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Editor's Reflection: Keep Your Eyes Wide

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In the words of Bob Dylan, “the times, they are a-changin’.” In the last few months, Condé Nast purchased an online music magazine and shuttered a glossy men's fashion magazine. The reason? The publishing company is a business and its business model needs to constantly evolve, even if that means making unpopular or uncomfortable choices.

Similar decisions are being made globally, as cultural commodities such as magazines struggle to figure out how to simultaneously serve their audiences and expand creatively and financially. In this issue of the journal, David Abrahamson's practical-yet-provocative essay “The Future of the Magazine Form: Digital Transformation, Print Continuity” helps articulate the profound quandaries of today's magazine form. A second essay, “Academic Agility and Collegial Conversations: The Past, Present and Future of the Journal of Magazine & New Media Research,” written by Kathleen Endres, Leara Rhodes, Carol B. Schwalbe, Miglena Sternadori, and David Sumner and published in the November 2015 *AEJMC News*, provides a historical overview of the journal that further contextualizes and situates our current magazine ecosphere and subsequent scholarly pursuits.

In terms of research, this issue illustrates the vibrancy of today's industry dynamics, as scholars tackle concepts related to publication and audience interactions and the internal and external forces that influence this exchange.

In “Business as Usual? The Cultural, Economic, and Social Capital of Magazines in a Russian City,” Yulia S. Medvedeva studies the seemingly paradoxical business of magazine publishing in a city where social capital and commercial capital fiercely compete. Susan Currie Sivek's “The Contribution of City Magazines to the Urban Information Environment” examines the content of America's city magazines to ascertain their approach to information environment diversity and suggests how titles can flourish during changing economic and technological times. Researchers Suman Mishra and Rebecca Kern explore advertising messages about weight loss in “Persuading the Public to Lose Weight: An Analysis of a Decade (2001-2011) of Magazine Advertisements.” The authors consider the intersection of dominant cultural expectations and segmented audience ideals about beauty and body.

In addition to such scholarship, this issue offers insightful reviews of recently published books relating to the magazine industry and magazine studies. David E. Sumner contributes a judicious assessment of the 650-page volume, *The Routledge Handbook of Magazine Research: The Future of the Magazine Form*, by David Abrahamson and Marcia R. Prior-Miller (eds.), and examines Walt Harrington's latest textbook, *Artful Journalism: Essays in the Craft and Magic of True Storytelling*. Kevin

M. Lerner delivers a thought-provoking punch in his review of Thomas Kunkel's *Man in Profile: Joseph Mitchell of The New Yorker*.

In closing, I would like to express my sincere gratitude to all the manuscript reviewers and contributors who helped create this issue of the journal and to those who submitted their work for review. Although we may never perfectly predict what the future of magazine journalism holds, together we can build on the knowledge of our past and promise of the present.