

**Editorial And Advertising Mix. Readers' Perceptions
The Case Study Of Kapa Style Magazine.**

Alexopoulos Georgios
IMERISIOS KIRIKAS LARISAS
gioralexo@hotmail.com

Dr. BLANAS GEORGIOS
TEI of LARISSA
blanas@teilar.gr

Abstract

This article deals with the issue of advertising and editorial mix for a local free-press monthly magazine. The mixture of advertising and editorial is called advertorial. The specific free-press magazine is an insert to a Sunday newspaper. There is a price of 50 cents to purchase the mother newspaper or someone can ask it for free to free distribution points. Due to the inexorable competence, the needs for advertising revenues are more than necessary (especially for free press magazines) and there is a continuous need for more "clever" advertisements. So this article tries to define readers' perceptions about advertorials that are clearly defined as advertorials, advertorials that may "hide" the advertising message and are defined as editorials and finally advertisements.

Keywords: Editorial, Advertorial, Advertisement, Advertising and Editorial mixtures, Magazine, Readers.

JEL Classification: M37

Introduction

In a hostile environment for advertising because of nowadays economic crisis we know about the existence of three big monthly local magazines (Thessalikes Epiloges, Kapa style, Imagine) in Larissa city. Their viability depends on their profits from the demand for advertising. Imagine is an independent free-press magazine while Kapa style and Thessalikes Epiloges are insets of Imerisios kirikas and Elefteria newspapers. The cost to acquire each of them is from 0 to 50 cents for purchasing the "mother" newspaper. So the main source of earnings is only their "brand name" and the advertising pages. Readership has great expectations about the quality of the articles and the magazine market environment could be easily characterized by a focus differentiation strategy (David, 2003). In such a competitive market for magazines it is crucial to understand the readers' pulse and audience needs. Editorial's quality tent to be the "hook" for more "loyal" readers, and most of the times editorial's structure defines the characteristics of the readers. From the other hand readers are potential consumers we would like to define their opinion about advertisements inside a magazine. The magazine that we examined is the Kapa Style. The "character" of the magazine could be mentioned like a young stylish one. The readers' target group that focuses is the age of 20-45. Kapa style magazine

"releases" 9000 copies every month except December, where the publication reaches the 12000 copies. The main quantity of the copies are purchased as free inserts with the Sunday newspaper (7000 copies) while the rest of them distributed to "hot points" as TEI of Larissa, Ster cinemas, central cafes, hotels e.g. The marketing department of the Kapa style magazine is the one that has to choose what are the hot issues that the syntax department has to develop, what are the possibilities to segment the market via syntax issues and what else may develop a new market of advertised and of course which is the best way (time and icon) of promotion for every advertised customer via readers satisfaction. (Depken, Willson 2004). Kapa style publishes 10 editions in a year, one for every month except January and August. The main issues of Kapa style are just five and they are repeated after six months. Of course there are additional subjects that are presented due to the need for more advertisements.

Definition of Advertorials

The mix of advertising and editorial is perceived through columns as firm's presentations, personal business profiles or special issues written in a "sneakily" commercial way. In some cases advertising and editorial mix (advertorials) could be found on business news columns. A well structured example of what is this advertising and editorial mixture is given by Prounis (2004). In his article "The art of Advertorial" defines that the mixture of ads and editorial is named advertorial. So advertorials are ads designed for readers' to be delivered as the experience of articles. This new form of advertising is effective and it promotes the existence and the creation of more powerful relations with magazine customers'. This is a very important assumption because through readers' reaction about this mix, we can understand the levels of consumption due to the fact that every reader is a likely consumer. This base should make us able to perform a further and deeper investigation on readers' preferences. Readers' preferences and the existence of advertorials help kapa style's marketing department to build annual advertising contracts with brands and also help magazine to define its own annual budget for self promotion.

