

THE SPECIFICITY OF AIRPORT MAGAZINES AS CUSTOM PUBLISHING PRESS ROLES, FUNCTIONS AND RESEARCH TOOLS

Sławomir Gawroński | University of Information Technology
and Management in Rzeszów,
ul. Sucharskiego 2, 35-225 Rzeszów, Poland
E-mail: sgawronski@wsiz.rzeszow.pl

Paweł Piątkiewicz | University of Technology in Rzeszów,
al. Powstańców Warszawy 12,
35-959 Rzeszów, Poland
E-mail: ppiat@prz.edu.pl

The article refers to a relatively new, yet dynamically developing phenomenon, which is airport magazines. In the age of the decline of traditional printed press, any projects involving publishing free printed magazines might seem bound to fail. However, many airports are successfully publishing and developing their own magazines. Most typically they resemble information and entertainment press, but they also evidently have a promotional role. Therefore, they should be considered as marketing communication instruments. This ambiguity makes one reflect on what those magazines really are – a press publishing phenomenon or an indirect marketing influence tool? This article aims to answer the above research question. The applied methodology consists not only of literature review and desk research, but also market analysis and one of the basic press research tools – content analysis. The authors discuss the following factors: conditions of development of airport press, including the Polish market; characteristics of airport magazines which allow them to be classified as custom publishing; functions of airport press and its role within social communication.

KEY WORDS: *custom publishing, airport magazines, content analysis.*

INTRODUCTION

In 2009, the first edition of a famous book by Bernard Poulet was published, in which he announced the death of newspapers and tried to predict the near and more distant future of information¹. In the afterword for the Polish edition from 2011 Poulet wrote: “The first edition of this book was published two years ago and the newspapers still persist. Some see it as proof that the situation was not really so dire.”, and then he lists numerous examples proving that the crisis of press is deepening globally, especially in the case of general information press². Poulet’s prognosis has quickly found many supporters, including Poland. In 2009, Tomasz Wróblewski (a journalist, publicist and editor of a few important Polish press titles) wrote that “What a year ago was just a hypothesis has come true. A physical newspaper is ceasing to be an everyday commodity. In five, maybe three years it will disappear from a nearby newsstand. It won’t survive another wave of subscription cuts in offices. It will vanish.”³ In 2018 the press is still alive, although the press market data leaves no doubt. The process of marginalising paper media is continuing and only getting stronger. Those dramatic opinions formulated in 2009 were the consequence of solid market data, disillusioning optimists who believed that the press will persevere, no matter what.

Circulation of press titles controlled by the Chamber of Press Publishers, in the years 2005–2009 fell by over a quarter. The fall, being the result of decreasing sales, mostly impacted national daily newspapers (fall by one third) and regional daily news (fall by nearly 20%).

Considering the latest data by Związek Kontroli Dystrybucji Prasy (Association for Control over Press Distribution) in Poland, the sum of average circulation of national daily newspapers in 2017 amounted to only about a million copies. In case of regional daily newspapers it was 469,500 copies⁴. It means a drop in circulation by nearly 2/3 within the last 12 years. The death of press in Poland seems, therefore, close. However, with hindsight, the title of Poulet’s book might need to be changed to “Dying of press and the future of information”, as the agony may take some time.

Similar difficulties in terms of sales also apply to magazines, even though the leading titles are still reaching a few hundred thousand sold copies. In May 2017 15 weekly and 13 monthly magazines recorded sales over 100 000 copies⁵, despite the fact that a few years back average circulation among the biggest titles exceeded a million copies.

