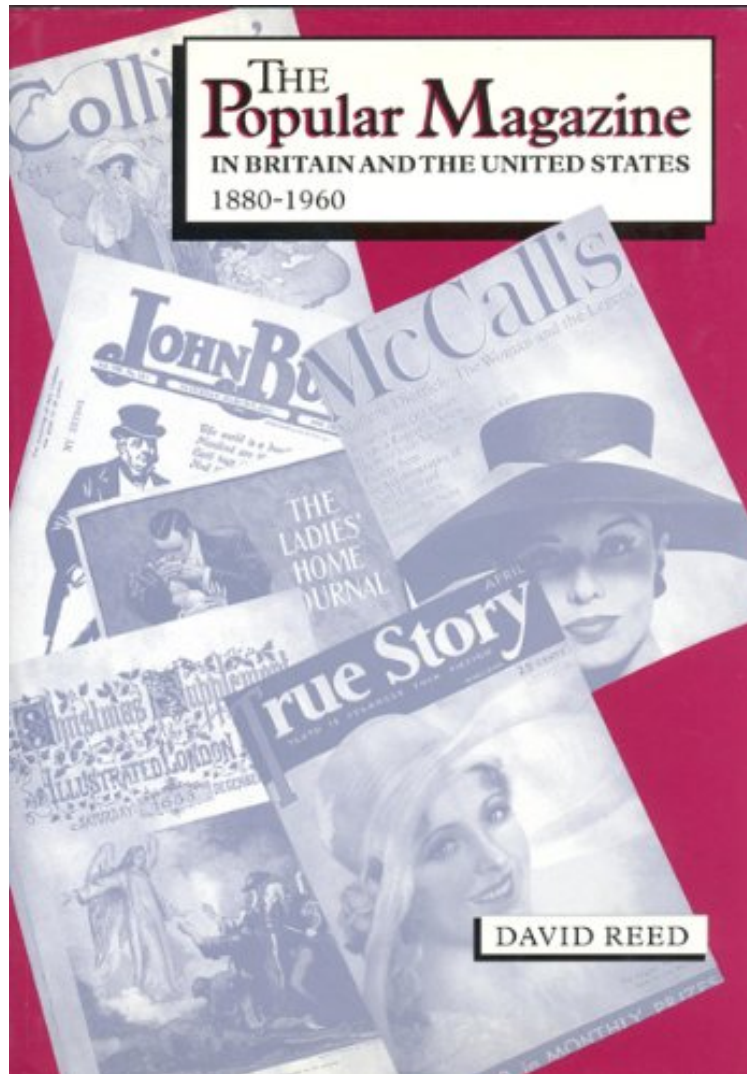


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# The Popular Magazine in Britain and the United States of America 1880-1960

David Reed

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**David Reed : The Popular Magazine in Britain and the United States of America 1880-1960** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Popular Magazine in Britain and the United States of America 1880-1960:

In this major new study, David Reed analyses the rise of the popular magazine in the context of social, cultural,

technological and economic changes of the late nineteenth to mid-twentieth centuries. Lavishly illustrated throughout, his discussion focuses both on the design and content of magazines, and on their marketing and distribution, paying particular attention to developments in print technology, and analysing the impact of both social and commercial trends in publishing.

'By the early twentieth century, periodical and newspaper publishing, in terms of net value, was worth vastly more than book publishing and probably had a much greater impact on popular culture. It is therefore important for us to understand popular magazines, and we won't be able to do that until we appreciate them as material objects whose format, content and policy are shaped by technology and the demands of the market. David Reed must have spent months, if not years, analysing the contents of thirty-nine of these magazines, published at some time between 1880 and 1960 ... Thanks to Reed, the links between the disposition of illustrations and the quality of paper are now clear; we can now also appreciate the relationship between technical innovation, sales figures and advertising revenue.'*Times Literary Supplement* (Times Literary Supplement) About the Author David Reed received his doctorate from the Courtauld Institute, University of London. He has lectured widely on the history of print technology.