



# The Popular Magazine in Britain and the United States of America 1880-1960

*David Reed*

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**The Popular Magazine in Britain and the United States of America 1880-1960** David Reed

In this major new study, David Reed analyses the rise of the popular magazine in the context of social, cultural, technological and economic changes of the late nineteenth to mid-twentieth centuries. Lavishly illustrated throughout, his discussion focuses both on the design and content of magazines, and on their marketing and distribution, paying particular attention to developments in print technology, and analysing the impact of both social and commercial trends in publishing.

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