Client’s name

Professor’s title

The title of the course

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**Editorial content and Ads**

The analysis of the editorial content in the magazine under view revealed numerous revelations. Most of the time, I observed that the ads were in synchronization with the content published. Since the magazine is the one which accounts for various travel experiences and basic travel and holiday destinations to vouch for, most ads revolved around the same ideologies for instance, the advertisements like Fly with Etihad, emirates Grand Hotel and Dream Visa Card from Doha Bank. The ads remain in close proximity to the editorial content as they appear in the form of circular bubbles in between the written work for the editorial. Almost all the ads feature the exclusivity of the voyage experiences offered by most editorials but there are a few anomalies too like the advert of Al Noor Hospital.

Regarding the fact that whether or not ad pages outnumber the editorial pages, I certainly agree as most of the time I found myself struggling to find something to read other than the ads. In fact, I believe that most content of the magazine is shaped in a way that it calls for a need for certain advertisements to be there, hence the ads are influencing the publishing at large. For instance, it feels like the cover story written by Tiffany Eslick on her travel experiences of Indonesia’s Mentawai Islands is mainly there since Etihad offers direct daily flights to Indonesia as per the ads. In the same manner the account of the mesmerizing lazy layover relaxing spa in Abu Dhabi is again conflicted by the Emirates advertisements as the whole narrative is based over the Emirates Palace Spa. In a way this might lead most readers to believe that while the editorial might be interesting, it might certainly have been subjected to adherence to the advertiser’s values or infact written only with the intent to advertise the product or service and never for the reader’s account.

Lastly, I believe that there indeed can be a balance between an advertisement and editorial content. Such a fact is due to the notion that readers pay money for the magazine to be able to increase their knowledge or invest their time in a productive reading. They have even gone into a shop and browsed to find it and made a conscious decision to invest time and money in reading it. Reading is not just a habit in fact; it is the way with which we walk through different thoughts, views, information, and knowledge. Reading directs into the world of imagination where we find ourselves motivated enough to create something on our own for example; a lot of scientists invented a variety of productive things after a thorough study and reading related books. They achieved success while they read something which was full of information and knowledge. Hence, they invest in any magazine all owing to the reason that they trust and value what it has to say and they find reading it enjoyable. So, when they come across an ad, some of that trust and value and enjoyment rubs off, especially if the ad is as beautifully designed and well-written as the editorial pages. That’s why advertising traditionally pays creative people more and demands higher quality from them than any other discipline. Nonetheless, the ads should never take up so much space that the magazine offers the reader nothing but a book filled with countless purchasing and investing options. Undoubtedly, the whole reading experience might be better if there were no ads at all to provide authenticity to the thoughts put on paper, nonetheless, if there indeed need to be ads, they must always be in a perfectly proportioned amount so as to keep the spirit of the written expression alive for the reader.

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