The global economic crisis in the first decade of the 21st century impacted Poland both in case of the media and advertising industry. Traditional press was weakened by the capabilities provided by the Internet, new media, especially social media. It was hit the hardest as a result of changes in consumers' habits and the development of online media. The development of mobile devices has only contributed to that process. Decreasing (for many reasons) sales of press in Poland, along with the crisis in the advertising industry, shrinking promotional budgets for press ads and transferring advertising to new media are resulting in the press market getting smaller and smaller. The number of daily newspapers, both national and regional, has been significantly dropping for a few years. Partially it is the result of consolidation in the press market, merging titles and common projects, but it also stems from financial problems and increasing difficulty of remaining on the increasingly difficult and competitive market. In the years 2005–2017, 7 titles disappeared from the market, which might seem negligible, but it means elimination of over 16% of Polish daily newspapers⁶. In this environment, custom publishing media seem to be the only press sector unaffected by the crisis of dropping readers' interest, decreasing advertising income and plummeting circulation.

CUSTOM PUBLISHING – PRESS OR PROMOTIONAL TOOL?

Custom publishing is a relatively new term. It is very broad and has many synonyms based on related terms. It is situated in a broader concept of content marketing, which is defined by practitioners as “creating and distributing of dedicated and valuable content for target groups. Its goal is to attract clients, generating sales and shaping company image through meaningful communication and knowledge distribution.”⁷ Content marketing does not seem

1 POULET, Bernard. *La fin des journaux et l'avenir de l'information*. Paris, 2009.

2 POULET, Bernard. *Śmierć gazet i przyszłość informacji*. Wołowiec, 2011, p. 263–265.

3 WIECZERZAK-KRUSIŃSKA, Aneta. *Wspierać sprzedaż. Raport: prasa codzienna i bezpłatna*. Press, 2009, Nr 8, p. 46.

4 Data of Związek Kontroli Dystrybucji Prasy from December 2017 [accessed 15 December 2017]. Access through Internet: <[https://www.](https://www.teleskop.org.pl/)

[teleskop.org.pl/](https://www.teleskop.org.pl/)>.

5 Ibidem.

6 Data of Izba Wydawców Prasy [accessed 10 August 2018] and Związek Kontroli Dystrybucji Prasy [accessed 1 July 2017]. Access through Internet: <www.izbaprasypol.pl> and <<https://www.teleskop.org.pl/>>.

7 BENHAUER, [accessed 10 August 2010]. Access through Internet: <www.benhauer.pl>.

to be a particularly innovative idea, changing the paradigm of thinking about marketing as such. The term, despite suggesting a new way of looking at entire marketing process, actually refers to its segment, namely marketing communication. One can assume that content marketing is a way of thinking about marketing communication whose aim is to, first and foremost, provide information which is important and valuable for the precisely defined target groups, with the use of tools which can reach them best and most intensely. Therefore, the concept of content marketing rejects mass marketing activity aimed at unknown, scattered and heterogenic recipients. It rather focuses on developing communication strategies targeting precisely defined, known groups – both existing and potential clients. Hence, Content marketing is connected with the concept of integrated marketing communication, as it is based on the assumption of communicating with recipients with as wide a range of tools as possible. Content marketing also shares some characteristics with the concepts of partnership and relationship marketing, since the addressees of content marketing activity are recipients in the form of clients. Additionally, the goal is to build lasting bonds, relationships, therefore fostering loyalty and the atmosphere of mutual attachment. Content marketing utilizes tools which can be described as company publications. They can be divided into internal – aimed at employees, and external – aimed at people outside the company. Because of that, content marketing visibly overlaps with public relations, as the subject literature treats company publications as one task spheres of PR, placing them within the activity sphere of internal relations⁸.

In English marketing nomenclature, those company publications are usually called custom publishing. Still, one can come across related terms, sometimes used interchangeably: custom media, customer media, customer publishing, member media, private media, branded content, corporate media, corporate publishing, corporate journalism or branded media. Analysing definitions of custom publishing provided by institutions, organizations and agencies dealing with the subject⁹, one can assume that it is a set of publishing techniques for marketing communication used to gain competitive advantage through building customer loyalty and maintaining professional communication within the company. Among tools used to achieve that, one can mention: traditional paper publications, online magazines, newsletters and other similar publications – currently heavily utilising social media¹⁰.