Literature Review

Mixtures between advertising and editorial content

Research on mixtures between advertising and editorial contents have shown that readers react differently to messages that have the form of an advertisement than messages that like more to editorials. Editorial messages tend to receive more attention from readers and are easier to be remembered than "plain" advertisements. So a successful advertisement is the one that has the form of editorial. Leign, Zinkhan & Swaminathan (2006) in their research: investigated the recall for a print ad with "*antecedent factors of ad characteristics and subjective reactions, and with how the antecedents relate to memory*", found that recall is more influenced by cognitive and less by affective aspects, while recognition is more influenced by affective aspects. So we mention that the power of recall is based on the information that it gets and the recognition is based on more emotional factors. According to Dahlen & Edenius, (2007); Prounis, (2004); Kim et al., (2001) nowadays advertising is thought as editorial material for the magazines. The whole environment of this mixture seems to be blurring as (Angus, 2000; Kim et al., 2001) believe that the main problem for the editors is the reader's reaction to a misunderstanding of advertisement which is supporting by a relevant article. Another research about advertising

and editorial mixtures was held from **Dahlen & Edenius (2007)** argue that despite the fact that new advertising formats blur the edges of advertising and editorial environment, new forms of advertisements that placing ad message in an article make the message more difficult to be understood as advertisement and as a result, readers tend to evaluate those "articles" more favorably. **Reijmersdal, Neijens, & Smit (2010)** in their paper explain readers' reaction to a short of magazine that has not an every month theme but its content is unique and stable. There is always a big dilemma about how someone can achieve the identical mix of commercials into editorial content in a way to be well understood by readers and moreover to stir their interest on ads.

As it is observed from **Jun, Purevu, Hyun & Gentry (2003)** the influence of the editorial has a positive reaction to the related advertising. So they assume that in a specialty magazine the power of the advertising recall is greater as the ad has a processing and analytic character. They also assume that the same hypothesis is strong enough in the case of how readers judge the ad of the specific advertised brand. So there is the need to form three hypothesis about readers' perceptions about editorials and advertorials:

- H1 Does advertising and editorial mixtures, which are perceived as editorial generate more **attention** from readers than those which are perceived as advertisement?
- H2 Does advertising and editorial mixtures, which are perceived as editorial generate more **appreciation** from readers than those which are perceived as advertisement?
- H3 Does advertising and editorial mixtures, which are perceived as editorial generate more **acceptance** from readers than those which are perceived as advertisement?

Magazine Characteristics and advertisements

A very important issue about advertising and editorial mixture has to do with the character of the editorial. According to **Chang (2009)** about narrative and argument advertising it is observed that readers appreciate more an argument article that is combined with an argument advertisement. Readers tend to adopt a more analytical way of thinking and react more positively to related ads. Another article about magazines and advertising written by **Rinallo & Basuroy (2009)** supports the idea that strong advertised brands influence the coverage of a magazine, something that in case of KAPA style is well combined with the strategic ambitions of the marketing department. So there is an interaction between advertising and editorial and this is a way for a magazine to build its own form, style and brand. **Nelson and Paek (2006)** examined global advertising strategies based on global brands and local editions of magazines across seven countries (Brazil, China, France, India, South Korea, Thailand, and USA) and identified a relationship between magazine's editorial and advertising taking care of the individual readers' culture. As it is observed from **Jun, Purevu, Hyun & Gentry (2003)** the influence of the editorial has a positive reaction to the related advertising. In their study they observe the influence of editorial of a specialty magazine to the related ads. The results of this investigation are that analytical advertising supporting from analytical character of

magazine and articles made readers more receptive to the meaning of the advertisement.

Researcher **Consterdine (2000)** in his report about magazine advertising effectiveness says that: *"A successful and well understood advertisement should be "hooked" with the appropriate theme (product category) so the readers not only to "shoot a brief glance" but to be real interested first about the specific article"*.

