their product or service published both in print and digitally. “Magazines sell the advertising space according to the area occupied by the ad, its position in the publication (front page/middle page, above/below the fold), as well as the readership of the publication.” (<https://marketingwit.com>)

2.2.4 The layout of the printed edition

2.2.4.1 The cover

The cover of Monocle consists of the title, a few headlines about what this certain issue includes, and one big picture. Up in the left corner is the title of the magazine, Monocle. Above there is space for a small headline and up in the right corner is space for the issue number, volume and month. Underneath there are a few more headlines placed over the picture. Down on the right, there is a space for the ISBN-code (Figure 2) According to Tapani Huovila, the amount of elements used can vary between one to infinity. If there are only a few elements used, they stick out more effectively, but if there are many elements, they need to be properly organized, so that the whole will look constructed. (Huovila, 2006. Page 42)



The cover of *Monocle*, issue 100, volume 10, February 2017. (Figure 2)

The cover above has a harmonic color scheme. The background color is always black, and then there is one or two other colors that changes in every issue matching with the coverpicture. Black, white and grey are colors that effectly create contrast. A color works as a message for the reciever. A color communicates in different ways, depending on wich elements, colors or things it is combined with. (Huovila, 2006. Page 42) The color, which has the most psychological effect, is red. It is active and makes people react. For example red is often used in tabloids, to get people's attention. White is a color that indicates pureness, yellow is interpreted as lust. Green is used in hospitals to calm patients and in schools to relax children. Grey is interpreted as neutral and brown as social. Blue is used in police uniforms because it gives the impression of order. Purple is a mystifying color, and black is interpreted as indeclinable and modern. (Huovila, 2006. Page 45) From a symbolic point of view is black interpreted as death and power, purple as churchy and royal, blue as cold and concidering, green as envy and environmental, red as revolution and love, orange as danger and happiness, yellow as deceit and sun, grey as anonymous and agreeable, and white as pure and honorable. (Huovila, 2006. Page 45)

The cover of Image consists of the title, a few headlines revealing some of the topics discussed inside the magazine, and one large photography usually dragged out over the whole page, often presenting a person, usually a person known in the media.

The only permanent thing on the cover is the title dragged out from left to the right. The placement of the ISBN-code and headlines varies, also the fonts used on the cover can change (Figure 3).



The cover of Image April 2016. (Figure 3)

2.2.4.2 The title

What comes to the title, Monocle has a separate logotype, but also a trademark which they use for example on their website (Figure 4). It can also be found on the side of their magazine. On the front of the cover, they use the logotype of their brand. A logotype is the name of the product or the company. It has to go together with the brand and their operation. The idea of the logo is to present the product or company in such a way, that

the audience will combine the logo to the product, after seeing it once. A trademark is a simplified element that works together with the logotype. The idea of a trademark is to be able to use it separately from the logotype. In Monocle's case, their trademark is a round circle with an element shaped as the letter M. (Bergström 2016:275–276)

Image has designed their title to also be their logotype, they do not have a separate trademark (Figure 5). The logotype is similar to *Opinion Pro Extended*, though probably some adjustments has been made to the font to give it their own touch (Figure 5 and 6).



The trademark above, combined with the logotype underneath. (Figure 4)



The logotype. (Figure 5)

Opinion Pro Extended AaBbCcDdEe

Opinion Pro Extended. (Figure 6)

2.2.4.3 Typography

What comes to observing the fonts that Monocle and Image uses in their magazine, I base my description of the fonts used on analysing and comparing different fonts, so that I might come as close as possible to finding out what fonts Monocle and Image use. I have also used the help of *fontspring.com* and I have consulted Lotta Lemiläinen, a graphic designer from Helsinki. She has worked in the art field for over ten years, and has years of experience designing both print and online products, which includes researching and interpreting typography and how to successfully use fonts in different publications. She has guided me when interpreting typography and when comparing different fonts with each other, to find out what fonts Monocle and Image are using in their mastheads and printed publications.

The font that Monocle uses in their logotype (Figure 7) is similar to fonts called *Borgia Pro* and *Adobe Arabic* (Figure 8 and 9). In figure 10 I have written the title Monocle using the Borgia Pro font, just to see how close it looks to the font used on the cover. Other fonts used on the cover are similar to *Garamond Nova Pro* and *Garamond Modern FS* (Figure 11 and 12). The main fonts used inside the magazine are similar to *Caslon* and *Arial* (Figure 13 and 14).