As was already mentioned, custom publishing publications can be divided into internal and external, depending on their target group. That is why corporate publishing is a type of custom publishing. The phrase is used for in-compa-

ny magazines. Goals of internal publications are consistent with the functions of internal public relation activities. Among those, five can be listed as essential: informing, integrating, motivating, explaining, advising¹¹.

In case of external publishing activity within the field of custom publishing, the primary function of all tools is to build customer loyalty and create a lasting relationship between them and the company. Because of that, company publications tend to foster and supplement loyalty programmes. On the present day market, the fight for customer loyalty has become particularly important and is vigorously practised by all aware competitive companies. Losing a client due to limited loyalty and weak relationship between them and the company has to be treated as one of serious symptoms of the marketing crisis, which, if dealt with incompetently, may lead to severe organisational crises¹².

Custom publishing in Poland is still a quickly growing branch of the marketing industry, but also an area of media corporations and publishing institutions which is being increasingly explored. It is so, because company press is primarily published by promotion and advertising agencies, specialising in marketing communication. Also press publishers are also undertaking activities in that area. It is quite a natural phenomenon. If we analyse the involvement of advertising agencies in custom publishing projects, we can see that they mostly constitute support for more complex activity with broader communication scope and massive advertising enterprises. Press publishers have valuable experience at their disposal, as well as their own printing infrastructure and journalist teams able to work on a variety of projects. From the press publishers' point of

8 BUDZYŃSKI, Wojciech. *Public relations. Zarządzanie reputacją firmy*. Warszawa, 1998, p. 82; TWORZYDŁO, Dariusz. *Public relations. Teoria i studia przypadków*. Rzeszów, 2003, p. 85; SEITEL, Fraser P. *Public relations w praktyce*. Warszawa, 2003, p. 418–424.

9 In the USA — Custom Content Council www.custompublishing.com; in the UK — The Association of Publishing Agencies www.apa.co.uk; in Poland - Stowarzyszenie Content Marketing Polska <http://contentmarketingpolska.pl/> — previously Stowarzyszenie Prasy Firmowej www.stowarzyszenieprasyfirmowej.pl

10 GAWROŃSKI, Sławomir. Custom publishing — współczesna odpowiedź na śmierć prasy i upadek reklamy. In *Nauki o mediach i komuni-*

kacji społecznej. Krystalizacja dyscypliny w Polsce. Tradycje, nurty, problemy, rezultaty. Warszawa, 2017, p. 354–355.

11 *Magazyn firmowy — podstawowe narzędzie komunikacji wewnętrznej* [accessed 10 August 2018]. Access through Internet: <www.stowarzyszenieprasyfirmowej.pl>.

12 SZROMNIK, Andrzej; WOŹNY, Dominika. Utrata klienta jako przejaw kryzysu marketingowego. In *Public relations — wyzwania współczesności*. Rzeszów, 2004, p. 119–126.

13 GAWROŃSKI, Sławomir. Prasa firmowa — narzędzie walki polskich wydawców z kryzysem na rynku prasowym. In *Media w gospodarce i społeczeństwie. Wyzwania ery konwergencji*. Prague, 2012, p. 131–143.

view, custom publishing is one of the ways to mitigate the impact of recession on the press market, giving a chance to acquire new customers, broadening the scope of activity, thus maintaining competitive advantage¹³.

For many years the market of company press in Poland has been difficult to depict precisely. There are a few reasons for this. The dynamics of custom publishing market is much higher than the press market. Individual company press titles appear and disappear quite rapidly. Some of them are part of publishing campaigns, some are issued intermittently. It is the principals who are at the source of it. Their goals, targets and marketing communication budgets are changing. Another difficulty in describing the custom publishing market in Poland is the lack of a monitoring institution. The industry had its own institution¹⁴ with voluntary membership. However, it never represented all the entities in the industry. It rather focused on promoting company press as a tool for marketing communication and the industry as a whole instead of monitoring it. One can only rely on estimations of the industry's representatives, resulting from their own analysis of the competition. It is unofficially estimated that there are over a hundred companies providing custom services on the Polish market, 20-25 of them being big players. The biggest ones complete a dozen to a few dozen projects a year. There are also those who only work with individual budgets.

