

JOURNALISM

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Diversification and expansion of the magazine's brand

The results of marketing are not always interpreted in financial terms, but its activity is focused on the achievement of certain performance commercially successful enterprises. One business practices, attracting new sources of profit, is the format of "brand extension". The articles considers aspects of this trend and affordable for the magazine form its implementation. Today publishers in addition to traditional marketing should take into account changing market conditions and add to the business model of the product are the components that will retain and attract an audience, expanding formats brand presence and as a result, funding sources.

Key words: diversification of media, brand extension, new forms of modern media.

November, 14, 2014