The logotype. (Figure 7)



Borgia Pro. (Figure 8)

Adobe® Arabic

Adobe Arabic. (Figure 9)

MONOCLE

“Monocle” written with the font Borgia Pro Bold. (Figure 10)

Garamond Nova Pro

Garamond Nova Pro. (Figure 11)

Garamond Modern FS

Garamond Modern FS. (Figure 12)

Arial

Arial. (Figure 13)

Caslon

Caslon. (Figure 14)

On the cover of Image, shown in figure 3, the fonts used on the headlines are, according to dafont.com, similar to so called "fancy" fonts, close to *Comic* or *Cartoon*. (<https://www.dafont.com/theme.php?cat=101>) Fonts used inside the magazine are similar to *Pona Display* and *Familiar Pro* (Figure 15 and 16).

Pona Display AaBbCcDdEeFfGg

Pona Display. (Figure 15)

Familiar Pro AaBbCcDdEeFfG

Familiar Pro. (Figure 16)

Good typography is both art and communication. Those both require contrast, which places elements in different proportions. That creates variety, which creates rhythm. Without rhythm, the reader loses interest. In typography, the most important ways to create contrast, are the variations between size, form, strength and color. (Itkonen, 2007. Page 77)

2.2.4.4 *The interior*

Monocle uses a lot of different colors, pictures and elements inside the magazine. (Figure 17 and 18) They also use different textures on the pages and they often give out tiny "flyers" inside the magazine (Figure 19). They might flip pictures up-side-down and vary the size of elements. The printed magazine takes advantage of all the possibilities that are achievable in a printed product, but which would not work online. For example, having a spread that is possible to be opened with a third page (Figure 20), or using different textures on pages (Figure 21). According to Tapani Huovila "A picture is effective." (Huovila, 2006. Page 61) A picture mediates information and feelings. (Huovila, 2006. Page 61) A picture is most often either horizontal or vertical. It can also be a square. A horizontal picture shows the world in the same way as a human glances at the world, when again a vertical picture breaks the frames of the natural eyesight. Breaking these boundaries makes a human react, and pay more attention to a vertical picture than a

horizontal one. This is the reason why, for example posters are most often designed in a vertical way, to catch the viewers attention. (Huovila, 2006. Page 64). Varying between different picturesizes draws attention. A definite way to catch a viewers attention, is to variate between similar and opposite elements, for example a combination of a small and a large picture, placing elements close to eachother versus placing them very loosely, placing elements in a regular order versus placing them here and there, also using colorcontrast dark versus light is a good way to catch attention. (Huovila, 2006. Page 161) Usually an article starts with a big picture, it is the most attractive element on the page and the reader notices it right away. (Huovila, 2006. Page 161) The pictures that follow, usually grow smaller as you read on. This is a way to create tension between the picturesizes, and to increase interest and guide the reader forward. (Huovila, 2006. Page 162–164)



A spread from Monocle February 2017. (Figure 17)



A spread from Monocle March 2017. (Figure 18)



A spread from Monocle February 2017. This is a small flyer between the pages, which has a short introduction to a designer that Monocle works with and who sells their products in Monocle's stores (Figure 19).



A spread from Monocle February 2017. (Figure 20)

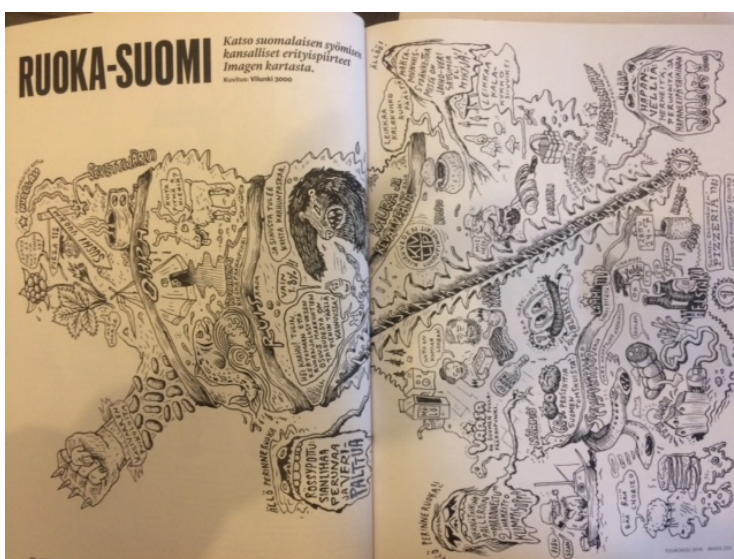


A spread from Monocle February 2017. The left page has a more rough texture on it, and the right page has a softer shiny texture. (Figure 21)

