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This magazine points out the ethical obstacles magazines face in terms of native advertising; the Ethi-cool issue *What's Native Advertising* discusses how the business of magazine advertising influences content. The goal of this presentation is to break down how corporate magazines value profit over objectivity and transparency. What does this mean for the consumer? The business of magazine advertising exploits the fact that consumers are constantly exposed to advertisements. Through product placement, sponsorship disguised as original content, and influential social media personalities, businesses not only gain control over the layout of magazine journalism, but also over what products a specific audience is exposed to.

Two independent interviews were conducted with Ithaca College faculty members. Kurt Komaromi, assistant professor in the Department of Marketing and Law, discusses how magazines gain more credibility and profit from an increased amount of aggregated content; because audiences are relaxed when digesting this content, they tend to be more open to nonconfrontational messages. Ann Marie Adams, lecturer in the Department of Strategic Communication, highlights how magazines use a brand-lifestyle environment to gain native advertising contracts, which influences undecided consumers that use or are aware of similar products. The three dissertational research papers paraphrased in the *Business of Magazine Advertising* section elaborate on these key points. Vanessa Griffith Osborne's *Consuming objects, consuming individuals: United States literature, mass media and the construction of the modern celebrity* explains how celebrities, whose narratives match certain brand-lifestyle products, persuade undecided consumers to try new products; Lily Yi-Ting Lai's *Influential*

marketing: A new direct marketing strategy addressing the existence of voluntary buyers further addresses the methods marketers use to try to target all likely consumers in order to gain the largest net profit. Carl Frederick, author of *The long-term impact of promotion and advertising on brand choice and competition*, explains that businesses providing long-term marketing in the form of native advertisements enhance overall loyalty by reinforcing consumer preference. Three additional sources were contacted in order to gain insight on why magazines included potentially deceiving and biased native advertisements. Annemarie Conte, executive editor for Women's Day Magazine, explained that smaller magazines need ad revenue in order to stay afloat; the inclusion of an ad that reflects the values of the magazine and audience wouldn't harm any party involved. Even though Kyle Ryan, CEO of Earnify, states that consumers are 25 percent more likely to engage with a native advertisement, Eric Griffith, features editor for PCMag.com, argues that magazines won't incorporate every native advertisement that businesses offer them.

The work will be presented to the audience in a magazine format; there will be the inclusion of a video created by me and my journalism group and a video of John Oliver. I can provide a link to this magazine issue at the beginning of the presentation, which allows the audience to interact with this virtual magazine on their laptops, phones, or other electronic devices.

This creative work meditates on how sponsorships and advertisements derail corporate objectivity. In turn, this creates a systematic business model that favors an increased net profit over transparency. A magazine's inability to stay objective through their partnerships allows businesses to manipulate consumers into buying certain products based on their lifestyles. This issue questions whether or not magazines act ethically by including advertisements that they

know will manipulate and persuade their readership. In today's political and social environment, this imperative insight is crucial to understanding who we are and how we distinguish ourselves from the brands and products that are deeply intertwined with our lifestyles and visual culture.

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