

**Striking a Balance:  
*Glow*, Shoppers Drug Mart, and the Branding  
Benefits and Ad/Edit Challenges of a Custom  
Magazine**

**by  
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B.A. (Hons.), Queen's University, 2003

Project Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
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## **Abstract**

This project report describes how Shoppers Drug Mart uses its custom publication, *Glow* magazine, as a marketing tool to create and maintain relationships with its customers, and to promote the company's brand.

It goes on to consider the constant process of balancing advertisers' demands with editorial integrity – a question for all magazine publishers, with special challenges for custom magazines. A close study of several issues of *Glow* shows the particular application of the ad/edit question to this magazine.

The report then explores the steps that *Glow* editors have taken to draw a clear line between advertising and editorial in the magazine, and what more might be done to keep advertising and editorial separate while meeting the needs of both advertisers and readers.

The editorial content cited and analyzed comes primarily from the December 2006, March/April 2007 and May/June 2007 issues of *Glow* Magazine, which the author of this report contributed to as an editorial intern in the autumn and winter of 2006.

**Keywords:** magazine; editorial; advertising; custom publishing; *Glow*

## **Dedication**

I'd like to thank the editors of *Glow* magazine for giving me the exciting opportunity to intern at the magazine. I would like to extend my thanks to Mary Schendlinger for her guidance and words of encouragement throughout the process, John Maxwell for his support, and also to Jo-Anne Ray for moving mountains to help me. Finally, I'd like to thank my family, Rod, Marlene and Rebecca Overall for waving their pom poms furiously on the sidelines as I wrote this project report. Their unyielding support was instrumental in seeing it through.

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# Chapter 1.

## Introduction

Shoppers Drug Mart is a leading drugstore in Canada, with more than 1,304 stores across the country. But with big-box chains such as Loblaws offering pharmaceutical services to their customers, and large U.S. companies, such as Wal-Mart, encroaching on Canadian territory, the competition is tough. In response, Shoppers Drug Mart has expanded its deliverables to customers by offering cosmetics and other goods. As well as stocking more items in their stores, they've broadened their marketing methods, becoming more creative in communicating with their key customers – women.

The magazine medium is very successful at holding the reader's attention and creating a special bond with the reader, particularly the editorial component of magazines. Therefore, many marketers attempt to slip references to their products into magazine editorial, others attempt to present their ads as editorial, and most try to position their ads strategically within the magazine. Still others cut out the middlemen and create their own custom magazines.

*Glow* magazine is one such example. It is a custom publication for Shoppers Drug Mart a customer that keeps the company brand and its wares front and centre. This report explores what benefits the custom publication can bring to the Shoppers Drug Mart brand that traditional and even controversial advertising cannot offer. It will show how the editorial content of *Glow* magazine promotes the Shoppers Drug Mart brand as well as the goods sold at the store. It also explores the ad/edit challenges faced by *Glow* as a successful large-circulation custom publication, how the magazine meets those challenges, and what improvements could be made.

This report will give particular attention to the three issues I worked on while serving as editorial intern at *Glow* magazine from September to December 2006. During my internship, I helped to organize merchandise for upcoming photo shoots, attended photo shoots, and ensured that merchandise was returned to designers. However, I spent most of my time fact-checking, transcribing, and writing feature articles and columns for the magazine. During my internship, I regularly wrote the “Get Involved” column, which inspired Canadians to give back to the community by volunteering, greening their homes, and related activities. I also regularly wrote “The Kids” column, which highlighted children’s health issues such as eye problems and upset stomachs, and gave advice to moms on taking care of their children’s health. The three issues produced during my internship are as follows: December 2006, March/April 2007 and May/June 2007.

## Chapter 2.

### Shoppers Drug Mart

#### Establishing the Company and the Brand

In 1941, a seventeen-year-old boy inherited his father's two drugstores, named Koffler's Drugstores, in mid-town Toronto. Upon graduating with a degree in pharmacy from the University of Toronto, Murray Koffler, only twenty years old, took up the reins of his father's business. It didn't take long for him to learn the ropes of the drugstore industry, nor did it take him long to revolutionize it ("Murray Koffler" 2010).

In 1962, he opened Canada's first self-serve pharmacy, at Danforth and Victoria in Toronto. As he told Zena Olijnyk of *Canadian Business*, "It was the first self-serve drugstore in Canada. Before that, people would say, 'Give me a toothbrush,' and I would hand them a toothbrush. Then I'd say, 'Would you like some toothpaste?' And they'd say, 'Yes, I'd like some toothpaste.' It all changed with self-serve. I was greatly criticized by other pharmacists, that I was bastardizing pharmacy, that we were going to become grocers" (Olijnyk).

Upon opening a store in Shoppers World at Danforth and Coxwell, Koffler gave Koffler's Drugstore a new name: Shoppers Drug Mart. "I loved the name 'Shoppers World,'" Koffler told the Marketing Hall of Legends. He took the name "Shoppers" from Shoppers World and the name "Mart" from Loblaw's Food Mart and created Shoppers Drug Mart. "I thought it would denote economy, better prices, and real merchandising." He marketed the store with big, wide aisles, very bright interiors and discounted prices. "We were so successful, we changed the three Koffler's Drugstores into Shoppers Drug Marts, which by itself improved business" ("Murray Koffler" 2010).

This “mart” would grow to serve a variety of wares to its customers, probably modelled on general stores and grocers. This custom was hardly new in the pharmaceutical industry, as Koffler probably learned during his pharmacy studies at University of Toronto. In the early 1800s, apothecary shops and drugstores were general stores of sorts, selling a variety of goods (Beales & Austin). One of Canada’s most famous apothecaries of the era, founded in Dundas, Ontario, in 1823, was William Lyon Mackenzie’s pharmacy, called the Mackenzie’s Drug and Books Store. From hardware to groceries, drugs and medicines, oils and paints, books and stationery, glassware and crockery, the store offered customers a one-stop shop (Beales & Austin). The same year Koffler opened the first Shoppers Drug Mart, he introduced Life Brand, inspired by the name *Life* magazine, and affixed it to everything from men’s toiletries to acetylsalicylic acid (“Murray Koffler” 2010).

Before franchising became popular, Koffler introduced the Associate concept. Fellow pharmacists, or Associates, would run Shoppers Drug Mart stores, keeping the profits but sharing their volume and working under the name Shoppers Drug Mart (“Murray Koffler” 2010). By the end of 1962, Koffler had built a network of seventeen Shoppers Drug Mart stores (“Major Company Milestones”).

Shoppers Drug Mart went on to reign supreme in the pharmacy business across Canada. In 1968, Koffler opened thirty-five stores in Ontario by merging with Plaza Drugstores. In 1970, he went west and gobbled up 100 Cunningham Drug Stores in British Columbia and Alberta. In 1972, he tapped into the Quebec marketplace and opened the doors of Pharmaprix. And in 1974, Lord’s Supervalue Pharmacies in Atlantic Canada joined the Shoppers Drug Mart family (“Major Company Milestones”). This growth spurt hasn’t slowed. By 2010, there were 1,241 Shoppers Drug Marts and 63 Shoppers Home Health Care stores across Canada (2010 Annual Report).

Koffler worked as CEO of Shoppers Drug Mart between 1978 and 1982, at which time he became chairman of the pharmacy. By 1986, Koffler was ready to retire. In

1991, he was inducted into the Canadian Business Hall of Fame (“Major Company Milestones”).

Koffler left Shoppers Drug Mart in the hands of David Bloom, a Toronto pharmacist at Shoppers Drug Mart, who in 1967 began to work his way up. He was president and chief executive in 1983, and became chairman in 1986 (“David Bloom”). As non-drugstores like Wal-Mart and Zellers, and supermarkets like Safeway and Loblaw’s Superstore, added pharmacies to their stores, Shoppers Drug Mart needed to work fast to offer services and products that would compete with larger non-drugstores (Frederick). The result was the launch of private label brands such as Life, Quo, and Amigo, as well as service programs such as Health-Watch, PharmExpert, Shoppers Optimum loyalty card (launched in 2000), and the Beauty Boutique (launched in 2002).

## **Identifying the Market and the Competition**

Women are the principal customers at pharmacies, accounting for between 60 and 70 percent of customers (Underhill). And Shoppers Drug Mart, like most pharmacies, has recognized Canadian women as their main customer base.

Women are the main household shoppers in Canada. According to the 2010 MasterCard MasterIndex of Canadian Women Consumers, 50 percent of Canadian women are responsible for daily household purchases, and 56 percent of them enjoy the responsibility.

To date, more than 11 million Canadians and just over 8.5 million Canadian women have a Shoppers Optimum card (Glow Media Kit). Optimum members spend 60 percent more in the store than non-members, so these female shoppers are crucial to Shoppers’ success (Atchison).

Women are very concerned with health and wellness, two cornerstones of the mission of Shoppers Drug Mart – and they’re willing to put their money behind it. Women are more health-conscious than men, and they are more inclined to treat a

child's sniffles themselves (and head over to the pharmacy to pick up their over-the-counter remedy) than to rush to the doctor's office (Advertising Age 2004).

However, the bread and butter of drugstores have changed over the years. Historically, prescription drug purchases have made up approximately 65 percent of drugstore profits, but today the pharmacy drives approximately 30 percent of the traffic in drugstores (Underhill). Big-box stores like Wal-Mart and supermarkets like Loblaw's have taken a share of the market as they expand their wares to include prescriptions (Underhill). As a result, Shoppers Drug Mart and other drugstores have had to take a cue from their competition and offer more goods as well.

And so Shoppers Drug Mart looks to its main customers – women – to purchase cosmetics, from lipstick to facial cream. According to Health Canada, Canadians spend more than \$5 billion on cosmetics every year ("It's Your Health"). Canada's prestige cosmetics market, made up of department store brands such as Lancôme and Clinique, is \$1.3 billion strong, and Shoppers Drug Mart has a 20 percent share in that (Flavelle).

This is a lucrative category of merchandise. The average North American uses nine personal care products every day, and the average woman devotes nearly twenty minutes every day to treating her face with cleansers, creams, and other skin-care products, and/or applying makeup to her face ("Beauty and Body Modification"). Cosmetics are a cornerstone of women's desirability in our culture. Not only do they make a woman feel more attractive, they also can highlight or create the effect of traits that our society considers beautiful: large eyes, a natural-looking flush, bee-stung lips. The use of cosmetics boosts women's confidence, and that is the crux of cosmetics marketing.

Shoppers Drug Mart has incorporated this understanding into their brand. Glenn Murphy, chairman and chief executive officer in 2002, said: "At Shoppers Drug Mart/Pharmaprix, we have an expanded vision of pharmacy, one which encompasses all of health and well-being. We view our beauty offering as more than just cosmetics, it's

about feeling good and being yourself.” In the same year, Shoppers Drug Mart opened a new, large-format store in Brampton, Ontario. It was to be the first of many. This new prototype, a free-standing store with an area of 12,000 to 14,000 square feet, is a place where shoppers can buy over-the-counter medication, the family’s prescriptions, hair and skin-care products, and other cosmetics.

## **Connecting with the Customer**

According to the 2010 MasterCard’ MasterIndex, 73 percent of Canadian women believe it is more important to get a good price than to purchase brand-name items when shopping for themselves and their households. Between 2006 and 2010, the number of women willing to pay more for brand names declined from 31 to 28 percent.

Recognizing that price is a key factor for female consumers in Canada, Shoppers Drug Mart created affordable brands exclusive to its stores.

### ***Life Brand***

The Life Brand was created in 1962. Since then it has grown, offering everything from allergy medications to first-aid items to foot-care products (“Murray Koffler” 2010).

