Anna Jupowicz-Ginalska

University of Warsaw

The topics on magazine covers and the reactions of Polish audiences

Treść tematów okładkowych w magazynach a reakcje polskich odbiorców

ABSTRACT

This article is a continuation of research on the topics that are displayed on the front covers of magazines. The subject of research is the content of these topic areas. The main purpose of the analysis is to investigate the reaction of Polish audiences to the topics of magazine cover stories. Other goals are to present 1) the impact of demographic categories (gender, age, education, and place of residence) on the reception of the cover story topics and 2) the most and least popular topics among representatives of each of these demographic categories.

The author tests her hypothesis that the selection of topics for covers affects the reactions of polish audiences, encouraging or discouraging them to choose a specific magazine. However, consumers' decisions are linked to the above-mentioned demographic categories. The paper is based on a quantitative survey, conducted with Computer Assisted Web Interviews between September 2 and 6, 2016 on a nationwide sample of Poles (N = 1,094), selected by panel Ariadna.

KEYWORDS:
cover stories, content of cover stories, covers, magazines, the press

ABSTRAKT

Niniejszy artykuł jest kontynuacją badań nad tematami okładkowymi, eksponowanymi na frontowych okładkach magazynów. Przedmiotem badań jest treść tych tematów. Cel główny analizy to zbadanie reakcji polskich odbiorców na treść tematów okładkowych. Pozostałe cele sformułowano jako zamiar przedstawienia: 1) wpływu kategorii demograficznych (płci, wieku, wykształcenia i miejsca zamieszkania) respondentów na odbiór treści tematów okładkowych; 2) najpopularniejszych i najmniej popularnych treści tematów okładkowych dla przedstawicieli każdej wspomnianej kategorii demograficznej. Autorka weryfikuje hipotezę: dobór treści tematów okładkowych wiąże się z reakcjami polskich odbiorców, zachęcając lub zniechęcając do kontaktu z wydaniem magazynu, przy czym decyzje odbiorców uwarunkowane są ich przynależnością do wzmiankowanych kategorii demograficznych. Fundamentem przedstawianego tekstu są własne badania ilościowe, przeprowadzone metodą ankietową za pomocą techniki CAWI. Zrealizowano je w dniach 2–6 września 2016 r. Na ogólnopolskiej próbie Polaków (N = 1094), dobranej z panelu Ariadna.

SŁOWA KLUCZOWE:
tematy okładkowe, treść tematów okładkowych, okładki, magazyny, prasa

This article is a continuation of research on the topics of cover stories on the front covers of magazines. Whereas the paper entitled "Cover topics of Polish magazines: Components and reader preferences" identified the role and form of cover story topics, the research behind this paper is dedicated to the content of these topics (whether expressed as text or graphics).

1. METHODOLOGICAL ASSUMPTIONS

Considering the scarcity of Polish research papers dedicated to magazine covers in the context of media marketing (there are even fewer papers on covers' topics or content), the author has chosen to analyze her own quantitative survey results, obtained with the Computer Assisted Web Interviews (CAWI) interviewing technique. The survey took place from September 2 to 6, 2016, on a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna.[1] For the purposes of this paper, the author selected certain research topics relating to its title and focusing on the primary goal of study – investigating the responses of Polish audiences to the content of cover stories. The remaining goals were defined as the intention to present
- the impact of demographic categories (gender, age, education, and place of residence) on the reception of cover stories' topics and
- the most and least popular topics for representatives of each of the specified demographic categories.

The author aims to verify the following hypothesis: The choice of cover story is linked to Polish audiences' responses, encouraging or discouraging the audience from further contact with a specific issue of a magazine, where the readers' decisions depend on their affiliation with specified demographic categories (which is directly related to publishing business).

In order to investigate Polish people's reactions to a given issue, 24 motifs[2] were presented in a questionnaire and reviewed in the context of specific responses from demographically diverse audiences (from attracting attention to

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[1] A detailed description of the research is presented in another paper by the author, entitled "Cover topics of Polish magazines: Components and reader preferences", published in number 28 of *Kultura–Media–Teologia*. For more about the panel see https://panelariadna.pl/userpanel.php (accessed 15 May 2017)

[2] Specifically, these were vulgarity, politicians and politics, religion, violence, journalism, science, celebrities, nudity/sex, automotive, business and economy, tips/advice, real-life

discouraging a purchase). Considering the volume of data, the author decided to present the results in tables. She also attempted to determine which topics are perceived positively by audiences (i.e., to what extent they attract attention or encourage people to peruse or buy a magazine) and which receive negative perceptions (how they discourage readers from perusing or buying a magazine). For this purpose,

- the author arranged the motifs by the number of responses selected by the respondents (from lowest to highest) and
- in every column of each table, she selected the five motifs with the worst and the least responses, assigning them accordingly to positive and negative groups.

It should be noted that the full table is only presented once, for the averaged results, while only certain excerpts from the research are presented further in the paper, specifically the five best and worst results of every positive and negative impact.

2. COVER STORY TOPICS VS. AUDIENCE RESPONSES – AVERAGED DATA

The averaged results for all the respondents are shown in Table 1. According to the research assumptions, considering the positive influence of cover stories, the following can be noted:

- Vulgarity, politicians and politics, religion, violence, and sports attracted the least attention, while the most attention was paid to beauty, cooking, culture, hobbies, and the category "other."
- The items which least encouraged people to peruse a magazine were vulgarity, nudity/sex, computer games, politicians and politics, and violence; the most encouraging ones included tips/advice, technology, culture, history, and science.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, nudity/sex, and religion; the most encouraging ones were real-life stories, cooking, science, tips/advice, and news.

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stories, computer games, history, fashion, technology, news, parenting/children, beauty, cooking, culture, hobbies, and other.

Table 1. Topics of cover stories vs. audience responses (averaged data) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	9.4%	Vulgarity	5.8%	Vulgarity	8.4%	News	7.9%	Technology	7.7%
Politicians and politics	13.9%	Nudity/sex	10.2%	Violence	10.9%	Hobbies	9.4%	Food/cooking	8.0%
Religion	18.2%	Computer games	10.9%	Politicians and politics	12.0%	Tips/advice	10.9%	Science	8.2%
Violence	18.2%	Politicians and politics	12.6%	Nudity/sex	14.5%	Science	12.0%	Tips/advice	8.6%
Sports	18.6%	Violence	12.7%	Religion	15.1%	Technology	13.4%	Other	8.7%
Journalism	19.5%	Religion	16.3%	Business and economy	15.8%	Real-life stories	13.5%	Hobbies	8.7%
Science	19.6%	Automotive	17.9%	Computer games	16.0%	Other	14.3%	News	8.8%
Celebrities	19.8%	Other	19.0%	Celebrities	16.7%	Culture	14.3%	Culture	9.3%
Nudity/sex	20.3%	Sports	19.1%	History	18.7%	Food/cooking	15.1%	Parenting/children	9.7%
Automotive	21.0%	Celebrities	19.5%	Sports	20.3%	Parenting/children	16.6%	History	11.2%
Business and economy	21.7%	Beauty	19.8%	Culture	20.6%	History	17.0%	Fashion	13.2%
Tips/advice	22.6%	Fashion	21.4%	Automotive	21.6%	Journalism	18.0%	Beauty	13.3%
Real-life stories	22.8%	Real-life stories	22.2%	Parenting/children	22.1%	Beauty	18.1%	Journalism	13.3%
Computer games	23.2%	Food/cooking	24.0%	Fashion	22.2%	Fashion	20.0%	Real-life stories	14.6%
History	23.2%	Parenting/children	26.5%	Journalism	22.6%	Business and economy	20.1%	Business and economy	15.1%
Fashion	23.3%	Journalism	26.6%	Beauty	23.6%	Sports	21.8%	Celebrities	16.8%
Technology	23.4%	Hobbies	26.6%	Other	24.8%	Automotive	22.2%	Automotive	17.3%
News	24.8%	Business and economy	27.3%	Hobbies	26.4%	Celebrities	27.2%	Computer games	18.9%
Parenting/children	25.2%	News	28.0%	Technology	26.8%	Religion	27.4%	Sports	20.2%
Beauty	25.3%	Tips/advice	28.7%	Real-life stories	26.9%	Computer games	31.1%	Violence	21.1%
Food/cooking	25.9%	Technology	28.8%	Food/cooking	27.0%	Nudity/sex	32.0%	Politicians and politics	21.5%
Culture	26.6%	Culture	29.2%	Science	28.6%	Violence	37.1%	Religion	23.0%
Hobbies	28.8%	History	29.8%	Tips/advice	29.2%	Politicians and politics	40.1%	Nudity/sex	23.0%
Other	33.2%	Science	31.6%	News	30.5%	Vulgarity	41.3%	Vulgarity	35.2%

The following can be noted about the negative influence of cover stories:

- The least discouraging topics were news, hobbies, tips/advice, science, and technology; the most discouraging were computer games, nudity/sex, violence, politicians and politics, and vulgarity.
- The worst demotivators for buying a magazine were technology, cooking, science, tips/advice, and "other"; the most discouraging items were violence, politicians and politics, religion, nudity/sex, and vulgarity.

Based on the averaged study results, one can clearly see that there is a certain group of topics that tend to resurface at least once in specific responses. It seems that publishers should focus on these, whether by choosing or avoiding them. The best results for positive influence included news, cooking, and science; for a negative influence, these were nudity/sex, violence, politics, and vulgarity. The responses that suggested discouragement were unambiguous here – it should be emphasized that as many as 40.1% of respondents considered politics on the cover to be a factor that discourages them from perusing a magazine. Interestingly, politics, vulgarity, and violence ranked lowest in the positive influence classification of cover topics; this proves Polish people's extreme hostility toward these topics and the adverse effect on them buying or even perusing a magazine.

3. COVER STORY TOPICS VS. AUDIENCE RESPONSES –
DATA SHOWN IN THE CONTEXT OF DEMOGRAPHIC CATEGORIES

3.1. Gender

The following tables, Table 2 (women) and 3 (men), present the research results divided by the respondents' gender. In the case of a female audience, the following can be stated with regard to a positive influence:

- The least attractive items were vulgarity, nudity/sex, politicians and politics, celebrities, and science; the most attractive ones were cooking, real-life stories, hobbies, beauty, and "other."
- The items which encouraged the audiences least to peruse a magazine were nudity/sex, vulgarity, computer games, and automotive; the most encouraging ones were history, technology, news, culture, and science.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, business and

economy, and nudity/sex; the most encouraging ones were real-life stories, hobbies, news, cooking, and tips/advice.

The following was noted about the negative influence of cover story topics:

- The topics which least discouraged people from perusing a magazine were news, beauty, tips/advice, culture, and hobbies; the most discouraging were violence, computer games, politicians and politics, nudity/sex, and vulgarity.

