

## ch5

Student: \_\_\_\_\_

1. The earliest American magazines avoided highly political issues  
True False
2. Unlike newspapers during the penny press era, magazines of that time did not increase their appeal or circulation.  
True False
3. According to the textbook, *Reader's Digest* is the finest example of the digest, one of three major magazine types that evolved between World War I and World War II.  
True False
4. Contemporary magazines have recovered from the tough economic times of the 1980s-1990s and are making record profits.  
True False
5. Replica editions of magazines try to duplicate the reading experience of the paper version of the magazine.  
True False
6. Most magazine publishers include vast amounts of user-generated content on their Web sites.  
True False
7. The print version of magazines continue to bring in the bulk of money.  
True False
8. Magazines attract more specialized audiences than do other media.  
True False
9. All magazines can be classified into one of 12 main content categories, including (among other categories) newsmagazines and entertainment magazines.  
True False
10. Trade publications are also referred to as business publications or business magazines.  
True False
11. Newsletters can be big business - these highly specialized, small-circulation publications have high subscriber fees, ranging up to \$4,000 per year.  
True False
12. The magazine industry can be considered to have three main functional elements: production, distribution, and retail.  
True False
13. Controlled circulation magazines have high subscription fees so that members of the general public can't afford them.  
True False
14. Although it is not the only major company to do so, Mediamark Research Inc (MRI) measures print magazine readership.  
True False
15. The typical magazine reader is less likely to belong to a religious organization than nonreaders.  
True False

16. The first magazines printed in America were designed as:
- A. collections of varied literary materials
  - B. political vehicles aimed at the mass audience
  - C. storehouses of award winning European literature
  - D. repositories of political cartoons
  - E. none of these
17. The movement to uncover wrongdoing and advocate reform of corrupt or harmful practices was called:
- A. advocacy journalism
  - B. the Reform movement
  - C. crusading
  - D. muckraking
  - E. the expository press
18. Between the two World Wars, three types of magazines evolved: the digest, the newsmagazine, and the \_\_\_\_\_ magazine.
- A. lifestyle
  - B. advertiser-supported
  - C. mass audience
  - D. specialized
  - E. pictorial
19. After the two World Wars, sports magazines such as *Golf Digest* became popular, because of:
- A. increased competition
  - B. increased leisure time
  - C. the relative decline of newspapers
  - D. the importance of sports to building business relationships
  - E. the use of stunning illustrations
20. Which of the following is causing magazines to struggle?
- A. Retailers are more selective about the number of magazines they will carry
  - B. Sweepstakes competitions (such as Publishers Clearinghouse) have disappeared due to legal problems
  - C. The national do-not-call list makes telephone sales difficult
  - D. A variety of cable channels (such as Food Network) offer advertisers an alternative way to reach targeted audiences
  - E. all of these
21. Which of the following strategies have publishers used to try to improve their finances?
- A. Publishers are strengthening their Web presence
  - B. Publishers are sponsoring conferences
  - C. Publishers are sponsoring trade shows
  - D. Publishers are becoming more cost conscious
  - E. all of these
22. Defining features of magazines include all of the following EXCEPT:
- A. magazines reach the most specialized audience
  - B. magazines are classified into two content categories: business and pleasure
  - C. magazines are the medium most in tune with social, economic, and demographic trends
  - D. magazines can influence social trends
  - E. magazines are portable and convenient, with high quality print and graphics
23. *Time* and *TV Guide* are examples of which type of magazine?
- A. general consumer magazines
  - B. business publications
  - C. literary reviews and academic journals
  - D. newsletters
  - E. public relations magazines

