HOW MAGAZINES ARE USING REDESIGNS AS A TOOL TO BUILD A STRONGER RELATIONSHIP WITH THEIR READERSHIPS

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ABSTRACT

Interviews with key staff who spearheaded the redesigns of five national magazines support the idea that magazine redesigns were conducted to connect better with the readership. Their explanation behind design decisions and motivation for doing a redesign can help other designers understand how and when a redesign can bolster newsstand sales, readership interest and readership growth.