

**VOL 1**  
ISSUE NO.1  
2024

INTERNATIONAL  
JOURNAL OF

**MAGAZINE**

**STUDIES**



# IJMS – INTERNATIONAL JOURNAL OF MAGAZINE STUDIES

Vol. 1 No 1

Publication: August 2024

The International Journal of Magazine Studies (IJMS) is a platform for the exchange of cutting-edge knowledge, fostering a deep understanding of the evolving nature and significance of magazine formats in contemporary society. IJMS is an open-access and double-blind peer-reviewed journal edited by MagLab, the Magazine Media Lab, which is based on CICANT, a research centre from Lusófona University.

**Editorial correspondence** to be addressed to  
The International Journal of Magazine Studies  
MagLab, the Magazine Media Lab – CICANT  
Lusófona University  
Campo Grande, 376  
1749-024 Lisbon  
Portugal

## IJMS Editor

Carla Rodrigues Cardoso

## Editor Manager

Ana Figueiras

## Publisher Contact

Timóteo Rodrigues

## EDITORIAL BOARD

Boris Krywicki

Dali Osepashvili

David Abrahamson

David E. Sumner

Dora Santos Silva

Fábio Sandes

Francisco Seoane Perez

Ivan Bomfim

Megan Le Masurier

Nico Carpentier

Pantelis Vatikiotis

Rebecca Johnke

Romina Surugiu

Tim Holmes

## Reviewers (in alphabetical order):

Boris Krywicki; Camila Hartmann; Carla Cerqueira; Carla Martins; Dali Osepashvili; David E. Sumner; Dora Santos Silva; Elena Caratti; Fabio Shimabukuro Sandes; Francisco Seoane Pérez; Helena Lima; Ivan Bomfim; Jorge Pedro Sousa; Pantelis Vatikiotis; Pedro Eduardo Ribeiro; Rebecca Johnke; Romina Surugiu; Sharon Bloyd-Peshkin; Sharon Magnus; Teresa Mendes Flores; Tim Holmes; Ullamajja Kivikuru.

## Acknowledgements

We would like to thank all the authors and reviewers for their contribution to this issue.

Online version at: <http://ijms.ulusofona.pt>

ISSN: 2976-0879

DOI: <https://doi.org/10.60543/ijms.v1i1>

Authorial copyright © 2024

Licensed under the Creative Commons Attribution Non-Commercial Share Alike (BY-NC-SA)

Cover and Design by Rute Muchacho

# CONTENTS

- 4 EDITORIAL  
THE INSPIRING ROLE OF MAGAZINE STUDIES: THE INTERCONNECTED JOURNALISM EXAMPLE  
Carla Rodrigues Cardoso & Ana Figueiras

## INVITED ARTICLES

- 10 THE FUTURE OF MAGAZINES: A FEW SPECULATIONS ABOUT THE MEDIA'S EVOLUTION  
David Abrahamson

## ARTICLES

- 17 THE DIGITAL FEMINIST MAGAZINES, A REFORMULATION OF WOMEN'S PRESS FROM SOUTH TO NORTH:  
THE CASES *AZMINA* AND *MADMOIZELLE*  
Mariana Fagundes-Ausani
- 36 THE EMERGENCE OF MAGAZINE MEMBERSHIP MODELS  
Mary Hogarth
- 52 THE STORY OF FINLAND, AS NARRATED BY TWO WEEKLIES: THE LONG NARRATIVES  
OF *SUOMEN KUVALEHTI* AND *APU*  
Ullamajja Kivikuru
- 77 LES PRATIQUES DE STREAMING DES MAGAZINES SPÉCIALISÉS EN JEU VIDÉO  
– DE L'INFORMATION AU DIVERTISSEMENT?  
Boris Krywicki
- 92 THE SPECIALIZED TV EDITORIAL MARKET IN BRAZIL: A STUDY ON FAN CULTURE IN *INTERVALO* MAGAZINE  
Talita Souza Magnolo & Daiana Sigiliano
- 109 MAGAZINES' TRANSITION TO DIGITAL: THE CASE OF GEORGIA  
Dali Osepashvili
- 123 THE DECLINE OF MUSIC MAGAZINES IN GREECE  
Coralia Xepapadea & Stylianos Papathanassopoulos
- 139 MAGAZINES CURRENTLY: A MATTER OF VIRTUALISATION  
Pedro Eduardo Ribeiro & Giselle Costa