Image has a very bold and distinct way of presenting their articles and news. They use quality photography, and they often present their main interviewee in an unusual way when photographing them, which gives a brave and a distinguished impression of the magazine. Their layouts often attract attention and they usually play with fonts and font sizes. Image does also know how to take advantage of a printed magazine, they sometimes place pictures up-side-down or spread them over two pages, to make a layout stand out and making it more interesting (Figure 22 and 23).



A spread from Image April 2016. (Figure 22)

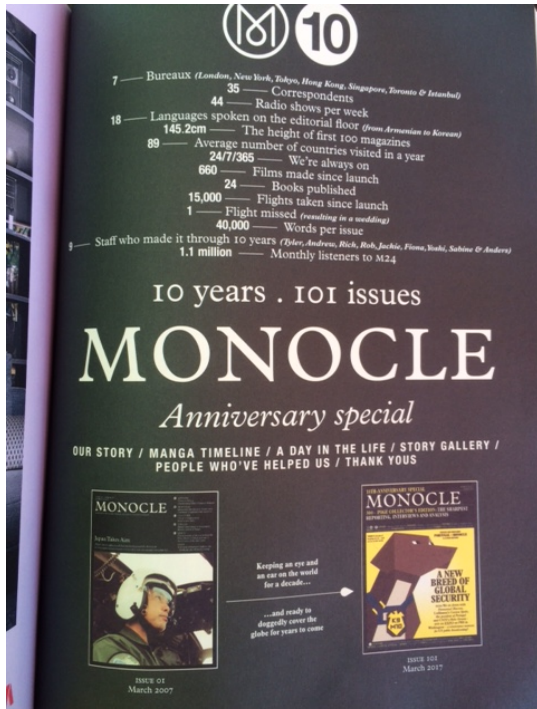


A spread from Image April 2016. (Figure 23)

2.2.5 The redesign

Both Monocle and Image have recently done redesigns of their magazines (Figure 24 and 26). Monocle came out with their redesign in march 2017, and Image decided to do a make-over in the beginning of 2018.

Monocle has not done any too radical changes, most of the changes can be detected on the cover. Inside, the biggest changes can be noticed in the beginning of each section. They have changed the typography and the placement of elements. The fonts used inside the magazine seems to remain the same. On the cover, the most noticeable thing is the increased size of the title. The title has gotten a lot more space and the strong colored line above it has disappeared. The headline above, has now been given a color and it is placed on a black background to make the text lighter and less competitive with the title. Also the “A, B, C, D...” -list on the right is gone, and that gives the picture on the cover more space. The headlines can now be more freely placed, some placed directly on the picture. (Figure 25)



A spread from Monocle March 2017. (Figure 24)



The cover of the redesigned Monocle March 2017. (Figure 25)

Regarding Image, the changes are a bit more noticeable compared to Monocle. This particular cover below, has a calm feeling. As mentioned earlier, it is possible to use any font on the cover. On this cover, the fonts have a bit of a retro look, which makes the cover remind us of the 90's. The biggest change is the logotype, it has changed radically from the old one. The logotype is similar to *Baskerville Display PT* (Figure 27 and 28).

Some changes has been made on the inside, but nothing that radical. The lines between the columns have been taken away, but the fonts seem to be the same as in the earlier design. Tough, the headlines for the different sections have changed names and the font is the same as the logotype on the cover. But the overview looks quite a lot the same as before, the layouts are fresh and the use of space, pictures and fonts is following the same path as in the old design (Figure 29 and 30).



The cover of the redesigned Image February 2018. (Figure 26)

IMAGE

The new logotype. (Figure 27)

Baskerville Display PT AaBbCcDdEe

Baskerville Display PT. (Figure 28)



A spread from Image May 2018. (Figure 29)



A spread from Image May 2018. (Figure 30)

3 ANALYSIS

The purpose of this thesis is to find out what different ways there are to maintain a print product and compare the different factors to Image-magazine. When comparing the results to Image, the differences are huge, although some similarities can be found aswell.