### ***Quo***

In 2000, Shoppers Drug Mart brought out a line of cosmetics products, exclusive to the pharmacy, called Quo. From makeup brushes to lip gloss, Quo sits alongside Revlon and Almay brands in every Shoppers Drug Mart store.

### ***Bio\*Life***

By 2007, the eco-conscious movement had swept the globe and many Canadians started making a conscious effort to “go green.” Shoppers Drug Mart hopped onto the bandwagon with Bio\*Life, a line of eco-friendly household cleaners. From soap-scum cleaners to dish soap, Bio\*Life products are a green alternative to the harsh

chemicals in conventional cleaners – they are biodegradable, non-toxic and free of phosphates.

### ***Shoppers Optimum Program***

In 2000, Shoppers Drug Mart launched one of the largest customer loyalty card programs in Canada, the Shoppers Optimum Program. Members can earn points on nearly all items in the store, and these points translate into dollars saved. For every dollar you spend at Shoppers Drug Mart, you earn 10 points.

To entice customers to shop at Shoppers Drug Mart more often, the store offers an assortment of ways to collect points faster. Throughout the year, Shoppers Drug Mart holds “20x the Points” events, which allow customers to rack up points faster for a limited time. The store offers Shoppers Optimum bonus points on specially marked items in the store every day. Special points events are held on select products in the store; for example, 10 times the points on Life Brand items, and 20 times the points on Amigo products. Customers who sign up to receive Shoppers Drug Mart email messages receive unadvertised points offers in their email inbox.

The Shoppers Optimum program has been an enormous success for the store. Two-thirds of Shoppers’ non-prescription, “front of store” sales are generated from Optimum cardholders (Atchison). In 2006, the average number of items purchased by Optimum cardholders per visit was 20.7, whereas non-cardholders purchased an average of 12.4 items per visit (2006 Annual Report). Moreover, the number of Canadians carrying a Shoppers Optimum card in their wallets has grown. In 2002, there were 6.7 million members, but by 2011, that number had nearly doubled to 11 million Canadian Shoppers Optimum cardholders (Glow Media Kit).

When a customer applies for a Shoppers Optimum card, the first and last name, date of birth, gender, language preference, address, telephone number, and email address are automatically stored in the Shoppers Drug Mart’ database (“Shoppers Optimum Program Terms and Conditions”). With this detailed information about their customers, Shoppers Drug Mart then began to develop key communication tools to

cultivate a close relationship between the Shoppers Drug Mart brand and the consumer. One of these tools was *Glow*, a custom magazine that allowed Shoppers Drug Mart to take their brand into the homes of their client base.

## **Chapter 3.**

# **Magazines as Communication Tools**

## **Choosing the Vehicle**

Shoppers Drug Mart chose the magazine as a vehicle to develop this relationship, rather than using traditional advertising methods to keep their brand in the consciousness of their customers, because magazines out-perform advertising and other communication mediums. To start, people have an inherent distrust in advertising and are shifting towards permission marketing – they want to be in control of when and how they receive advertising. Secondly, the magazine medium would allow Shoppers Drug Mart to engage with their customers on a meaningful level. Magazines capture readers' attention and create an emotional connection with the reader.

### ***Distrust of Ads***

Consumers are used to being bombarded with advertising. According to the "Magazines Canada Fact Book," Canadian consumers encounter as many as 3,000 ads every day. While many people don't find ads offensive, a growing number of them are either ignoring traditional advertising or dismissing it because they recognize they're being sold something (Gardner). There are three reasons for this.

First, people tend to be suspicious of conventional advertising. Social psychologists have long studied the ways in which people respond to messages via different sources and concluded that people are most receptive to sources that they consider trustworthy (Lord & Putrevu). According to Glen T. Cameron of the Department of Advertising/Public Relations at the University of Georgia, people are less inclined to trust a source that can receive personal gain by sending a message. As advertisements

are created to sell products and services, their messages, by definition, can bring personal gain to the advertiser.

Second, the very nature of advertising is a persuasive one, says Cameron. Its one purpose is to persuade someone to buy. Naturally, people know this to be true of advertising. We've come to expect advertising to persuade us into purchasing new wares and services. However, no matter how much we've come to expect it from advertising, it makes it no less of a sales pitch.

Third, advertising comes from a biased source. Ads come from one vantage point only – the desire to sell something. Any product must be marketed as the best one available, but people understand that the message is entirely biased, and therefore “untrustworthy” (Cameron 1994).

Of course, people do want to see ads. In a 2004 Starcom study that asked readers to pull ten pages that best exhibited the essence of the magazine they were reading, three out of ten pages were advertisements (“Magazines Canada Fact Book”). Advertisements are another way that consumers learn about new products on the market. As such, magazines such as *Vogue* and *InStyle* are peppered with advertisements, and readers are able to discover through them the new products and styles available in the world of fashion and beauty. Similarly, readers of *Glow* are able to garner what's new in cosmetics and beauty styles by reading the advertisements as well as the editorial.

But consumers are shifting toward permission marketing today – not only in magazines but other media as well. One Forrester Research study found that 90 percent of consumers would be interested in a product, device or service that would skip or block online ads, while 73 percent would be interested in the same service for radio ads, and another 81 percent would be interested in skipping or blocking television ads (“Magazines Canada Fact Book”). Furthermore, they're willing to pay for that service. According to a 2004 Myers Groups study, 90 percent of consumers with DVRs skip through television commercials (“Magazines Canada Fact Book”). They want to remain in control of what ads they consume and what ads they discard.

And indeed, permission marketing is hitting home with magazines as well. According to Micael Dahlen and Mats Edenius, associate professors at the Stockholm School of Economics, people are so accustomed to advertising that they've actually created mental shortcuts to pass it by. One ClickResponse study, "MAGnify," conducted in March 2005, found that when a reader encounters an ad, she is able to identify the consumer benefit, brand name, and logo from the advertisement in just five seconds. She also identifies it as an advertisement and relies on her advertising schema, interpreting the ad as a persuasive attempt made by a marketer. In other words, people can gloss over traditional ads as they deem them untrustworthy, almost unconsciously (Dahlen & Edenius).

### ***The Power of Editorial***

If advertising is considered untrustworthy by consumers, publicity is the ultimate trustworthy vehicle. Messages that are conveyed in the editorial format hold the reader's attention longer, have a greater chance to stick in the reader's memory, are considered by the reader to be helpful, and are often used again and again to garner information (Lord & Putrevu 1998).

Readers rely on the advice of magazine writers and editors in making many decisions. Women's magazines, for example, confidently offer advice on topics ranging from how to deal with your monster of a mother-in-law to what fashion trends to follow this summer. Readers return month after month for new advice. Writers and editors become trusted friends of a sort. Indeed, readers turn to the editorial of magazines for an unbiased opinion, one that is free of ulterior motives and strictly based on the opinions and tastes of the editorial staff. Readers of women's magazines turn to the editors for their personal and expert opinions on subjects such as fashion and beauty.

Magazines are effective across all stages of the purchasing funnel – leading readers to brand favourability and helping them make purchasing decisions ("Magazines Canada Fact Book"). By publishing a magazine, Shoppers Drug Mart not only builds

trust between readers and the Shoppers Drug Mart brand, but also gives them information on what to buy and where to find it.

## **The Magazine Experience**

The retention of brand and product is key to marketers. A thirty-second television spot or a double-page ad in a magazine on its own is hardly enough to persuade a consumer to take the plunge and buy. Advertisers know it is more effective to saturate the market with as many strategically placed ads as they can afford, as reminders to the consumer that the product is available and appealing and just waiting to be purchased. But magazines always outperform other media at capturing the attention of the reader and keeping it.

The reader either subscribes to a magazine or picks up a new issue from the newsstand, brings it home, and sits down with it to take a break from the hustle and bustle of daily life. Indeed, magazine reading is a focused activity, and researchers have found that readers multi-task far less when reading a magazine than while enjoying other media. Moreover, a consumer might spend a matter of seconds with an ad, but they will spend minutes on end with a magazine (“Magazines Canada Fact Book”). In fact, the Print Measurement Bureau found that in 2010, readers spent an average of 42.1 minutes reading a magazine, and their degree of involvement and interest in the magazine was 6.8 out of 10 (“Magazines Canada Fact Book”). That’s dedication! Shoppers Drug Mart, like any purveyor of goods, would benefit from the undivided attention of their customers. By creating their own magazine, they would have the opportunity to do just that.

## **Custom Magazines**

By definition, “custom magazines are external marketing tools designed to reach an existing database of consumers of a specific product or service” (Johnson & Prijatel). Custom publishing gives companies and organizations a vehicle through which to communicate directly with their consumers, control what message is being sent out,

wrap the brand in an editorial context that makes it interesting for the reader and easy to accept, encourage loyalty to the brand, and express a brand identity (Ives).

Plenty of companies across North America have invested in custom publishing. The Custom Content Council, the leading association for the custom publishing industry in North America, works towards growing custom publishing activity as well as offering custom publishers industry news, data, and trends on the effectiveness of custom publishing. According to the Council, custom publishing is growing between eight and ten percent every year in North America. In the United Kingdom, seven of the ten magazines with the largest circulation are custom magazines (Rosenblatt). In 2011, the Council recognized 88,500 unique printed custom publications (“New Survey Shows Custom Content Market Spend at \$40.2 Billion”).

Companies are also willing to invest a significant amount of money in custom publications. According to an industry report conducted by the custom publishing firm McMurry, companies now spend approximately \$2.4 billion publishing custom titles for their clients and employees as part of marketing their brands and products (Rosenblatt).

As custom publications proliferate and more funds are devoted to them, the medium and the mode of these publications are becoming more sophisticated. With a well-designed look and feel, and significant circulation numbers, they have been able to attract advertisers. In fact, the Custom Content Council states that 37 percent of custom publications contain advertising; with 17 percent in-house and 20 percent house ads (“New Survey Shows Custom Content Market Spend at \$40.2 Billion”).

These publications are also being sold on newsstands and are competing with traditional magazines, even though they openly champion a specific corporate backer. Examples of such magazines, aside from Shoppers Drug Mart’s *Glow*, include Ikea’s *Space* and Sony’s *Style* (Rosenblatt).

Custom magazines are on the rise because they are effective. “Effectiveness of Custom Publications,” a study conducted by Millward Brown, says that more than 90 percent of consumers who read custom publications believe they are a credible source

of information. Because people who read custom publications have established relationships with the sponsoring companies, the mode of communication is not nearly as intrusive as direct acquisition marketing methods, such direct mail, telephone sales, and solicited or unsolicited email messages. In fact, a 2003 study conducted by Millward Brown shows that readers spend approximately 29 minutes reading the magazine and pick up each issue 2.7 times. (“How Effective Are Custom Magazines”).

Readers turn to custom publications in making decisions about what they should and should not buy. A 2007 study conducted by the Custom Content Council found that 74 percent of study respondents purchased goods or services in the last year after reading a custom publication (Rosenblatt).

Given all of this evidence, it is clear that custom publications work as marketing tools – even when times are hard. In fact, the more difficult the economic climate, the more likely companies are to want to develop and put out tailored messages. Custom magazines are expensive to produce, but they are more efficient than other marketing methods at reaching the right people, building a unique relationship with those people, and building their trust in the brand (Rosenblatt). “A custom publication is like a gigantic ad for the brand, one that contains content that the target audience will actually want to read,” says Bill Rosenblatt, President of GiantSteps Media Technology Strategy.

Creating a magazine for Shoppers Drug Mart’s most loyal customers – Optimum points cardholders and 50 percent of Canadian women – was the perfect marketing option for the company. A magazine delivered to Shoppers Drug Mart customers that represented the brand, products and services of the pharmacy would create an opportunity to foster a relationship with its most loyal shoppers – right within their own homes. And so *Glow* magazine was born.