Method

KAPA style magazine

For this case study, KAPA style magazine is chosen for its theme and ads shape that is combined in a way that allows us to measure the readers' reactions to the mixtures of editorial and advertorial. Its shape is defined by five different main theme issues (each per month) that are the "hooks" for advertisements and support all relevant ads with appropriate articles.

Participants

So to give the population of the copies of magazine, we have to mention that every month there are 9000 copies of Kapa style. The sample of participants that we used is 200 subscribers of the magazine. The audience was implemented from both women and men and the age of the participants will be between 20 and 55 years old. The samples were systematically drawn from the subscribers' data bases. The participants will also be divided into several groups according to their education age e.g. An interesting research of **Kaiser (2002)** begins from the fact that "newspapers and magazines are faced by two different demand curves: the demand for copies of the print medium and the demand for advertising space. Due to the fact that Kapa style magazine has no accountable demand for copies, because its free press, we assume that the main revenues come from advertising. So it is important to define who of the readers are also advertising customers and who are not.

Questionnaire

The questionnaire is divided into four parts. The first part has some questions about the demographic characteristics of the readers. The second part has some questions about the reading habits of the participants. Then the third part is the main body of the questionnaire asking questions about advertorials, editorials and advertisements. The last part has some additional questions about magazines' quality and so.

Procedure

Due to the fact that there is a need for the participants to have homogeneity and to know the specific meaning of advertorial and editorial, there are definitions of advertorial and editorial at the end of the questionnaire. The distribution of the questionnaires was held through the daily distribution of Kirikas newspaper, to its subscribers so to "earn" from participants that already know the magazine.

Measures and Manipulation check

Readers' attention

Several studies were held about the acceptance and the evaluation of advertising mixtures from readers (Kim, Pasadeos & Barban 2001, Van Reijmersdal et al 2005) and we would like to investigate readers reactions to mixtures of KAPA style. Reijmersdal, Neijens, & Smit (2010) in their paper "Customer Magazines: Effects of Commerciality on Readers' Reactions" explain the readers reaction to a short of magazine that has not an every month theme but its content is unique and stable. In order to measure attention for editorial and advertorial themes instead for the media vehicle (Kapa style), respondents were asked to answer how often they read editorial themes or advertorials. This is a case of measuring off-line attention (attention measured after exposure and not during e.g TV). So according to (Gunter 2000; Levy 1978) we have to ask participants how often they read those issues and to measure those features in a five point scale (1=never, 5=always).

Readers' appreciation

To measure the appreciation of readers to editorial, advertorial and advertisements we used Smitt's (1999) model for readers' appreciation to advertising. In this case we applied a five point scale with (1=strongly disagree, 5=strongly agree). This model according to Smitt(1999) is based on three main beliefs:

- Information: Theme features (advertorials, advertisements) give me useful information about special offers," "Theme features (advertorials, advertisements) provide me with useful information about specific products," and "Theme features (advertorials, advertisements) give me new ideas about products."
- Amusement: "Theme features (advertorials, advertisements) are fun to read,"
- Irritation: "Theme features (advertorials, advertisements) are obtrusive," "Theme features (advertorials, advertisements) are too much alike," and "There are too many theme features (advertorials, advertisements) in magazine X."

Readers' Acceptance

Trying to measure acceptance and misleading, based on previous researches (Gupta et al. 2000), we made two basic assumptions:

- Mixtures of editorial and advertising brands (Advertorials) are acceptable.
- Mixtures of editorial and advertising brands (Advertorials) are misleading.

These features will be measured on a five point scale (1=strongly disagree, 5=strongly agree).

Additional Hypothesis

Additionally we must do two more hypotheses to fulfill the fourth part of the questionnaire:

- The first one is the assumption that theme features (simple issues) are more editorial than advertorial. This assumption will be answered by two questions:
 1. How much they believe that theme features and advertorials are forms of advertising? {Answered by five point scale, (1=strongly disagree, 5=strongly agree)}.
 2. Where do you believe that advertisers had paid to place an advertisement? {Answered by five point scale, (1=strongly disagree, 5=strongly agree)}.

