

Post-Convergence Innovation: Digital Magazines Breaking Free from Print's Traditional Constraints

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ABSTRACT

This conceptual study examines the characteristic features of digital magazines on media convergence setting. The discourse draws on existing literature, theoretical frameworks, and explores how digital magazines transcend traditional print hurdles via enhanced interactivity, multimedia integration and global reach, using the Nigerian milieu as a springboard. A literature review synthesises scholarly works on media convergence in publishing and employs the Uses and Gratifications theory and a Co-evolutionary perspective on convergence as a theoretical background. The study highlights digital magazines' key elements like varied storytelling options, broadcasting potentials, mobility, searchability and innovative business models. Findings show that the digital magazine is at the threshold of modern publishing, as it also offers opportunities for deep reader engagement and revenue diversification. The report outlines the implications and potential for publishers in a developing environment like Nigeria.

Keywords: Media-Convergence, Digital Magazine, Publishing, Interactivity, Uses & Gratifications Theory

INTRODUCTION

The media landscape continues to evolve and the consumption of media content, especially digital magazines, has emerged as a transformative phenomenon, showing how readers engage with content. Digital magazines as subject of attention thrive on multifaceted and interactive features, multimedia content and real-time updates, in sharp contrast with their print predecessors. Contemporary publications no longer lend themselves to static pages, but enable an engaging, dynamic user-experience content via hyperlinks, embedded videos, and interactive graphics, which enhances the storytelling process: all of which is made possible by media convergence.

The concept of media convergence has steadily gained significance in the field of communication over the past three decades, thanks to internet-powered new media technology. The ideas of what the concept means have areas of confluence and divergence among media scholars. Convergence is the ability of one media channel to perform the functions of two or more other channels, often as an add-on to its own primary function. It is the integration of print, broadcast, and digital into unified platforms.

According to Salaverria et al (2012), media convergence is a multidimensional process that is facilitated by the widespread implementation of digital communication technologies. It affects the technological, business, professional, and editorial aspects of the media, fostering the integration of tools, spaces, working methods, and languages that were previously separate, in such a way that journalists can write content to be distributed via multiple platforms, using the language that is appropriate to each medium. Examples that typify media convergence include online radio, virtual reality augmented broadcasting, interactive television, electronic books, smartphones, and so on.

Regardless of its expediency, convergence has brought disruption to traditional print while enabling digital opportunities. However, the potentials have been predominantly focused on news and journalism, rather than specifically on magazine formats such as narrative depth, niche audiences and visual storytelling. As scholars (Ufot et al., 2023; Ridwanullah & Bala, 2022; Emma-Okoroafor, 2016) have argued, media convergence has

accelerated the disruption of the print publishing model in Nigeria. This is evident in the rapid migration of audiences to online or mobile platforms, which boast of accessible, searchable, and interactive content.

In magazine publishing, convergence is typified broadly by digital magazines. However, the process is more complex and subtle than presented on the surface. Digital magazines are not at the bottom of the ladder of the media convergence spectrum, as they are not mere replicas of the print magazine in PDF (Silva, 2011). The unique characteristics, features and capabilities that make digital magazines light years ahead of print magazines form the crux of this conceptual report.

Statement of the Problem

For decades, traditional print magazines served as a prominent platform for journalistic indepth information dissemination, cultural discourse, and specialised content globally, and specifically in Nigeria. Nevertheless, the cannibalisation of the print business model reveals print magazines' underlying hurdles like high production and distribution costs, limited reach, fixed schedules, low interactivity, static multimedia, and declining advertising revenue. These limitations are evident as readers shift to online platforms (Muhammad, 2023).

Media convergence brought opportunities and challenges for the publishing industry. The challenges have accelerated disruption, prompting rapid audience and advertisers' migration to digital spaces. Nigerian publishers specifically experience multiple challenges, such as infrastructural barriers in terms of unreliable electricity, high data costs, and uneven internet penetration. Other economic pressures publishers encounter include rising printing or logistics expenses. There is also the absence of digital skills, competition from news aggregators and user-generated content.