## Chapter 4.

### *Glow*

#### Launch and Relaunch

In 2002, Shoppers Drug Mart hired St. Joseph Media to revamp *Health Watch* and *Images Magazines*, two Shoppers Drug Mart publications produced and published by Multi-Vision Publishing. However, in that same year, Shoppers Drug Mart had a change of heart, cancelled the two publications and hired Rogers Media to create a new magazine for Shoppers Drug Mart. This shift was based on Rogers Media's proposal to create one magazine based on the Optimum points database (Scott). It would feature Shoppers Drug Mart products and services and would be delivered to Shoppers Optimum cardholders.

Rogers Media released its first issue of *Glow* magazine, a custom publication for Shoppers Drug Mart, designed specifically for Shoppers Drug Mart and Pharmaprix Optimum member customers, in 2002. *Glow* had the look and feel of a traditional women's magazine, with columns and features on health, beauty, fashion, food, and family, but the glossy pages, informative editorial content, and friendly tone were driven by a marketing pitch imploring Optimum members to make Shoppers Drug Mart their one-stop shop for beauty and health products.

The mission of the publication was to be "Canada's premier beauty and health magazine, offering the inside scoop on beauty trends and healthy living. *Glow* and *Pure* [the French version of *Glow*] deliver the latest products and innovations in makeup, hair, skincare, fitness, nutrition and wellness" (Glow Media Kit).

Jane Francisco was *Glow's* first editor-in-chief, a position she held until 2004, when she was offered the job of editor-in-chief of *Wish*, the St. Joseph shelter magazine. (In 2009 she became *Chatelaine's* editor-in-chief.)

Francisco was briefly replaced at *Glow* by Nancy LePatourel, previously editor-in-chief of *Oxygen*, a women's fitness magazine. During LePatourel's tenure the circulation of *Glow* rose to 428,000 ("Rogers Fires *Glow's* Top Two Creatives").

In September 2005, LePatourel was replaced by Beth Thompson. At last, *Glow* had an editor who would stay awhile. Thompson brought plenty of experience to the role of editor-in-chief of a custom magazine. She had served as editor-in-chief of *Spree*, a lifestyle custom magazine published for the HBC family of companies: The Bay, Zellers, and Home Outfitters.

As editor-in-chief of *Glow*, Thompson made her mark on the magazine, increasing its frequency from six times a year to eight, and putting *Glow* on the map – it took gold in the Best Feature Design category at the international Folio Awards in 2008. She remained editor-in-chief until October 2009.

## **Audience and Market Research**

*Glow* magazine targets premium Optimum member customers of Shoppers Drug Mart and Pharmaprix. In 2006, 9.8 million Canadians held a Shoppers Optimum card. That number had increased to 11 million by 2010, about one in two Canadian women. Most *Glow* readers are female, and the average reader is thirty-one years old. *Glow* readers are affluent, sophisticated urban women. According to 2009 PMB statistics, *Glow* had a circulation of approximately 401,117, and 829,000 readers in total (*Glow* Media Kit). PMB shows this demographic data:

- 90 percent of readers are aged 18 to 49;
- 68 percent are aged 25 to 54;
- 57 percent are aged 18 to 34;

- 88 percent are women;
- 12 percent are men, and;
- Average household income is \$77,070.

PMB shows this psychographic data:

- The *Glow* reader uses a lot of products and is committed to beauty rituals;
- She is a fitness buff and enjoys being physically active on a regular basis;
- She spends an average of 32 minutes reading *Glow*, and;
- She spends an average of \$85 on makeup and skin care each month.  
(Glow Media Kit)

## **Mandate and Editorial Plan**

Because *Glow* is a custom magazine with a goal to sell as many Shoppers Drug Mart products as possible, the editors at *Glow* have the difficult task of seamlessly slipping Shoppers Drug Mart products and brands into the editorial copy in order to keep the brand in readers' minds without using a hard-sell approach or sounding gimmicky.

First, for *Glow* magazine to succeed in plugging the Shoppers Drug Mart brand throughout its editorial, it must cover health and beauty in its pages.

Second, the editorial in *Glow* should highlight products available at Shoppers Drug Mart. The objective is to inspire the reader to pick up a certain lip gloss at Shoppers Drug Mart after seeing it in *Glow* and wanting to try it.

Third, *Glow* should promote Shoppers Drug Mart brands, including Quo, Life, and Bio\*Life.

While *Glow* is classified as a health and beauty magazine, the 2006 editorial mix did not promote health and beauty exclusively. Some columns, and whole sections, were devoted to fashion and even home décor.

However, a close look at *Glow*'s sections, and the regular columns that make up the sections, in 2006–2007 shows how the editorial content worked to promote health and beauty, Shoppers Drug Mart products, and Shoppers Drug Mart brands.

Each issue was divided mainly into the following sections:

- Beauty and Style;
- Health and Wellness;
- Luxe Living;
- Mom Life;
- Girl Talk, and;
- Features.

### ***Beauty and Style***

This section contains columns and articles about cosmetics, fragrance, hair and skin-care products, applications, and trends, as well as the latest fashion trends. As a whole, the section offers a lot in the health and beauty categories, as well as strongly promoting the Shoppers Drug Mart brand. It contains these regular columns:

#### **“Beauty Talk”**

This beauty column highlights the latest beauty items and trends in the industry. It benefits the Shoppers Drug Mart brand in several ways.

All of the products mentioned in the column are available at Shoppers Drug Mart. For example, the column frequently includes tips on how to get spa treatments at home. In the May/June 2007 issue, a how-to piece entitled “Look Like You Have a Celebrity Facialist” presented tips from celebrity facialists and taught the reader how to get perfect skin at home. The products recommended in the piece were all available at Shoppers Drug Mart, and the price of each item was included.

The column also includes a Q&A section with physicians on dermatology, and with cosmeticians on cosmetics. All of these products are available at Shoppers Drug Mart, and the questions could easily be answered by the pharmacists and beauty consultants at various Shoppers Drug Mart stores. By interviewing the professionals linked to the pharmacy as opposed to physicians and cosmeticians in the industry, the column suggests that Shoppers Drug Mart and the people who work there are authorities on beauty and health.

**“Glow Guide”**

# the liner flick

From Audrey Hepburn to Angelina Jolie, dark liner with an upward flick is an all-time classic. Here's how to add it to your makeup repertoire.



1. Prep your lids with a champagne shadow. Then, looking directly into the mirror, visualize where the flick should sit. "Follow the curve of your lower lashline out and up beyond the eye," says Carsons. Dip an angled brush into gel liner, and place the brush (keeping the shortest bristles closest to your lashes) along the imaginary line to deposit the color in one stroke.
2. Line the length of your lashes, starting from the inner corner and working outward. "Twirl the brush so that the longest bristles get down between the lashes, then slowly pull the brush across to connect the lines," says Carsons.
3. If you want a thicker line, go back and fill in wherever needed to increase the width. Finish the look with mascara.



1

2

3

**Good to Go!**

- Super Shiny Eye Candy Shimmer Shadow in Moon, \$14, with online offer for an ideal look.
- An angled brush: The Good Clean Brush, \$12, makes liner application more precise.
- To get the look, The Smoother Gel Eye Makeup/Liner, \$17, deposits intense color along your lashline.
- Finish with a lengthening mascara, such as Smoothie Lash Lift Longlasting Lumping Mascara, \$20.

**on the line**  
*The right makeup makes a big difference in the way you look.*

STEP	PRODUCT	HOW TO USE	PRICE
1	Eye shadow	This is the under-look of choice. The soft, shimmer formula will be translucent for a knockout look. The Smoother Soft Skin Super Shiny, \$17.	\$17
2	Brush	Apply over or to with an angled brush. Look to dip along your lashes to create a soft line. The Smoother Single Application In-Creasing Brush, \$12.	\$12
3	Liner	Often dispensed from the end of a pen, liquid liner application, the liner line requires a steady hand to perfect it. The Smoother Gel Eye Makeup/Liner in Moon, \$17.	\$17
4	Mascara	Don't skimp on get-the-look, finishing to the look requires the best mascara for your lashes. The Lash Lift Longlasting Lumping Mascara, \$20.	\$20

**Figure 2. “Glow Guide” Column**

This beauty column offers readers a step-by-step guide to get the latest makeup looks being seen on the runway. In other words, it teaches the reader how to get a runway look without spending an exorbitant amount at a specialty store, since all the products used to create such a look are available at a pharmacy – specifically the

Shoppers Drug Mart pharmacy, which in 2006 was hard at work expanding its cosmetics lines.

The reader is further encouraged to buy from the Shoppers Drug Mart brand cosmetic line, Quo, by the front-and-centre placement of images of Quo products, such as liner brushes, as in the December 2006 issue (above).

## “Colour Trend”



**Figure 2.** “Colour Trend” Column

This one-page beauty column is devoted to a colour trend that is sweeping the cosmetics industry at the moment. It features an array of cosmetics (from eye shadow to lip gloss) that fit the colour trend (from cobalt to gold). With the exception of the Red

Earth cosmetics line and a few others, all of the products highlighted are available at Shoppers Drug Mart.

To make the Shoppers Drug Mart products even more attractive, the editors have included price details on a mix of their products and department-store-priced items, showing that the reader can get the look regardless of her income. For example, the March/April 2007 “Colour Trend” includes an eye-shadow kit by Dior worth \$56 and an Annabelle eyeliner for a mere \$4 (above).

### ***Health and Wellness***

This section includes features, personal essays, and articles by experts on diet, sexual health, psychology, exercise, and disease prevention, as well as health news, Q&A with experts, articles on health products, and health-conscious recipes. As Shoppers Drug Mart aims to be Canada’s go-to store for all health and wellness needs, this section is crucial to the magazine. Regular columns include “Health Report,” “Your Health,” “Confessions,” and “The Dish.”

#### **“Health Report”**

This column includes the latest health statistics, tips to enjoy your best health, a Q&A called “Ask a Doctor” on topics ranging from the flu shot to allergies, as well as the health benefits that nature offers (including ginger, cocoa, and herbs). In its focus on helping readers attain their best health, this column makes *Glow* and thereby Shoppers Drug Mart an authority on health.

**“Your Health”**

health | your health ●●●●

# cold comfort

You stumble into the pharmacy, bleary-eyed and miserable, hoping to find something - anything - that will make you feel better. You're exhausted because your cough kept you up all night, making it even harder to focus on finding the right remedy. Before you close your eyes and reach for the nearest box, we've got a strategy: Take stock of your symptoms, read the fine print and, when in doubt, choose less over more. Just remember that a cold is a virus that can linger for up to two weeks. Over-the-counter meds are designed to help you live with your symptoms, not curb them altogether, says Dr. David Sinnerbaum, a family physician-in-chief at Mount Sinai Hospital in Toronto. To help you, Jerry Lai, a community pharmacist in Winnipeg, matches symptoms to solutions so that you'll feel better faster.



YOU HAVE	YOU NEED	WE LIKE
A sore throat and dry, hacking cough	A suppressant, such as dextro-methorphan (DM)	Banolin DM
A persistent chest cough with phlegm	An expectorant, such as guaifenesin	Banolin DM-E
A stuffy or runny nose	A decongestant, such as pseudoephedrine or phenylephrine	Sudafed Decongestant
A headache or sinus pain	Acetaminophen or ibuprofen with a decongestant	Advil Cold & Sinus Caplets
A fever, aches and pains	Acetaminophen or ibuprofen	Life Brand Ibuprofen
Difficulty sleeping due to a cold	An antihistamine, such as chlorpheniramine or brompheniramine	Tylenol Cold & Flu Cool Burn Sensation Nighttime
A partner who's miserable with a cold	Immune-boosting natural supplements to help you symptom-free	Ginseng-based CDL-D-EK, vitamin C and/or echinacea

*be careful with combos*

Combination, or shotgun, remedies target multiple cold symptoms with just one dose. "They may help a sore throat, runny or stuffy nose and cough, congestion and muscle aches," says Lai. "There could easily be five medications inside." Because of their typically long list of ingredients, it's important to look closely to ensure that you don't take more than you actually need.

