

Advertising in Journalism to Support Sustainable Development (Case Study: Branding Historic Cairo on Magazine Covers)

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Abstract:

Nowadays, efforts are made to revive and develop Egyptian heritage districts. The country's government pays great attention to historic Cairo, which is a globally registered heritage site, attempting to branding these places by shedding light on their architecture, artisan activities, and revived activities to preserve this cultural heritage in a way that achieves sustainability for this unique environment. These efforts need more promotion and advertising. This research sheds light on the advertising of historic Cairo in journalism, particularly magazines, as one of the distinguished advertising means, hoping to support branding and sustainable efforts through encouraging tourism and contributing to economic prosperity.

In this study, we discovered a limited appearance of such places in magazine advertising, and there is a shortage of branding and promotion of Cairo historic places in Egyptian magazines that present that type of subject on the internet (tourism magazines). Moreover, this limited appearance did not reflect the beauty of their architectural details. Thus, how can these historic places be advertised in a way that reflects their uniqueness and historical significance on magazine covers and in advertising in printed and digital forms.

This study investigates how to design suitable advertising solutions on magazine covers for branding places to support the sustainable growth of Cairo's historic places. The research introduces magazine advertising solutions to support and motivate Egyptian magazines to align with societal requirements and developments. This study hypothesizes that there is a shortage of magazine covers to advertise the branding of our different historic places, such as the Cairo Historic Region. Moreover, existing magazine cover designs as advertising media need new design solutions. Finally, magazine cover advertising can support efforts in the sustainable development of branding places in the historic Cairo region. In this research, visual thinking processes and advanced program techniques are used to find new design solutions that are compatible with the design restrictions on magazine covers as an advertising medium and one of the branding touch points to represent the aesthetic of the architecture of these unique historic places. The research figured out that Egyptian magazines should transfer to electronic methods to align with societal development. Furthermore, place branding contributes to processes of sustainability in terms of economic development. The branding can aid development by promoting tourism operations, visits to those locations, and the arts produced in those locations.

Keywords:

Magazine advertising- Magazine cover - Sustainability- Visual Thinking- Place Branding.

في الوقت الراهن، تبذل الجهود لإحياء وتطوير الأحياء التراثية المصرية. حيث تولي الحكومة اهتمامًا كبيرًا بالقاهرة التاريخية، وهي موقع تراثي مسجل عالميًا، وتحاول تسليط الضوء على هندستها المعمارية وإحياء أنشطتها الحرفية وذلك بهدف الحفاظ على هذا التراث الثقافي وبما يحقق الاستفادة لهذا المكان الفريد. وذلك يحتاج إلى المزيد من جهود الترويج والإعلان. يسلط هذا البحث الضوء على الإعلان عن القاهرة التاريخية في الصحافة، وخاصة المجلات، باعتبارها إحدى وسائل الإعلان المتميزة وجزء من البراند، على أمل دعم والتنمية المستدامة من خلال تشجيع السياحة والمساهمة في الرخاء الاقتصادي. في هذه الدراسة وجد ظهورًا محدودًا لمثل هذه الأماكن في إعلانات المجلات، مما يمثل نقصًا في البراند والترويج للأماكن التاريخية في القاهرة في المجلات المصرية الخاصة والتي تقدم هذا النوع من المواضيع على الإنترنت (المجلات السياحية). كما أن هذا المظهر المحدود لم يعكس جمال تفاصيلها المعمارية. وبالتالي، كيف يمكن الإعلان عن هذه الأماكن التاريخية بطريقة تعكس تفردا وأهميتها التاريخية على أغلفة المجلات وفي إعلاناتها المطبوعة والرقمية. تبحث هذه الدراسة في كيفية تصميم حلول إعلانية مناسبة على أغلفة المجلات للأماكن ذات العلامات التجارية لدعم النمو المستدام للأماكن التاريخية في القاهرة. ويقدم البحث الحلول الإعلانية للمجلات لدعم وتحفيز المجلات المصرية لتتماشى مع متطلبات وتطورات المجتمع. تفترض هذه الدراسة أن هناك نقصًا في الاهتمام بالبراند لأماكننا التاريخية المختلفة مثل منطقة القاهرة التاريخية على أغلفة المجلات كوسيلة إعلانية، علاوة على ذلك، تحتاج تصميمات أغلفة المجلات الحالية كوسائل إعلانية إلى حلول تصميمية جديدة. وأخيرًا، يمكن للإعلان على غلاف المجلة أن يدعم الجهود المبذولة في مجال التنمية المستدامة في منطقة القاهرة التاريخية. تم في هذا البحث استخدام عمليات التفكير البصري وتقنيات البرامج المتقدمة لإيجاد حلول تصميمية جديدة أكثر تعبيرًا عن جماليات المكان و الهندسة المعمارية بهذه الأماكن التاريخية الفريدة وتتوافق مع القيود التصميمية لغلاف مجلة كوسيلة إعلانية وأحد نقاط اتصال البراند الخاص بهذه الأماكن. وتوصل البحث إلى ضرورة تحول المجلات المصرية إلى الأساليب الإلكترونية لتواكب التطور المجتمعي. علاوة على ذلك، تساهم العلامة التجارية للمكان في عمليات الاستفادة من حيث التنمية الاقتصادية. يمكن للعلامة التجارية أن تساعد في التنمية من خلال الترويج للعمليات السياحية، والزيارات إلى تلك المواقع، والفنون المنتجة في تلك المواقع.

