**Are you nuts?**

In the mid-1990s internet connections were slow; pages with pictures took a long time to load and social networking and streaming video were distant phenomena. Magazines were still the media for older teens and early twenties to explore fashion, music, celebrity, sport and adulthood. Monthly copies of Just Seventeen, Bliss, More! (sold fortnightly) and Sugar for girls and FHM, Maxim and Loaded for men sold well on the shelves of newsagents.

By the mid-2000s the internet had gathered pace and seriously threatened the sales of the magazines as their monthly publication cycle struggled to keep pace with rapidly changing trends. They offered readers very little opportunity to interact instantly with the magazine content. Faced with a dynamic market, magazine publishers needed to position new products to meet the changing needs of customers and compete with internet sites that could update content constantly.

It didn't take long for publishers to position several new magazines in the market. Look!, Shout! and Heat launched as weekly magazines aimed at young women whilst More! also moved to a weekly publication. For men Nuts and Zoo launched as weekly 'lad mags'. The move to weekly publication was a clear attempt to position the magazines much closer to readers' changing customer needs by providing a much more up to date view on fashion and celebrity. It also facilitated a much faster response to reader input through social media.

**Discussion point**

Explain why it was necessary for the magazine publishers to position their new businesses ideas as 'weekly' products.