"There will usually be acetaminophen in the products marked 'extra strength' or 'all-in-one,'" he says. "The problem is, some people take acetaminophen in addition to a combination remedy and don't think it's a big deal. Extra strength means extra ingredients." Also, if all you have is a scratchy throat, don't reach for a shotgun remedy. "If you only have two symptoms, take something less aggressive that addresses those specific symptoms," says Lai. "If you can live with your symptoms, you're better off under-medicalizing than over-medicalizing."

glow december 2006 085

**Figure 3. “Your Health” Column**

This column guides readers in making purchases at the pharmacy, from helping the reader choose what deodorant to buy, to listing the benefits of various mouthwashes. In the December 2006 issue, “Your Health” (above) presents pharmacists as health experts, which is very beneficial for a pharmacy magazine. The column helps readers in

assessing their cold symptoms and leads them to the proper medication for their condition, with the help of a Shoppers Drug Mart pharmacist.

### **“Confessions”**

This first-person narrative column describes a reader’s personal story of living with a health issue, ranging from one woman’s experience with herpes to another woman’s secret to keeping her energy up: napping. Including such a column in *Glow* helps personalize the magazine. Advice from experts works on one level, and stories from other readers works on another, By creating an intimate, sharing environment for the reader, this column creates more trust in the magazine and in Shoppers Drug Mart.

### **“The Dish”**

This column offers readers healthy recipes for every occasion, including appetizers for parties and classic French recipes to serve the family without feeling guilty. It puts *Glow* on the map for health and nutrition.

### ***Luxe Living***

The Luxe Living section presents articles on high-end fashion and beauty, including information on luxury products and travel articles. This section allows the *Glow* reader to dream about all the places she would like to visit and the products she would love to be able to afford. However, the section is not compatible with the budgets of most *Glow* readers. The average *Glow* reader spends an average of \$85 per month on cosmetics and skin care. That figure may seem high, but considering that the definition of cosmetics includes shampoo, makeup, perfume, skin cream, and even toothpaste and deodorant, that \$85 can be spent quickly. It is not a good idea to include items that would be too pricey for the average *Glow* reader to purchase. Fortunately, this section is not showcased in every issue of *Glow*. For example, the Luxe Living section does not appear at all in the March/April 2007 issue, and columns in Luxe Living rotate rather than appearing every time. All of these factors considered, I believe *Glow* magazine is better off excluding the Luxe Living section from the magazine. As it happens, under the leadership of Cameron Williamson, who became editor-in-chief of *Glow* in late 2009, the

Luxe Living section stopped appearing in *Glow's* pages. This may have been because Luxe Living did not help sell Shoppers Drug Mart wares, which is an intrinsic part of the magazine's mission.

## ***Mom Life***

This section is tailored to mothers with small and school-aged children. It offers articles on children's health care, kid-friendly recipes, pre- and postnatal health, beauty tips for busy moms, and features on child rearing. The average *Glow* reader is thirty-one years old, which suggests that many *Glow* readers are mothers already or on their way to becoming mothers. The Mom Life section, which speaks to mothers' and children's health, suggests to the reader that Shoppers Drug Mart is a pharmacy that will do its best to take care of the family. The section includes the regular columns "Fast Food," "Healthy Woman," "Savvy Woman," "Pretty Woman," and "The Kids."

### **"Fast Food"**

Here busy moms find recipes that they can put together quickly – from spaghetti sauce to shortbread. The column appeals to busy mothers who want to feel they are doing their best by their children, providing homemade meals and treats for their kids, but who don't have a lot of time to cook and bake in the daily rush of life. It may be a contradiction to describe this column as part of "healthy" life when shortbread is included as a feature recipe. In fact, it seems to defy the mission of Shoppers Drug Mart to be considered Canada's go-to store for health and wellness. Moreover, as this column simply offers recipes, it's very similar to "The Dish." It would be best to take "Fast Food" out of the magazine.

### **"Healthy Woman"**

This column helps moms deal with the stress of motherhood with expert advice and factoids in this day and age when women are expected to raise children, build a successful career, and bake cookies in their off-time. It is another beneficial column for

the Shoppers Drug Mart brand since it links psychological health, as well as physical health, with the brand.

### **“Savvy Woman”**

This collection of fun facts and figures focuses on everything mom – from the percentage of mothers who experience prenatal depression to proof that reading fiction makes you a better mother. While the column is full of interesting facts on the health of mothers, it also lacks direction. Perhaps it would be more effective to include a health column in Mom’s Life, each one dealing with a particular subject of interest to mothers: experience while pregnant, postnatal health, even health questions for mothers with toddlers and school-aged children – lack of sleep stretch marks, protecting the family from the colds their little ones bring home from school and day care, and so on. “Savvy Woman” could be replaced with a column that would provide interesting tips and information, but point the reader more directly to Shoppers Drug Mart.

## “Pretty Woman”

**momlife | pretty woman** ●●●

### coat check

Sweep your puffy parkas for the lean silhouette of a coat with a nipped-in waist. Whatever your budget, look for oversized buttons and collar details to keep the style neat and modern.

*payday*  
Cap coat, \$120

*today*  
H&M coat, \$95

*someday*  
Mackage coat, \$500

### in your hands

Your hands work extra hard over the holidays baking treats and wrapping gifts. Treat them to a little TLC with a lick of colour and a comforting cream.

- Shape and groom your nails with this Davie manicure set, \$15
- Add glamour to your fingertips with a coat of bright red polish, like Revlon Take Two Nail Cut in Take Heat, \$12
- Soothe and moisturize your skin with a luxe anti-aging cream, such as Lancôme Absolute Hand, \$44

glam december 2006 M&S

**Figure 4. “Pretty Woman” Column**

This column offers beauty and fashion advice to the busy mother, from looks they can get when time is against them, to coats that cinch at the waist. The beauty aspect of this column is very beneficial to Shoppers Drug Mart, as it encourages mothers across Canada to go to the store to pick up their beauty products. The fashion portion, however, cannot benefit Shoppers Drug Mart in any way since clothing is not sold at the

drugstore. If “Pretty Woman” simply focused on attaining quick beauty and hair looks for busy moms, it would be more beneficial to both the magazine and the store. *Glow* editors likely included fashion within the “Pretty Woman” section because fashion and cosmetics are intertwined in so many ways. Many trends in cosmetics are generated by the fashion industry – the makeup looks on the runway determine the makeup looks that manufacturers and magazines present to women – and women who are interested in the latest makeup trends are often interested in the latest fashion trends. While *Glow*, as a Shoppers Drug Mart magazine, should not cover fashion in its pages due to the fact that clothes are not sold at the drugstore, it can reinforce the styles covered in *Marie Claire*, *More*, and *Vogue* by pointing readers in the direction where they can purchase the cosmetic looks that compliment fashion spreads.

#### **“The Kids”**

momlife | the kids ●●●●



# see to it

Your child's eye health shouldn't be an oversight

BY APRIL OVERALL

You chart your child's height and revel in his every success, but make sure that you don't overlook his eyes. Healthy peepers are paramount to your child's development. In fact, 80 percent of what a child learns during his first 12 years comes from his vision, according to Dr. Donie Morrow, president of the Canadian Association of Optometrists (CAO) and chair of the Children's Vision Initiative.

You should book your child's first eye exam before his first birthday. It may seem early, but it lets your optometrist check that his eyes are working as a team, are focusing properly and aren't misaligned.

To make sure that this visit goes smoothly, try to schedule the appointment during your baby's non-fussy times and keep siblings at home. A second checkup to make sure that his eyes are maturing properly should precede his third birthday, and a third exam should be completed before he enters the classroom. "If a child's eyes aren't working at peak performance, it will affect how he learns and develops in school," says Morrow.

**SPOT THE RED FLAGS**  
Children assume that everyone sees the world just as they do, so they're unlikely to notice if they're suffering from vision problems. If your child shows any of the following tendencies, it may be time to book an appointment with your optometrist.

- Avoids colouring and doing puzzles and detailed work
- Shows a decrease in performance at school
- Has a short attention span
- Loses his place when he reads
- Favour one eye over the other or tilts his head to use only one eye
- Complains of frequent headaches

**OPTICAL LINGO**  
The following is a glossary of common optical conditions that can affect young children. Visit [glow.ca/eyes](http://glow.ca/eyes) to print out a one-page version of this guide.

**AMBLYOPIA (LAZY EYE)** Usually caused by one eye being weaker than the other, this condition stems from a lack of connection between the eye and the brain. If your child experiences headaches or eye strain, squints or closes one eye frequently, these are signs that your child may have the condition. When treated with visual therapy before the age of three, amblyopia is entirely reversible. But the Alberta Association of Optometrists has found that half of all cases are diagnosed after the age of five.

**did you know?**  
ONE IN SIX SCHOOL-AGE CHILDREN HAS LEARNING DIFFICULTIES THAT ARE DIRECTLY LINKED TO VISION PROBLEMS.

glow | march | april 2007 35

**Figure 5. "The Kids" Column**

Each "The Kids" column addresses a single children's-health issue – eye problems, stomach aches, fevers – and helps mothers watch for and recognize symptoms as well as pointing them in the direction of a resolution, whether that is taking them to the emergency room or picking up an item at Shoppers Drug Mart.

## *Girl Talk*

This section includes articles on beauty products, profiles of beauty experts, relationship and career Q&A sections, and service articles on healthy living. Columns include “Beauty Radar” and “Beauty How-To.”

### **“Beauty Radar”**

This column presents an assortment of the beauty products on *Glow* editors’ most-wanted list, from conditioning capsules to perfume. It has a similar tone and subject to “Beauty Talk,” and can therefore be considered redundant for the magazine. The column does promote Shoppers Drug Mart products and brands, but the items included in it may be better displayed at the front of the magazine, where “Beauty Talk” is placed.

### **“Beauty How-To”**

This column tells readers how to get a particular look. In the December 2006 issue of *Glow*, for example, readers could learn how to prepare their skin for a party as well as how to help their skin recover from a late night out. “Beauty How-to” promotes beauty and skin-care items available at Shoppers Drug Mart, but it is quite similar to “*Glow* Guide,” also at the front of the magazine, and may be more effective there.

## **Features**

The features in *Glow* range from celebrity profiles, to women’s health and beauty stories, to fashion spreads, to children’s health pieces.

Celebrity features are great additions to magazines, because the celebrities themselves can attract new readers who are browsing at the newsstand. In the three issues produced during my internship at *Glow*, Amber Tamblyn, Anna Paquin, and Hilary Duff were all cover girls. However, only one of them was promoting a product that was available at Shoppers Drug Mart: Hilary Duff’s With Love Hilary Duff perfume. Cover girls who are connected in some way to Shoppers Drug Mart products would be the best celebrities to feature on the cover and in the magazine. And it is not particularly hard to arrange – many celebrities are spokespeople for cosmetics, skin-care and perfume

brands (for example, Scarlett Johansson for Dolce & Gabbana's Rose The One perfume) available at Shoppers Drug Mart; a number of them even have their own perfumes (such as Sarah Jessica Parker's perfume, Lovely).