24. If Dell were to publish a magazine called *DellTimes*, which promoted Dell products, that would be an example of a:
- A. business publication
  - B. consumer magazine
  - C. custom magazine
  - D. newsletter
  - E. none of these
25. *Journalism and Mass Communication Quarterly* and *Journal of Japanese Botany* are examples of which type of magazine?
- A. general consumer magazines
  - B. business publications
  - C. literary reviews and academic journals
  - D. newsletters
  - E. public relations magazines
26. *Hemispheres*, the in-flight magazine of United Airlines, is an example of a \_\_\_\_\_ magazine.
- A. low cash-field circulation
  - B. paid circulation
  - C. guaranteed circulation
  - D. controlled circulation
  - E. multiple circulation
27. Supermarkets are most associated with which segment of the magazine industry?
- A. production
  - B. pre-production
  - C. administrative
  - D. corporate
  - E. retail
28. A magazine's \_\_\_\_\_ department works to attract new readers while retaining current ones.
- A. circulation
  - B. fulfillment
  - C. sales and advertising
  - D. consumer research
  - E. readership
29. A magazine's \_\_\_\_\_ department is responsible for selling space in the magazine.
- A. production
  - B. advertising and sales
  - C. editorial
  - D. ombuds
  - E. none of these
30. A(n) \_\_\_\_\_ is a plan or blueprint of the pages for an upcoming issue of a magazine.
- A. dummy
  - B. ancillary
  - C. segmentation
  - D. pre-press copy
  - E. affidavit
31. The basic sources of magazine revenue include subscriptions, single-copy sales, advertising and:
- A. polling and self-testing
  - B. sweepstake competitions
  - C. ancillary services
  - D. distribution of gift incentives
  - E. all of these

32. A full page ad in *Forbes* costs about \$100,000; an ad on Forbes.com costs about \_\_\_\_\_.  
A. \$2,000  
B. \$25,000  
C. \$50,000  
D. \$100,000  
E. \$150,000
33. A magazine's \_\_\_\_\_ is the number of buyers guaranteed by a magazine. It is used to compute the cost of a magazine's advertisements.  
A. primary audience  
B. secondary audience  
C. summative audience  
D. expanded basic audience  
E. rate base
34. People who buy a magazine at a newsstand are part of the magazine's \_\_\_\_\_.  
A. subscription base  
B. primary audience  
C. pass-by audience  
D. pass-along audience  
E. secondary audience
35. In terms of magazine audiences:  
A. most adults read at least one magazine a month  
B. the average magazine reader is less educated than the non-reader  
C. magazine readers have slightly lower incomes than non-readers  
D. magazine readers tend to be loners  
E. all of these

## ch5 Key

1. The earliest American magazines avoided highly political issues  
**FALSE**
2. Unlike newspapers during the penny press era, magazines of that time did not increase their appeal or circulation.  
*Dominick - Chapter 05 #1*  
**FALSE**
3. According to the textbook, *Reader's Digest* is the finest example of the digest, one of three major magazine types that evolved between World War I and World War II.  
*Dominick - Chapter 05 #2*  
**TRUE**
4. Contemporary magazines have recovered from the tough economic times of the 1980s-1990s and are making record profits.  
*Dominick - Chapter 05 #3*  
**FALSE**
5. Replica editions of magazines try to duplicate the reading experience of the paper version of the magazine.  
*Dominick - Chapter 05 #4*  
**TRUE**
6. Most magazine publishers include vast amounts of user-generated content on their Web sites.  
*Dominick - Chapter 05 #5*  
**FALSE**
7. The print version of magazines continue to bring in the bulk of money.  
*Dominick - Chapter 05 #6*  
**TRUE**
8. Magazines attract more specialized audiences than do other media.  
*Dominick - Chapter 05 #7*  
**TRUE**
9. All magazines can be classified into one of 12 main content categories, including (among other categories) newsmagazines and entertainment magazines.  
*Dominick - Chapter 05 #8*  
**FALSE**
10. Trade publications are also referred to as business publications or business magazines.  
*Dominick - Chapter 05 #9*  
**TRUE**
11. Newsletters can be big business - these highly specialized, small-circulation publications have high subscriber fees, ranging up to \$4,000 per year.  
*Dominick - Chapter 05 #10*  
**TRUE**
12. The magazine industry can be considered to have three main functional elements: production, distribution, and retail.  
*Dominick - Chapter 05 #11*  
**TRUE**
13. Controlled circulation magazines have high subscription fees so that members of the general public can't afford them.  
*Dominick - Chapter 05 #12*  
**FALSE**

14. Although it is not the only major company to do so, Mediamark Research Inc (MRI) measures print magazine readership.  
**TRUE**
15. The typical magazine reader is less likely to belong to a religious organization than nonreaders.  
**FALSE**
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B. Publishers are sponsoring conferences  
C. Publishers are sponsoring trade shows  
D. Publishers are becoming more cost conscious  
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*Dominick - Chapter 05 #14*