- The second one has to do with the characteristics of the magazine. So the hypothesis is the extent of authority that each magazine has to readers' eyes. Now the answer will be given from a five point scale (1=strongly disagree, 5=strongly agree) check on the following three assumptions that derived according to **Aaker & Brown et al (1972)** from past research on media quality and evaluation:
 1. I think X is a quality magazine
 2. The opinion of X's editorial staff is important to me
 3. X is my favorite magazine

Results

Analysis of findings

A total of 200 questionnaires were mailed to Kapa style subscribers and 114 were filled, so there is a response rate of 57%. The 61% of the subscribers are women and the average educational level is 14 years. In the research 20 of the subscribers are employees, 29 civil servants, 40 businessmen and businesswomen, 4 students and 21 with other occupation. The respondents are 6 in the age between 20-25, 16 in the age of 26-30, 20 in the age of 31-35, 17 in the age of 36-40, 23 in the age of 41-45, 13 in the age of 46-50 and 19 in the age of 51-55.

About the readers' reading habits a mean of 3, 57 answers the amount of different newspapers that had been read per week, while readers purchase 2,74 newspapers except Imerisios Kirikas. Readers' also tend to read 2,88 magazines per month while they buy 2,40. Readers' perceptions about inserts, (measured with a 5 point scale climax) contacted a M3.9 for the frequency of reading, and a M3,46 for the belief in their quality. Similarly, to the question "does the quality of newspaper defines its fame?", readers answered with a mean of 3,87. Readers also believe with a mean of 3,76 that the fame of the newspaper determines the quality of its inserts.

The result of the investigation is that generally theme features (M3.27, Std0.60) are perceived as advertising more than advertorials (M3.19, Std0.33). To be more specific we will implement a step by step analysis (**Table 1**) for every level of readers' reactions (attention appreciation and acceptance). Readers' attention for theme features (M 3, 73 STD 0, 96) is greater than for advertorials (M 3,

32 STD 1, 17). In case of appreciation the results vary according to analysis for information, amusement and irritation. Readers' tend to appreciate information more on theme features (M 3,69 Std 0.92) and less on advertorials (M 3.59 Std 0.85) and advertisements (M 3.25 Std 0.94). About amusement level, readers' enjoy more theme features (M 3,49 Std 0,69) than advertorials (M 3,28 Std 0,65) and advertisements (M 2,65 Std 0,76). Finally readers seem to be less annoyed from theme features (M 2, 58 STD 0.96) and more from advertorials (M 2.65 Std 0.91) and advertisements (M 3, 57 STD 1.00). Trying to measure acceptance we observe that theme features (M 4.03 Std 0,80) are less accepted than advertorials (M 4,26 Std 0,72) while advertorials (M 2,71 Std 0,78) tend to be perceived as more misleading than theme features (M 2,42 Std 0,79).

Table 1

	Theme features	Advertorial	Advertisements
Attention	M 3,73 Std 0,96	M 3,32 Std 1,17	
Information	M 3,69 Std 0.92	M 3,59 Std 0,85	M 3,25 Std 0,94
Amusement	M 3,49 Std 0,69	M 3,28 Std 0,65	M 2,65 Std 0,76
Irritation	M 2,58 Std 0,96	M 2,65 Std 0,91	M 3,57 Std 1,00
Acceptable	M 4.03 Std 0,80	M 4.26 Std 0,72	
Misleading	M 2,42 Std 0,79	M 2,71 Std 0,78	

Trying to identify the reliability of information and irritation levels for theme features, advertorials and advertisements, (due to the fact that each one of these questions is a combination of two sub-questions) a Cronbach's Alpha measure will be used. So according to the definition of Cronbach's Alpha (Develles 1991),

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

{where K is the number of components (K -items or testlets), σ_X^2 the variance of the observed total test scores, and $\sigma_{Y_i}^2$ the variance of component i for the current sample of cases.}

It is observed that in case of information analysis, the Cronbachs' Alpha are 0.79 for editorial 0.77 for advertorial and 0,46 for advertisements, where the relevant values for irritation are 0.71 for editorial, 0.69 for advertorial and 0.73 for advertisements. In case of information level the Cronbachs' Alpha for advertisements do no build a reliable scale 0.46 so the mean analysis will be contacted (M=3.25 Std 0.94).