الكلمات المفتاحية

إعلان المجلة، غلاف المجلة، الاستفادة، التفكير البصري، براند الاماكن

Abstract

Nowadays, country government devices are making a lot of efforts to revive and develop Egyptian heritage districts as historic Cairo district (which is considered a model for the historical and cultural places that Egypt abounds with). These efforts are companion with retrieving the shape of infrastructure, renew museums, and the especial craft arts which are associated with and affected by this environment and the entertainment places and events. This district is registered as a world heritage site that is advised to be protected, developed, and visited (Heritage Centre, n.d.). The consideration of rising visitor numbers, reshaping infrastructure, and attracting inward investment opportunities refer to sustainable development of a place. (Maheshwari, Vandewalle, 2011). These efforts and the worldwide economic situation shed light on the importance of sustainable development. Thus, the need to shed light on place

branding to reinforce the understanding of the overall sustainability of such important Places highlights the significance of this research. This research gives attention to advertising to support the branding of such places and the sustainable development in these areas. This research focuses on Journalism advertising media, especially magazine medium because magazine advertising is one of the effective advertising media that is affecting the advertising industry. The effectiveness of magazine advertising is contingent on advertising design and promotion goals. (Kokemuller, n.d.) Therefore, it was necessary to review the submitted advertising of Specialized printed or digital magazines for these places (in quantity and quality). It was noticed that the design of advertising for these places (especially on the covers of specialized printed or digital magazines) does not present the heritage and arts that these places contain well, and it was also noted that there is a scarcity of mentioning and advertising about these historical areas, despite the effect that advertising has on the branding process. This research offers suitable advertising design solutions on the covers of magazines to contribute to and reinforce the branding of the research case study place (historic Cairo districts) and the sustainable development that these historic places deserve.

Statement of the problem:

This research is trying to answer the subsequent questions:

1. How to design a suitable advertising on magazine cover that support branding a place?
2. Can magazine advertising support sustainable development?

Research Objective:

This study investigates how to design suitable advertising solutions on magazine covers for branding places to support the sustainable growth of Cairo's historic districts.

Research Hypotheses:

- There is a shortage in using advertising to promote Cairo historic places through specialized magazine.
- existed magazine cover designs as advertising media need new design solutions.
- Magazine cover advertising for branding these places can support efforts in sustainable development of historic Cairo region.
- Magazine Advertising could help in sustainable development of Cairo Historic Places.
- Using visual thinking strategy can help advertising designer in branding places.

Research Methodology:

This research follows the descriptive approach and then follows the experimental approach by using visual thinking to develop more expressive and innovative advertising designs for the Cairo historic place branding.

Research limits:

Research limits: review specialized journals that have been published since 2015 until the period preceding the research's preparation. The review includes magazine covers as advertising about the research region in specialized local and international magazines that have existed on the Internet. As well as reviewing the capabilities of historic Cairo.

The research's theoretical framework:**1- Journalism and magazine advertising importance:**

While journalism field refers to the collection, preparation, and distribution of news through such print and digital media. This research is considering with magazine as one of printed/digital Journalism media, especially advertising on magazine. (*Journalism | Definition, History, & Facts.*, n.d.) According to figures from throughout the world statistics, magazine advertising spending is anticipated to reach US\$13.73 billion in 2023, and the top companies' revenues (globally and consolidated) have continued to rise. (*Magazine Advertising – Worldwide*, n.d.)

