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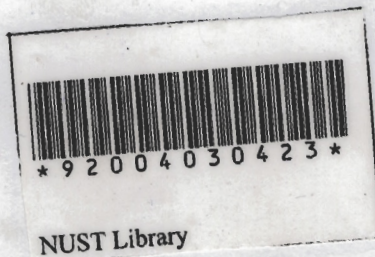
Investigating the impact of socio-economic and political factors on the economic performance of Trends magazine between 2005 -2009

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Abstract

The study critically evaluates the impact of socio-economic and political factors on the economic performance of Trends magazine between 2005 to 2009. It also examines how management responded to these challenges. In-depth interviews were used to identify these factors in order to assess their impact on the economic performance of magazines, Trends in particular. Purposive sampling technique was employed to select respondents for the interview, most of which were selected from Trends managements and production team. The study used qualitative methodology to analyse data and elements of quantitative approaches to depict statistical data on circulation figures and advertising trends.

Findings revealed that Trends magazine largely failed to sustain its operations due to poor economic conditions in the country, which influenced a decline in the magazine's advertising revenue and loss of circulation figures. This has demonstrated the extent to which media institutions are vulnerable to the impact of the macro-environmental changes, especially economic changes. However, socio-political factors featured very little as their influence did not negatively affect the paper but to a considerable extent enabled the magazine to thrive because of the opportunities it offered. Finally the research drew some conclusions that media are heavily influenced by the events in the macro-environment and gave recommendations on how improvements could be done, especially through using strategic planning and media marketing approaches.