While existing literature on media convergence highlights journalism, broadcasting, or general news publishing (Emwinromwankhoe, 2020), the conceptual exploration of magazine-specific formats which emphasise narrative depth, visual storytelling, and niche engagement is limited. The limitation is particularly pronounced in a developing environment like Nigeria, where digital adoption evolution is uneven. Fundamental elements need to be explored, such as the extent to which digital magazines leverage interactivity, multimedia integration, global accessibility, mobility, searchability and innovative models to transcend print constraints; the unique opportunities or barriers that exist for Nigerian publishers. This conceptual exploration addresses this gap by synthesising literature and applying Uses and Gratifications Theory with a co-evolutionary perspective to examine digital magazines' transformative potential in Nigeria's convergence environment.

Research Questions

1. To what extent do digital magazines in Nigeria overcome traditional print limitations through interactivity, multimedia, mobility, searchability, and global access in the context of media convergence?
2. How do Uses and Gratifications Theory's motivations and gratifications by readers drive the preference for digital magazines over print in Nigeria's convergence landscape?

THEORETICAL FRAMEWORK

The Uses and Gratifications Theory (UGT) and a Co-evolutionary perspective on media convergence serve as foundatuin for this study. Uses and Gratifications Theory, as originally proposed by Katz, Blumler and Gurevitch (1974) postulates that audiences actively select media to satisfy specific informational needs, either for entertainment, personal identity or social integration.

Contextually, in terms of digital magazines, UGT justify audience motivation to lean toward interactive, multimedia-rich formats that provide gratification beyond passive reading over traditional print magazines. For instance, features like embedded videos and polls fulfil entertainment and social needs, while searchability attends to other informational wants. While applying Uses and Gratifications to magazine evolution, Abrahamson (2016) highlights how digital platforms modify user gratifications through mobility and customisation. Put differently, digital magazines enable multiple interactive and personalised features that fulfil coetaneous multiplex gratifications.

A significant part of the multiple interactive features includes embedded videos and interactive graphics that enhance reader entertainment gratification. Digital magazines also afford searchable archives and embedded hyperlinks, which improve information-seeking capabilities. Additionally, other user-friendly features like polls, comment sections, social media share button and personalised content feeds are available to gratify social interaction needs.

According to Abrahamson (2015), digital transformation has expanded the scope of gratifications that magazines can provide, while arguing that mobility, customisation, and multimedia integration have altered the manner in which audiences engage with magazine content. His proposition reinforces the relevance of UGT in digital media studies. Hence, UGT offers an operable framework for appreciating magazines' expanding popularity and audience motivation for engaging with digital content in the digital media space.

Latzer's (2013) co-evolutionary approach complements Uses and Gratifications Theory to amplify media convergence, and view convergence as a multiplex interdependent process across technological, economic, political, and socio-cultural levels. Digital technologies evolve alongside user practices and industry models in this framework, accounting for the dynamic interplay. In publishing, the interplay pinpoint how digital magazines evolve alongside internet advancements, leading to innovations like augmented reality (AR).

In contrast to deterministic propositions, which argue that technology solely enables media change, the co-evolutionary postulation emphasises reciprocal process, where technologies adjust user behaviour, and the latter consequently shapes technological innovation. This interaction agrees with Jenkins' (2006) notion of participatory culture in converged media.

In the publishing context, the co-evolutionary framework informs the evolution of digital magazines via the reciprocal process of technological innovation, industry adaptation and user behaviour. In engaging with the preceding, publishers integrate videos, hyperlinks, and social sharing features to align with the audience's desire for multimedia and instant access to information on digital platforms.

