

Chapter Summary – Module Five

Once, magazines targeted general audiences and had circulations in the millions. Today, although a few magazines, such as *Reader's Digest* and *Modern Maturity* reach millions, the industry depends on specialized magazines, such as travel, professional, trade and hobby with much smaller circulations. Magazines have helped correlate parts of society, explaining to readers how small bits of information fit into their lives and society as a whole. With the trend toward specialized magazines, this traditional function may be in jeopardy. Since consumers have access to online delivery of specialized content from a variety of sources, magazines must transform themselves yet again.