The balance of opportunities and dangers seems positive for the future of the custom publishing industry in Poland. Although budgets for traditional advertising do happen to be limited, the resources of specialists in marketing communication, spent on digital and content marketing put company press in a better position than other means of promotion and communication.

Interactivity, mobility and focus on social media are the main directions of change for custom publishing, which is pointed out both by the people working in the industry and the observers from the complementary sectors. "Similar to books and magazines, custom publishing shows a tendency toward Internet transformation. More and more it utilises blogs, www services, social media portals. The most popular one is doubtlessly Facebook, which has become the main platform for building brand awareness. The development of Internet TV over time will make it a powerful tool for creating demand. In company communication the future belongs to intranet, which not only fulfils the tasks of corporate publishing, but it can also generate substantial savings. Hence, the future of custom publishing is custom media"¹⁵ – claims I. Czechowska in a polygraphic portal.

THE PHENOMENON OF COMPANY PRESS IN POLAND

Custom publishing in Poland is an already established, yet still developing branch of the marketing industry. It is also an area which is being extensively explored by media corporations and publishing institutions. With the increasing number of titles and growing circulation, it is definitely a positive exception to the rest of printed press. Company press is usually published by promotion and advertising agencies specialising in marketing communication. However, for some time press publishers have also been undertaking some activity in this area, which seems pretty natural. If we take into consideration the involvement of advertising agencies (including as well PR agencies, interactive, integrated communication and others) in custom publishing projects, they usually complement more complex advertising activities with broader communication scope. There has been a number of entities on the Polish market specialising in custom publishing for a long time. They do not practise this form of activity as an addition to other types of marketing and social communication. Press publishers have valuable experience at their disposal, as well as their own printing infrastructure and journalist teams able to work on a variety of projects. From the press publishers' point of view, custom publishing is one of the ways to mitigate the impact of recession on the press market, giving a chance to acquire new customers, broadening the scope of activity, thus maintaining competitive advantage. It is also a means to take advantage of their own resources, which are at their disposal anyway, outside the context of custom publishing. Apart from numerous advertising agencies offering custom publishing services, we can also observe an increasing activity of publishers such as: Edipresse, Axel Springer or Agora, which support their content marketing through company publications.

The market of company press in Poland is difficult to describe precisely. Current industry estimations, based on competition analysis, indicate that the number of publishers is increasing and their portfolio growing. It is the proof of high potential of company press, which guarantees its development in the face of the decline of traditional press. The potential seems to be still untapped and

¹⁴ The organisation was Stowarzyszenie Prasy Firmowej (Association of Company Press), but after a few years it stopped its activity. Currently some of its functions are performed by Stowarzyszenie

Content Marketing Polska.

¹⁵ CZECHOWSKA, Iwona. *Rynek książek i czasopism w Polsce* [accessed 1 July 2018]. Access through Internet: <www.vidart.com.pl>.

the growing number of custom publishing titles along with their high circulation are a peculiar phenomenon.

Although the majority of opinions about the prospects of custom publishing are positive, there are also those who doubt its continuous dynamic development. They mainly stem from the observations of the general recession of the advertising industry. Still, they are based on assumptions and subjective predictions rather than solid numbers.

The balance of opportunities and dangers seems positive for the future of the custom publishing industry in Poland. Although budgets for traditional advertising do happen to be limited, the resources of specialists in marketing communication, spent on digital and content marketing put company press in a better position than other means of promotion and communication. Eight years ago K. Dłutko predicted that “the future of custom publishing in Poland is in big consumer projects, realised just like in Britain or Germany and published by e.g. retail chains or car manufacturers, with the form and personalised content equal to, or better than commercial magazines. Directed magazines will start appearing on the market – with composition and interactivity well beyond traditional forms of one-way messaging. In business terms, the industry will face consolidation”¹⁶. Watching the expansion of company press to the car industry or the impressive development of professional “airport”¹⁷ press, one must conclude the above is actually happening.