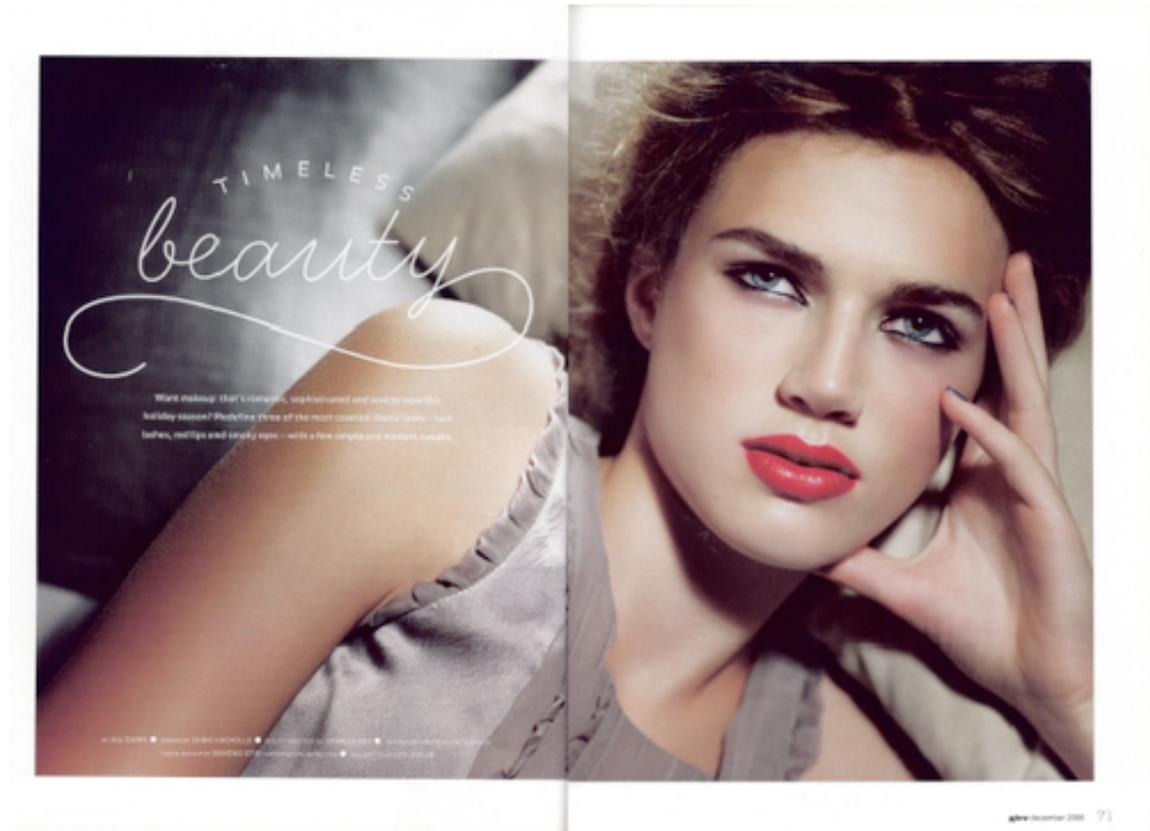
Health features are critical for a pharmacy magazine. Above all else, Shoppers Drug Mart's priority is to provide good health care for Canadians. From ways to protect your child's vision to early signs of postpartum depression, subjects having to do with women and children's health must be prominent in *Glow*, supporting Shoppers Drug Mart's mission to be trusted as Canada's health and wellness store and to persuade readers to associate their family health with the Shoppers Drug Mart brand.



**Figure 6. "The Gold Standard" Feature Article in May/June 2007**

Beauty features help to promote the many beauty products (from skin-care items to cosmetics) available at Shoppers Drug Mart. For example, "The Gold Standard" (May/June 2007, above), informed readers what to look for in a facial self-tanner and how to apply it, and suggested specific products to test. "Timeless Beauty" (December 2006, below) told readers how to get classic beauty looks for their holiday soirees using

products available at Shoppers Drug Mart. Not only are skincare and beauty appropriate subjects for a Shoppers Drug Mart custom magazine, considering that the pharmacy considers their cosmetics offerings an extension of promoting wellness, but also the beauty features in *Glow* all promote brands and products available at Shoppers Drug Mart.



**Figure 7. “Timeless Beauty” Feature Article in December 2006**

On the other hand, *Glow* frequently includes fashion features in its editorial lineup. With spreads on beachwear, exercise outfits, and other fashion topics, one might wonder how Shoppers Drug Mart can benefit from fashion stories since the store does not sell fashion. The practice of including fashion in *Glow*'s pages may be due to the fact that *Glow* is selling a lifestyle. As mentioned above, most women who like cosmetics like fashion too. By offering readers both beauty and fashion stories, *Glow* gives its readers the full package. However, during 2006/07, *Glow* magazine's pages were packed with fashion spreads. A story or two on the latest fashion trends

contributes to the ambiance of such a magazine, but to distribute images of peacoats and purses throughout the pages is to dilute the Shoppers Drug Mart brand. It is this brand that *Glow* magazine must sell, and sell well.

Aside from a few too many fashion spreads and columns, and the Luxe Living section, the 2006/07 editorial profile does an excellent job of touching on the two topics that are priorities for Shoppers Drug Mart: health and beauty. It also effectively highlights the products that Shoppers Drug Mart carries. However, the 2006/07 editorial profile refrains from directly plugging Shoppers Drug Mart – almost to a fault. From time to time the editorial copy includes product placement for Shoppers Drug Mart’s Quo cosmetics and Life brands, but there are no outright references to Shoppers Drug Mart, its brands or its services. A custom publication like *Glow* definitely benefits from treading lightly along this path, because a hard sell would likely scare readers away, but *Glow* is a Shoppers Drug Mart magazine, and the connection between the reader and the company is already established, so the Shoppers Drug Mart brand should be featured more often throughout its editorial pages. For example, the magazine could include references to Shoppers Drug Mart events and launches in the Editor’s Letter, including Q&As with Shoppers Drug Mart pharmacists and beauty consultants, and there could be more product placement of Shoppers Drug Mart brands.

## **Chapter 5.**

### ***The Ad/Edit Line***

#### **Canada's Ad/Edit Guidelines**

If *Glow's* sole challenge were to promote Shoppers Drug Mart's brand and products, the task would be straightforward. However, magazines must also achieve a healthy bottom line, and they must satisfy their readers as well. Most magazines cannot survive on the revenue generated by subscriptions and newsstand sales; they must also bring in other revenue, which for most magazines means advertising dollars.

Advertisers are always looking for creative ways to engage readers in their brand or service, and the magazine must accommodate this need while maintaining its credibility with readers. The advertiser knows that its message will have more authority if it seems to be endorsed by the magazine, so there is always some pressure for magazine editorial to cross the advertising/editorial line in its pages. It is this friction that prompted the Canadian magazine industry to establish ad/edit guidelines.

In May 1996, the Canadian Society of Magazine Editors (CSME) drafted ad/edit guidelines designed to encourage Canada's traditional magazine industry to draw clear lines between editorial and advertising copy and images. At the time, only people within the editing community used the guidelines as a tool in working with their advertisers.

Magazines Canada, the professional association of Canadian magazine publishers, also used the guidelines in assessing new applications for membership in the association. During a routine periodic review of current members in 2005, the membership committee found that some of their existing members were not following the ad/edit guidelines (Walsh). According to Gary Garland, then Executive Director of Magazines Canada, "the demands from advertisers were getting more concentrated.

There was increasing pressure from advertisers to somehow have [an ad message within editorial]– it was reaching the point where there was discomfort over the request. The guidelines were believed to be a new understanding of what the guidelines should be addressing – an update based on these pressures” (Garland).

A task force of about twenty people in the industry was set up to review the guidelines and update them as necessary. However, unlike the first set of guidelines, these new guidelines were given the stamp of approval by Magazines Canada, the Canadian Society of Magazine Editors, and the National Magazine Awards Foundation (Walsh). In 2006 the guidelines were released, and the Canadian industry had standard ad/edit guidelines that applied to all members.

Magazines Canada decided to revisit the guidelines in 2010, as they opened membership to business magazines and noticed that many of them were not following the guidelines. No major changes were made to the guidelines in that review. The guidelines primarily offer a measure to the industry; however, the enforcement of these rules is left to the magazine industry itself.

As it stands, custom magazines, like *Glow*, are not required to follow the ad/edit guidelines. According to Patrick Walsh, the Chair of the Ad/Edit Guideline Task Force, custom magazines “are not magazines as we know them. They are what they are. They’re custom magazines. I think it’s clear to the reader what the providence of the magazines are – they’re marketing tools. That’s the whole point of them. They’re free to do what they want.”

### ***Why the Guidelines Were Established***

The Ad/Edit Guidelines were established to help all the players in the traditional magazine publishing industry – from editors to publishers to advertisers – to maintain an industry-wide standard for distinguishing editorial content from advertising in magazines. The distinction must be crystal clear: there must be no confusion between the two, so as to maintain credibility with the reader (“Advertising-Editorial Guidelines”).

Magazines are brands. Readers who believe in such a brand will take all editorial as gospel. When advertising is taken as editorial, the publisher can destroy the relationship – the reader will no longer trust the editorial or the brand, says Garland. Even from a strictly pragmatic point of view, it is not good business to cross the line. “We can’t do this because in the end we’d be killing the goose that lays the golden egg” (Garland). However, magazine staff is under pressure to please two people – the advertiser and the reader. With increasing pressure from advertisers, this line is often crossed in magazines – sometimes subtly and sometimes blatantly. The guidelines help to keep the line clear for both editors and advertisers.

### ***What the Guidelines Say***

The 2010 Ad/Edit Guidelines are divided into two sections: Advertisements and Special Advertising Sections.

#### **Advertisements**

An advertisement is content that is paid for by an advertiser to endorse its products or services. It may appear in the form of a single page, double-page spread, fractional configuration (such as a quarter-page ad), insert or onsert.

The industry’s guidelines for advertisements are as follows:

*Labelling.* An ad that looks like editorial should be labelled clearly with the word “advertising” or “advertisement.”

*Appearance.* The layout and design of the ad should be entirely different from the magazine’s regular layout and design.

*Covers.* No ad should appear on the cover or in the table of contents unless it is related to an editorially directed contest or promotion.

*Logos.* No advertiser’s logo should appear in the editorial pages of the magazine.

*Adjacency.* No advertisement should be placed directly before, within or directly after an editorial story that makes mention of the advertised product or services.

*Product placement.* An advertiser may not buy an editorial mention of a product (including a mention in writing, photography, or illustration).

*Sponsorship.* An advertiser may not sponsor a regularly appearing editorial in a magazine by placing its name or logo in editorial and labeling it as “sponsored” or “brought to you by.”

### **Special Advertising Sections**

An advertorial, by definition, is an advertisement that is designed to simulate the editorial nature of a publication. Similar to an advertorial, a special advertising section is a set of advertising pages; however, the section is longer and usually has a particular theme and includes text that resembles editorial copy.

The industry’s guidelines for special advertising sections are as follows:

*Labelling.* Each page or spread should be clearly labelled with the words “advertisement,” “advertising,” or “promotion.”

*Appearance.* The layout and design of the section should be entirely different from the magazine’s regular layout and design.

*Cover.* The special advertising section should not be promoted on the magazine’s cover or in the table of contents.

*Logos.* The magazine’s name or logo should not appear in the headlines, text, or folios of the special advertising section.

*Staff.* Names of full-time editorial staff of the magazine should not appear in or be associated with special advertising sections or third-party inserts in the magazine, nor may they edit the text of said sections. However, the magazine’s art staff may improve

the appearance of a special advertisement section so as to better suit the magazine's look and feel.

