

Appendix 1: Translation of the questionnaire

This is a rough translation of the questionnaire, which was originally presented to informants in Norwegian. I have tried to translate as directly as possible in order to reflect the meaning of the various questions. Several questions would probably have been phrased differently if I had originally written the questionnaire in English.

Questionnaire: Magazine reading

Age: _____ Sex: _____

Education: _____

Profession/ vocation: _____

Are there other adults in your household?

- No Yes, I live with spouse/ partner
 Yes, I am sharing a flat/ house Other

Do you have children? If yes, how many and how old?

- No Yes, _____ children aged _____

How would you describe the place where you grew up?

- City Small town Suburb Countryside Other

What were your parents' professions?

Father: _____ Mother: _____

1. Where there magazines in your childhood home? If so, can you remember which magazines? And who used to read them?

2. How would you describe your relation to these magazines? Feel free cross of several places if that feels most correct (for instance if you previously subscribed to a magazine, and now read it occasionally).

	Subscribe to	Used to subscribe to	Read almost every issue	Read some issues	Have read occasionally	Have heard of, but never read	Have not heard of
KK							
Elle							
Henne							
Kamille							
Eva							
Tara							
Det Nye							
Woman							
Cosmopolitan							
Costume							
Hjemmet							
Allers							
Norsk Ukeblad							
Familien							
Ute og hjemme							
Bonytt							
Foreldre og barn							
Se og Hør							
Her og Nå							
Shape Up							

3. Do you regularly read other Norwegian magazines not mentioned above? If so, which magazines?

4. Do you ever read non-Norwegian magazines? If so, which?

5. What is your favourite magazine – and why?

6. Where do you usually read magazines?

	Often	Sometimes	Rarely	Never
At home				
When visiting friends/ family				
At work/ at school				
On vacation/ at holiday home				
Travelling/ public transportation				
Hairdresser's, waiting rooms etc.				

Other: _____

7. Could you describe one or several situations where you usually read magazines? What are the circumstances and surroundings?

8. Do you ever talk about things you read in magazines, with friends, family members or others? If so, what topics do you usually talk about?

9. How – on a specific level – do you usually read KK? Cross of as many places as you like, and please enter supplementary comments below.

- I read practically the whole magazine from beginning to end
- I leaf through and read what interests me as I go along
- First I leaf through, then I read what I find interesting
- I have a favourite column I always read first
- I start with what seems interesting based on the front page or the table of contents
- I give the magazine my full attention
- I read with partial attention to the magazine, for instance when watching TV
- I read bits and pieces when I can find the time
- I am often interrupted while reading, so I read the magazine in several turns
- I save the magazine until I have plenty of time

Comments: _____

10. How much do you enjoy reading about the following topics in KK? Rank on a scale from 1(very little) to 5 (very much).

Fashion and beauty	1	2	3	4	5	Don't know
Travelling	1	2	3	4	5	Don't know
Food	1	2	3	4	5	Don't know
Interior design	1	2	3	4	5	Don't know
Work and economy	1	2	3	4	5	Don't know
Health, exercise, lifestyle	1	2	3	4	5	Don't know

Relationships, family, friendships	1	2	3	4	5	Don't know
Self-help and self-development	1	2	3	4	5	Don't know
Literature and culture	1	2	3	4	5	Don't know
Politics and society	1	2	3	4	5	Don't know
Famous people	1	2	3	4	5	Don't know
Women in other parts of the world	1	2	3	4	5	Don't know

Comments: _____

11. What do you gain from reading *KK*? Feel free to cross of several places and please enter supplementary comments.

- | | |
|--|--|
| <input type="checkbox"/> Recreation and relaxation | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Time alone | <input type="checkbox"/> Passing the time |
| <input type="checkbox"/> Inspiration and new impulses | <input type="checkbox"/> Practical advice and tips |
| <input type="checkbox"/> Insight into relationships between people | <input type="checkbox"/> Information on work and economy |
| <input type="checkbox"/> Information on fashion and trends | <input type="checkbox"/> Information on societal questions |
| <input type="checkbox"/> Information on health and lifestyle | <input type="checkbox"/> Information on culture and literature |

Other/ comments: _____

12. Is there something you dislike about *KK* or other magazines you have read?

13. Have you ever (before receiving this questionnaire) visited the website www.kk.no?

Yes No

If yes, or if you feel like taking a look now, what is your impression of www.kk.no?