- The worst demotivators for buying a magazine were cooking, "other," fashion, parenting, and beauty; the most discouraging items were computer games, politicians and politics, violence, nudity/sex, and vulgarity.

Table 2. Topics of cover stories vs. demographic category (gender: female) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs among women										
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	6.0%	Nudity/sex	5.1%	Vulgarity	6.7%	News	4.3%	Food/cooking	4.1%
Nudity/sex	12.1%	Vulgarity	5.4%	Violence	8.7%	Beauty	4.8%	Other	7.1%
Politicians and politics	12.6%	Computer games	9.4%	Politicians and politics	8.9%	Tips/advice	5.6%	Fashion	7.3%
Celebrities	17.5%	Automotive	12.1%	Business and economy	13.5%	Culture	6.1%	Parenting/children	7.9%
Science	18.7%	Violence	12.9%	Nudity/sex	13.6%	Hobbies	7.4%	Beauty	8.4%
Top 5 responses indicating specific motifs among women										
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from perusing the magazine
Food/cooking	27.2%	History	32.2%	Real-life stories	28.7%	Violence	30.5%	Computer games	23.0%
Real-life stories	28.6%	Technology	32.6%	Hobbies	29.3%	Computer games	32.9%	Politicians and politics	23.3%
Hobbies	29.3%	News	32.9%	News	30.0%	Politicians and politics	41.1%	Violence	23.4%
Beauty	31.6%	Culture	34.5%	Food/cooking	31.0%	Nudity/sex	42.1%	Nudity/sex	27.1%
Other	36.3%	Science	35.7%	Tips/advice	32.2%	Vulgarity	43.7%	Vulgarity	38.3%

Women can exactly discern the types of covers they dislike, as they gave similar answers to the questions about being discouraged from perusing and from buying a magazine. Among the recurring motifs within the range of positive

influence of cover topics, the results were weakest for vulgarity, nudity/sex, politicians and politics, and violence. The most best responses were for cooking, real-life stories, hobbies, and news. Under a negative influence, the female respondents considered beauty as the least discouraging item, while they mentioned violence, computer games, politicians and politics, nudity/sex, and vulgarity among the most discouraging ones. It would be reasonable to note that, unfortunately, these answers somehow match the stereotypical identification of women's preferences, as evidenced by the high ranking of items such as cooking, tips/advice, history, real-life stories, or beauty.

In the case of male audiences (with regard to the positive influence of cover topics), the following findings can be summarized:

- Violence, vulgarity, politicians and politics, journalism, and religion attracted the least attention, while the most attention was paid to computer games, news, hobbies, nudity/sex, and "other" (not otherwise specified).
- The items which least encouraged men to peruse a magazine were vulgarity, fashion, beauty, politicians, and religion; the most encouraging ones were journalism, tips/advice, science, history, and hobbies.
- The following cover topics least encouraged men to purchase a magazine: vulgarity, violence, celebrities, politicians and politics, and nudity/sex; the most encouraging ones were journalism, "other," news, science, and technology.

The following findings can be noted about the negative influence of cover story topics:

- The motifs which least frequently discouraged men from perusing a magazine were hobbies, technology, news, science, and "other"; the most commonly discouraging items were beauty, celebrities, vulgarity, politicians and politics, and violence.
- The worst demotivators for buying were technology, science, news, tips/advice, culture, and vulgarity; the most discouraging items for men were beauty, politicians and politics, fashion, religion, and vulgarity.

The following motifs recurred within weakest positively influencing topics: violence, vulgarity, politicians and politics, nudity/sex, and religion. The most positive answers were given to news, hobbies, and science. In terms of a negative influence, the male respondents identified technology, news, and science as the least discouraging motifs, whereas the most discouraging ones were beauty, vulgarity,

and politicians and politics. The men's responses also corresponded to the stereotypical gender representation: They chose nudity/sex (when paying attention) or technology, but also – in negative terms – beauty, celebrities, and fashion.

Table 3. Topics of cover stories vs. demographic category (gender: male) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs among men									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Violence	11.4%	Vulgarity	6.1%	Vulgarity	10.4%	Hobbies	11.6%	Technology	3.2%
Vulgarity	13.2%	Fashion	10.0%	Violence	13.3%	Technology	11.8%	Science	6.6%
Politicians and politics	15.3%	Beauty	10.8%	Celebrities	14.6%	News	12.0%	News	7.8%
Journalism	15.4%	Politicians and politics	11.0%	Politicians and politics	15.4%	Science	13.0%	Tips/advice	8.4%
Religion	16.1%	Religion	11.0%	Nudity/sex	15.5%	Other	15.2%	Culture	8.7%
Top 5 responses indicating specific motifs among men									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Computer games	26.0%	Journalism	26.1%	Journalism	27.5%	Beauty	32.8%	Beauty	18.6%
News	26.7%	Tips/advice	26.2%	Other	29.7%	Celebrities	33.0%	Politicians and politics	19.4%
Hobbies	28.3%	Science	27.1%	News	30.9%	Vulgarity	38.6%	Fashion	19.7%
Nudity/sex	29.4%	History	27.2%	Science	32.7%	Politicians and politics	38.9%	Religion	26.3%
Other	29.8%	Hobbies	28.2%	Technology	37.0%	Violence	44.4%	Vulgarity	31.7%

The following conclusion can be drawn from the above data: the preferences for topics on magazine covers vary according to gender, which is presented collectively in Fig. 1 (for the sake of transparency, the author has decided to only present those responses concerning encouraging individuals to buy a magazine). Men scored technology, journalism, and automotive much higher than women, as they also did with business and economy, nudity/sex, and computer games. They were more reluctant than women to choose parenting and children, hobbies, beauty, fashion, and real-life stories.[3] Women were slightly more willing to

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[3] For example, in Aleksandra Perchla-Włosik's research, the men less frequently admitted their interest in fashion (Perchla-Włosik 56).
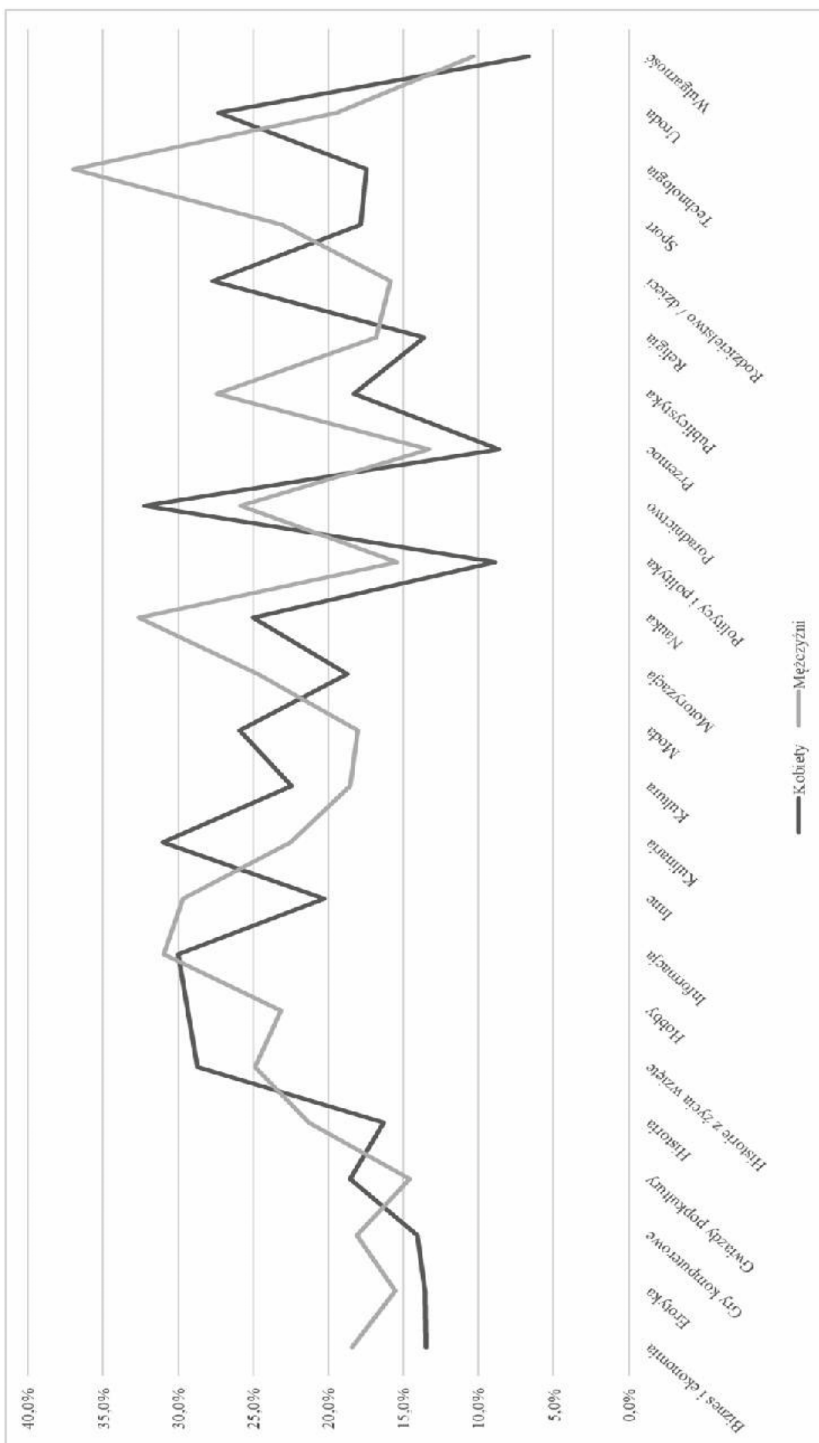
Figure 1. Preferences as to cover topics depending on age – comparison (pro-sales aspect)
Source: own study based on research carried out on a Polish sample of N = 1094 people, selected from the Ariadna panel using the CAWI method. Responders: all respondents

buy under the influence of celebrities.[4] On the other hand, both women and men maintained distance toward religion, whereas their attitudes were certainly negative toward vulgarity, violence, and politicians (even though the men were slightly more tolerant in respect of the two latter cases). Tips/advice had a positive influence on both genders (with a slight indication toward women), together with the above-mentioned motoring and journalism topics (with a significant indication toward men).

Therefore, in the author's opinion, the respondents' gender should have a distinct influence on the cover story topics they prefer because, as in the case of products other than media, this translates into clearly definable consumer reactions.[5]

3.2. Age

In the youngest target group, in the context of positive cover topic influence context:

- The following items attracted the least attention: vulgarity, tips/advice, automotive, politicians and politics, and history; the most attention was reported to be drawn by journalism, culture, cooking, hobbies, and "other".
- The items which least encouraged people to peruse a magazine were vulgarity, nudity/sex, violence, cooking, and real-life stories; the most encouraging items were business and economy, sports, history, technology, and science.
- The following cover topics were least encouraging for people to purchase a magazine: business and economy, nudity/sex, politicians and politics, celebrities, and journalism; the most encouraging ones were cooking, fashion, tips/advice, real-life stories, and news.