Additionally, the evolvement of new media technologies, which give rise to smart devices, encourages publishers to develop features in their publications to gratify readers' demands. Also, advancements in technological trends like augmented reality and interactive information dissemination methods show the development of digital magazines alongside advances in digital media technologies.

Taken together, this framework (Uses and Gratifications Theory and the co-evolutionary convergence) enables a comprehensive analytical springboard for examining the evolution of digital magazines. UGT emphasises the rationale for the audience's deliberate choice of engagement with the media (digital magazines) and how interactive attributes gratify their needs. The co-evolutionary perspective pays attention to systemic change, showing the rationale for technological innovation and market dynamics that impact the evolvement of digital magazine formats.

Therefore, this integrated theoretical approach enables this conceptual report to analyse digital magazines as technological innovations and also as interactive communication platforms modified by audience motivations and gratification, and all-encompassing media convergence processes.

REVIEW

Within communication scholarship, the evolution of digital magazines stemming from the extensive paradigm of media convergence has been a focal point, particularly as digital technologies modify publishing practices and cannibalise its business model. Early discussions on media convergence highlight its technological dimensions, where disparate media forms integrate to form hybrid platforms (Jenkins, 2006). Jenkins identifies five categories of convergence, including economic, technological, cultural, social, and global. This exposition shows how publishing industries adapt to multi-platform content distribution. This has led to a shift from static print to dynamic digital formats that incorporate multimedia elements regarding magazine publishing.

Also, studies have documented the transformation of traditional magazines into digital realms. One example is Duffy (2013), who examines how some magazines have adapted to digital convergence and blended traditional

editorial content with interactive features to engage the emerged fragmented audiences. This adaptation was replicative across the industry as it offers publishers a key transformation to leverage user-generated content and social media integration for enhanced reader engagement and patronage.

Also, Latzer (2013) provides a co-evolutionary framework for understanding media convergence. The author categorises it into technological, economic, political, and socio-cultural dimensions. When applied to publishing, this framework reveals how digital magazines evolve through reciprocal interactions between technology and user behaviours, and promotes innovations like personalised content delivery. Empirical evidence from developing environments, such as Conroy-Krutz et al. (2024), emphasised the growing digital media adoption in Africa, regardless of demographic divides, indicating that convergence is accelerating even in resource-limited milieus.

Reports on the impact of convergence on journalism practices show challenges and opportunities. Donohue (2006) postulates that convergence heralded the cannibalisation of the print business model and that the activities online are complementing rather than endangering the future of the print industry. Likewise, Bachmann and Harlow (2012) analyse Latin American newspaper websites, noting increased interactivity through multimedia, which parallels digital magazine trends. Similarly, Holmes (2018) discusses specialist magazines in what is termed "communities of taste," where digital convergence promotes niche targeting through data analytics.

In addition, literature also points to gaps, such as the ethical implications of convergence in big data eras (Misra, 2024), including privacy concerns in personalised publishing. Overall, while convergence promises innovation, studies emphasise the need for balanced approaches to maintain journalistic integrity and audience trust in digital magazines.

Historical Overview of Magazines

Similar to the newspaper, magazine publishing is considered to have started in Germany, with the *Erbauliche Monaths-Unterredungen*, which translates to "Edifying Monthly Discussions," published in 1663, nearly six decades after Relation, the first newspaper, was published there (Weber, 2006). The magazine was short-lived, lasting only a brief five years till 1668. Other similar publications soon appeared in the early 1670s, in places like France, England, and Italy.

The 19th century saw the rise of specialised magazines, targeting specific audiences and interests. In America, for example, there were such magazines of science as *Popular Science Monthly* and *Scientific American*; such magazines of travel and exploration as *National Geographic*; such magazines of fashion and homemaking as *Glass of Fashion*, *Home Arts*, and *Ladies' World*; and even a magazine on infant care, *Babyhood*. There were also forerunners of the modern picture magazines and news magazines, such as Harper's Weekly and Leslie's, with their many topical illustrations (Peterson, 1956).