That's it – thank you!

Appendix 2: Translation of the interview guide for the reader study

This is a rough translation of the original Norwegian interview guide. The interview guide was individually adapted before each interview according to the questionnaire each informant had previously replied to. The listed questions and cues are examples of how to approach a topic, and were not necessarily asked in every interview or in this specific order.

Interview guide

1. The role of magazine reading in everyday life

Could you please describe the situations and circumstances in which you read magazines?

- Magazines you subscribe to – what do you do when you find them in the mailbox? (Read immediately? Browse a little? Save for later?)
- Reading magazines at home – where, when, in what sort of situations?
- Reading outside the home – where and when? (Travelling, work, “hyttetur” (going to a cabin), visiting friends etc.)

Could you describe what you do an ordinary day, particularly which media you use through the day?

- Do you read books and/or newspapers?
- Do you watch TV? What do you like/ dislike?
- Do you use the internet? What for?
- Magazine reading in relation to other media in everyday routines

In the questionnaire you write that you read *KK* and... [recap of information on reading habits from the informants' questionnaire reply]:

- Has that changed since you filled out the questionnaire?
- Do you read any other magazines?

How do you read magazines – specifically?

- In the questionnaire you write that you... [e.g. leaf through first, then read thoroughly]... Can you say more about that?
- Do you read all magazines in the same way? What differences are there?

Do you know if your family members read magazines?

- Do you sometimes talk about things you read in magazines? Or about magazines you have in the home?
- Do you discuss magazines with friends?

Do you have any memories concerning magazines from your childhood?

- Did you use to have magazines at home? Which magazines?
- Which magazines did you read as a child?
- How did this change as you grew older?

Looking back... are there magazines you used to read that you have now given up?

- How has magazine reading changed throughout your life? Why? (Links to other life changes of phases, e.g. being a student, establishing a family...)

2. Experiences with women's magazines online and in print and with magazine aesthetics

When you think about women's magazines... What words occur to you? What do you associate with women's magazines?

What are your favourite magazines? What do you like about them?

When you are in the store buying a magazine... Could you try to describe how you make your decision? Why do you choose what you choose?

What sort of front covers do you like?

- What sort of front covers do you dislike?

- Can you remember if you have ever bought a magazine because of a specific front page, or refrained from buying one because of a front page you did not like?
- Who or what should be depicted on an appealing front page?

Of these five front covers (*KK*, *Henne*, *Kamille*, *Tara*, *Elle*)... What would you choose? Why?

- (describe process of selection)
- (pick up on clues mentioned: Paper quality? Pictures? Colours? Etc)

Do you read family weeklies? (e.g. *Hjemmet*)

- Why/ why not?
- How would you describe the differences between family weeklies like *Hjemmet* and women's magazines like *KK*? What about the similarities?

Have you ever used the website of a magazine you know (for instance *www.kk.no*)?

- What do you think of it? Compared to *KK* in print?
- Do you use other similar websites (for instance *www.klikk.no*)?
- Could you use a website rather than reading a printed magazine (in the various situations where you usually read magazines)? Why/ why not?

3. Experiences with different forms of magazine journalism

What sort of topics do you like to read about in magazines?

- You mentioned... [e.g fashion]. Could you say more about that?
- You did not mention [e.g. relationship advice]. What do you think about that sort of material?
- [List of topics]
 - Fashion?
 - Beauty?
 - Health?
 - Lifestyle e.g. interior design, food ?
 - Professional life and careers?

- Society and current affairs?
- Celebrities/ portrait interviews?
- Culture/ entertainment?

What do you dislike about women's magazines?

When you usually read *KK*...

- What are your favourite parts/ items? Why?
- Is there something you dislike? Why?
- How would you describe *KK* in comparison with other women's magazines?

[If indicated by previous statements]: Do you find women's magazines to be relevant to your everyday life?

- How and why?
- Different magazines, different examples?
- Do you use tips and information [e.g. recipes, product recommendations]? Examples?

Could you try to describe how you feel when you have finished reading a women's magazine?