The following points can be noted about the negative influence of cover topics:

- The motifs which would least frequently discourage people from perusing a magazine were hobbies, technology, science, "other", and news; the most

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[4] This is related to a certain extent to the gender stereotypes existing in society and the use of such stereotypes in marketing. See Rybowska 98.

[5] This has been demonstrated on the basis of the example that "there is a relationship between gender identity and consumer responses to brands" or a relationship between the "brand design impact (logo shape, brand name, font, or color) and the perceived masculinity/femininity of the brand, consumer preferences, and brand capital" (Hajdas 26).

commonly discouraging items were parenting and children, violence, politicians and politics, vulgarity, and nudity/sex.
- The worst demotivators for buying a magazine were parenting and children, cooking, "other", and news; the most discouraging items were religion, celebrities, vulgarity, automotive, and computer games.

Among the recurring topics within the range of positive influence of cover stories, the results were weakest for vulgarity, politicians and politics, and nudity/sex, whereas the most preferable was cooking. As regards a negative influence on audience responses, the only recurring topics were news and "other" (in terms of the weakest impact), as well as vulgarity (in terms of the strongest impact).

It should be noted that journalism, for example, as a topic that draws the attention of at least 30% of the respondents, would only encourage approx. 7% of

Table 4. Topics of cover stories vs. demographic category (age: 18–24 years) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs among 18–24-year-olds									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	5.8%	Vulgarity	2.7%	Business and economy	4.6%	Hobbies	22.9%	Fashion	4.3%
Tips/advice	7.1%	Nudity/sex	2.9%	Nudity/sex	4.8%	Technology	23.9%	Parenting/children	5.8%
Automotive	7.6%	Violence	3.6%	Politicians and politics	6.0%	Science	24.7%	Food/cooking	10.0%
Politicians and politics	8.9%	Food/cooking	4.5%	Celebrities	6.0%	Other	24.7%	Other	10.2%
History	10.3%	Real-life stories	10.2%	Journalism	7.2%	News	24.8%	News	12.6%
Top 5 responses indicating specific motifs among 18–24-year-olds									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Journalism	29.6%	Business and economy	26.8%	Food/cooking	20.3%	Parenting/children	39.6%	Religion	20.2%
Culture	30.6%	Sports	31.8%	Fashion	21.0%	Violence	47.2%	Celebrities	20.5%
Food/cooking	32.6%	History	33.3%	Tips/advice	22.6%	Politicians and politics	50.6%	Vulgarity	25.2%
Hobbies	33.4%	Technology	34.1%	Real-life stories	23.7%	Vulgarity	54.3%	Automotive	29.9%
Other	35.1%	Science	38.9%	News	32.1%	Nudity/sex	59.0%	Computer games	30.2%

the population to buy the magazine (the proportion is similar for business and economy: 27% of all respondents would peruse a magazine with that topic, but only approx. 4.5% would ultimately buy the magazine). What about news topics? Indeed, they encourage more than 32% of all respondents to buy a magazine, yet at the same time, they discourage almost 25% of the population from perusing a magazine and almost 13% from buying it. Fashion seems to have a relatively good position: 21% of all Polish people reported being encouraged to buy by fashion topics (only 4.3% of the population are discouraged by it). The youngest group of subjects pointed to several motifs that were inconsistent with the author's expectations. Specifically, computer games and celebrities generated poor results (discouraging from purchase), while real-life stories ranked high (almost 24% of readers make a purchase under this influence). The youngest respondents strongly rejected nudity/sex, under the influence of which as many as 59% would not even peruse a magazine.

Within the target group of 25–34-year-olds, in the context of a positive influence, the following can be noted:

- The following items would attract the least attention: sports, violence, tips/advice, and politicians and politics; the most attention would be drawn by celebrities, hobbies, history, beauty, and "other".
- The items which would encourage people least to peruse a magazine were vulgarity, religion, violence, nudity/sex, and computer games; the most encouraging ones include hobbies, science, real-life stories, and tips/advice.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, nudity/sex, religion, and politicians and politics; the most encouraging ones were news, hobbies, science, technology, and cooking.

The following can be noted about the negative influence of cover topics:

- The motifs which would least frequently discourage people from perusing a magazine were hobbies, science, news, fashion, and culture; the most commonly discouraging items were politicians and politics, sports, computer games, violence, and vulgarity.
- The worst demotivators for buying a magazine were technology, cooking, hobbies, and tips/advice; the most discouraging items were vulgarity, nudity/sex, violence, politicians and politics, and religion.

Among the recurring motifs within the range of positive influence of cover topics, the results were weakest for religion, nudity/sex, politicians and politics, and vulgarity, whereas the best results were obtained for hobbies and science. As regards the negative influence of cover topics on audience responses, the only recurring items (in terms of the weakest impact) were hobbies, science, and (in terms of the strongest impact) politicians and politics, violence, and vulgarity.

Within this age group, the perceived level of determination was higher than with the previous one: the responses tend to be recurring and complementary (the same things which do not really discourage at the same time encourage people to buy, as it was in the case of the responses about technology or cooking). The respondents presented a cautious attitude toward religion: not only does it not encourage them to peruse a magazine (less than 10% of responses), but it even discourages them from buying (34% of all the selected options).

Table 5. Topics of cover stories vs. demographic category (age: 25–34 years) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs among 25–34-year-olds									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Real-life stories	13.1%	Vulgarity	7.8%	Vulgarity	12.1%	Hobbies	5.9%	Technology	7.3%
Sports	13.6%	Religion	9.6%	Violence	15.3%	Science	8.3%	Food/cooking	13.1%
Violence	14.0%	Violence	9.7%	Nudity/sex	16.2%	News	8.4%	Science	13.7%
Tips/advice	14.5%	Nudity/sex	9.9%	Religion	16.7%	Fashion	9.4%	Hobbies	13.9%
Politicians and politics	14.6%	Computer games	10.1%	Politicians and politics	18.2%	Culture	9.6%	Tips/advice	14.4%
Top 5 responses indicating specific motifs among 25–34-year-olds									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Celebrities	24.8%	Hobbies	21.7%	News	33.4%	Politicians and politics	28.0%	Vulgarity	23.6%
Hobbies	25.0%	Culture	24.4%	Hobbies	33.5%	Sports	29.4%	Nudity/sex	26.1%
History	26.8%	Science	25.8%	Science	34.7%	Computer games	31.5%	Violence	27.3%
Beauty	26.8%	Real-life stories	26.0%	Technology	35.0%	Violence	33.7%	Politicians and politics	29.0%
Other	32.9%	Tips/advice	28.5%	Food/cooking	37.7%	Vulgarity	36.5%	Religion	34.1%

Within the target group of 35–44-year-olds, the findings for a positive influence were as follows:

- Such motifs as vulgarity, politicians and politics, fashion, automotive, and sports attracted the least attention, while the most attention was given to tips/advice, computer games, parenting/children, nudity/sex, and cooking.
- The items which would least encourage audiences to peruse a magazine were nudity/sex, computer games, sports, vulgarity, and beauty; the most encouraging ones were tips/advice, business and economy, parenting and children, journalism, and hobbies.
- The following cover topics are least encouraging for people to purchase a magazine: vulgarity, politicians and politics violence, celebrities, business and economy; the most encouraging ones were automotive, news, "other", hobbies, technology, and science.

> It should be noted that journalism, for example, as a topic that drew the attention of at least 30% of the respondents, only encouraging approx. 7% of the population to buy a magazine; the proportion was similar for business and the economy: 27% of all respondents claimed they would peruse a magazine with such a topic, but only approx. 4.5% would ultimately buy the magazine.

The following was noted on about negative influence of cover topics:

- The motifs which would least frequently discourage people from perusing a magazine were hobbies, science, news, technology, tips/advice; the most commonly discouraging items were beauty, fashion, celebrities, religion, politicians and politics.

- The worst demotivators for buying a magazine were "other", cooking, hobbies, news, and technology; the most discouraging items were nudity/sex, automotive, politicians and politics, sports, and vulgarity.

Among the recurring motifs within the range of positive influence of cover topics, the results were weakest for sports, politicians and politics, and vulgarity, whereas the best results were obtained for tips/advice and parenting/children. As regards the negative influence of cover topics on audience responses, the only recurring items (in terms of the weakest impact) were the hobbies, news, technology, and (in terms of the strongest impact) politicians and politics.

In this target group, one can certainly identify a strongly negative impact of political topics, which attract attention and encourage buying least frequently, while they were also the strongest discouragement from perusing a magazine (almost 37% of the respondents' selections). Polish people aged 35–44 were more often encouraged by serious topics, such as science, technology, or news, when buying magazines. They usually avoid celebrities, or even fashion/beauty,

Table 6. Topics of cover stories vs. demographic category (age: 35–44 years) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (35-44-year-olds)										
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine	
Vulgarity	5.2%	Nudity/sex	4.9%	Vulgarity	10.7%	Hobbies	1.5%	Other	3.0%
Politicians and politics	7.8%	Computer games	8.0%	Politicians and politics	12.3%	Science	2.6%	Food/cooking	3.7%
Fashion	10.8%	Sports	8.2%	Violence	13.0%	News	2.6%	Hobbies	11.3%
Automotive	11.0%	Vulgarity	10.5%	Celebrities	15.2%	Technology	3.9%	News	11.5%
Sports	11.2%	Beauty	12.3%	Business and economy	15.2%	Tips/advice	5.5%	Technology	11.8%
Top 5 responses indicating specific motifs (35-44-year-olds)										
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine	
Tips/advice	24.3%	Tips/advice	32.0%	Automotive	34.3%	Beauty	28.2%	Nudity/sex	27.6%
Computer games	27.2%	Business and economy	32.1%	News	38.2%	Fashion	28.2%	Automotive	27.7%
Parenting/children	29.2%	Parenting/children	32.5%	Other	38.2%	Celebrities	30.6%	Politicians and politics	30.0%
Nudity/sex	31.9%	Journalism	32.8%	Technology	39.4%	Religion	32.6%	Sports	45.2%
Food/cooking	33.2%	Hobbies	37.7%	Science	41.0%	Politicians and politics	36.7%	Vulgarity	49.6%

whereas their interest would be driven toward motifs relating to parenting, children, and tips and advice.

