

Magazines.com

Magazines are an outstanding tool to gauge popularity of a niche product. Since magazines survive only by advertising, they have to remain high ratings in order to attract the advertising money.

The screenshot shows the Magazines.com homepage. At the top left is the logo. On the right, there are links for 'Cart (0 items)', 'Account | Sign In', 'Checkout', and 'Help'. Below this is a blue navigation bar with 'HOME', 'BROWSE MAGAZINES', 'GIFT CENTER', 'FREE MAGAZINES', and 'CUSTOMER CARE'. A search bar is located below the navigation bar, with a 'by keyword' dropdown and a 'go' button. To the right of the search bar is the phone number '1-800-MAGAZINES (800-624-2946)'. On the left side, there is a 'TOP CATEGORIES' list including Business & Finance, Cooking & Food, Entertainment & TV, Fashion, Health & Fitness, Home & Gardening, Men's, Sports, and Teen. The main content area is titled 'Quick Browse' and contains two search filters: 'Find the perfect title fast!' with dropdowns for 'Select a Category' and 'Select a Price Range', and a 'Browse' button. To the right of these filters is a 'Find great deals fast!' section with a list of offers: '\$25 or Less', '\$10 or Less', 'Combo Offers', 'Gift Center', and 'Gift Cards'. Further right is a promotional banner for 'Magazines Make Great Gifts.' with a 'Show Now!' button and an image of a gift box. Below the 'Quick Browse' section is a heading 'Browse Magazines By Category'.

Click on a specific area of interest under "Browse Magazines By Category".

This screenshot shows the 'Browse Magazines By Category' page. On the left, there is a sidebar with 'Sports', 'Teen', 'Women's', and 'View All Categories' links, and a 'SPECIAL OFFERS' section. The main content area is titled 'Browse Magazines By Category' and features three columns of category lists: 'Animals & Pets' (Birds, Dogs & Cats, Farming, Fish & Reptiles, Horses), 'Enrichment' (Education, History, Literary, Political & Social, Self-Help), and 'Men's' (Auto, Men's Fitness, Men's Interests, Outdoor, Sports & Athletics).

I chose Crafts and then Jewelry and Beadwork because I am interested in beads and beadwork.

Crafts

- [Art & Decor](#)
- [Jewelry & Beadwork](#)
- [Scrapbooking & Cards](#)
- [Sewing & Needlework](#)

The magazines are then listed in order of popularity.



Rock & Gem



12 issues: \$18.95

You Save 60%

[Details](#)



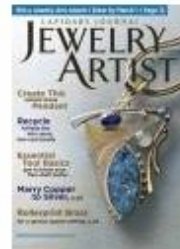
BeadStyle



6 issues: \$26.95

You Save 24%

[Details](#)



Jewelry Artist



12 issues: \$29.95

You Save 64%

[Details](#)



Step by Step Beads



6 issues: \$21.95

You Save 38%

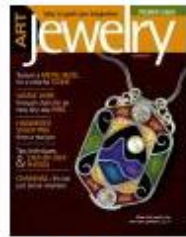
[Details](#)



Bead & Button



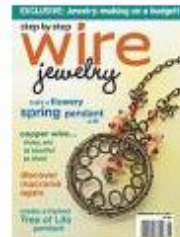
6 issues: \$28.95



Art Jewelry



6 issues: \$32.95



Step by Step Wire Jewelry

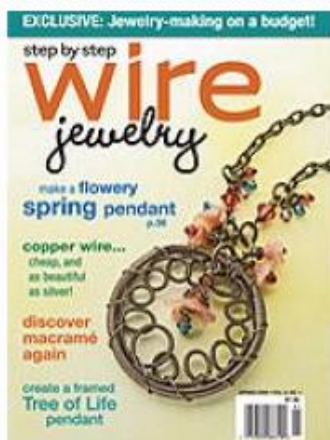


Beadwork



6 issues: \$19.95

In the top 10 titles under arts and crafts, two spots (#5 and #6) are beadwork jewelry. Subjects ranged from quilting to paper crafts. The only topic to have two on the top 10 list was scrapbooking.



STEP BY STEP WIRE JEWELRY

Published Bi-Monthly

★★★★★ BASED ON 2 CUSTOMER REVIEWS

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ABOUT STEP BY STEP WIRE JEWELRY

Step by Step Wire Jewelry is packed with detailed and illustrated how-to projects for every skill level. In every issue you'll discover the newest wire trends and learn creative techniques to make your own designer jewelry, using tools, wires, stones, findings, beads, gems, jigs, pearls and more.

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By clicking on the magazine I can read more about it and also see if any reviews are given.