Women's magazines, gender roles and identity

Do you read editorials in women's magazines? Why/ why not?

- Does your opinion about the editor influence your opinion about the magazine? How? Why/ why not?
- How do you feel about editors who express their point of view on current affairs?

Do you read articles on social and political issues in *KK*?

- What do you think of them?
- Can you remember topics you have read about recently? Why were they interesting/ not interesting?
- How is this sort of material in *KK* different from what you find in newspapers? How is it similar?

Have you ever written a letter or e-mail to a magazine or participated in a magazine website debate forum?

- If so, which topics engaged you?

How would you describe the typical *KK*-reader?

- Do you think of yourself as a typical *KK*-reader?
- How would you compare *KK*-readers to the readers of other women's magazines?

How do women's magazines portray women's roles in society?

- In general?
- In *KK*?
- Differences between *KK* and other magazines?
- What do you think about the ways women's magazines portray women's lives?

Appendix 3: List of readers who were interviewed

The pseudonyms are used throughout the various articles in the thesis. Information about informants' ages, occupations and reading habits refers to the time of the interviews (which were conducted in 2008 and 2009, most in November and December 2008). Some of the magazine titles mentioned have since been cancelled.

Pseudonym	Age	Occupation	Magazines read regularly
Vibeke	39	Airline stewardess	<i>KK, Kamille, Elle, Henne, Tara, Hjemmet, Allers, Se og Hør</i>
Margrethe	72	Nurse, retired	<i>KK, Vi over 60, Illustrert vitenskap</i>
Synnøve	42	Mid-level manager	<i>KK, Elle, Henne, Kamille, Tique</i>
Andrea	32	Grocery store employee	<i>KK, Foreldre & Barn, Rom 1-2-3, Fotografi, Bonytt</i>
Mona	43	Business manager	<i>KK, Hagen for Alle, Bonytt</i>
Eline	52	Educational advisor	<i>KK, Henne, Eva, Allers, Tara</i>
Merethe	36	Teacher	<i>KK, Foreldre & Barn, Mamma</i>
Malene	46	Nurse/ health visitor	<i>KK, Bonytt, Hytteliv</i>
Birgit	61	Auxiliary nurse	<i>KK, Tara, various interior design magazines</i>
Vigdis	37	Manager	<i>KK</i>
Hilde	47	Pre-school teacher	<i>KK, Bonytt, Henne</i>
Astrid	47	Administrative consultant	<i>KK, Henne, Swedish women's magazines</i>
Marie	42	Lawyer	<i>KK</i>
Ingvild	24	Teacher	<i>KK, Det Nye, ShapeUp</i>

Appendix 4: List of editors who were interviewed

The editors who were interviewed have all held various positions within Norwegian magazine publishing. I have here listed their main engagements at the time of the interviews and as of today. Previous engagements are not included here but rather explained in the text where relevant.

Name	Publishing house	Position at time of interview (March-April 2010)	Current position (May 2011)
Torunn Pettersen	Bonnier Media	Editor in chief of <i>Tara</i>	Editor in chief of <i>Tara</i>
Ellen Arnstad	Aller Media	Editor in chief of <i>Henne</i> , publishing editor/ director Aller Media	Publishing editor/ director Aller Media
Gjyri Helén Werp	Aller Media	Editor in chief of <i>KK</i>	Editor in chief of <i>KK</i>
Kjersti Mo	Hjemmet Mortensen (now Egmont Hjemmet Mortensen)	Editor of <i>Kamille</i>	Editor of <i>Kamille</i> , editor in chief/ director for Egmont Hjemmet Mortensen's Young Woman portfolio (including <i>Kamille</i> , <i>Det Nye</i> and others)
Gunnar Bleness	Hjemmet Mortensen (now Egmont Hjemmet Mortensen)	Editor in chief/ director for several Hjemmet Mortensen portfolios, including Young Woman which includes <i>Kamille</i> , <i>Det Nye</i> and others	Editor in chief/ director of several Egmont Hjemmet Mortensen portfolios

Appendix 5: Front cover of KK

The front cover of KK 37/2010. Copyright: KK/ Aller Media. The publisher gave permission for this illustration to be printed in connection with the readers and texts article, first published in *European Journal of Cultural Studies* 14(2).

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