3.1 Digital brand extensions

One thing in common, are the newsletters. By signing up on Monocle's webpage, you start getting a daily newsletter sent to your email with the latests news or recommendations for articles and blogs. Image works the same way, but they send you a weekly newsletter with the latest events and news gathered in one package.

Image also has an digital edition of their magazine, and when becoming a subscriber of the printed magazine, you also get access to the digital edition. Monocle does not have this possibility to read the magazine online. Instead, you can find an archive with all the older magazines, which you can still buy and have it sent home.

3.2 Other brand extensions

When looking at additional brand extensions, Monocle has reached out on a wider scale compared to Image. Image is putting all their effort on the printed magazine, and their webpage, when again Monocle is participating on several other marketing areas, publishing books being one of them. In collaboration with the German publisher Gestalten, Monocle has published several books, "The Monocle Guide for Better Living" being one of them.

On Monocle's webpage, there can be found a round-the-clock radio station, which delivers news from around the world regarding culture, business, design, just to mention a few. On the webpage you can also find quality films and slideshows.

Monocle has also launched its "Quality of Life Conference", which has been organized in Lisbon, Vienna and Berlin.

Opening stores around the world, is what Monocle is also known for. Selling designer bags, back issues and a selection of other products. These stores can be found for example in London and New York.

Their latest thing is to get involved in real estate, creating their own branded apartments.

3.3 Relationship to their audience

Monocle can be called a transmedia, with all their brand extensions and digital extensions reaching around the globe. Monocle has spread itself to many different areas, and that way they can reach a wider audience and spread the knowledge of their brand and the existence of Monocle. As an interesting detail regarding marketing research, I think it is worth mentioning, that Monocle throws parties in different countries and cities for people to come and meet and talk with the Monocle staff and the founder Tyler Brûlé. This is a different and imaginative way of finding out what kind of people lives in the cities, what they think and feel about things going on in the world. This way Monocle finds out what their target group is like and what they want to read in the magazine.

Image is well-known in Finland, and they reach their audience mainly through their printed magazine. Image's target group are consumptive adults from the age 28-50, that live in the city. Image, aswell as Monocle, carry a certain kind of "label" – they are both magazines targeted to people living in the fast pasted cities, with passion for culture, politics, latest trends and phenomenas. One might even say, when you see someone reading Monocle or Image, you get a certain kind of impression of them.

So as a conclusion when comparing the relationship to their users, the biggest difference between these to magazines, is that Monocle reaches readers internationally and by meeting their audience face to face, when Image reaches a national audience.

3.4 Relationship to their advertisers

In the area of advertisement, these two magazines are very different from each other. Image has a more traditional way when it comes to dealing with advertisers. An advertiser can choose a spot in the magazine, and pay to get their advert into the magazine. Monocle, on the other hand, does a kind of collaboration with their advertisers. Monocle chooses a brand or a designer whose product they like, have their advert put in the magazine, and then they also publish an article of the brand/designer. And instead of only advertising a product in their magazine, they can also choose a product to sell in one of their stores with a combination of publishing an article of the brand/designer in the magazine. This way the brand/designer gets publicity and will be noticed.

3.5 Website relating to the magazine

Both brands also have webpages. Though, Image's homepage can be found under another brand called Apu. The webpage can be found at this address <https://www.apu.fi/lehdet/image>. The first reaction can be a bit confusing, the webpage consists of five different magazines. The webpage is not divided per magazine, but instead by theme and blogs, but when navigating to the headline "lehdet", you are able to find "Image", and when clicking forward you now can find yourself on a page which is only about Image. There they introduce blogs and articles that can be found in the latest magazine.

Monocle, on the contrary, has a webpage consisting of material regarding only their own brand. The design of the webpage goes hand-in-hand with the printed magazine, colors and fonts are the same. The navigation is easy, and on the webpage you are able to find your way to the round-the-clock radio, go check out films, browse through headlines of the latest magazine and if you feel like it, do some shopping as well.

3.6 The layout of the magazine

Both Monocle and Image aim for quality print. They both take advantage of the different possibilities that a print product offers. They use quality photographs and pictures in the magazines, which can be used in different sizes and be turned up-side-down occasionally to catch the public's attention. They play with fonts and colors which makes the magazine tempting and interesting.