SPECIFICITY OF AIRPORT PRESS

There are 15 airports in Poland, which are used for passenger traffic, with the main one in Warsaw-Okęcie and 14 regional ones. It is in case of the regional airports that one can observe growing interest in custom publishing activity. Half of them are currently publishing their own magazines, monthly, bimonthly or quarterly. Their total circulation exceeds 50 thousand copies. Another three airports have a few years of experience in terms of publishing airport press, but have currently suspended that activity. Those seven magazines published by the airports are presented in table 1.

What is particularly interesting is the initiative to combine the last five titles under the auspices of one publisher. The “Anywhere.pl” project is an information and entertainment portal, but also the Airport Media Platform consisting of the five monthly magazines with the total circulation of over 30 thousand copies available exclusively at their respective airports, and the “+48 Maga-

TABLE 1. Magazines published by polish airports

Title	Periodicity	Publisher – airport
„Let's Fly”	quarterly	Modlin
„Airgate”	bimonthly	Cracow
„Anywhere”	monthly	Olsztyn
„Live & Travel”	monthly	Gdańsk
„Sky Surfer”	monthly	Szczecin
„Łódź u fly?”	monthly	Łódź
„Air Go!”	monthly	Rzeszów

zine” aimed at the Scandinavian market. The “Anywhere.pl” magazines reach over 300 thousands readers every month¹⁸.

The analysis of custom publishing press gives no definite answer to whether those titles constitute a sector of printed press (sometimes also electronic) or if they should be considered an instrument of marketing communication, performing the tasks set by the principal. From the message sender’s point of view, it is definitely an effective tool for persuasive influence, on the borderline between advertising and public relations. From the recipient’s point of view, it should rather be seen as information and entertainment press, as skilful content marketing should eliminate the feeling that one is targeted by marketing activity. The experience of this paper’s authors so far, built on talks with custom publishing agencies indicate that those publications should be treated as both part of the press market and a marketing communication tool. How, then, should one define those magazines more precisely and clearly? Also, how to examine the balance between information/entertainment content and marketing messages in the form of ads, publicity and more sophisticated form? There is no doubt that to answer these questions, one should delve into the magazines themselves and verify their content. Content analysis is a perfect tool in this case, even though it might seem a press study instrument, foreign to marketing analysis techniques.

Analysing custom publishing with marketing research tools may be difficult, as the effectiveness of content impact in company press is based on the lack

16 5 pytań do Kamila Dłutko [accessed 10 August 2018]. Access through Internet: <www.proto.pl>.

17 Even though the concept of “airport publications” is not established in the relevant literature, it is sometimes used. It describes the publications produced and distributed by airports. This type of

press should be distinguished from air (navigation) publications, the meaning of which is deeper and which is thematic, dedicated to weather navigation.

18 Information and entertainment portal “Anywhere.pl” [accessed 25 August 2018]. Access through Internet: <www.anywhere.pl>.

of direct, visible connections with a marketing message. Sometimes, however, this pattern is broken and marketing communication tools happen to be also visible in company press. With number-related market research tools one can analyse, first and foremost, the reach and suitability (in terms of distribution, construction, content) for target groups. Here, content analysis is particularly useful for examining target suitability. Marketing research of the specificity and character of target groups, for which the company press content is intended, is of great significance. This content suitability can only be verified through content analysis, defining key content in magazines, utilised journalist genres, the language of publications, content visualisation etc.

Content analysis can also be a perfect basis for developing quality marketing research to assess usefulness and influence quality of company press. Extensive interviews with readers or focus group research should be embedded in content perception – so the talks should have a low level of generality and the interviews should focus on specific content in the company publications. That is why content analysis is the basis for the correct construction of focus group research or an interview scenario referring to specific custom publishing content.

Also in case of eye tracking research performed to assess marketing usefulness of company press and the suitability of presented content for target groups, content analysis generates added value. It can help thoroughly process research samples tested with an eye tracker.