A different statistic investigates the importance of magazine advertisements in influencing the reader. It states that 61% of magazine readers take action after seeing print advertisements, such as conducting an internet search or going to a website. As compared to online display ads, magazine ads enhance ad awareness by 47% and 36% favorability, 72% of participants claim to have learned a specific information from a particular magazine advertisement. (*The Most Surprising Magazine Ad Statistics and Trends in 2021.*, 2022)

1-1 Magazine advertising features:

Magazines, as print publications, are the most aesthetically presented art form that blends design, standard style, originality, and innovation. Readers' interests are captured. Not only to the content of the magazine but also to the layout and style of the cover page. (Sharma, 2016) Different magazines utilize design principles carefully to wisely display the current issue on them and stand out, which makes the outstanding cover page a master shot composition. The back cover is the most envisioned and expensive ad position in the magazine, followed by the two inside covers (the inside front and the inside back). (Bruce, n.d.) Thus, the front cover is considering a free ad that has superior and priority awareness. The systems of signification on covers are closely connected to their commercial nature. (Media, 2017)

A statistic that investigates the importance of positioning magazine advertising highlights the fact that the placement of an ad can have a significant impact on its effectiveness, with 57% higher recall when positioned towards the front of the publication, and 46% of magazine subscribers say they are highly engaged with the ads placed in their favourite print publications (Gitnux, 2022).

While the printed magazine industry has not been totally ruined by the shift to digital, it does appear to be publishing and distributing more quickly, with greater flexibility in content, no revenue loss from unsold copies, and the ability to reach readers outside of regional boundaries. (Bruce, 2014). Digital tourism advertising, as visual messages are spread, affects place selection and the visit intention of tourists. In the digital age, advertising has improved the presentation of print advertising in many forms, such as commercials on destination promotion websites, web banner ads, online pop-up ads, and product placement on e-commerce websites. (Yang, Chen, 2022)

Furthermore, magazine advertisements are the best way to reach a niche community, deliver significant messages, and be seen once more, and brands will benefit from the magazines'

trustworthy reputation and premium printing quality. (Yang, Chen, 2022) The location and size of magazine advertisements vary.

1-2-Magazine cover importance:

A well-designed magazine cover arouses the reader's attention to the content, is compelling, and entices them to purchase and read the issue. A magazine cover promotes itself by incorporating verbal and visual text with a wish image. (Sharma, 2016) Moreover, magazine covers characterize, establish a recognized identity with a distinct self-image (McCracken, 1993), and the brand identity of the magazine commodity and differentiate it from its competitors. The function of the magazine cover is to increase sales, so the magazine cover is treated as an advertising medium. (Media, 2018)

While magazine cover as an advertising medium has averaged a 78% total recall score, while the back cover tied for second place, averaging 69% total recall. Thus, it is the best of any premium advertising position in the magazine (Bondy, 2010) and categorized as an advertising that is not paid-for placement (Media, 2018) of the magazine's brand identity. The contemporary magazine covers are powerful forms of self-promotion. Moreover, it performs as a broadcast medium and cultural artifact that reaches a wide audience (Taylor, 2006).

A magazine cover must captivate the buyer within a timeframe (proximity of 4 seconds) (Media, 2018). There are some restrictions that designers should consider when using magazine covers as advertising for any place, such as:

- 1- Keep the magazine name (masthead) in the most obvious place and give it the priority with consistency.
- 2-Work with grids and layout with subheadings with one focal point to trigger the reader's curiosity.
- 3- Use design principles to infuse magazine cover design with contrast, balance, eye movement, unity, etc. (Dolores, 2021).
- 4- Using gestalt theory to imagine how users will realize your standout design.

2-Sustainability and Cairo's historic place:

2-1- Cairo's Historic place:

This research considers the old Cairo region according to its historical significance and focuses on El-Moaz Street as a prominent example. Cairo's historic center was named a World Heritage Site in 1979 (Heritage Centre, n.d.). From the seventh to the fourteenth centuries, Cairo's historic center was the dominant political, cultural, and religious center of the Islamic world. (*Historic Cairo | For UNESCO World Heritage Travelers*, n.d.). This World Heritage Site has historic mosques and schools with unique architecture, as well as narrow stone streets. These charming features have attracted visitors for centuries.

2-2-Sustainability:

Sustainability is investigated and classified into three dimensions. These include economic, social, and environmental factors (Khan, 2015). Water and energy use, waste and emissions,

waste management, space management, and cleanliness are all concerns related to the environment. Economic variables include employment, sales growth, income stability, and profitability indices. Basic necessities, social recognition, empowerment, independence, control, and child labor are all examples of social aspects. (Moya; Ribes-Giner, 2020). The environmental factor includes the ecosystem (Khan, 2015), the environmental system improves the well-being of both individuals and the planet, as well as the profitability of businesses.