When comparing their redesigns, they have both done similar things. The most radical changes done during the redesign, has been directed on to the front cover. In Monocle's case, the logotype and the trademark remain the same as before, but the logotype has been given more space. The colorworld is also as versatile as before, but now the headlines have been given more possibilities to move around.

The biggest change regarding Image is the logotype. They have changed the font and now the logotype is placed up in the left corner, not being spread over from left to right like before. The cover goes by the same rules as before, the picture is spread over the whole cover, and usually the picture is of some well-known person in the media, or some other public person.

When looking at these two covers, there is one quite noticeable thing, when comparing them to other magazines in general. Both Monocle and Image (in their redesign) use a *serif* font in their mastheads. The word *serif* indicates that the font is a *antiqua* font, which means, that the font is mimicing a style of handwriting. (Itkonen, 2007. Page 11)

“Antiqua is a style of typeface used to mimic styles of handwriting or calligraphy common during the 15th and 16th centuries.” – Wikipedia ([https://en.wikipedia.org/wiki/Antiqua_\(typeface_class\)](https://en.wikipedia.org/wiki/Antiqua_(typeface_class)))

It is more or less unusual to have a serif font in a masthead. Most often the font used on a masthead is a *grotesk* font, which according to Itkonen and Wikipedia means that the “font does not have extending features called “serifs” at the end of strokes”. (Itkonen, 2007. Page 11, <https://en.wikipedia.org/wiki/Sans-serif>)

Antiqua fonts are often interpreted as sophisticated and dignified fonts. This choice of font makes a big difference on Monocle's cover, it gives a powerful and sharp feeling. Together with the black background, spacious picture and a high-quality masthead, the whole cover becomes almost like one single icon. It is not only the masthead which makes the magazine recognizable, rather the whole cover with all of the elements together.

As mentioned before, Image also made a redesign, with most of the changes concerning their logotype. In the past, their logo was a grotesk font, with assumingly some customizing done. Now they use a serif font, just like Monocle. The cover still follows the same main guidelines, but the overall feeling of the cover is a bit more calm.

When comparing the interior of these two magazines, the changes are quite cautious for them both. With a quick overlook from a readers perspective, the changes seem quite discreet. A thing in common is, that they have done changes to the layout regarding sections. Image has changed the name and typography of the sections, and they have also renamed the sections. Monocle has redesigned the elements in the start of each section, and made it a bit more discreet. The overall view of the magazines give out the same feeling as before – modern and happening – but with a touch of freshness added.

3.7 Monocle versus Image

When going through similarities and differences between these two magazines, the differences between the two brands strategies are remarkable. Image's main product is the magazine, and everything else circulates around it – the content of the webpage and the digital edition. Image is a brand with one product. When you think of Image, you associate it with a printed magazine.

Monocle is a brand that has many products, the main product still being the printed magazine. But, Monocle has evolved to become a transmedia, which operates in several different areas. Monocle started with producing a magazine, but down the track, they have created many other products which can be seen as a continuum for the magazine. Monocle

is not only a magazine, it is also a radio station, a real estate designer, a store, an author, a director and even an event planner so to speak. When you think of Monocle, you think of a global brand, a lifestyle, if you like.

Also, when comparing Monocle's and Image's way of presenting the themes and issues going on in the world, Image can be presented as being reactive, when Monocle has more of a "we write about what we want, when we want" -style of writing. This gives an independent and confident impression of Monocle, and a reader might think "I want to be a part of that confidence", and they feel as they belong to a "club" or "tribe" when they walk around with Monocle in their hand. Image has a more traditional way of writing about things, they release news and articles that have more or less been brought up in the media recently. Image is "tailing" the news happening in the world, and then making sure they instantly write about the latest issues in their magazine.

So, when gathering my thoughts, I find that there are at least two ways of maintaining a print product. One strategy is to have the print product as the main product and stick to it, and only create items that backs the main product up. The other strategy is to have the print product as the main product, but to build other products around it and let them be independent parts of the brand aswell as the printed product.

4 CONCLUSIONS

I consider my findings to be interesting. When comparing Monocle's and Image's relationship to their readers, a big differences can be noticed. Monocle reaches a global audience, through several channels, contrary to Image, which is published only in Finland. We must take note that Monocle is an international magazine, and that way they automatically reach a bigger public, but still, it would be possible for Image to find new and similar ways, as Monocle does, to reach a wider audience inside the national borders, for example by starting to do collaborations with advertisers and that way spread their marketing area maybe to opening stores or publishing books.