### ***How the Guidelines Work for Editors and Sales Staff***

According to Gary Garland, former Executive Director of Magazines Canada, it is in an advertiser's best interests to follow the guidelines. He argues that in a sense magazines are renting their readers to advertisers. "There's no question advertisers and agencies will always put the pressure on, but they want to protect the channels they use because they work," he says (Garland). But when the pressure is on, the magazine staff has the guidelines to turn to. The guidelines were conceived and written in a way that both editorial and sales staff can understand them and communicate them to existing and potential advertisers. The best use of the guidelines is to incorporate them in magazine policy, advises Garland. When sales and editorial staff are informed and trained, everyone is working with the same assumptions, and there is a united front.

When an advertisement does cross the ad/edit line, two people – the editor-in-chief and the publisher – are responsible to act on the guidelines. The editor-in-chief is the first one to point out a potential conflict, and the publisher makes the final decision. If the publisher understands the policy, the decision can be made with confidence. If not, an ad that crosses the ad/edit line can be accepted.

### ***How the Guidelines are Enforced***

It is up to each publication to enforce the ad/edit guidelines. This can be done in a number of ways.

#### **Peers**

The Canadian magazine industry consists of a small number of people, so when a magazine publishes content that is believed to cross the ad/edit line, the rumour spreads like wildfire. Indeed, Gary Garland argues that the best watchdogs for this cause are a publisher's competitors, who will make it clear that the line has been

crossed and the situation is unacceptable. Not only does the reputation of that magazine suffer, but also members of the magazine industry might shake their heads in disapproval at the staff members who approved it in the first place. “If you work in a small industry where everyone knows you [and you cross the line],” Garland says, “you won’t get employed” (Garland).

### **Readers**

Readers do not like to get duped, either. They are loyal to their magazines, and if they feel as though a magazine is crossing the ad/edit line, they will call, or send mail, or even cancel their subscriptions (Garland).

### **Magazines Canada**

Any magazine that wants to become a member of Magazines Canada must meet certain standards. According to the eligibility criteria set out by Magazines Canada, “there must be a clear distinction between advertising and editorial content, and advertising must not be tied to editorial.” The membership committee reviews each application and makes its recommendations to the board of directors, which decides whether to approve membership.

### **National Magazine Awards**

Magazines wishing to enter the annual National Magazine Award competition must follow the ad/edit guidelines. According to the rules for entry, should a publication contain significant violations of the Canadian magazine industry’s ad/edit guidelines, they may be considered ineligible for an award (“Eligibility and Rules”).

## ***Glow and Editorial Integrity***

Custom publications have a particularly hard time walking the ad/edit line. To start, they are not under any pressure from the publishing industry to follow the guidelines. And while traditional magazines need to cater to both readers and

advertisers, successful custom publications have three major stakeholders in all of their activities: the sponsoring organization or company, the readers, and – if the magazine has a large circulation and a desirable audience – third-party advertisers. For *Glow*, which is one such custom publication, it is a constant challenge to satisfy all of these stakeholders.

However, the publisher, editors, and sales staff of *Glow*, as a custom publication, have an ethical responsibility to maintain editorial integrity. First, *Glow* must be completely clear to its readers that it is a custom publication for Shoppers Drug Mart. Second, it should follow the Magazines Canada ad/edit guidelines so as to shelter the reader from advertising that crosses the ad/edit line.

### ***Meeting the Ad/Edit Challenges***

*Glow* is forthright with its readers about the connection between the magazine and Shoppers Drug Mart, in two ways:

#### **Subscriptions through Shoppers Drug Mart**

*Glow* does not solicit or otherwise offer paid subscriptions. The only way to receive *Glow* in the mailbox is to redeem Shoppers Optimum points in exchange for a subscription.

#### **Editorial Content**

*Glow* also makes the link between the magazine and Shoppers Drug Mart transparent by referring to Shoppers Drug Mart in its editorial copy. For example, a letter to the editor published in the May/June 2007 issue read:

I've been a beauty-product lover ever since I first held a mascara wand. I used to read American teen magazines and loved looking at the glamorous beauty photos, only to find that the products weren't available in Canada. These magazines made it seem like the only way to keep up with beauty trends was to spend hundreds of dollars. After reading my first *Glow*, I went out and bought products at Shoppers Drug Mart based on the ideas in that issue. I love my new look and I spent less than half of what I would have spent at another store. Thank you for all your help and ideas!

This letter, published in the “Mailbag” section, links *Glow* to the Shoppers Drug Mart brand within the editorial, and it shows that *Glow*’s readers understand this link. The writer deliberately visited a Shoppers Drug Mart store to purchase beauty products in response to content she read in an issue of *Glow* magazine.

Indeed, *Glow* has taken steps to be forthright about its link to the Shoppers Drug Mart brand. But there is room for improvement: the connection is not always clear.

### **Newsstand Confusion**

*Glow* magazine is available on the newsstand, at large chain bookstores and even some corner stores. And it looks very much like *Elle*, *Lou Lou*, and many other traditional women’s health and beauty magazines on the shelves. *Glow* could resolve this ambiguity by simply altering the cover.

In 2006, *Glow*’s tagline was “Canada’s Beauty and Health Magazine.” If the name “Shoppers Drug Mart” were inserted into this tagline – “Shoppers Drug Mart’s Beauty and Health Magazine,” for instance – the newsstand browser would know immediately that this magazine is a custom publication. The message would be even clearer if this revised tagline appeared somewhere in the top left area of the cover, the part that almost always shows on the newsstand.

### **House Advertorials**

*Glow* has consistently placed advertorials for the Shoppers Drug Mart brand within its pages. For instance, every issue includes an advertorial entitled “Beauty Buzz.” The advertorial has a similar look and feel as the editorial pages of *Glow* and features the latest cosmetic products available at Shoppers Drug Mart, as well as beauty tips chosen and offered by Shoppers Drug Mart cosmeticians. It also features a calendar that lists upcoming events, launches and bonuses at the store within the next few weeks. In the December 2006 issue of *Glow*, as seen below, one such advertisement promoted the latest cosmetic products available at Shoppers Drug Mart

stores. The words “Advertiser Feature” appeared at the top right-hand corner of the double-page spread.

The image shows a double-page spread from a magazine. The left page is titled "beauty buzz" and contains several articles about beauty products, including "in the know", "down the aisle:", "Pucker up!", "Skin soothers", and "Keep it glam". The right page is titled "don't miss out!" and features a grid of promotional offers for November and December, such as "12 Gift from Lancôme", "18 Save on Bliss", "18 Bag bonus", "25 Sparkle!", "25 Swarovski shine", "25 Holiday helpers", "25 Gift Guide", "25 Keep cozy", "2 Get lippy", "2 Take me away!", "2 Skin soother", and "9 bella bonus!". The Shoppers Drug Mart logo is visible in the bottom right corner of the right page.

**Figure 8. “Beauty Buzz” House Advertorial**

Including house advertorials for the Shoppers Drug Mart brand in *Glow* and labelling them “Advertiser Feature” or “Advertisement” can only confuse the reader. The point of an advertorial is to simulate the editorial content of the magazine while plugging a third-party advertiser’s products. The logic is that because editorial is widely trusted by readers, promotional copy that mimics editorial will help create trust with the reader/consumer and ensure a better retention of the brand. In a way, because *Glow* promotes the Shoppers Drug Mart brand throughout, it is already a 100+-page advertorial. So if the reader picks up *Glow* magazine thinking it is a Shoppers Drug Mart magazine, and halfway through lands on an advertisement for Shoppers Drug Mart, the reader may take a step away and wonder what relationship the magazine really has with

Shoppers Drug Mart. This raises some ethical questions. There should be a clear separation between advertisements and editorial, with no grey area. If the reader is perusing *Glow* and believing it to be published by Shoppers Drug Mart, then sees a house advertorial, which suggests that Shoppers Drug Mart is an advertiser that has nothing to do with the editorial nature of *Glow* magazine the next moment, there is a grey area. When the publisher does not make the difference clear, the reader may wrongly conclude that the editors of the magazine endorse a particular product or brand. Whether or not the reader feels “tricked,” the act is unethical; and if she does feel “tricked,” she may lose her trust for the Shoppers Drug Mart brand, which would be disastrous. It is a risk Shoppers Drug Mart should not be willing to take.

This confusion can be resolved in one of two ways: label the advertorial as “A House Advertisement for Shoppers Drug Mart,” or integrate the advertorial content in the actual editorial copy. For example, *Glow* could establish a regular column that highlights the new products available at Shoppers Drug Mart, or that features beauty tips and pointers from Shoppers Drug Mart cosmeticians.

### ***Crossing the Ad/Edit Line***

While *Glow* may have been created to consolidate a bond between the Shoppers Drug Mart customer and store, as well as to market the products Shoppers Drug Mart offers and the Shoppers Drug Mart brands itself, it has many attributes that are appealing to third-party advertisers. The editorial content and design of *Glow* magazine have always been as sophisticated as those of many traditional consumer magazines. Moreover, advertisers tend to take magazines available for purchase on the newsstand more seriously than magazines offered free of charge (Fattah). Finally, and probably most appealing of all, *Glow*' readers are the ideal consumers: female, affluent, and 829,000 strong (Glow Media Kit).

For Shoppers Drug Mart, there are some compelling reasons to include advertising in the pages of *Glow*. According to Mike Hurley, director and publisher at Hearst Custom Publishing in the United States, the cost of publishing a large-circulation custom magazine is between \$3 and \$4 (US) per copy (Fattah). *Glow* magazine is

published eight times per year and has approximately 401,117 copies of each issue in circulation, so the costs of producing it are quite high. By including advertising in the magazine, Shoppers Drug Mart can offset some of those costs. And magazine readers are used to seeing ads in a magazine. They come to expect them – particularly in women’s magazines – and to read them for information on new products. To include advertisements in *Glow* is to add to the reader’s experience of reading a magazine, not a catalogue.

Therefore, *Glow* is irresistible to advertisers – particularly its editorial pages. Advertisers care about who *Glow*’s readers are, how many of them are out there, how many more might be acquired, and how the brand can be included in the magazine in the most affordable and effective way possible. The inclusion of advertisers’ products or services in the editorial pages is especially valuable. As a result, marketers seek ways to include their products in the editorial through creative marketing methods like product placement and sponsorship, and they also seek to create the closest association they can between their product or service and the magazine editorial through adjacency or advertorial.

The unique position of *Glow* as a custom publication allows its publisher and editor to be selective in choosing advertisers. For instance, most of the advertisements in *Glow* are from companies whose products are available at Shoppers Drug Mart.

However, advertisers do apply pressure to the ad/edit line, because editorial is more persuasive than advertising. It is up to the editors and sales staff at *Glow* to keep the ad/edit line clear and firm. Their jobs depend on it, and the reputation and future health of *Glow* depends on it. To that end, *Glow* staff has handled advertisers’ marketing techniques and submissions in various ways.

### **Product Placement**

In product placement, an advertiser purchases a mention of its product or service in editorial pages, photographs, or illustrations. With many women’s health and beauty magazines on the market, all of which include plenty of editorial about new products,

marketers can attempt to place their goods in editorial copy without offering advertising dollars.

Many marketers send press releases, gifts, and invitations to media events to editors at magazines. Depending on the magazine, it may be appropriate to refuse these offers. *Maclean's*, for instance, might have little use for a gift from an advertiser. Magazines like *Glow*, on the other hand, do have use for them. Receiving products from marketers and advertisers is not only helpful for editors whose job it is to review products - it is crucial. And since they receive so many items from so many sources, all competing for their attention, the influence one gift has over another is mitigated by the sheer number (Johnson and Prijatel).