Sustainable development is a method of economic planning that aims to promote economic growth while preserving the quality of the environment for future generations (Sustainable development | economics, n.d.). Thus, sustainable development of historic districts should pay attention to the requirements of contemporary people as well as the protection of historic structures. The historic districts have tourism value for their cultural heritage, and attracting tourists to these regions is beneficial for the districts' long-term sustainability. Whereas tourists' cognitive cultural heritage values and the reality of their experiences drive place attachment through destination image. (Zhu, 2022)

3- Place branding:

A place brand is defined as the visual, verbal, and behavioral expression of a place in the consumers' mind, which is represented through values, communication, the general culture of the place's stakeholder and the overall place design (Gulisova, 2020). Place branding is a strategy for promoting and enhancing the image and the appeal of a location. By creating and communicating a positive place identity, Place branding can help and attract various target market segments.

The place brand efforts are frequently oriented toward tourism, place branding efforts emphasize in supporting the economies of developing countries; It can be looked at in order to promote and attract tourists and direct investment. (Skinner, 2021)

Whereas branding functionally is to enhance and promote the place image (Digital Marketing, | The Hartford, n.d.). The three biggest factors that have an impact on a place's image are History, heritage, and culture. Place image works as main factor of branding, which refers to the viewpoints that the target audience currently have with a place (Jovičić-Vuković, 2018). Most of these viewpoints are sources derived such as the views of people in their personal networks, education, media, and advertising (Govers, R. 2011) advertising work to enhance brand awareness.

Whereas historic districts contain a wealth of architectural resources, visual environment, and landscape information that tourists ingest as a form of material encouragement that can lead to visual preferences, which in turn arouse place attachment (Zhu; Chiou, 2022). The effective factors of the place branding process are presented, which can be matched with a specific context based on the existence and dominance of factors involved in the process (Gulisova, 2020).

4-Visual thinking:

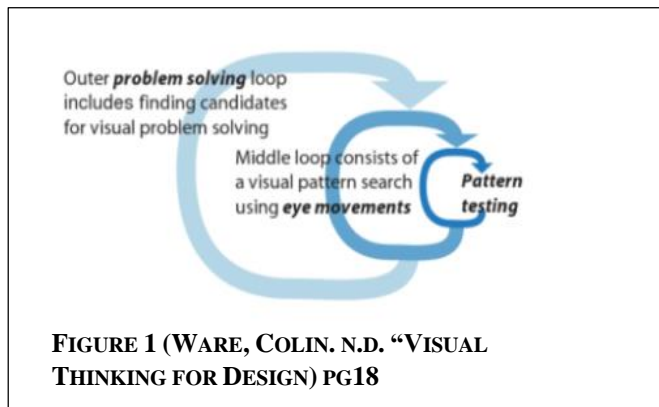
Visual Thinking Strategies (VTS) is designed by Abigail Housen and Phillip Entwine. Utilizing VTS help in enhancing how to observe, feel, and discuss various visual artworks. The progress of visualization capabilities can improve integrated problem-solving performance. One of the

benefits of visual thinking is that it removes the barriers that prevent designers from freely engaging in representational visualization and visual imagery (Sholihah; Nusantara, 2019).

Visual thinking has many complex mental processes associated with the concept of visual thinking, the most related processes to the designer perception and mental activity as follows:

- Bottom-up perception: This process rationalizes how visual information transaction from eyes to brain and joint with knowledge to encourage the designer to arrange visual components to create subsequent innovative/ creative visual designs.
- Top-down process: This type aids the designers to attain a specific design goal by combining visual and non-visual knowledge to construct an original design.
- The nested loops: It helps to explain how the brain of a designer thinks about design problems and to solve an issue.

The outer loop addresses the generalizations, the middle loop to help the designer determine a pattern that will help in reacting to the visual queries. Specifics are managed by the inner loop. The brain creates a sequence of solutions and then implements them in the outer loop to solve an issue [figure 1].