By the early 20th century, with more advancements made in printing and publishing technology, there was an emergence of what can be classified as "mass market magazines," characterised by large circulations and colourful illustrations. Photo techniques had also been improved upon, which publications like *Life* (1936-2000) and *Look* (1937-1971) took advantage of. *Reader's Digest*, a magazine that catered to the growing suburban middle class, also started in 1922 and is still publishing (Graf, 2014; Peterson, 1956).

What can be regarded as the "modern era" of magazine publishing started around the 1950s, with the rise of "modernisation" of such titles as *Rolling Stone*, *Vogue*, and *Forbes*. In the decades that followed, these magazines and other contemporary magazines in America came to be characterised by specialised issues that reflected the shifting reader interests and demographics, and other transformations brought on by digital technology in editing, photography, and printing techniques.

Digital Magazines: The Present Era and Future Publishing

Referring to the digital revolution, Abrahamson (2016) notes that it provides new delivery platforms such as the desktop computer, the tablet and the smartphone, which many magazine publishers learned to embrace.

Abrahamson raised additional concern about how “most observers are quite certain that alternative means of digital delivery will continue to emerge.” Digital magazines have revolutionised the publishing industry, offering a unique blend of interactivity, accessibility, and sustainability.

Undoubtedly, it is still a growing area of research, given the paucity of literature on the matter. However, what evidence stands to support is that the global community is in a continuous conversion towards digital technology. Even among developing countries, magazine publishing and digital evolution in the industry are not found wanting (Conroy-Krutz et al., 2024). The discussion that follows highlights the attributes that make digital magazines stand out.

Varied Storytelling Options

Instead of being limited to using either text, images, or a set number of characters, digital journalists can now select the best tools to convey their narrative. There are other ways to enhance the reading experience, and page flip technology even replicates the conventional page-turning process. These days, readers of digital magazines, even those that are less interactive, have the option to "zoom," send an email to any address listed in the magazine, go straight to a page through the index, or click on links that take them to websites mentioned in the text or in advertisements (Silva, 2011).

Options for magazine or interest groups subscriptions, augmented reality, digital games, special apps, social media, online shopping, contributions to the magazine's content or special access to some information organised in layers are some of the possibilities that digital magazines (and also their advertisers) can explore to enhance interactivity with the reader. Next to the most creatively crafted print magazine, the digital magazine provides a vast array of tools to craft immersive, engaging, and dynamic stories.

Moreover, a range of multimedia elements that can be incorporated includes videos such as interviews, documentaries, or explainer videos that add depth and context to the story. They also include audio like podcasts, audio interviews, or soundscapes that enhance the reader's experience. Additionally, infographics such as interactive graphics present complex information in an engaging, easy-to-understand format. There are equally animations in the form of interactive animations that illustrate complex concepts or tell stories in a unique and captivating way.

The varied storytelling options immerse readers in digital magazines and can be enhanced with additional interactive features like quizzes and polls, games, and augmented reality-like experiences that bring stories to Life, allowing readers to interact with virtual objects or environments. Complementing this is the obvious social media integration that print magazines try to replicate with bar code scanning.

‘Discoverability’ Potentials of Digital Magazines

A digital magazine has the ability to reach anyone with Internet access, unlike print magazines, whose geographic expansion is dependent on physical distribution. Also, search engines, directories, and social media all aid in the "discovery" of a digital magazine. Instead of having to wait weeks for a paper copy to arrive, subscribers may view their first issue immediately, within minutes of signing up. If the publisher provides digital sampling, readers can view a sample for free to decide if they wish to subscribe (Silva, 2011).

The digital aspect of magazine publishing places it side by side with the broadcast channels in their ability to transcend continents. Although print magazines are an exportable product, their international demand and logistics of delivery do not come close to those of digital magazines. 'Discoverability' is also a key factor, where web surfers serendipitously chance on a publication they might be interested in, while undertaking an entirely different, unrelated web activity.