*Glow* receives dozens of gifts from advertisers every month and accepts them as a way to test new products. Most of these gifts cannot be returned once tried, for hygienic reasons – cosmetics, hair products, skin care – so it makes sense to keep them. While I worked as an intern at *Glow* magazine, the products were stored in file cabinets, and at the end of my internship, the editors gathered together for “beauty booty” – sorting through the products to choose what they would like to try. Even though the generosity of one donor over another might be subtly persuasive, there was never the insinuation that any of the editorial staff should feel pressured to write about the gifts.

Marketers also invite editorial staff to media events, where editors are given the red-carpet treatment and gift bags to take home. The hope is that the editor will arrive at the office the next day with the brand on her mind, and perhaps even be inspired to write about the company or product. *Glow* is no exception to the rule. Marketers promoting health, beauty and fashion products send magazine editors invitations to media events to promote their wares. However, while *Glow* staff is invited to many such events throughout the year, there is no direct pressure on editors to write about the products they have been given as gifts, or the experiences they have had at media events.

Nevertheless, *Glow* does engage in product placement in the magazine. In fact, product-placement opportunities for advertisers are promoted in the *Glow* media kit.

## “You Tried It”

The image shows a magazine page layout. On the left, there's a vertical ad for 'heals Softens' featuring a woman and a snake, with text 'moisturize & tone' and 'smooths, warms & soots'. Below it is an ad for 'COCOA BUTTER FORMULA' with 'with Vitamin E'. The main part of the page is a 'you tried it...' column. It has a header 'you tried it...' and a sub-header 'Our reader testers give the goods on the latest products'. Below this is a grid of four product reviews, each with a product image, a brief description, a 'THE VERDICT' section, and a reader testimonial with a star rating. The products are: Campbell's Organic Broth, Infusion23 Moisturizing Formula, N.Y.C. New York Color Wheel Mascara Powder, and Maybelline Shine Seduction Glossy Lipgloss. On the right side of the page, there's another vertical ad for 'NATURALLY FRESH DEODORANT CRYSTAL' with the slogan 'Be Natural Stay Fresh' and 'Recommended #1 by Allergists, Dermatologists & Oncologists'. At the bottom right of this ad, it says 'Available now at GNC, Jean Coutu, and Federated Co-op' and provides an email and website.

**Figure 9. “You Tried It” Column, An Example of Product Placement**

“You Tried It” is a recurring reader review in *Glow* magazine. In 2006, an average of four products were reviewed per issue. Products submitted by advertisers, ranging from shampoo to lip gloss to soup, are distributed to fifty readers, who then test the products and rate them. One star means the product is “not for me,” while five stars means the product is “best in show.” *Glow* editors write copy for the page and edit the testimonials. According to *Glow*, space is allowed on a reservation basis as there are only four products highlighted in “You Tried It” per issue, and final approval of products depends on whether the product submitted is non-competitive with already booked products; for example, two lipsticks never appear in the same “You Tried It.” According to *Glow*’s media kit, the added value per reader review is approximately \$14,720, and

the client also gets a one-third-page ad in both *Glow* and *Glow's* French equivalent, *Pure*<sup>1</sup>.

This is a classic case of product placement that would not satisfy the ad/edit guidelines. Advertisers are paying for editorial space. The ad looks and feels like a regular page of editorial and is written by *Glow* writers, and there is nothing on the page to indicate that it is an ad. At the very least, the word "Advertisement" should be placed at the top of the page to inform the reader. However, that is not the only offence. *Glow* encourages advertisers to buy space on the page by giving them more space, in advertising, in the magazine.

### ***"Glow Extras"***

For reference, the total added value includes product distribution delivered directly to 60 readers (valued at \$260 net), creative, including editing of testimonials (valued at \$1,580 net), and a one-third page in *Glow* (valued at \$12,870 net).

glow promotion

# GLOW EXTRAS



**Erase 10 years in 30 seconds!**

Try the Clarins Instant Smooth Line Correcting Concentrate: a unique skin care and makeup pen in one, with a powerful line-filling effect! (Because your face loses radiance over time, this new formula is enriched with Dermeryl, a powerful combination of a skin-plumping ceramide and a smoothing peptide. [clarins.com](http://clarins.com)

**Treating blemishes never felt so good**

Introducing St. Ives Naturally Clear Green Tea Scrub and Cleanser! An active blemish-fighting ingredient heals and prevents blemishes while 100% natural green tea calms skin, so you feel fresh and look flawless. St. Ives – Fresh. Better. Naturally. Learn more at [stives.ca](http://stives.ca)



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**Control your hair in any weather**

The new TRESemmé Climate Control Collection is formulated to lock in moisture and create a defensive buffer to fight humidity, UV rays, static and wind. This start-to-finish hair care solution helps maintain shiny, soft and healthy-looking hair without worry about frizz. Find out salon secrets at [tresseme.ca](http://tresseme.ca)

**Instant sensitivity relief is finally here**

New Colgate Sensitive Pro-Relief™ provides instant and lasting relief from tooth sensitivity. Apply directly to your sensitive tooth with fingertip and massage for one minute. Use regularly for lasting relief. Now available in a gentle whitening formula. [colgate.ca](http://colgate.ca)



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**Try Extra Professional**

If you don't have a toothbrush handy, chew Extra Professional with microgranules. It cleans teeth in a way you can really feel. Available in four great flavours: Spearmint, Peppermint, Polar Ice and Bubblegum. [wrigley.com](http://wrigley.com)

**Unplug clogged pores!**

Clean a week's worth of built-up dirt in just 10 minutes! Bioré Deep Cleansing Pore Strips unclog pores and diminish their appearance for instantly clearer skin – the fastest way to the cleanest pores! [bioré.ca](http://bioré.ca)



**Figure 10. “Glow Extras” Column, An Example of Product Placement**

Advertisers can also promote their new products, special programs, and contests on *Glow*’s “Glow Extras” page. However for “Glow Extras,” advertisers provide the text, including a header and a deck. The page also features “Glow promotion” at the top right corner of the page, so it resembles an ad more than “You Tried It” does.

## Adjacency

When placing ads in a magazine, advertisers want prime “real estate.” They want their products displayed in a spot where readers are most likely to pay attention to their brand. It is sound marketing practice for advertisers to seek the most effective exposure for the lowest cost. Not only do they have to compete with editorial for the reader’s attention, but also they have to compete with other advertisers.

Naturally magazine staff wants to keep advertisers happy, but they also strive to keep the trust of readers. How accommodating should sales staff and editors be to the whims of advertisers? In an interview with *Advertising Age*, the late Elizabeth Crow, former editor-in-chief of *Mademoiselle* magazine, said, “Advertisers want to control where their ads appear. It’s a case of giving them an inch, and they want a mile. I don’t think it’s anyone’s fault, but editors do need to push back on this. That advertisers feel they can cherry pick editorial they want, that’s dangerous.”

The ad/edit guidelines for the Canadian magazine industry address this “danger.” They state that traditional magazines should not place advertisements immediately before, within, or immediately after editorial content that includes mention of the advertised item, or similar products or services. For example, an article touting L’Oreal anti-wrinkle cream must not be placed next to an advertisement for the same cream or another anti-wrinkle cream, since they provide the same service.

*Glow* magazine has found its own solution to the issue of adjacency. To start, the magazine gives advertisers limited information on the contents of the magazine. *Glow* does not give advertisers a full line-up of the editorial calendar. In the media kit, advertisers are given a snapshot of what they can expect in a given issue. For example, the editorial calendar may reveal that the holiday issue of *Glow* magazine will include stories on party makeup and hair, gifts, fragrances, and healthy entertaining. In other words, *Glow* gives potential advertisers just enough information about editorial to entice them to place an ad, but they don’t reveal enough information that ad/edit guidelines could be compromised. Although the holiday issue might include a story or stories on party makeup, only the staff knows the details. Will the editor insist a smoky eye is the

way to go? Or a minimal eye look with a bold red lip colour? No one except the editors working on the story can know. As a result, they are less likely to have advertisers insisting that their ad be placed adjacent to a specific story in the magazine.

*Glow* also tries to keep the editorial staff and sales staff separate, which helps keep the editorial contents of the magazine free of influence by the sales team. During my editorial internship at *Glow*, there was a glitch in this strategy: my desk was placed next to sales people's desks. One of my responsibilities was fact checking, so I spent much of my time telephoning the sources we used for stories to check facts and quotations. I would start each conversation by introducing myself, and then inform the person that I was calling about a particular story. I would give the title of the story; say what the story was generally about and what issue of *Glow* it would be appearing in. Then I would go through the story and, for any passage in which the source's name was mentioned, I would give the gist of the content and ask whether it was correct. This information could easily be heard by the sales staff. I certainly do not believe any of the sales staff deliberately listened in, or used the information overheard for ad sales, but it would be best to avoid any such situation by keeping editorial staff (including interns) separate from sales staff.

*Glow* has also taken measures to protect the editorial integrity of the magazine by making it clear to advertisers that adjacency is not something that *Glow* guarantees, even if the advertiser requests it. In the terms and conditions document in its media kit, under "Advertising Materials," *Glow* states that the publisher will place the ad anywhere in the publication at its own discretion. And when an advertiser has suggestions as to where the ad should be placed, that instruction is treated as a request and cannot be guaranteed. Should the publisher not place the ad in accordance with the request, an advertiser or agency may not refuse or withhold payment for the advertisement.

Although *Glow* has a policy against adjacency and has taken many measures to avoid it, adjacency occurred frequently in the issues of *Glow* produced during my internship.



**Figure 11. “Scoop” Column, An Example of Adjacency**

In the May/June 2007 issue of *Glow* (above), the style “scoop” column included the fashion editor’s fashion picks for fall. One of her picks included metallic athletic wear, from a Roots gym bag to American Apparel leggings to Converse sneakers. On the right side of the same spread is an advertisement promoting Geox’s metallic sneakers. This placement would not satisfy the ad/edit guideline on adjacency set out by Magazines Canada.

**Figure 12. “Beauty Talk” Column, An Example of Adjacency**

In the same issue, the “Beauty Talk” column (above) includes a Q&A concerning the right age to start using anti-aging products. This column is adjacent to an advertisement for ROC’s Complete Lift anti-sagging solution.

In the December 2006 issue, the feature entitled “Making Scents” (below) highlights the lengths that beauty companies go to in creating the next perfect fragrance. This story is adjacent to an ad for Hilary Duff’s signature perfume, “With Love. . . Hilary Duff.” Hilary Duff also graces the cover of this issue of *Glow*, and a feature article on her career and her new fragrance are published in the same issue.



**Figure 13. “Making Scents” Feature, An Example of Adjacency**

### Advertorials

A Rogers Media study called “ClickResponse MAGnify Study,” conducted in March 2005, found that in just five seconds, magazine readers were able to identify the brand name, logo, and consumer benefit of a traditional print advertisement – thereby identifying it as an advertisement (“Magazines Canada Fact Book”). An advertorial, on the other hand, is an advertisement that imitates the design, structure, text, and context of the editorial content of a publication (Cameron et al. 1996).

The similarities of advertorials and editorial items confuse the reader, making it difficult to distinguish between the advertisement and the editorial. Moreover, advertorials actually draw the reader’s attention away from straightforward advertisements (Bong-Hyun et al.). Advertorials encourage readers to spend more time with the ad and can even enhance the reader’s ability to recall the messaging of the

advertorial. These facts are well known to advertisers, who are therefore keen to place advertorials.