Within the next target group (45–54 years of age), in the context of positive cover topics:

- The following items attracted the least attention: vulgarity, religion, journalism, politicians and politics, and violence; the most attention would be drawn to automotive, "other", news, real-life stories, and culture.
- The items which encourage people least to peruse a magazine were vulgarity, politicians and politics, celebrities, computer games, and automotive; the most encouraging ones included parenting and children, cooking, technology, history, and religion.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, nudity/sex, and religion; the most encouraging ones were beauty, other, hobbies, tips/advice, and science.

The following was noted on about negative influence of cover topics:

- The least discouraging from perusing were news, other, tips/advice, real-life stories, and culture; the most discouraging were computer games, nudity/sex, politicians and politics, violence, and vulgarity.
- The worst demotivators for buying a magazine were news, science, technology, and hobbies; the most discouraging items were nudity/sex, religion, politicians and politics, computer games, and vulgarity.

Among the recurring motifs within the positive influence of cover story topics, the results were weakest for violence, politicians and politics, and vulgarity, whereas the best results were obtained for the "other" category only (indicating a high level of diversity of the tastes within the specified target group). As regards the negative influence of cover topics on audience responses, the only recurring items (in terms of the weakest impact) were the news and tips/advice, as well as (in terms of the strongest impact) computer games, nudity/sex, vulgarity, politicians, and politics.

For this group, it is easier to identify the disliked items than their actual preferences. Here, the Polish people have strongly negative opinions regarding computer games, which discourage them from buying or perusing magazines. The results for religion are interesting, as it discourages almost 19% of the respondents from buying, yet about 16% of them consider this topic to be a positive influence

Table 7. Topics of cover stories vs. demographic category (age: 45–54 years) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (45–54–year-olds)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	9.0%	Vulgarity	6.1%	Vulgarity	9.5%	News	4.4%	News	4.7%
Religion	11.6%	Politicians and politics	9.3%	Violence	10.0%	Other	4.4%	Tips/advice	5.7%
Journalism	14.0%	Celebrities	12.0%	Politicians and politics	11.9%	Tips/advice	5.8%	Science	6.5%
Politicians and politics	14.2%	Computer games	12.9%	Nudity/sex	13.9%	Real-life stories	9.5%	Technology	6.7%
Violence	14.3%	Automotive	14.0%	Religion	16.3%	Culture	9.6%	Hobbies	6.9%
Top 5 responses indicating specific motifs (45–54-year-olds)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Automotive	28.7%	Parenting/ children	23.9%	Beauty	36.5%	Computer games	29.6%	Nudity/sex	18.3%
Other	30.9%	Food/ cooking	24.2%	Other	36.8%	Nudity/sex	35.6%	Religion	18.8%
News	32.4%	Technology	24.3%	Hobbies	37.5%	Politicians and politics	43.7%	Politicians and politics	20.8%
Real-life stories	32.9%	History	24.5%	Tips/advice	37.6%	Violence	43.9%	Computer games	22.5%
Culture	35.1%	Religion	25.2%	Science	40.3%	Vulgarity	46.4%	Vulgarity	29.1%

on their purchasing decisions. Tips/advice, on the other hand, remained in an indisputably high position; not only do they not discourage sales, but they even promote them in terms of their impact on the decisions of the audiences (almost 38% of all the selections).

Within the target group (55+ years of age), in the context of positive topic influence context, the following findings were recorded:

- The following items attracted the least attention: vulgarity, nudity/sex, celebrities, politicians and politics, and journalism; the most attention would be drawn to fashion, cooking, beauty, hobbies, and "other."
- The items which least encouraged people to peruse a magazine were computer games, violence, nudity/sex, and politicians and politics; the most encouraging ones included history, journalism, science, news, and culture.
- The following cover story topics were least encouraging for people to purchase a magazine: vulgarity, violence, computer games, celebrities, and

politicians and politics; the most encouraging ones were hobbies, news, cooking, real-life stories, and tips/advice.

The following was noted about the negative influence of cover topics:

- The least discouraging for perusing were news, tips/advice, hobbies, culture, and cooking; the most discouraging were celebrities, violence, computer games, politicians and politics, and vulgarity.
- The worst demotivators for buying a magazine were science, culture, history, news, and tips/advice; the most discouraging items were computer games, violence, religion, nudity/sex, religion, and vulgarity.

Among the recurring motifs with a positive influence from the cover story, the results were weakest for nudity/sex, celebrities, violence, politicians and politics, and vulgarity, whereas the best results were obtained for cooking, hobbies, and news. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were culture, news, and tips/advice, as well as (in terms of the strongest impact) computer games, violence, and vulgarity.

Computer games received strongly negative results in this target group, as they discourage people from perusing or buying magazines, while the motifs relating to family life gained a lot of interest (such as tips/advice, real-life stories, or cooking). Polish people also valued news (they peruse and buy magazines with that theme), while they ignored celebrities.

Other than the Polish people's obvious reluctance toward vulgarity, violence, and politicians and politics, the data tend to vary according to specific subgroups. Specifically, journalism or science were preferred by the 25–34 and 35–54 age groups, much less by the 55+ group, and not very interesting to the youngest respondents. Tips/advice and history prospered quite well, despite the obvious differences among the values. Business and economy had no influence over those aged 18–24, but the 25–54 age group was influenced by these topics. Computer games work poorest among the youngest and the oldest audiences, while their results were highest in the population aged 35–44. Celebrities and hobbies were among the preferred cover topics for people aged 45–54. News was least frequently mentioned by people over 55 years of age, and culture was the least popular among the Poles under 24. Cooking promoted sales among respondents aged 45 or over, but not in the 18–44 group. Technology, on the other hand, was very important for all the groups apart from the youngest and the oldest respondents. Figure 2 shows that there were many differences and hence, in order to properly
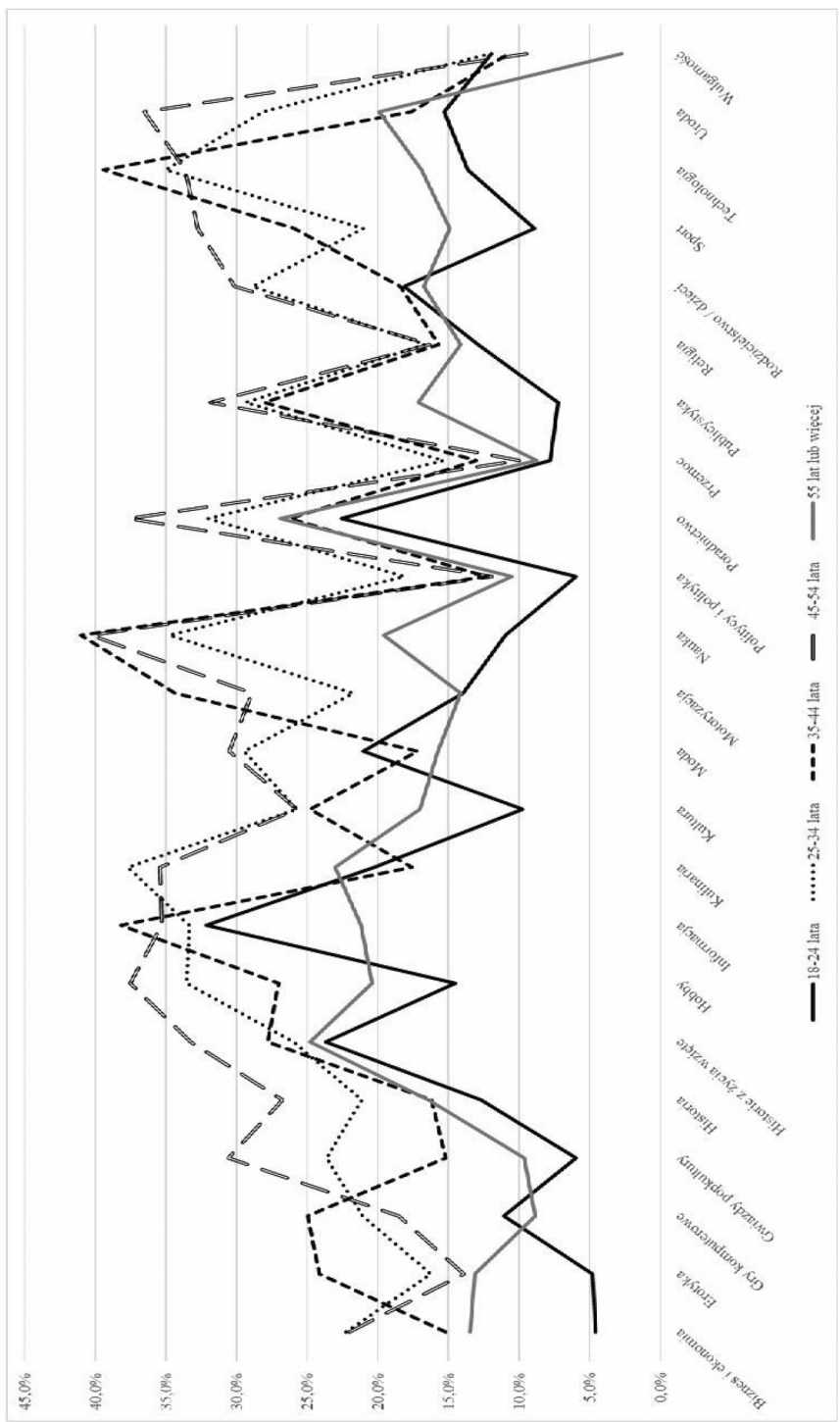
Figure 2. Preferences as to cover topics depending on gender – comparison (pro-sales aspect)
Source: own study based on research carried out on a Polish sample of N = 1094 people, selected from the Ariadna panel using the CAWI method. Responders: all respondents

Table 8. Topics of cover stories vs. demographic category (age: 55+) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (55+ years of age)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	6.6%	Vulgarity	3.2%	Vulgarity	2.8%	News	4.9%	Science	1.4%
Nudity/sex	14.7%	Computer games	10.7%	Violence	8.7%	Tips/advice	7.6%	Culture	1.9%
Celebrities	16.4%	Violence	11.9%	Computer games	8.9%	Hobbies	8.5%	History	2.1%
Politicians and politics	18.6%	Nudity/sex	13.2%	Celebrities	9.6%	Culture	9.4%	News	2.7%
Journalism	19.5%	Politicians and politics	14.8%	Politicians and politics	10.6%	Food/cooking	9.7%	Tips/advice	2.9%
Top 5 responses indicating specific motifs (55+ years of age)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Fashion	31.5%	History	39.7%	Hobbies	20.4%	Celebrities	34.5%	Computer games	14.7%
Food/cooking	31.6%	Journalism	40.4%	News	21.2%	Violence	37.0%	Violence	20.2%
Beauty	32.0%	Science	40.6%	Food/cooking	23.0%	Computer games	38.3%	Religion	21.1%
Hobbies	35.5%	News	40.8%	Real-life stories	24.8%	Politicians and politics	42.7%	Nudity/sex	25.4%
Other	39.4%	Culture	47.3%	Tips/advice	26.9%	Vulgarity	44.4%	Vulgarity	43.1%

benefit from the results, for example in business, one should follow the specific needs of each particular audience group.