The last argument in favour of applying content analysis for custom publishing research is the unsolvable question whether company press is to be considered as a marketing communication tool or, due to performing functions of traditional press, an example of information and entertainment medium. Custom publishing is definitely a hybrid, combining factors which define it as a press medium, but also an instrument of PR, or more broadly, marketing activity. Because of that it meets the criteria of both a promotion tool and a mass medium, so in terms of available research methods, it is justifiable to apply the instruments and techniques from both media study fields.

Content study in the context of custom publishing enables realisation of a wide variety of research goals. Among others:

- content study (quantity and quality) of strictly promotional materials, published in company press;
- examining promotional “side effects” of information materials (non-promotional at first glance)
- examining content ratio: information, commentary and promotional materials (giving a chance to answer the question whether custom publishing is more of a marketing tool or press?);

- examining the functions realised by company press (informing, motivating, persuading, integrating etc.)

Content analysis applied in custom publishing is usually based on the statistical model, generating number data on the basis of performed analysis. According, then, to the statement of M. Lisowska_Magdziarz “the statistical model of content analysis serves primarily to describe a piece of media reality at a point or in a time period as systematically and well organised as possible. Such content analysis is essentially focused on the description of what is – i.e. quantity, frequency, size, intensity, meaning of certain elements and characteristics in the research material”¹⁹. Experience in custom publishing research suggests that using a categorising key as a content analysis tool for company press requires assuming a dual perspective. On the one hand, the categorising key should be suitable for identifying company press as a type of press. On the other hand – as a marketing communication tool. It forces one to expand the categories in the key and a varied catalogue of indicators.

Content analysis of custom publishing, including airport press, is characterised by three common measuring factors. They are:

- frequency – connected with the occurrence of journalist genres, advertising materials, varied visual forms, means of persuasion etc.
- size – referring to the exposition space in press materials, usually expressed by a fraction of a full page or (less typically) by modules, characteristic of a press unit;
- intensity – focused on the intensity of characteristics, evaluations and emotions, both in terms of form and content of the message. It is most commonly verified in quality studies.

Naturally, both the above research goals and possible applicable measuring units are just an example of conditions characteristic of custom publishing research by means of the content analysis method. They result from the experience of the authors examining company press with a wide range of analytical options. Nonetheless, the scope of options provided by content analysis goes beyond what has been presented.

Airport press resembles lifestyle press the most. It frequently features bilingual articles (two columns, in Polish and English) due to the international target groups, resulting from the specificity of air tourism. Issues differ in size

¹⁹ LISOWSKA-MAGDZIARZ Małgorzata. *Analiza zawartości mediów. Przewodnik dla studentów*. Kraków, 2004, p. 52.

but they usually have 60–80 pages, though some publications in Poland happen to have even 128 pages. They are usually standard A4 when it comes to the size, and the quality of paper and printing technology put them in the same category as exclusive commercial publications. Airport press is naturally free of charge and is distributed among the passengers of particular airports.

Analysis of selected titles published in Poland in the years 2015-2017²⁰ shows it is justifiable to classify airport press as part of the custom publishing market, characterised by realising the functions characteristic of both the mass media and marketing communication tools. Airport magazines are, hence, a certain hybrid, combining promotion and journalism. It is confirmed by content analysis results, which show that roughly 35% of content is advertising (including sponsored articles), and 65% is journalist material. The main topics usually relate to: culture and entertainment (32%), beauty and fashion (20%), health and sport (14%), cars (7%). This variety of topics results from difficulties in defining a narrow target group of airport magazines, since a high level of heterogeneity of readers can be observed, which forces the above broad selection. It can be concluded that airport press has a few parallel functions, including both promotion/advertising and those typical for mass media (informing, entertaining, educating, mobilising).