*Dominick - Chapter 05 #15*

*Dominick - Chapter 05 #16*

*Dominick - Chapter 05 #17*

*Dominick - Chapter 05 #18*

*Dominick - Chapter 05 #19*

*Dominick - Chapter 05 #20*

*Dominick - Chapter 05 #21*

22. Defining features of magazines include all of the following EXCEPT:
- A. magazines reach the most specialized audience
  - B. magazines are classified into two content categories: business and pleasure**
  - C. magazines are the medium most in tune with social, economic, and demographic trends
  - D. magazines can influence social trends
  - E. magazines are portable and convenient, with high quality print and graphics

Dominick - Chapter 05 #22

23. *Time* and *TV Guide* are examples of which type of magazine?
- A. general consumer magazines**
  - B. business publications
  - C. literary reviews and academic journals
  - D. newsletters
  - E. public relations magazines

Dominick - Chapter 05 #23

24. If Dell were to publish a magazine called *DellTimes*, which promoted Dell products, that would be an example of a:
- A. business publication
  - B. consumer magazine
  - C. custom magazine**
  - D. newsletter
  - E. none of these

Dominick - Chapter 05 #24

25. *Journalism and Mass Communication Quarterly* and *Journal of Japanese Botany* are examples of which type of magazine?
- A. general consumer magazines
  - B. business publications
  - C. literary reviews and academic journals**
  - D. newsletters
  - E. public relations magazines

Dominick - Chapter 05 #25

26. *Hemispheres*, the in-flight magazine of United Airlines, is an example of a \_\_\_\_\_ magazine.
- A. low cash-field circulation
  - B. paid circulation
  - C. guaranteed circulation
  - D. controlled circulation**
  - E. multiple circulation

Dominick - Chapter 05 #26

27. Supermarkets are most associated with which segment of the magazine industry?
- A. production
  - B. pre-production
  - C. administrative
  - D. corporate
  - E. retail**

Dominick - Chapter 05 #27

28. A magazine's \_\_\_\_\_ department works to attract new readers while retaining current ones.
- A. circulation**
  - B. fulfillment
  - C. sales and advertising
  - D. consumer research
  - E. readership

Dominick - Chapter 05 #28

29. A magazine's \_\_\_\_\_ department is responsible for selling space in the magazine.  
A. production  
**B. advertising and sales**  
C. editorial  
D. ombuds  
E. none of these

*Dominick - Chapter 05 #29*

30. A(n) \_\_\_\_\_ is a plan or blueprint of the pages for an upcoming issue of a magazine.  
**A. dummy**  
B. ancillary  
C. segmentation  
D. pre-press copy  
E. affidavit

*Dominick - Chapter 05 #30*

31. The basic sources of magazine revenue include subscriptions, single-copy sales, advertising and:  
A. polling and self-testing  
B. sweepstake competitions  
**C. ancillary services**  
D. distribution of gift incentives  
E. all of these

*Dominick - Chapter 05 #31*

32. A full page ad in *Forbes* costs about \$100,000; an ad on Forbes.com costs about \_\_\_\_\_.  
**A. \$2,000**  
B. \$25,000  
C. \$50,000  
D. \$100,000  
E. \$150,000

*Dominick - Chapter 05 #32*

33. A magazine's \_\_\_\_\_ is the number of buyers guaranteed by a magazine. It is used to compute the cost of a magazine's advertisements.  
A. primary audience  
B. secondary audience  
C. summative audience  
D. expanded basic audience  
**E. rate base**

*Dominick - Chapter 05 #33*

34. People who buy a magazine at a newsstand are part of the magazine's \_\_\_\_\_.  
A. subscription base  
**B. primary audience**  
C. pass-by audience  
D. pass-along audience  
E. secondary audience

*Dominick - Chapter 05 #34*

35. In terms of magazine audiences:  
**A. most adults read at least one magazine a month**  
B. the average magazine reader is less educated than the non-reader  
C. magazine readers have slightly lower incomes than non-readers  
D. magazine readers tend to be loners  
E. all of these

*Dominick - Chapter 05 #35*



## ch5 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 05	35