Advertisement is also something that Monocle and Image do in a very different way. Monocle's way of relating to advertisement makes Monocle more in charge of what material their magazine publishes. When in Image's case, where the advertisement is more traditional, the advertiser gets to chose the product and the spot of the ad. I think Monocle's way of doing advertisement provides more freedom for the magazine, in the way that they have more control when it comes to chosing what they want to advertise. In traditional advertisement I am in the understanding, that the cost of the spot for the advert, is what matters the most.

Also the brand extensions differ a lot from each other. This is the most important part when creating a brand or a transmedia, if you like. This makes Monocle become more than just a magazine, and has helped Monocle transform into a brand with different marketing areas, instead of being just a magazine. Actually, the only thing Monocle and Image have in common regarding brand extensions, are the newsletters.

The layouts of the magazines are obviously not the same, as they are two different brands, but they both follow certain bigger guidelines, which makes the magazines look balanced and modern, and attract a similar target group.

As a conclusion, when comparing Monocle to Image, and examining the following aspects: the logotype, the front cover, the interior layout, the interior sections, the website, their digital brand extensions, their other brand extensions, their relationship to their

advertisers and their relationship to their readers/users, I came to the conclusion, that the measurable success factors that ensure the survival of Monocle's print edition are:

1. Its strategy which consists of spreading your brand to several different marketing areas, letting the print product become a separate part of your brand and letting it benefit from everything that can be done in print specifically. Monocle makes the best of both worlds: it finds aspects of print that can not be found (or does not work) in digital material: tactileness, size, paper textures, flipping pictures upside-down and giving out tiny "flyers" inside the magazine. Opposite to their webpage, which consists of links to different kind of videos from all kinds of events, their own radio broadcasting and an online shop you can access from the webpage. So, Monocle seems to be trying to create a transmedia brand which you can join or attach yourself to in some way. You can interact with that brand through the "only-possible-in-print" –magazine, or by the "only-possible-online" –webpage, or by interacting with any of the other areas that Monocle has spread itself to. Monocle has managed to get their brand to a point where one would not exist without the other. In this case the magazine is not a version of the webpage in the same way that most magazines have it, instead both are separate things you buy or access if you are a member of the Monocle Tribe.
2. Collaboration. Monocle's success and opportunity to continue to exist is thanks to the support of their readers, advertisers and collaborators. In Image's case, the support comes mainly from the readers and advertisers. Collaborating is the other main factor when it comes to maintaining a print product. When collaborating with a company or a designer, you can reach new marketing areas and a broader audience, and when doing that, you spread your brand to other areas and your brand becomes larger. And when you get a wider audience, your brand will grow stronger, and the maintaining of print will only become a part of your brand.
3. Language. As the third main factor comes language. When using the English language, the audience grows wider. Monocle started right away as a global magazine, with a global audience, writing about global news. Image on the other hand, is written in Finnish, to Finnish people and mainly writing about Finnish news.

To summarize my thoughts, there are three important success factors when it comes to maintaining a print product; taking advantage of everything a printed product can offer, while also spreading your brand on wider marketing areas than just print, collaborating with other companies/designers/brands and using a global language.

These three points are actually quite logical, because it does make sense, that if you want to reach a global audience, it is wiser to use a global language, than some language which is more uncommonly known in the world. And when your goal is to stand out from the crowd, it is important to be different from your competitors, to do something radical and unusual which makes you rise from the ordinary and catch the attention of the audience. When it comes to collaboration, it is a common strategy in the business world, it is a way for not only your brand, but also for your partners brand to benefit and to achieve their goals. In a more simple way put, collaborating not only gives you new friends, it also spreads the word that you are a good friend. So when putting these three points in use, specially in the publication field, it creates a new, refreshing way of existing in the world of media, and a smart and far-reaching strategy when maintaining a print product in an online world.

So, proposally, if Image would like to become as grand as Monocle, they would not only need to change the language of the magazine to english, but also start doing collaborations with other companies so that they are able to spread the brand Image to other marketing areas and let their printed edition become a separate part of their brand. But, I would like to think that this is achievable also within national borders, only in a smaller scale.

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