Conclusion

Conclusions provided by the research conducted by the authors of this article so far, seem to be interesting both for the scientific reasons and because of the practical aspect pointing to the possibility of applying it by the publishers. Content analysis of selected examples results in a clearer image of airport magazines as an amalgamation of the press and marketing entity. To a large degree, the conclusions are consistent. Among others they refer to:

- Problems in identifying target groups by message senders,
- Difficulty in adjusting content to a scattered target group,
- Cliche content and trivial topics presented in airport press,
- Factual and language errors and frequently infantile content,
- Propaganda aspect of airport press – especially in part referring to the activity of airport management.

However, there is no doubt that the systematics and consistence of research into airport press lead to conclusions that it is booming, both in terms of quantity and quality. It is edited more and more professionally, by competent agencies with extensive experience and creative approach. It definitely justifies further research into this interesting part of press market.

1. BUDZYŃSKI, Wojciech. *Public relations. Zarządzanie reputacją firmy*. Warszawa: Poltext, 1998.
2. GAWROŃSKI, Sławomir. Custom publishing – współczesna odpowiedź na śmierć prasy i upadek reklamy. In ADAMSKI, Andrzej, GAWROŃSKI, Sławomir, SZEWCZYK, Marcin. *Nauki o mediach i komunikacji społecznej. Krystalizacja dyscypliny w Polsce. Tradycje, nurty, problemy, rezultaty*. Warszawa: Aspra, 2017, pp. 351–362.
3. GAWROŃSKI, Sławomir. *Media relations. Współpraca dziennikarzy i specjalistów PR*. Rzeszów: WSiIZ, 2006.
4. GAWROŃSKI, Sławomir. Prasa firmowa – narzędzie walki polskich wydawców z kryzysem na rynku prasowym. In ROTT, Dariusz, KACZMARCZYK, Michał (ed.). *Media w gospodarce i społeczeństwie. Wyzwania ery konwergencji*. Praga: Verbum, 2012, pp. 131–144.
5. GAWROŃSKI, Sławomir, POLAK, Rafał. *Dziennikarstwo i komunikacja społeczna – nowe wyzwania*. Rzeszów: WSiIZ, 2010.
6. JĘDRZEJEWSKA, Katarzyna. Szeleszczące i do klikania. *Brief*, 2010, Nr 5, pp. 30–35.
7. KOTLER, Philip, KARTAJAYA, Hermawan, SETIAWAN, Iwan. *Marketing 4.0*. Warszawa: mt Biznes, 2017.
8. LIEB, Rebecca, SZYMANSKI, Jaimy. *Content. Elementarna częśćka marketingu*. Kraków: Horyzont Znak, 2018.
9. LISOWSKA-MAGDZIARZ, Małgorzata. *Analiza zawartości mediów. Przewodnik dla studentów*. Kraków: UJ, 2004.
10. POULET, Bernard. *La fin des journaux et l'avenir de l'information*. Paris: Editions Gallimard, 2009.
11. POULET, Bernard. *Śmierć gazet i przyszłość informacji*. Wołowiec: Wydawnictwo Czarne, 2011.
12. SEITEL, Fraser P. *Public relations w praktyce*. Warszawa: Feldberg, 2003.
13. SZROMNIK, Andrzej, WOŻNY, Dominika. Utrata klienta jako przejaw kryzysu marketingowego. In TWORZYDŁO, Dariusz, SOLIŃSKI, Tomasz. *Public relations – wyzwania współczesności*. Rzeszów: Wyd. WSiIZ, 2004.
14. TWORZYDŁO, Dariusz. *Public relations. Teoria i studia przypadków*. Rzeszów: Wyd. WSiIZ, 2003.
15. WIECZERZAK-KRUSIŃSKA, Aneta. Wspierać sprzedaż. Raport: prasa codzienna i bezpłatna. *Press*, 2009, Nr 8, pp. 45–52.