Visual thinking is associated with an emotional approach as a link between the designer and the feelings of elements of the environment. This approach affects the designer's way of forming the design through the designer's own expression (Ware, 2008). Finally, the benefits of visual thinking are varied. With the aid of visual thinking, thinking skills are strengthened, and creativity and innovation are enhanced. (Baraja, 2020)

Method:

- This research chooses the magazine cover as an ad that is not paid for (as mentioned in section 1). Magazine cover advertising often outperforms other premium spot ads on magazines. It's a significant place, even in digital publication. In the digital age, magazine advertising has not gone out of style; it can be much more engaging and attractive than traditional print ads or even those found on websites, especially by giving the tools available to make the advertisement interesting, like embedded video and animations, etc. (*The Importance of Digital Magazine Advertising, n.d.*). Thus, the study began with research on advertising that mention to Cairo historic place as follow:

1- The researcher started a review of major travel magazines that use magazine covers or advertise to support Cairo historic brand place as a destination place through an online organic search. This review leads to descriptive and qualitative information.

This review of international travel magazine websites and national magazines websites was carried out on a Google search that included locations all over the world. It was held from 1-2-2022 to 25-3-2022 and was repeated on 15-12-2022.

2- To answer the research question "How to design a suitable advertising solution on magazine cover that support branding place?" This is the experimental part of the research, which is conducted with students in level 2 of Media Design and Graphics Department, BUC- School of Applied Arts.

-Because of finding a suitable design solution desires an innovative designer, the researcher began with visual thinking strategy as an approach to create a suitable advertising. The aim of this exercise is to support and innovate place branding and support economic sustainability. The researcher starts thinking visually according to the benefits in section [1]. By working outside to inside this region and looking deeper to identify opportunities for innovation that weren't even visible before.

- Thus, the researcher and students began with the collection of information through the internet, then visited the field to capture suitable pictures that express the place and activities, build students' emotions about the place, and collect information from stakeholder interviews.

-In this step, creative abilities, observational skills, and visual perception of these historic places and their architectural details are being exposed, all of which significantly influence the development of designer visual thinking abilities.

- Then they started to apply a tool of visual thinking with mind mapping, discussion, and brainstorming to explore visually what they were thinking and feeling. The visual research depended on the architectural details and the history of El-Moez Street mosques, other buildings, and other activities that support the research objective.

- Moreover, students applied the needed steps of place branding while collecting information and taking photos, as follows in Table 1:

[Table 1] shows the steps of place branding that have been done in this research.	
Vision	The place branding experiment starts with the development of a shared vision, which is subsequently translated into a mission and specific objectives. Thus, while the collected information and interviews with stakeholders on this street (the resident people and the tourist guides) have a realistic vision, this place must be considered as an open museum that has workshops, schools, and a center for traditional arts and handicrafts. (The Ministry of Culture holds the Drums Festival annually.)
Mission	The place branding here includes specific ideas regarding to: 1. This place has unique architecture assets, Traditional art competencies, the smell of history all over the place and activities (Competitive advantages and self-concept). 2. Tourists who love history and art (Market focus). 3. Sustainable development; focus on cultural and social values of this district (Local benefits).
Objectives	This experiment is part of place branding, which presents El Moez Street in innovative advertising design through magazine advertising. The objective is to support sustainable development.

<p>Step 2: Analysis of current place brand</p>	<p>El-Moaz Street, as a part of the Cairo historic region, is a unique and distinctive historical characteristic. Place identification is collected from internet information, field trips, and interviews with visitors and residents. Photos were taken of the physical elements of the place that introduce the architecture of the place, popular culture, traditional arts, traditional food in popular stores, resident behaviour, and all activities that communicate the place's sense.</p>
<p>Step 3: Designing new place brand essence.</p>	<p>This step is sometimes translated into brand guidelines, which include guidelines for using images. Through visual thinking and brainstorming, it was agreed that our place branding has a unique feature as follows: handicrafts influenced by Islamic art; Islamic architectural details such as color and shape; Arabic typeface symbols; unique names for places; slogans and icons; Arabic songs in coffee and bazars. There is a smell of living with history everywhere. Unique services, customs, and ceremonies. Thus, our designs should represent images of these details and feelings.</p>
<p>Step 4: Brand implementation</p>	<p>Experience concept: this experiment involves an interaction between the students on the field trip and the physical environment and social interactions to express the students' feelings about the place in different designs.</p> <p>- Branding implementations are applied according to Step 3 and the purpose of this research. The results of visual thinking and brainstorming are applied to magazine cover designs as advertising samples. Considering the usage of color, shapes, images, and typography that reflect the place's feelings (every student chooses the mood that reflects his emotions and brand essence in step 3) and indicate the construction of events, infrastructure (e.g., buildings, landmarks), symbolic actions, and supporting policies. Thus, brand monitoring as last step that measure the implemented brand effectiveness is out of our experiment.</p>

-We should notice that according to steps 2 and 3, every student gathered his photos to choose the ones that best represented the place's brand and feelings. Mind mapping as a tool for visual thinking was used, and brainstorming was held, and then they were instructed on the magazine cover restrictions that should be followed. Students chose different specialized tourism magazines. Design principles and Gestalt theory were applied, and advanced Photoshop techniques (adjustment, lighting effects, and filters) were applied to present focal points that tell the place's branding story.