Another key feature of digital magazines is the mobility and ease of storage. Readers may access any digital magazine they like from an iPad, laptop, or smartphone without worrying about weight or space constraints. On the other hand, magazines can be delivered to subscribers worldwide in a timely and economical manner.

Also, convergence has enhanced searchability and transferability of these digital publications. Back issues are also much easier to access. For example, readers can share articles with friends or save material immediately on their computer, as well as browse current issues and archives.

Furthermore, these platforms enable virtual trial or product experience in online shopping. Media convergence and technological evolution make it possible to view items in 360 degrees, zoom in, "try" and purchase them in a matter of seconds through a secure transaction, particularly in periodicals about fashion, travel or gadgets.

Exploration of Business Models

The electronic edition of a magazine can be cheaper than the print one, because it saves on costs associated with printing and distribution, representing almost half of total costs (MacKie-Mason & Lougee, 2008). Besides this, publishers can build speciality periodicals that attract specific readers and new advertisers, allowing them to explore new methods to advertise. Even though the risks are evident, publishers might investigate a variety of innovative business models to diversify their revenue streams, such as e-shops, premium content, crowdfunding, special services, e-books or limited editions, and many others.

Overview of Digital Publishing in Africa, Current State and Growth Trends

Digital publishing in Africa has emerged as a dynamic force within the evolving shift of media convergence. The evolution has enabled an engagement where traditional print formats are increasingly integrated with digital technologies to enhance accessibility, interactivity and reach. This global shift toward digital media is highlighted in studies like Conroy-Krutz et al. (2024), who posited that Africa's publishing sector is adapting to internet-powered tools, enabling magazines, books, and journals to transcend physical limitations.

The development is particularly relevant for digital magazines, as it leverages multimedia elements and global distribution to flourish. Similarly, Africa's digital publishing landscape is influenced by unique socio-economic factors such as rapid mobile adoption, an increasing youthful population and persistent infrastructure challenges. However, the continental digital publishing sector is experiencing robust expansion, impacted by mobile technology and affordable data plans.

In sub-Saharan Africa, digital platforms are reshaping how content is created and consumed, with a shift of audience motivation and gratification from print as to go-to platform to digital-first strategies to reduce costs and expand reach. For instance, South Africa's digital publishing market was valued at USD 1.21 billion in 2024 and is projected to reach USD 2.97 billion by 2033. The compound annual growth rate of 10.43% encompasses e-books, digital magazines, newspapers, and journals. Likewise, the Middle East and Africa digital reader publishing market is forecasted to grow from USD 2.4 billion in 2025 to USD 4.5 billion by 2033 at a compound annual growth rate of 7.4%. The expansion includes consumer entertainment, comprising fiction, non-fiction, and magazines, emphasising interactive and multimedia content (Scott, 2025; Statista, 2025). On a continental level, these data suggest the fast growing and expansion of digital prints, especially magazines.

Additionally, Artificial Intelligence (AI) is also transforming the industry, streamlining content production, personalisation, and distribution. Publishers are embracing AI for tasks such as content curation and marketing, raising the potential for expanded reach in storytelling. Also, journalism in Africa is evolving with digital trends. This includes data journalism, investigative reporting, and citizen journalism, which is amplified by social media and new digital discursive spaces.

Worldwide, the digital print market in 2026 is undergoing moderate global growth, which is influenced by elements such as changing readers' preferences towards digital content, expansion in mobile access, and a modification in advertising strategies toward digital audiences (Statista, 2026). Besides, A StellarMR (2026) report posited that the print industry market size was valued at USD 44.97 billion in 2025, and is expected to expand to USD 60.38 billion by 2032, at a compound annual growth rate of 4.3% over the period.

