

Abstract

The presence of social media, the growing base of their users and the time they spend on them fundamentally changes the process of media consumption before the emergence of Web 2.0. Instagram is one of these social networks, whose popularity is still growing. Another of the platforms, which was primarily created to connect people with each other and make it easier for them to communicate with each other, is now, thanks to its demonstrable potential to reach many people, an advertising space that advertisers use extensively. Social media has thus expanded the offer of advertising channels used so far to address the target publication, including lifestyle magazines. Together, these two types of media are the representatives of traditional and new media which resemble each other for its type of content they offer. They both serve as an entertaining tool for the readers. The questions that this work seeks to answer are whether young users who were born or partially grew up in the digital age are beside being Internet users on a daily bases from an early age also readers of press, in this case, specifically lifestyle magazines. Second question is how they perceive advertising in both types of these media and which of these two is more suitable for advertising placement. Even though young people spend a lot of time on social networks and it may seem that digital adveertising will be more suucesfull when trying to reach them, i tis important to mention that the ad format is displayed among the customized content of each user, therefore it can be disruptive and user response might be rather negative unlike the advertising in a lifestyle magazine, which is often designed to fit into editorial content.