To test the research question, we conducted General Linear Model (GLM) repeated measure analysis and we implemented the format: theme features versus advertorial. In this case we assume attention, appreciation (information, irritation, misleading) and acceptance (acceptable, misleading) as depended variables and provides regression analysis and analysis of variance for each factor.

Attention

Readers' pay more attention reading editorial themes than advertorials $F(1,227)=8.36$ $p<0.05$

Appreciation

Information: Readers' tent to be more interesting for editorial's information than for advertorials' ones $F(1, 683)=2.99$ $p<0.01$

Amusement: As seen, Readers' tent to enjoy more theme features than advertorials $F(1, 227)=5,516$ $p<0.05$

Irritation: Readers believe that theme features are less annoying than advertorials $F(1, 568)=4,075$ $p<0.05$

Acceptance

Accepted: The factor $F(1,227)$ for acceptance is 1.422 with $\text{sig}=0,234$ which means that there is no significant variation of mean values between editorial and advertorial acceptance.

Misleading: Theme features are perceived less misleading than advertorials. So the format is $F(1, 227)=7.643$ $p<0,05$

We have also contacted a brief analysis to the authority of the magazine so to apply some further value to his research. To contact such an analysis a Cronbach' s Alpha gave as the reliability levels of the questions hooked with the quality of magazine, its editorial value and readers' favorability. According to analysis the Cronbach's Alpha is 0.727 and the grand mean is $M 3.78$

Additionally this paper investigated readers' beliefs about theme features and how often are forms of advertising. The answer to this question is given the mean $M 4.03$. The next question that the author of this paper have to answer, is the readers' beliefs about " theme features that include "paid" brands. In this case the mean is $M 3,78$.

Conclusion and discussion of the results

So recognizing the blur environment (**Wilkinson, Hausknecht & Prough 1995**) that fills the space of print media and advertising and the battle for more and more advertising revenues, we observe that, the results of this investigation have the same norm but vary according to segments such as age, sex, occupation and educational level. The first outcome of the investigation fulfills the H1 and the H2 research hypothesis. It is observed that readers attend and appreciate new forms of advertising and editorial mix, more when they believe that these forms like more to editorial (theme features) than to advertorials. Probably readers' like more editorial themes that may include information of brands than, classical advertorials. There are many variations to different groups according to age, sex and educational level or occupation but what is found, is a common way to beliefs that defines the attention, information, amusement and irritation levels of agreement. This part defines a greater likeness to editorial features and the entanglement of theme features to advertising. The second outcome of the investigation has to do with the acceptance level of readers' reactions. In this case the H3 is fulfilled only to misleading level. Readers tent to accept more advertorials than editorials, while they believe that sometimes

advertorials may be more misleading than editorials. Probably the greater acceptance to the advertorials has to do with their structure and the placement (**Prounis 2004**) inside the magazine. (Placement before the first issue and before the last one) The third outcome has to do with magazines characteristics. In each case readers seem to believe in the quality of Kapa style magazine (**Appel 2000**), its theme features and structure. This outcome is given by a grant mean of $M=4.03$ in a five point scale. In this part questions that had to do with the appreciation to structure and theme issues that are relevant with the quality of the print media. The fourth and last outcome of this investigation is focused on readers' groups as potential product customers. In every case readers probably believe with a mean of $M=3.78$ that placement of brand inside theme features has some cost for the advertisers. Another great aspect that is found is readers' segmentation per age, sex, occupation and educational level. Each one of the previous reader-factors defines some of the audience characteristics. A basic assumption of this investigation is the sample's structure that is based on subscribers' data bases. The subscribers sample was chosen due to the assumption of its homogeneity. Its own homogeneity is proved by the common norm and direction of readers' perceptions in every case. Although the common reactions, readers per group tend to react more or less close to the middle of the five point scale. For those reasons, an extended analysis to the variances of every group was made.

