**Three Women’s Newsletters on the Decline of the Glossy Magazine**

With the folding of More and Lucky magazines, layoffs across properties, and more brands focusing their marketing efforts on mobile and digital, it’s not a golden age for women’s magazines in print. One place at least some of the audience’s attention is moving: email newsletters. With 55 percent of email opens happening on phones, it’s an increasingly powerful way to reach readers directly on mobile.

***Nieman Lab 8.18.16***

<http://www.niemanlab.org/2016/08/its-a-little-bit-of-a-crazy-concept-three-womens-newsletters-on-the-decline-of-the-glossy-magazine/?utm_source=API+Need+to+Know+newsletter&utm_campaign=a7502f66f9-Need_to_Know_August_19_20168_19_2016&utm_medium=email&utm_term=0_e3bf78af04-a7502f66f9-31697553>