These progressions are driven by rising demand for interactive formats, multi-device access and customised editorial experiences, which continue to push adoption and competition across global platforms (Research

Markets, 2026). The implication is that 2026 is a tipping point where the newspaper and magazine industry has transitioned from a period of rapid disruption to a phase where digital platform has become an alternative to print and also the principal, sustainable model, driven by maturation in digital habits and advertising strategies.

Nevertheless, growth will depend on surmounting certain factors, such as subscription fatigue through high-quality, tailored content, and managing the risks associated with intellectual property and talent retention. This is even as publishers respond to the “Creator Shift” where, increasingly, journalists are used to act more like creators, with the attempt to boost engagement. These reports also indicate that technology, software, and platforms hosting content are growing rapidly alongside the content creation market, providing revenue models with shifts from print-centred to digital platforms.

Challenges, Opportunities and Innovations in African Digital Publishing

Despite promising growth in the industry, there exist present and potential systemic barriers that hinder progress. In sub-Saharan Africa, internet infrastructure gaps, especially in rural and outlying areas, curb reach, with data costs and connectivity presenting significant hurdles to digital adoption. Also, demographic divides exacerbate the preceding; as urban youth drive digital engagement, older and rural audiences lag due to poor broadband and device affordability. Additionally, persistent e-publication cost competition undermines publisher margins, and a dearth of skilled talent in digital tools could pose challenges for innovation.

Table 1: Active Nigerian Digital Magazines

Publication	Year Est.	Website	Focus
<i>BellaNaija</i>	2006	bellanaija.com	Fashion, art, and creative business in Africa
<i>Modaculture</i>	2018	themodaculture.com	Fashion, art, and creative business in Africa
<i>Exquisite</i>	2006	exquisitemag.com	Fashion, lifestyle, and women's empowerment in Nigeria
<i>Alice NG</i>	2014	alicemagazine.ng	Fashion, beauty, and youth culture
<i>Marie Claire Nigeria</i>	2022	marieclaire.ng	African women's issues, fashion, and culture
<i>Zen Africa</i>	2010	instagram.com/zenmagafrica	lifestyle, fashion, and beauty
<i>Genevieve</i>	2003	genevieveng.com	Lifestyle, women's issues
<i>Today's Woman</i>	2007	todayswomannow.com	Women, business, leadership, and lifestyle
<i>The Republic</i>	2019	rpublc.com	African politics, culture, and society
<i>Zikoko</i>	2015	zikoko.com	Youth culture and viral storytelling
<i>TechCabal</i>	2013	techcabal.com	African startups, innovation, and technology ecosystems
<i>Ovation International</i>	1996	ovationinternational.com	Glamour/lifestyle, high-society events, celebrities, and culture

Source: Internet sources, 2026

Nevertheless, Africa's digital publishing sector is ripe with varied opportunities, particularly given its growing mobile internet penetration and a large young population. Continental's potential in creativity and resilience is evident in adaptive models like mobile-first content delivery and partnerships with tech firms for interactive learning tools. These tools remain an evident framework for digital magazines to capitalise on in incorporating characteristics like augmented reality and social media integration to gratify niche audiences in fashion, travel, and education (Elongué, 2024).

Furthermore, the Nigerian digital magazines publishing industry has flourished as part of the wider shift toward digital publishing in Africa, particularly in Lagos, where many of their headquarters are based. These platforms often incorporate traditional magazine formats with online interactivity. These integrations include multimedia formats such as videos, podcasts, infographics, social media blend and mobile accessibility. The consolidation aligns with the features of convergence, like varied storytelling, broadcasting potentials, mobility, and niche customisation for effective audience engagement.

Likewise, regardless of the potential presented by convergence and the new media technologies, many Nigerian publishers still maintain their print copies, resulting in a hybrid model (print and digital editions). However, purely or primarily digital editions thrive and have a wider reach due to lower costs, instant global reach and appeal to a young, urban, tech-savvy audience. The list in Table 1 highlights a vibrant and diverse Nigerian digital magazines. The shift from traditional print limitations enables interactivity, multimedia integration, mobility, searchability, varied storytelling and global reach, while leveraging innovative business models in the era of media convergence.