Sex level analysis

Women's reactions generate more attention and appreciation than men's ones, while men have higher levels of acceptance for the magazine.

Education level analysis

High school graduates give more attention to theme features and advertorials than every other educational group. It is observed that as we move to higher educational level, attention of the group has lower prices. About theme information and amusement, lyceum graduates have the first place followed by high school graduates, university degree graduates and final Master or PhD owners. In case of advertorial information as the educational level grows up, the degree of information falls. Lyceum graduates have the first place on advertorial amusement with second the university graduates and then the high school graduates and Master or PhD owners. The first place for advertisements information is held by Lyceum graduates and the second from high school graduates. University degree and Master or PhD owners seems not to be so interested from the advertisements' information. Advertisements seem to amuse more university and lyceum graduates and less high school graduates and higher educational level readers. The amusement for advertorials and advertisements is higher to middle and high level of education and gets lower to basic and higher educational level. The irritation level for editorial, advertorial and advertisements falls as the educational level grows. The acceptance for editorial is higher on lyceum and Master or PhD level and lower on university and high school level. The advertorial acceptance level is higher in higher level of education and falls as educational level declines. Higher or middle educational level respondents tend to feel more misleading for editorials than high or low educational level readers. The misleading degree for advertorials is higher for higher level of education and declines to lower levels.

So the author assumes that the higher the educational level of the readers the lower their interest for magazines.

Occupation level analysis

Readers whose occupation has to do with business tend to have greater degree in theme attention, information, amusement, irritation and misleading. For this group there is a similar behavior for advertorial information, amusement and irritation. More acceptable for all levels of investigation are students and then employees. Of course the number of students is only 3% of the sample and it is so small to be considered for further analysis. It is difficult to make an assumption about readers income based on their occupation (e.g. other occupation) but as it is observed readers whose occupation is business tend to have generally higher levels of advertising and editorial mix that are perceived as editorial than those perceived as advertorial.

Age level analysis

Another part that it is simply mentioned is the age of the readers. 20-25 aged readers pay significant less attention to theme features and advertorials, while 41-55 aged readers pay more attention. From the age of 46 and up readers seem to assume more information from editorials and advertorials. The age 41 and up has greater degrees of amusement for editorial features, advertorials and advertisements. Similar are the findings in case of irritation. Older people seem to irritate more in every case. The most acceptable readers are those on groups 31-35 and 41-45. Younger readers (20-25) seem to have a greater degree of misleading level for each case. Probably what is defined is that magazine and more general print media are not so favorable to young people who may prefer other ways to inform and get information about products.

Readers who are magazine's customers and simple readers.

Due to the fact that some readers' according to newspapers' files are also advertised customers of Kapa style, a comparative analysis between customer-readers and simple readers was necessary. Customer-readers belong to the occupation group of business and in all levels of analysis seem to have higher means. So customer-readers probably due to their own double attribute (readers and advertised customers) are more like to put themselves in a position that they attend and appreciate more theme feature shaped advertorials, while they seem to accept more advertorials probably because such kind of advertising due to their own experience was more efficient. They also believe with a greater mean than simple readers, that advertorials could be more misleading than theme features. Finally every group, in every case believes that advertisements are less informative and amusing than theme features and advertorials. Single advertisements also seem to irritate more than theme features and advertorials.