Internet sources

16. Information and entertainment portal “Anywhere.pl” [accessed 25 August 2018]. Access through Internet: <www.anywhere.pl>.
17. The Association of Publishing Agencies [accessed 25 August 2018]. Accessed through Internet: <apa.co.uk>.
18. BENHAUER, [accessed 10 August 2018]. Access through Internet: <www.benhauer.pl>.
19. Stowarzyszenie Content Marketing Polska [accessed 10 August 2018]. Accessed through Internet: <contentmarketingpolska.pl>.
20. Custom Content Council [accessed 10 August 2018]. Accessed through Internet: <custompublishing.com>
21. Izba Wydawców Prasy [accessed 10 August 2018]. Accessed through Internet: <izbaprasy.pl>.
22. Specialised Information portal “[accessed 10 August 2018]. Access through Internet: <www.proto.pl>.

20 The research was performed in the period of February–April 2018 and included 60 issues of 8 airport magazines. Content analysis, mainly

quantitative, was used in the study. The continuation of the research project is the quality study of the material.

23. Stowarzyszenie Prasy Firmowej [accessed 10 August 2018]. Accessed through Internet: <www.stowarzyszenie-prasyfirmowej.pl>.
24. Związek Kontroli Dystrybucji Prasy [accessed 1 July 2017]. Access through Internet: <teleskop.org.pl>.
25. Portal of Polygraphic industry [accessed 1 July 2018]. Access through Internet: <www.vidart.com.pl>.

ORO UOSTŲ ŽURNALŲ, KAIP TURINIO RINKODARAI SKIRTOS
LEIDYBINĖS SPAUDOS, SPECIFIŠKUMAS: VAIDMENYS,
FUNKCIJOS IR TYRIMŲ PRIEMONĖS

Sławomir Gawroński, Paweł Piątkiewicz

Santrauka

Straipsnyje nagrinėjamas palyginti naujas, tačiau Lenkijoje dinamiškai besivystantis reiškinys – oro uostų spausdintiniai leidiniai. Autorių susidomėjimą šia leidybos forma visų pirma sukėlė tam tikras naujoviškumas, susijęs su šia oro uostų veikla. Galėtų atrodyti, kad tradicinės spaudos nuosmukio laikais projektai, skirti nemokamų spausdintų žurnalų leidybai, turėtų žlugti. Vis dėlto daugelis oro uostų sėkmingai kuria ir leidžia savo žurnalus, tobulindami jų turinį ir spausdinimo kokybę. Kitas veiksnys, paskatinęs autorių susidomėjimą šia spaudos rinkos dalimi, yra dviprasmiškas šių žurnalų žanro ir funkcijos pobūdis. Dažniausiai jie panašūs į informacijai ir pramogoms skirtą spaudą, tačiau jie taip pat akivaizdžiai atlieka ir reklaminį vaidmenį. Būtent dėl šios priežasties jie turėtų būti laikomi rinkodaros komunikacijos priemone. Šis dviprasmiškumas verčia susimąstyti, kas iš tikrųjų yra oro uostų žurnalai – spaudos leidybos reiškinys ar netiesioginis rinkodaros įtakos įrankis? Šio straipsnio tikslas – atsakyti į nurodytą tyrimo klausimą. Taikomi metodai apima ne tik literatūros apžvalgą ir dokumentų bei duomenų tyrimą, bet ir rinkos analizę bei vieną iš pagrindinių spaudos tyrimų priemonių – turinio analizę. Autoriai aptarė tokius veiksnius kaip oro uostų spausdintinių leidinių, įskaitant ir Lenkijos rinką, raidos sąlygas; oro uostų žurnalų charakteristikos, pagal kurias jie galėtų būti priskirti turinio rinkodarai skirtų leidinių (angl. *custom publishing*) grupei; oro uostų spausdintinių leidinių funkcijos ir jos vaidmuo socialinėje komunikacijoje. Kadangi literatūra šia tema yra vis dar negausi, autoriai dažniausiai naudojosi šaltiniais, susijusiais su turinio rinkodarai skirta leidyba, ir savo pačių leidiniais, kuriuose skelbiami iki šiol atliktų tyrimų rezultatai.

REIKŠMINIAI ŽODŽIAI: turinio rinkodarai skirta leidyba, oro uostų žurnalai, turinio analizė.

Įteikta 2018 m. rugsėjo 7 d.

Priimta 2018 m. spalio 1 d.