The Canadian magazine industry's ad/edit guidelines address the two main controversial aspects of advertorials: labelling and appearance. Any advertorial that has text, layout or design resembling that of editorial must be identified with the word "Advertising" or "Advertisement" ("Advertising-Editorial Guidelines"). Advertisements that appear as sections, accompanied by editorial-like text, are addressed under Special Advertising Sections. This part of the guidelines prompts the editor or publisher to label the section as "Advertisement," "Advertising," or "Promotion" on every text page or spread of the special advertising section. It is also suggested that the section not be promoted on the magazine's cover or in its table of contents.

*Glow* has its own set of guidelines for dealing with advertorials. In the Terms and Conditions document in its media kit, *Glow* states that if an advertisement resembles *Glow's* editorial material, or if it is not immediately identifiable as an advertisement, then the word "Advertisement" should be placed above the copy (Glow Media Kit).

However, *Glow* has not always made it clear to the reader that the advertorials in its pages are ads and not editorial.

GLOW PROMOTION



## Proper Care For Every Nose

We spare no efforts for our health; shouldn't we do the same for our noses? Everyday care can help us keep our airways clear. But how do we choose the product that's right for us?

We asked pharmacist Kabeer Baig why nasal hygiene is important and to help us choose the product that's right for us.

**Q** Nasal hygiene: an important part of our everyday routine?

**A** Yes, yes, because proper nasal hygiene helps us better combat the stress of everyday irritants like pollution, heating and air conditioning, dust and germs. Nasal irrigation with small quantities of soft saline water solutions helps humbly, clean and clear nasal sinuses.

**Q** How do I make it part of my newborn or toddler's everyday care?

**A** Little ones who cannot properly blow their congested noses need ultra delicate care. Hydrosense Ultra Gentle cleans ever so gently and eliminates accumulated mucus that obstructs nasal passages.

With such a gentle product, specially formulated for little ones, sad little noses can get the daily care they need to feel much better.

**Q** Can such a mild product help clear up really stuffed-up noses?

**A** If a cold, allergies, sinusitis or rhinitis is causing nasal congestion, a slightly more powerful spray can help dissolve excessive mucus. Both adults and children two and older can find comfort in the Medium Stream formula, still mild enough for sensitive and delicate nasal passages.

**Q** Is Hydrosense mild enough to be used every day?

**A** All hydrosense products are composed of 100% all-natural sea water drawn from mineral-rich hot springs near St. Malo, France. Hypoallergenic and sterile, they are perfectly adapted to the body's needs thanks to their isotonic properties.

Their purifying and soothing action helps eliminate dust and mucus. Nose habit forming, it is truly a natural solution.

**Q** When is it an especially good idea to pamper our nose?

**A** Babies and toddlers aren't the only ones to suffer from congestion and dehydration. Everyone's nose needs to be cleansed and hydrated! Thanks to a product like Gentle Mist, formulated for adults and children over two, always dehydrated by heating or air conditioning at home or the office are soothed. It's also great to bring along in particularly dry environments, such as on planes.

**hydraSense**  
© Schering-Plough Canada Inc.

**Figure 14. An Example of an Advertorial in March/April 2007**

The March/April 2007 issue features an advertorial for HydraSense products (above). *Glow* has ensured that this advertorial is clear to the reader. The design and layout of the advertorial, for instance, do not look like *Glow*'s regular design or layout. Moreover, the advertorial is labelled "*Glow* Promotion" at the top of the page. Although it should have been labelled "Promotion" or "Advertisement," and *Glow*'s name should not

have been included in the label, the fact that it is labelled at all shows that *Glow* editors are trying to follow the ad/edit guidelines concerning advertorials.

But *Glow* does not always adhere to the guidelines. In the March/April 2007 issue (below), an advertorial consisting of twenty-six pages was submitted by Rodenkirchen Communication and Cosmetics magazine. The piece was titled “Your Best Age.”



**Figure 15. An Example of an Advertorial in March/April 2007**

This special ad section looked entirely different from 'the look and feel of *Glow's* regular pages. Moreover, the advertorial is not mentioned on the cover or in the table of contents and actually appears before the reader even reaches the table of contents. The location of the section is important. Because it is customary in women's health and

beauty magazines that no editorial pages appear before the table of contents, the placement of this special ad section before the contents page would likely signal to a regular reader that this section is indeed an advertisement.

However, there are other ways in which this advertorial does not conform to the guidelines. First, there is only one spot in which the section is identified as an advertisement. At the bottom of the first page of the section, this passage appears: “Your Best Age is an information supplement brought to you by Rodenkirchen Communication and *Cosmetics Magazine*.” The reader would have to scour the page to find this line. The magazine industry’s ad/edit guidelines suggest that such a section be labelled “Advertisement,” “Advertising,” or “Promotion” on every text page or spread.

The advertisement is a full-page spread. On the left, a close-up of a woman's face is shown. The main headline reads "understanding aging" in a large, elegant font. Below it, a sub-headline says "the truth about skin aging". The text continues with a quote from Dr. Jean-François Berthod, a Montreal-based dermatologist: "You can slow down the effects with certain products or procedures, but you can't stop aging." The ad explains that chronological or intrinsic aging begins in our 20s when we stop growing and our rate of cell reproduction starts to slow down. It then discusses environmental factors like sun damage, smoking, and pollution that contribute to skin aging. A key message is that skin aging is cumulative and starts internally, usually a decade before the effects show up on the skin. The ad promotes the "Absolute Premium" cream as a solution, highlighting its "Revolution at 50" anti-aging system. On the right, there is a large, artistic splash of golden liquid, possibly representing the cream's texture or ingredients. Below this, a jar of the "Absolute Premium Advanced Replenishing Cream" is shown. The ad concludes with the tagline "Revolution at 50: The Absolute Anti-Aging System of the 21st Century to Deeply Replenish Skin".

**Figure 16. An Example of an Advertorial in March/April 2007**

Second, the design and layout of the section might lead readers to believe it is part of *Glow's* editorial (see above). As well, the section includes page numbers, which only appear on editorial pages of magazines.

Third, the text of the section is interspersed with traditional advertisements from Lancôme, Vichy, Garnier and L'Oreal, in a pattern that replicates those of other women's health and beauty magazines.

Any of these publishing decisions could cause a reader to mistake this advertorial for an editorial feature. All three of them together do not comply with the ad/edit guidelines of Canada's magazine industry.

## Chapter 6.

### ***Conclusion***

Since my internship in 2006, *Glow* has transformed. In 2009, Beth Thompson was replaced by Cameron Williamson (previously the art director of *Chatelaine* magazine) as editor-in-chief of *Glow* magazine. And with a new editor at the helm came a new perspective on the purpose of *Glow* as a representation of the Shoppers Drug Mart brand.

Under Williamson's guidance, *Glow* became more forthright in telling readers that it is a Shoppers Drug Mart magazine, and at the same time *Glow* became more of a promotional tool for Shoppers Drug Mart.

Williamson focused on Shoppers Drug Mart's two strengths: health and beauty. He filled the pages of *Glow* with service columns on cosmetics, skin care, hair products, and fragrances that frequently highlight the Quo and Life Shoppers Drug Mart brands; beauty Q&A columns that used Shoppers Drug Mart Beauty Boutique consultants as experts; how-to articles on the latest beauty trends; profile pieces on cosmetics, skin-care, hair, or fragrance brands available at Shoppers Drug Mart (for example, Clarins); and celebrity spokespersons for beauty brands carried at Shoppers Drug Mart (for example, Liv Tyler for Givenchy perfume).

He also published health stories that benefit Shoppers Drug Mart, including articles on the latest health news – promoting the Life brand where possible; service columns on health-care products available at Shoppers Drug Mart; health Q&A columns entitled "Ask a Pharmacist" with a Shoppers Drug Mart pharmacist as the expert; feature articles and columns on diet, sexual health, psychology, prenatal and maternal health, and exercise; articles highlighting children's health products – promoting Shoppers Drug

Mart's Baby Life brand; and recipes featuring Shoppers Drug Mart's Nativa or Life Brand ingredients.

Under Williamson's leadership, *Glow* has also been more forthright with readers in being a Shoppers Drug Mart magazine. In addition to including more and more Shoppers Drug Mart products and brand mentions in its editorial, since 2009, *Glow* has promoted the brand on the cover in features and in the editor's letter. The inclusion of outright references to Shoppers Drug Mart in *Glow* magazine has ensured that the reader can connect the magazine with the company, and can understand that *Glow* magazine is promoting the Shoppers Drug Mart brand.

However, *Glow* has recently crossed the ad/edit line to a greater extent than it did during my internship. The magazine has published more advertorials, allowed more adjacency of ads with editorial, and introduced sponsorship within its pages, which suggests to the reader that the advertiser's brand endorses the content of the editorial feature and ties the brand to the publication ("Creative Format, Premium Impact").

As this report is completed, *Glow* is starting yet another new chapter. In September 2011, it was announced that St. Joseph Media would be taking over the *Glow* account. Sarah Hankins, communications and corporate affairs specialist at Shoppers Drug Mart, told *Marketing* magazine, "Shoppers Drug Mart has greatly enjoyed working with Rogers Publishing Limited, and we greatly appreciate the work they've done to develop and evolve *Glow* magazine. We are looking forward to working with St. Joseph Media as we continue to develop the brand."

Once again, *Glow* is at a crossroads. The new staff will probably spend time sorting through back issues of the magazine, making notes of its successes and failures, as I have done. They will also be dreaming up their own vision for *Glow*. The friction between editorial and advertising at *Glow* likely will continue, as will pressure on the magazine industry's own ad/edit guidelines.

Although Shoppers Drug Mart has broken ties with Rogers Publishing, the company certainly has not turned away from the magazine medium. And it is no wonder

– even with so many marketing messages vying for people’s attention, in all media from social networking to online video to web magazines, print magazines are still in high demand. In fact, the number of print consumer magazines in Canada grew from 941 to 1,276 titles between 2000 and 2009 – a 36 percent increase. Moreover, Internet use has never slowed down the print magazine industry; approximately 59 percent of Canadian magazines available were launched after the internet became widespread in 1989.

However, new online marketing methods are revolutionizing the way marketers are interacting with people. With social media, marketers who become friends with their customers on Facebook can post updates directly into their news feeds, and can talk directly with individual fans on Twitter. With just a little effort, marketers are creating personal relationships with their customers in a way they have never been able to do before.

At the same time, online women’s magazines such as *Rue*, *Matchbook Magazine* and *Sweet Paul* are popping up everywhere. These magazines are more often than not created by popular bloggers who have already established strong relationships with readers and can carry that trust to the new folio. These online magazines invite readers to click products they like in the magazine – from lipstick to rugs – and to buy them immediately. Moreover, online magazine editors are not shy about creating strong relationships with brands. The editors at *Rue*, for instance, were just featured in a series of Gap ads for its Spring 2012 collection.

New technology and increasingly targeted marketing techniques have brought about major changes in magazine publishing. With more one-on-one interaction with customers via online marketing, easier access to and more encouragement of impulse purchases from online magazines, and more editors of online magazines seeking to create meaningful ties between their editorial brand and other brands, it must be asked whether print magazines can maintain editorial integrity. In view of these trends, we can guess that advertisers will put even more pressure on magazines. Is it inevitable that ad/edit guidelines will tend to relax as such pressure builds? And are we, as a society,

heading into a future where advertising becomes an integral part of our lives? That is the direction in which we are headed.

But it is also possible that this increase in ad/edit integration will backfire. People yearn for authentic communication in any medium. They don't want to be sold. They want to be informed and enticed, but never tricked. Just as people have developed the ability to recognize a traditional magazine ad when they see one, and to absorb the information or ignore it as they wish, people can sort authentic communication from sales, no matter how engulfed in marketing our lives become. Perhaps readers' skills at discerning and choosing will simply grow sharper as the sales messages proliferate and become more sophisticated.

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