Recommendations for further research

This research investigated readers' perceptions about editorial and advertising mix. Finally it is realized that further investigation to new forms of advertising can be conducted. Another great aspect that could be the base for research is the structure and the shape of advertising mix according to emotional, visual and

placement (inside the media) parameters. Overall there are many other paths that combine advertising mixtures with readers to be investigated. Some further research could be done according to acceptance, appreciation, attention and the degree of recall combined with the degree of advertisements recall. Generally there could be further research to any kind of advertising mixture not only in print media, but also on movies, video-clips, athletic events e.g. Also an analysis of this paper gives practical information about magazine's improvement and advertising improvement. The combination of these two aspects is strong enough to investigate how to build a growth formula for magazine and create more revenues, targeting on specific readers and expand the publication copies to readers with similar "golden" characteristics.

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Authors CVs

Alexopoulos Georgios works at the advertising department of Imerisios Kirikas newspaper.

Dr Blanas Georgios is a professor at the business administration department of TEI Larissas.

APPENDIX

Questionnaire

Part A

Demographic characteristics

Sex:	Male	Female					
Education:	High school	lyceum				university	
Master or PhD							
Occupation:	Employee	Civil servant			Business		
Student	Other						
Age:	20-25	26-30	31-35	36-40	41-45	46-50	51-55

Part B

Reading habits

1 How many different newspapers do you read in a week?
2 How many times do you buy newspapers in a week?
3 How many different magazines do you read in a month?
4 How many times do you buy magazines in a month?

5 Do you read newspapers' inserts?
1 never 2 few times 3 sometimes 4 many times 5 always
6 Do you believe on newspaper inserts quality?
1 never 2 few times 3 sometimes 4 many times 5 always
7 Do you believe that the quality of a newspaper defines its fame?
1 never 2 few times 3 sometimes 4 many times 5 always
8 Do you believe that the quality of a newspaper defines its inserts readership?
1 never 2 few times 3 sometimes 4 many times 5 always

Part C

Readers' perceptions

Readers' attention

1 How often do you read Editorial themes?
1 never 2 few times 3 sometimes 4 many times 5 always
2 How often do you read Advertorial themes?
1 never 2 few times 3 sometimes 4 many times 5 always

Readers' appreciation

Information level

3 Do you believe that Editorial themes give you important information about special offers?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
4 Do you believe that Advertorial themes give you important information about special offers?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
5 Do you believe that Advertisements give you important information about special offers?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
6 Do you believe that Editorial themes give you important information about new products?

1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
7 Do you believe that Advertorial themes give you important information about new products?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
8 Do you believe that Advertisements give you important information about new products?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

Amusement level

9 Do you believe that Editorial themes are fun to read?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
10 Do you believe that Advertorial themes are fun to read?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
11 Do you believe that Advertisements are fun to read?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

Irritation level

12 Do you believe that Editorial themes are obtrusive?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
13 Do you believe that Advertorial themes are obtrusive?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
14 Do you believe that Advertisements are obtrusive?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
15 There are too many Editorial themes in magazine Kapa style
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
16 There are too many Advertorial themes in magazine Kapa style
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
17 There are too many Advertisements in magazine Kapa style
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

Readers' acceptance

Acceptable level

18 Do you believe that mixtures of Editorial themes and advertising brands are acceptable?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
19 Do you believe that mixtures of Advertorial themes and advertising brands are acceptable?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

Misleading level

18 Do you believe that mixtures of Editorial themes and advertising brands are misleading?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
19 Do you believe that mixtures of Advertorial themes and advertising brands are misleading?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

Part D

Additional questions

1 Do you believe that editorial themes are forms of advertising?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
2 Do you believe that advertorial themes are forms of advertising?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
3 Do you believe that advertisers had paid to place an advertisement in Editorial themes?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
4 Do you believe that advertisers had paid to place an advertisement in Advertorial themes?
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

5 I think that kappa style magazine is a quality magazine
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
6 The opinion of Kapa style's editorial staff is important to me
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree
7 Kapa style is my favorite magazine
1 strongly disagree 2 disagree 3 neither disagree or agree 4 agree 5 strongly agree

Notes:

Editorial is all the theme features of a magazine

Advertorial is theme features like business presentations, business news and profiles