3.3. Education

The results were studied from the perspective of academic qualification: primary school, secondary school, university education, and vocational training. In the first case (Table 9), in terms of a positive influence:

- The least attention was given to politicians and politics, news, vulgarity, science, and tips/advice, while the most attention was paid to parenting and children, "other", hobbies, computer games, and cooking.
- The items which least encouraged the audiences to peruse a magazine were nudity/sex, vulgarity, computer games, vulgarity, beauty, and cooking; the most encouraging ones included journalism, science, tips/advice, history, and business and economy.

Table 9. Topics of cover stories vs. demographic category (elementary school education) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (elementary school education)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Politicians and politics	7.9%	Nudity/sex	4.3%	Violence	1.2%	News	10.4%	Food/cooking	10.2%
News	8.2%	Computer games	4.4%	Vulgarity	3.8%	Journalism	10.4%	Other	10.2%
Vulgarity	8.7%	Vulgarity	4.9%	History	4.2%	Hobbies	10.4%	Technology	11.3%
Science	13.0%	Beauty	11.3%	Religion	4.2%	Science	10.4%	Parenting/children	12.4%
Tips/advice	16.1%	Food/cooking	11.4%	Culture	6.1%	Technology	10.4%	Fashion	17.7%
Top 5 responses indicating specific motifs (elementary school education)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Parenting/children	33.4%	Journalism	30.8%	Journalism	21.6%	Nudity/sex	34.2%	Real-life stories	30.9%
Other	33.6%	Science	31.0%	Other	26.4%	Celebrities	35.6%	Nudity/sex	31.1%
Hobbies	34.4%	Tips/advice	33.2%	Science	27.8%	Vulgarity	42.6%	Automotive	31.9%
Computer games	36.4%	History	34.1%	Technology	29.8%	Violence	44.6%	Sports	36.1%
Food/cooking	39.1%	Business and economy	35.3%	News	37.8%	Politicians and politics	55.0%	Vulgarity	40.1%

- The following cover topics are least encouraging for people to purchase a magazine: violence, vulgarity, history, religion, culture; the most encouraging ones were journalism, other, science, technology, news.

The following was noted about negative influence of cover topics:

- The least discouraging from perusing were news, journalism, hobbies, science, and technology; the most discouraging were nudity/sex, celebrities, vulgarity, violence, and politicians and politics.

- The worst demotivators for buying a magazine were cooking, "other," technology, parenting, and fashion; the most discouraging items were real-life stories, nudity/sex, automotive, sports, and vulgarity.

Among the recurring motifs within the range of positive influence of cover contents, the results were weakest for vulgarity, whereas the best results were obtained for science and journalism. As regards the negative influence of topics

on audience responses, the recurring items (in terms of the weakest impact) were the technology and (in terms of the strongest impact) nudity/sex and vulgarity.

People with an elementary-school education preferred journalism: this topic rarely discouraged them from perusing a magazine, while it did encourage them to peruse (almost 31%) and to buy (almost 22%). A presentation of news and science can be equally effective. Computer games, even though they are effective in attracting the audience's attention, do not lead to buying or even perusing a magazine (only 4.4% of all the respondents would do so). The poor score of politics should be noted (as many as 55% of respondents would not choose a magazine for that reason), as well as celebrities (35.6% of respondents would not peruse the inside of a magazine for that reason).

In the case of secondary school graduates (Table 10), in terms of a positive influence of cover topics:

- Vulgarity, politicians and politics, violence, nudity/sex, and computer games attracted the least attention, while the most attention was given to sports, hobbies, tips/advice, news, and the "other" category.
- The items which encourage the audiences least to peruse a magazine were vulgarity, violence, nudity/sex, politicians and politics, and religion; the most encouraging ones included history, culture, news, technology, and science.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, nudity/sex, and religion; the most encouraging ones were parenting and children, cooking, real-life stories, beauty, and tips/advice.

The following was noted about negative influence of cover topics:

- The motifs which would least frequently discourage people from perusing a magazine were news, hobbies, tips/advice, science, and culture; the most commonly discouraging items were nudity/sex, computer games, violence, politicians and politics, and vulgarity.
- The worst demotivators for buying a magazine were science, news, tips/advice, other, and technology; the most discouraging items were politicians and politics, religion, nudity/sex, violence, and vulgarity.

Among the recurring motifs with a positive influence of cover topics, the results were weakest for vulgarity, politicians and politics, violence, nudity/sex, and religion, whereas the best results were obtained for tips/advice and news. As regards the negative influence of cover topics on audience responses, the only

Table 10. Topics of cover stories vs. demographic category (high school education) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (high school education)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	8.7%	Vulgarity	4.8%	Vulgarity	7.4%	News	7.1%	Science	4.1%
Politicians and politics	15.8%	Violence	13.2%	Violence	13.4%	Hobbies	9.1%	News	4.4%
Violence	16.3%	Nudity/sex	13.6%	Politicians and politics	14.5%	Tips/advice	9.7%	Tips/advice	4.7%
Nudity/sex	16.9%	Politicians and politics	14.0%	Nudity/sex	15.2%	Science	10.2%	Other	5.2%
Computer games	17.6%	Religion	16.2%	Religion	15.5%	Culture	12.3%	Technology	5.2%
Top 5 responses indicating specific motifs (high school education)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Sports	23.6%	History	31.9%	Parenting/ children	26.7%	Nudity/sex	31.7%	Politicians and politics	18.7%
Hobbies	27.4%	Culture	32.1%	Food/ cooking	28.1%	Computer games	32.2%	Religion	22.2%
Tips/advice	27.7%	News	33.4%	Real-life stories	28.3%	Violence	33.2%	Nudity/sex	22.6%
News	29.6%	Technology	34.6%	Beauty	28.8%	Politicians and politics	37.0%	Violence	23.9%
Other	31.5%	Science	36.1%	Tips/advice	29.5%	Vulgarity	43.4%	Vulgarity	35.7%

recurring items (in terms of the weakest impact) were the news, tips/advice, science, and (in terms of the strongest impact) violence, politicians and politics, nudity/sex, and vulgarity. Members of the group discussed here are certainly aware of what they dislike: they point to motifs which at the same time least attract their attention or encourage them to peruse or buy, and therefore discourage them from perusing and buying. These were vulgarity, violence, politicians and politics, and nudity/sex. The Polish high school graduates were almost identical in their opinions, which should therefore be taken into account by publishers targeting their marketing at this group. Further, tips/advice was a positively perceived topic: it attracts attention and encourages people to buy a magazine (usually without perusing it first); this motif can be seen as provoking spontaneous purchases.

In the case of university graduates (Table 11), in terms of a positive influence of cover topics:

Table 11. Topics of cover stories vs. demographic category (university education) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (university graduates)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	10.8%	Vulgarity	6.1%	Vulgarity	6.4%	Hobbies	6.7%	Science	3.6%
Violence	17.4%	Violence	8.0%	Violence	10.5%	News	7.2%	Culture	5.1%
Nudity/sex	17.8%	Computer games	11.7%	Politicians and politics	13.5%	Science	7.8%	Hobbies	5.1%
Religion	17.9%	Nudity/sex	13.3%	Computer games	14.3%	Culture	11.3%	News	5.2%
Politicians and politics	17.9%	Politicians and politics	14.7%	Nudity/sex	14.7%	Tips/advice	12.9%	History	7.2%
Top 5 responses indicating specific motifs (university graduates)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Food/ cooking	25.9%	Business and economy	31.2%	Food/ cooking	27.4%	Computer games	31.5%	Religion	21.7%
Culture	27.0%	Technology	32.9%	News	28.3%	Politicians and politics	31.7%	Politicians and politics	22.2%
Hobbies	27.5%	Culture	34.5%	Science	28.7%	Nudity/sex	35.1%	Computer games	22.9%
News	32.7%	History	34.6%	Tips/advice	29.2%	Vulgarity	36.0%	Violence	27.7%
Other	35.7%	Science	35.8%	Hobbies	30.2%	Violence	36.5%	Vulgarity	40.7%

- The least attention was given to vulgarity, violence, nudity/sex, religion, and politicians and politics; the most attention went to cooking, culture, hobbies, news, and "other."
- The items which least encourage people to peruse a magazine were vulgarity, violence, computer games, nudity/sex, and politicians and politics; the most encouraging ones included business and economy, technology, culture, history, and science.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, computer games, and nudity/sex; the most encouraging ones were cooking, news, science, tips/advice, and hobbies.

The following was noted about the negative influence of cover topics:

- The least discouraging topics stopping people from perusing were hobbies, news, science, culture, and tips/advice; the most discouraging

were computer games, politicians and politics, nudity/sex, vulgarity, and violence.

- The worst demotivators for buying a magazine were science, culture, hobbies, news, and history; the most discouraging items were religion, politicians and politics, computer games, violence, and vulgarity.

Among the recurring motifs with a positive influence from the covers, the results were weakest for vulgarity, politicians and politics, violence, nudity/sex, and computer games, whereas the best results were obtained for cooking, culture, hobbies, news, and science. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were the news, hobbies, culture and science, as well as (in terms of the strongest impact) violence, politicians and politics, computer games, and vulgarity.

This target group was also strongly opinionated in its rejection of such motifs as violence, vulgarity, politics, nudity/sex, and computer games. The last item did not encourage the respondents to peruse or buy a magazine practically at all; moreover, it is a strong demotivating agent (over 31% would not peruse magazines under this influence, and almost 23% would not buy it). Religion was also an issue: almost 18% of university graduates in Poland pay attention to it, but almost 22% would not buy a magazine with this theme. According to expectations, the high-ranking topics were science (encouraging people to peruse the inside of a magazine and to buy that magazine) or news (which, in turn, attracts attention and encourages people to buy). Furthermore, the respondents appreciated culture as well; even though it is not present among the motifs which encourage people most to buy a magazine, it certainly does not discourage them from doing so, and moreover, it attracts attention and promotes perusing the magazine.

In the case of people with vocational training, in terms of a positive influence of cover topics:

- The following items attracted the least attention: vulgarity, sports, religion, politicians and politics, and cooking; the most attention would be drawn to hobbies, fashion, beauty, news, and "other."
- The items which encourage people least to peruse a magazine were vulgarity, politicians and politics, computer games, nudity/sex, and religion; the most encouraging ones included tips/advice, technology, cooking, culture, and parenting and children.

- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, nudity/sex, and computer games; the most encouraging ones were automotive, cooking, news, hobbies, tips/advice, and real-life stories.