Besides, many of these publications started as blogs or traditional print titles before evolving into robust digital editions. The benefits accruing from the new media technologies provide the opportunities to prioritise mobile optimisation, social engagement, and diversified revenue models such as online advertisements, donations, sponsorships and subscriptions. Presented in Table 1 are examples of prominent digital magazines across categories like lifestyle, fashion, culture, news and entertainment. This compilation draws from current rankings, directories, and industry sources as of 2026.

The rise of subscription-based services and AI-driven personalisation in digital publishing offers new revenue streams, while digital platforms enable lower production costs and global reach. According to the PwC (2025) report, regardless of global economic pressures, the digital markets in Africa delivered strong returns in 2024. The report forecasted a substantial increase in data consumption across markets in Africa, with South Africa (6.2%), Kenya (7.1%), and Nigeria (11.2%) leading a continental growth, outpacing worldwide averages and setting new records for digital innovation and engagement; the figures and the diversified media landscape support digital magazine growth.

Looking ahead, Africa's digital publishing is headed for rapid growth if challenges like infrastructure and policy reforms are addressed. An ITU (2025) report on digital development highlights opportunities in connectivity enhancements, which will unlock new markets for digital magazines and e-books if infrastructural deficits are surmounted. With a focus on indigenous languages, AI integration, and community-driven content, the sector could lead in innovative storytelling. Convergence's possibilities are endless, and in Africa, this means bridging digital divides to empower local voices on a global stage through digital magazines.

CONCLUSION

Convergence offers a chance for otherwise limited-functionality devices to take on more roles and serve the audience's uses and gratifications. As magazines can incorporate a podcast feature to enrich their digital versions, online radios can promote publications in tandem with the issues of the day on their site. Indeed, the possibilities of media convergence are 'endless'.

Nevertheless, digital magazines have arrived at a watershed potential with the promises of convergence, where many unique capabilities have been bestowed on the digital magazine, and more are still discoverable. The page flip technology, 'broadcasting' potential, portability and transferability, as well as searchability, are among digital magazine convergence-based opportunities explored in this report. As Abrahamson (2016) rightly noted, more possibilities of the digital evolution are ongoing. Future research should empirically test these attributes in contexts like Nigeria to validate their applicability amid infrastructural challenges.

RECOMMENDATION

To begin with, publishers are urged to prioritise multimedia and interactivity to enhance reader engagement. Investment in tools and skills for rich multimedia content, such as embedded videos, interactive graphics, audio features, and user polls are worthwhile venture.

Also, interactive elements like live chats, comments and personalised suggestions are worth considering. The integration of these elements would leverage the Uses and Gratifications perspective by fulfilling reader motivation for immersion and participation, while converting a passive print audience to active digital readers.

Additionally, digital magazines need to be designed primarily for mobile devices to take advantage of mobility and searchability. This would expand global reach by employing search engine optimisation and social media

amplification to attract audiences across borders. Leveraging the strategy would address print's geographical hurdle and open new audience segments in Nigeria's uneven digital landscape.

Furthermore, the need to blunt the cannibalisation of print business and diversify revenue models for financial sustainability remains strong for digital publishers. Publications can overcome the traditional advertising model hurdles by exploring subscriptions such as paywalled content, native or sponsored content, native advertising, content syndication, and e-commerce integrations. Again, hybrid trial models can integrate free access with premium features to expand audience engagement, loyalty, and reduce reliance on declining print advertising revenue. This strategy could mitigate economic pressures like high data costs.

Ultimately, these propositions position digital magazines as a veritable, forward-looking alternative to print, while offering a practical pathway to thrive in convergence, while addressing local realities by Nigerian publishers.

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