The following was noted about the negative influence of cover topics:

- People were least discouraged from perusing by real-life stories, news, tips/advice, culture, and hobbies; the most discouraging topics were journalism, computer games, politicians and politics, violence, and vulgarity.
- The worst demotivators for buying a magazine were tips/advice, hobbies, real-life stories, science, and technology, while the most discouraging items were nudity/sex, computer games, religion, politicians and politics, and vulgarity.

Table 12. Topics of cover stories vs. demographic category (vocational training) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (vocational training)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	10.1%	Vulgarity	8.0%	Vulgarity	17.3%	Real-life stories	5.8%	Tips/advice	4.2%
Sports	13.2%	Politicians and politics	8.5%	Violence	19.2%	News	6.8%	Hobbies	5.1%
Religion	14.4%	Computer games	9.2%	Politicians and politics	21.7%	Tips/advice	8.0%	Real-life stories	5.4%
Politicians and politics	15.3%	Nudity/sex	9.6%	Nudity/sex	22.2%	Culture	10.6%	Science	6.1%
Food/cooking	15.6%	Religion	13.3%	Computer games	24.2%	Hobbies	10.9%	Technology	6.8%
Top 5 responses indicating specific motifs (vocational training)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Hobbies	25.2%	Tips/advice	24.9%	Automotive	33.9%	Journalism	28.4%	Nudity/sex	17.0%
Fashion	25.7%	Technology	27.4%	Food/cooking	34.9%	Computer games	29.1%	Computer games	19.1%
Beauty	26.3%	Food/cooking	28.6%	Hobbies	36.4%	Politicians and politics	33.1%	Religion	21.4%
News	31.5%	Culture	28.8%	Tips/advice	40.5%	Violence	34.3%	Politicians and politics	21.4%
Other	33.4%	Parenting/children	32.0%	Real-life stories	45.4%	Vulgarity	40.7%	Vulgarity	23.9%

Among the recurring motifs in the range of a positive influence of cover topics, the results were weakest for vulgarity, politicians and politics, religion, nudity/sex, and computer games, whereas the best results were obtained for cooking, hobbies, and tips/advice. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were the real-life stories, tips/advice, and hobbies, as well as (in terms of the strongest impact) politicians and politics, computer games, and vulgarity.

Poles with vocational training were encouraged to peruse or buy by topics that are closer to real-life, such as tips/advice, cooking, real-life stories, or parenting. This group certainly does not prefer vulgarity or politicians/politics; however, violence, for example, which is seen so critically by other respondents, does not discourage the members of this group from buying so much (interestingly, more than 19% of the subjects declared that violence encourages them to buy a magazine). The nudity/sex choices are equally interesting: 17% of the respondents would not buy a magazine for this reason, but about 22% would.

In terms of Polish people's education, the differences between the answers given by the particular groups were also clear (assembled in Fig. 3). For example, topics such as cooking, automotive, real-life stories, or celebrities were preferred by people with vocational training, while those who have finished elementary school are least susceptible to those. The latter buy magazines under the influence of the news, where the results were highest among all the groups of subjects. Technology was also a topic they found interesting: this result was equal to or higher than the responses given by other subjects. The Poles with a basic education were not encouraged by history, business, culture, or religion – these motifs scored lowest here. On the other hand, the responses from high school or university graduates were similar[6] – significant differences mainly appeared with such topics as real-life stories, fashion, sports, or beauty (these were preferred by high school graduates in Poland). University graduates would buy magazines slightly more frequently when encouraged by hobbies, news, and – to a small extent – journalism.

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[6] It should be added here that people above the high school education level continue to believe that the press still has a culture-generating function (they give the press equal or higher scores than those given to television), which can also be highly relevant in the context of choosing cover story topics. See Poleszczuk and Anuszewska 5.
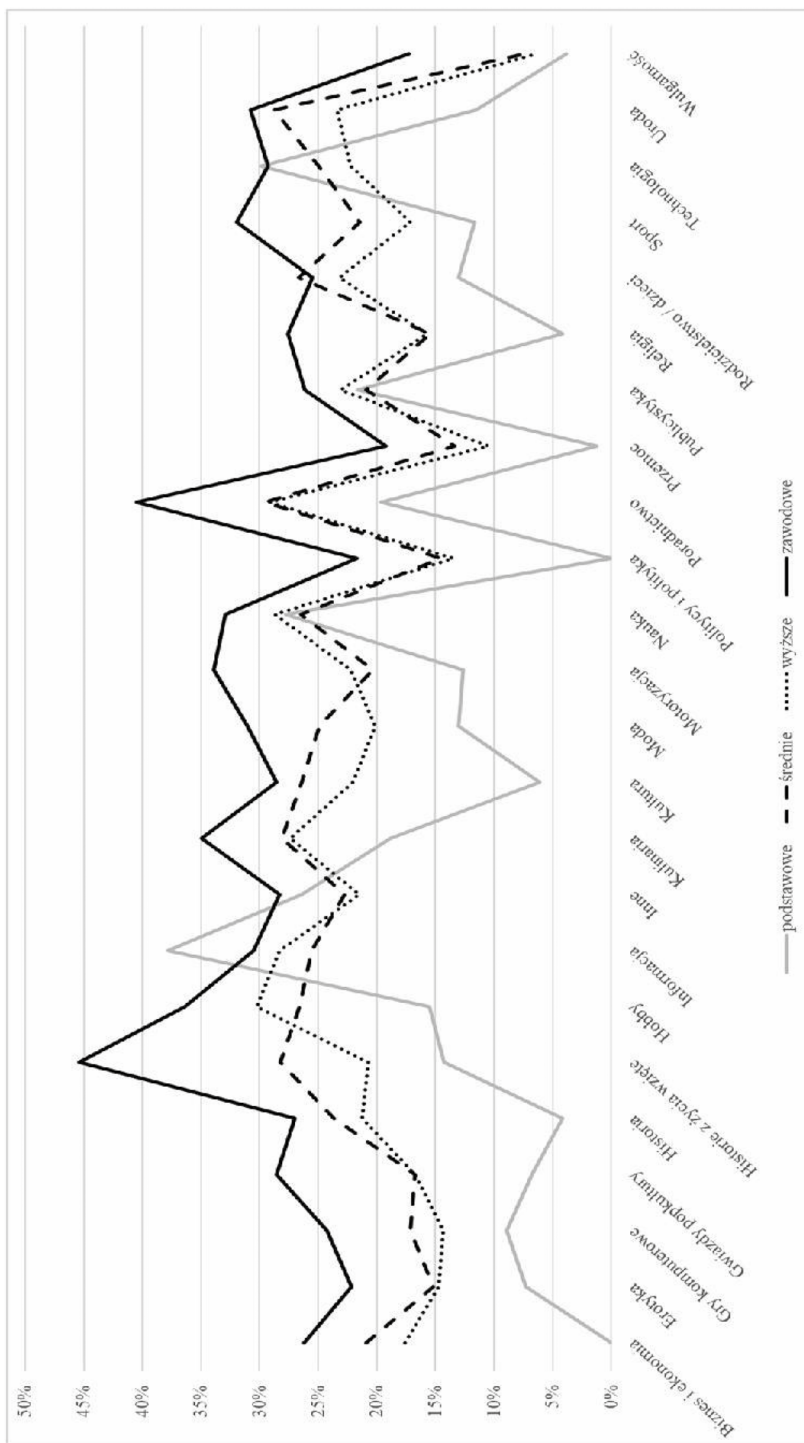
Figure 3. Preferences as to cover topics depending on education – comparison (pro-sales aspect)
Source: own study based on research carried out on a Polish sample of N = 1094 people, selected from the Ariadna panel using the CAWI method. Responders: all respondents

There are certain topics outside all the subjects' ranges of preference. These included politicians and politics, violence, and vulgarity (and, with the exception of people with vocational training, the list also includes religion, sports, and automotive). One more conclusion can be drawn from the diagram: The Polish people with vocational training are most often encouraged by cover topics, as evidenced by the results (which are highest with almost every motif).

3.4. Place of residence

The results were studied in terms of five subgroups of place of residence: the countryside, small towns, medium-sized towns, larger towns, and big cities. In the first case (Table 13), in terms of a positive influence from cover topics:

- Sports, vulgarity, politicians and politics, religion, and science attracted the least attention, while the most attention was given to cooking, hobbies, parenting and children, culture, and "other."
- The items which encourage people least to peruse a magazine were vulgarity, nudity/sex, violence, religion, and politicians and politics; the most encouraging ones included business and economy, history, hobbies, tips/advice, and science.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, nudity/sex, and religion; the most encouraging ones were other, real-life stories, cooking, technology, and news.

The following was noted about the negative influence of cover topics:

- The least discouraging from perusing were tips/advice, news, hobbies, parenting, and real-life stories; the most discouraging were nudity/sex, vulgarity, religion, violence, and politicians and politics.
- The worst demotivators for buying a magazine were cooking, hobbies, other, science, and parenting; the most discouraging items were politicians and politics, religion, nudity/sex, and vulgarity.

Among the recurring motifs in the positive influence of cover topics, the results were weakest for vulgarity, religion, nudity/sex, violence, and politicians and politics, whereas the best results were obtained for cooking and hobbies. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were tips/advice and hobbies, as well

Table 13. Topics of cover stories vs. demographic category (place of residence: countryside) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (countryside)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Sports	11.3%	Vulgarity	5.5%	Vulgarity	12.1%	Tips/advice	13.2%	Food/cooking	2.6%
Vulgarity	11.9%	Nudity/sex	6.5%	Violence	12.8%	News	13.5%	Hobbies	6.1%
Politicians and politics	14.0%	Violence	9.8%	Politicians and politics	13.6%	Hobbies	14.8%	Other	6.1%
Religion	15.3%	Religion	10.7%	Nudity/sex	14.4%	Parenting/children	15.1%	Science	6.3%
Science	16.1%	Politicians and politics	10.8%	Religion	14.7%	Real-life stories	16.0%	Tips/advice	6.8%
Bottom 5 responses indicating specific motifs (countryside)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Food/cooking	25.9%	Business and economy	24.2%	Other	30.2%	Nudity/sex	33.5%	Politicians and politics	20.7%
Hobbies	28.7%	History	24.7%	Real-life stories	31.0%	Vulgarity	37.8%	Religion	21.1%
Parenting/children	29.0%	Hobbies	24.8%	Food/cooking	31.7%	Religion	38.2%	Nudity/sex	22.2%
Culture	29.7%	Tips/advice	28.5%	Technology	35.4%	Violence	40.7%	Sports	24.5%
Other	31.9%	Science	30.1%	News	36.4%	Politicians and politics	40.9%	Vulgarity	32.7%

as (in terms of the strongest impact) nudity/sex, vulgarity, religion, and politicians and politics.

As it transpires from these results, people living in rural areas do not find it difficult to determine the motifs which discourage them most from buying or perusing magazines (the items selected as demotivating agents would often get poor results in terms of a positive impact on the respondents' reactions). This group of items includes violence, vulgarity, politicians, and nudity/sex. Religion is an interesting option here, as it would rather discourage people from choosing a magazine (approx. 38% of all the answers), while for about 21% of the respondents it would be a good cause for not buying (it encourages about 15% of the subjects to make a purchase). This result is puzzling, as it might seem that the people from the countryside would point to this topic as being among the most effective ones in promoting sales. As a matter of fact, this is a stereotypical attitude,

the case for which is slightly undermined by the reports illustrating the decreasing tendencies for religious affiliation in rural areas (the documents confirm that the percentage of believers is still highest in rural areas, yet certain changes have been observed in this respect for a few years).[7] People living in the countryside respond positively to tips and advice, which would encourage them to peruse a magazine. Furthermore, members of this subgroup had a preference for news and technology, which again has nothing in common with the schematic perception of such regions.[8]

In the case of small towns (Table 14), in terms of a positive influence of cover topics:

- Vulgarity, politicians and politics, business and economy, celebrities, and sports attracted the least attention, while the most attention was given to hobbies, religion, parenting and children, cooking, and the "other" category.
- The items which encourage the audiences least to peruse a magazine were computer games, nudity/sex, beauty, violence, and vulgarity; the most encouraging ones included journalism, news, technology, science, and hobbies.
- The following cover topics were least encouraging for people to purchase a magazine: politicians and politics, vulgarity, computer games, violence, and journalism; the most encouraging ones were beauty, culture, automotive, news, and tips/advice.

The following was noted about negative influence of cover topics:

- The least discouraging from perusing were news, hobbies, science, tips/advice, and other; the most discouraging were violence, fashion, nudity/sex, celebrities, and politicians and politics.
- The worst demotivators for buying a magazine were parenting, fashion, technology, science, and news; the most discouraging items were beauty, sports, business, economy, computer games, and vulgarity.

Among the recurring motifs with a positive influence of cover topics, the results were weakest for vulgarity, violence, politicians and politics, and computer

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[7] CBOS, "Religijność" 2.

[8] For example, where rural areas are associated with education, a lot of reading or innovation only to a moderate extent. See CBOS, "*Wieś polska*" 8–9.

Table 14. Topics of cover stories vs. demographic category (place of residence: small towns) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (small towns)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	2.6%	Computer games	7.0%	Politicians and politics	7.7%	News	7.7%	Parenting/children	7.5%
Politicians and politics	6.1%	Nudity/sex	9.1%	Vulgarity	8.3%	Hobbies	8.3%	Fashion	10.4%
Business and economy	8.3%	Beauty	11.8%	Computer games	10.5%	Science	9.5%	Technology	11.9%
Celebrities	9.0%	Violence	12.5%	Violence	11.0%	Tips/advice	11.0%	Science	12.5%
Sports	11.2%	Vulgarity	12.9%	Journalism	12.1%	Other	11.5%	News	12.7%
Bottom 5 responses indicating specific motifs (small towns)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Hobbies	19.7%	Journalism	30.1%	Beauty	29.4%	Violence	33.2%	Beauty	29.2%
Religion	20.2%	News	30.6%	Culture	29.5%	Fashion	34.9%	Sports	29.8%
Parenting/children	21.3%	Technology	31.4%	Automotive	29.7%	Nudity/sex	35.3%	Business and economy	30.6%
Food/cooking	25.8%	Science	33.3%	News	36.1%	Celebrities	40.1%	Computer games	32.3%
Other	28.7%	Hobbies	33.5%	Tips/advice	46.7%	Politicians and politics	42.2%	Vulgarity	43.6%

games, whereas the best results were obtained for hobbies and the news. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were the news and science, whereas there were none in terms of the strongest impact (it is the first time it occurred throughout the research project).

People from small towns presented an interesting attitude towards religion, which both attracts their attention and does not incite negative reactions (such as discouragement from buying or perusing a magazine). Compared to other audience groups, politicians scored slightly higher, too – they do discourage people from perusing magazines (approx. 42%), yet they are outside the top five topics discouraging people from buying (like violence, which discourages readers from perusing, but much less so from buying). Computer games or vulgarity were perceived less favorably, the latter finding already becoming a standard for the study.

For small towns (Table 15), in terms of a positive influence of cover topics:

- Vulgarity, politicians and politics, religion, violence, and real-life stories attracted the least attention, while the most attention was given to history, beauty, news, hobbies, and the "other" category.
- The items which encourage people least to peruse a magazine were vulgarity, nudity/sex, computer games, violence, politicians and politics, and violence; the most encouraging ones include tips/advice, parenting, cooking, technology, and culture.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, celebrities, politicians and politics, and computer games; the most encouraging ones were tips/advice, cooking, hobbies, science, and real-life stories.

Table 15. Topics of cover stories vs. demographic category (place of residence: medium-sized towns) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (medium-sized towns)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	12.2%	Vulgarity	3.8%	Vulgarity	6.8%	News	4.6%	Culture	3.8%
Politicians and politics	16.4%	Nudity/sex	10.1%	Violence	13.1%	Hobbies	6.0%	News	3.9%
Religion	17.6%	Computer games	10.2%	Celebrities	14.1%	Culture	9.0%	Tips/advice	4.3%
Violence	17.6%	Violence	15.3%	Politicians and politics	14.1%	Tips/advice	9.3%	Science	4.4%
Real-life stories	20.3%	Politicians and politics	16.3%	Computer games	14.4%	History	10.0%	Technology	4.5%
Bottom 5 responses indicating specific motifs (medium-sized towns)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
History	30.6%	Tips/advice	34.8%	Tips/advice	24.0%	Computer games	35.0%	Politicians and politics	17.7%
Beauty	30.8%	Parenting/ children	35.6%	Food/ cooking	24.0%	Politicians and politics	35.5%	Violence	17.9%
News	35.1%	Food/ cooking	36.3%	Hobbies	24.8%	Violence	36.0%	Computer games	19.6%
Hobbies	36.2%	Technology	37.9%	Science	25.9%	Nudity/sex	36.9%	Religion	20.8%
Other	38.2%	Culture	40.6%	Real-life stories	27.9%	Vulgarity	47.6%	Vulgarity	29.6%

The following was noted about negative influence of cover topics:

- The least discouraging from perusing were news, hobbies, culture, tips/advice, and history; the most discouraging were violence, computer games, politicians and politics, violence, nudity/sex, and vulgarity.
- The worst demotivators for buying a magazine were culture, news, tips/advice, science, technology; the most discouraging items were politicians and politics, violence, computer games, religion, and vulgarity.

Among the recurring motifs within the positive influence of cover topics, the results were weakest for vulgarity, violence, politicians and politics, and computer games, whereas the best results were obtained for hobbies, cooking, and tips/advice. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were the news, tips/advice, and culture, as well as (in terms of the strongest impact) computer games, politicians and politics, violence, and vulgarity.

We can conclude that people living in medium-sized towns do not really like computer games, which discourage them from perusing a magazine (35%) or buying it (almost 20%). In this group, the responses were highly scattered; sometimes the gap between the categories with most and least responses was not significant – for example, real-life stories attracted the attention of approx. 20% of the subjects, whereas approx. 28% of them would buy a magazine under this influence.

It is possible to conclude that people living in medium-sized towns do not really prefer computer games, which discourage them from perusing a magazine (35%) or buying it (nearly 20%).

> In this group, the responses were highly scattered; sometimes the gap between the categories with most and least responses was not significant...

For people living in larger towns (Table 16):

- The least attractive items were vulgarity, nudity/sex, politicians and politics, celebrities, and journalism; the most attractive ones included news, sports, cooking, technology, and real-life stories.

- The items which least encouraged people to peruse a magazine were vulgarity, politicians and politics, violence, computer games, and real-life stories; the most encouraging ones included science, history, business and economy, journalism, and culture.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, religion, politicians and politics, and history; the most encouraging ones were beauty, science, "other", cooking, and technology.

The following was noted about negative influence of cover topics:

- The least discouraging from perusing were news, hobbies, science, other, and journalism; the most discouraging were nudity/sex, computer games, violence, vulgarity, and politicians and politics.

Table 16. Topics of cover stories vs. demographic category (place of residence: larger towns) in a nationwide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (larger towns)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	7.1%	Vulgarity	4.5%	Vulgarity	4.0%	News	1.6%	Technology	5.0%
Nudity/sex	12.9%	Politicians and politics	9.6%	Violence	6.8%	Hobbies	4.6%	Computer games	9.9%
Politicians and politics	14.1%	Violence	10.3%	Religion	7.5%	Science	5.4%	Food/ cooking	11.9%
Celebrities	15.8%	Computer games	11.6%	Politicians and politics	10.0%	Other	5.6%	Science	13.6%
Journalism	16.3%	Real-life stories	13.6%	History	11.4%	Journalism	5.7%	News	14.1%
Bottom 5 responses indicating specific motifs (larger towns)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
News	33.2%	Science	30.5%	Hobbies	26.0%	Nudity/sex	26.3%	Politicians and politics	24.7%
Sports	33.7%	History	32.7%	Science	26.1%	Computer games	32.9%	Religion	26.1%
Food/ cooking	34.7%	Business and economy	32.7%	Other	27.1%	Violence	38.5%	Real-life stories	28.7%
Technology	37.1%	Journalism	34.9%	Food/ cooking	27.2%	Vulgarity	41.5%	Nudity/sex	32.0%
Real-life stories	37.5%	Culture	36.4%	Technology	29.2%	Politicians and politics	41.7%	Vulgarity	43.0%

- The worst demotivators for buying a magazine were technology, computer games, cooking, science, and news; the most discouraging items were politicians and politics, religion, real-life stories, nudity/sex, and vulgarity.

Among the recurring motifs within the positive influence of cover topics, the results were weakest for vulgarity, violence, and politicians and politics, whereas the best results were obtained for cooking, technology, and science. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were the news and science, as well as (in terms of the strongest impact) nudity/sex, politicians and politics, and vulgarity.

People in larger towns tended to choose technology, which attracts their interest (approx. 37%) and encourages them to buy (approx. 29%) – it may be assumed that magazines are purchased on impulse, without any link to the process of perusing the contents. The cooking motif can also be positioned in a similar context (nearly 35% of all the respondents notice such cover topics, whereas slightly over 27% buy a magazine). Respondents from this group have no preference for religion (26% are discouraged by this topic) or real-life stories (the values are interesting here: apparently, the motif attracts the attention of almost 38% of readers, but it discourages almost 29% from buying).

For people living in larger towns (Table 17):

- Vulgarity, history, science, automotive, and violence attracted the least attention, while the most attention was given to fashion, business and economy, news, beauty, and the "other" category.
- The items which encourage people least to peruse a magazine were vulgarity, computer games, politicians and politics, nudity/sex, and sports; the most encouraging ones included science, tips/advice, culture, technology, and history.
- The following cover topics were least encouraging for people to purchase a magazine: vulgarity, violence, politicians and politics, religion, and technology; the most encouraging ones were sports, real-life stories, science, hobbies, and automotive.

The following was noted about negative influence of cover topics:

- The motifs which would least frequently discourage people from perusing a magazine were news, hobbies, culture, science, and fashion; the most

Table 17. Topics of cover topics vs. demographic category (place of residence: cities) in a nation-wide sample of Poles (N = 1,094) selected by Panel Ariadna with the CAWI method Responders: all subjects

Bottom 5 responses indicating specific motifs (cities)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Vulgarity	7.5%	Vulgarity	4.0%	Vulgarity	6.3%	News	5.7%	Tips/advice	5.8%
History	12.8%	Computer games	10.9%	Violence	7.1%	Hobbies	6.3%	News	6.5%
Science	15.1%	Politicians and politics	11.8%	Politicians and politics	11.1%	Culture	7.0%	Culture	7.2%
Automotive	16.0%	Nudity/sex	13.4%	Religion	11.6%	Science	8.5%	Science	7.2%
Violence	16.7%	Sports	16.0%	Technology	13.5%	Fashion	9.8%	Hobbies	7.7%
Bottom 5 responses indicating specific motifs (cities)									
	Attract my attention		Encourage me to peruse the magazine		Encourage me to buy the magazine		Discourage me from perusing the magazine		Discourage me from buying the magazine
Fashion	25.8%	Science	34.4%	Sports	30.9%	Nudity/sex	24.2%	Nudity/sex	20.6%
Business and economy	26.3%	Tips/advice	37.5%	Real-life stories	32.5%	Computer games	25.5%	Celebrities	20.6%
News	28.4%	Culture	43.6%	Science	34.7%	Violence	30.0%	Religion	22.3%
Beauty	32.3%	Technology	45.5%	Hobbies	35.0%	Politicians and politics	40.0%	Violence	24.6%
Other	36.1%	History	45.7%	Automotive	35.3%	Vulgarity	50.9%	Vulgarity	31.4%

commonly discouraging items were nudity/sex, computer games, violence, politicians and politics, and vulgarity.

- The worst demotivators for buying a magazine were news, culture, science, and hobbies; the most discouraging items were nudity/sex, celebrities, religion, violence, and vulgarity.

Among the recurring motifs with a positive influence of cover contents, the results were weakest for vulgarity, violence, and politicians and politics, whereas the best results were obtained for cooking, technology, and science. As regards the negative influence of cover topics on audience responses, the recurring items (in terms of the weakest impact) were the news and science, as well as (in terms of the strongest impact) nudity/sex, violence, and vulgarity.

The inhabitants of cities do not pay attention to science, yet they peruse and buy magazines with this topic on the cover (almost 35% of the respondents). Sports, on the other hand, would not so much promote perusing the contents as have a positive effect on buying (nearly 31%), while automotive attracts the
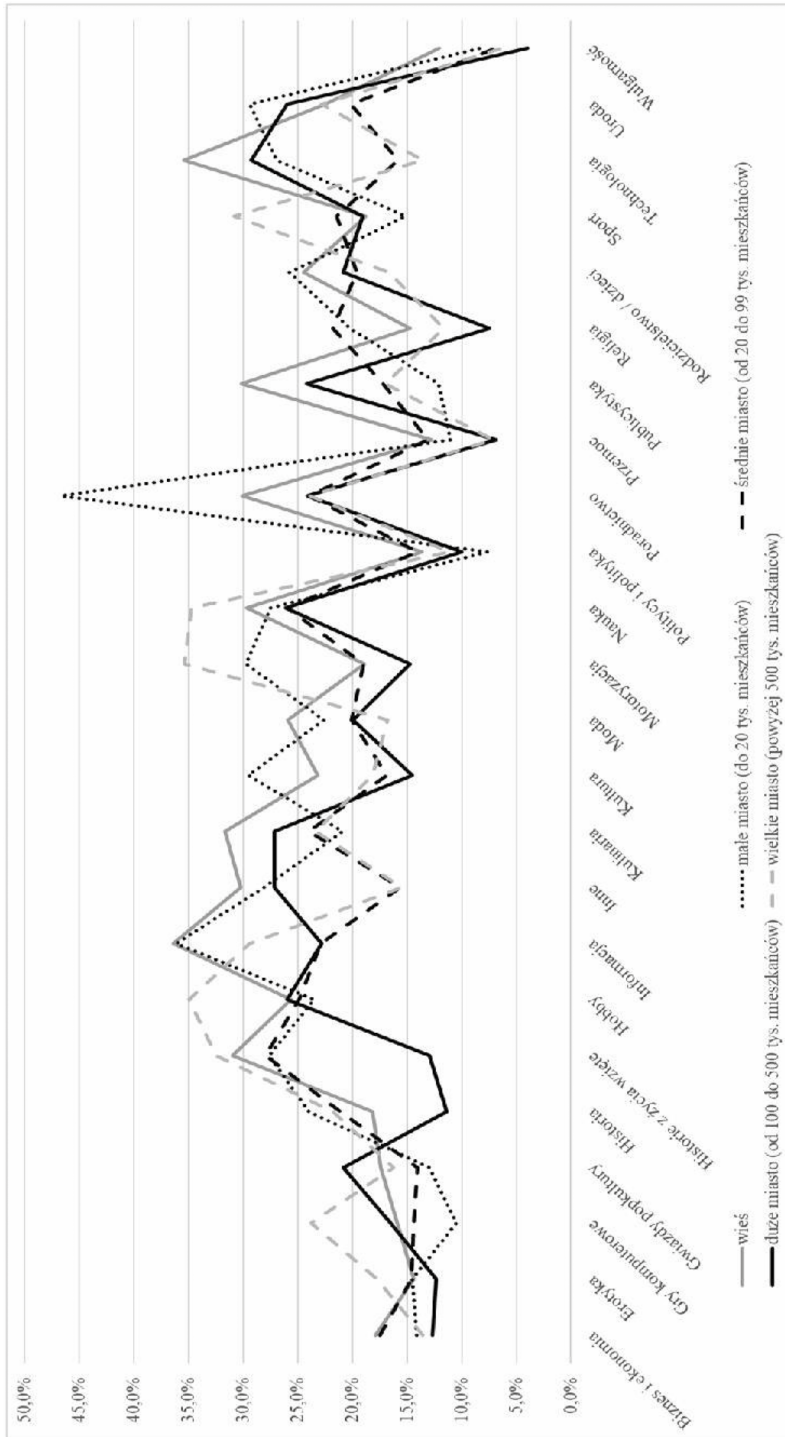
Figure 4. Preferences as to cover topics depending on the place of residence – comparison (pro-sales aspect)
Source: own study based on research carried out on a Polish sample of N = 1094 people, selected from the Ariadna panel using the CAWI method. Responders: all respondents

attention of almost 17% of the subjects, but it provokes purchasing decisions in more than 35% of them. Religion was problematic, as it encourages 11.6% of subjects to peruse a magazine, yet it discourages more than 22% of them from buying.

In terms of the places of the residence of Polish people, the differences between the answers given by the subgroups were also clear (assembled in Fig. 4). Specifically, the inhabitants of cities would most often be influenced by computer games when buying (they are also the most willing to choose sports), and the lowest frequency was recorded among people from smaller locations (the remaining subjects chose relatively similar answers). Technology was perceived differently, as it was the least interesting for residents of cities and medium-sized towns, and the most interesting for those in rural areas and small towns. There was also a difference in approach toward motoring (preferred in the urban areas, followed by small towns, and least popular in cities), journalism (chosen by people in the countryside, followed by larger towns, medium-sized towns, and cities), or religion (ranking lowest among the inhabitants of larger towns and cities, but highest among the people from medium-sized towns). Tips/advice received good scores, as well (the best results in the countryside and small towns), as well as science (which was preferred by urban inhabitants). There were also certain motifs that were ranked worst: vulgarity, violence, and politicians and politics.

CONCLUSION

All the preset objectives have been achieved in this paper. First of all, the responses of Polish audiences to cover topics were examined and the most popular/least popular topics were demonstrated in terms of gender, age, education, and place of residence of the subjects. The types of reactions are presented as well, with documented positive effects (encouraging to peruse and buy or attracting attention) and negative influence (discouraging from buying or perusing a magazine) of 24 motifs. In addition, every chapter ends with a summary of the specific category, presented as a description and in graphic form, aggregating the sales-promoting impact of the particular issue.

The author confirmed her hypothesis: "The choice of cover topic content is linked to Polish audience responses, encouraging or discouraging the audience from further contact with a specific issue of a magazine, where the readers'

decisions depend on their affiliation to the specified demographic categories (which is directly related to publishing business)." Even though specific data are presented within the paper (tables), it should be emphasized that the responses given by the various demographic groups would vary, particularly in terms of the positive effect of cover topics. A lot of consistency was noted among the motifs discouraging people from perusing or buying a magazine (these were politicians and politics, violence, vulgarity, and nudity/sex); however, as already noted[9] – a negative selection also carries an important message, i.e., a warning of items which would definitely not help to sell a magazine. This is another argument to support the extensive adjustment of cover topics to target groups' preferences, not only by choosing the topic components properly, but also by selecting the right contents. In this perspective, the author is of the opinion that the results are relevant from a business standpoint: firstly, they indicate the tastes of audiences according to their specific demographic category. Secondly, they indicate content which is worth displaying on covers to attract the readers' attention, to encourage them to peruse or buy, or at least not to discourage them.

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[9] See Jupowicz-Ginalska 196–205.

About the autor

Anna Jupowicz-Ginalska, Ph.D. - one of the few researchers in Poland specializing in mass media marketing. Other topics within her area of research interest include contemporary trends in marketing communication, transmedia storytelling, popular culture, show business marketing, and manipulation. She has authored numerous research papers about media marketing, while her book entitled "Media Marketing" received a key award. She actively participates in national and international conferences, appears in the media as an expert in the field of media and pop culture (including Polsat News 2, Polsat, Polsat Cafe, TVP1, "Rzeczpospolita", "Party"). She is also professionally active in the practical sphere: for 15 years she has been associated with the promotional industry (mainly public relations). She worked, among others in PR agencies, media corporations and public administration. From 2010 to 2017, she was the Dean's Plenipotentiary for Promotion of the Faculty of Journalism and Political Science of the University of Warsaw and the Faculty of Journalism, Information and Book Studies of the University of Warsaw, incl. organizing the most important events building the image of the Faculty.