Results and discussion:

Table 2 explores the results of a review of major international travel websites on Google Search that include locations all over the world. The result demonstrates that there is no advertising that spotlights historic Cairo places on any of the major travel magazine websites, which include destinations all over the world (as a result of an organic search on the nine top specialized magazines).

Although the pharaohs civilization is mentioned a lot in magazine covers, other Egypt's historic civilization regions are not mentioned as a destination, just an article in National Geographic magazine and a magazine article (Here magazine) mentioned our region through two screen

shots and an article that explored Cairo's history. Many websites rely on content like articles and images that connect to the topic of the article, even though there are places to advertise (which is not exploited). Accessing to the magazine's contents could be accessed through online access to their issues, others provide both printed and digital copies (as in National Geographic). Furthermore, Egypt is well-known for its historical sites like Aswan and the Egypt Museum, as well as its entertainment destinations like the Red Sea. It demonstrates the first hypothesis's validity.

[Table 2] Review of specialized major international magazines

 <p>Figure 2 https://www.afar.com/travel-guides/egypt/guide There was no mention to our region, the promotion includes pharaohs sites and Nile Cruise / and article with title strange things to say do or don't do that includes a little info about traditions in Egypt.</p>	 <p>Figure 3 https://www.cntraveler.com/places-to-stay There was no mention to our region. The information of promotion includes pharaohs sites and Nile Cruise /this magazine offer suggested destination / there isn't any clue to the latest printed issue.</p>
 <p>Figure 4 https://www.wander-mag.com/subscribe/ There is no mention to our region, although it includes trip inspiration, ideas, tips, reviews, competitions, and celebrity interviews.</p>	 <p>Figure 5 https://www.globaltravelerusa.com/ There is no mention to our region in spite that it provides information, inspiration, and stories related to locations all around the world.</p>
 <p>Figure 6 https://www.wanderlust.co.uk/destinations the website includes samples of printed and digital magazine that reveals the latest issues. There wasn't any clue to a tour in Islamic historic districts even in ads although it has a space for ads.</p>	 <p>Figure 7 https://www.thetimes.co.uk/travel/destinations/africa/egypt/ The baner placement is presenting a picture about Islamic cairo without mentioning it , this is ads placement place which is used here as a banner to the article.</p>

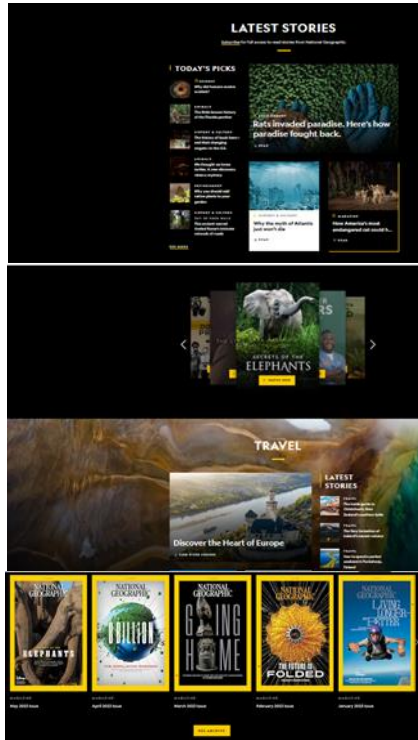


Figure 8

<https://www.nationalgeographic.com>

This is one of the most important magazines, has a huge circulation, and is categorised as one of the most important travelling international magazines. It has a fascinating cover design.



The Mohammed Ali Mosque in Cairo, Egypt sits at the top of the city's Citadel. PHOTOGRAPH BY ADAM JONES, GETTY IMAGES

TRAVEL | ARTICLE

A Guide to the Holy City of Cairo, Egypt

The rich spiritual and religious history of Cairo adds an extra dimension to a visit to Egypt, where ancient sites and thriving communities continue to draw modern-day visitors.

<https://www.nationalgeographic.com/travel/article/guide-to-holy-city-mosque>



Figure 9-

<https://www.travelandleisure.com/trip-ideas/city-vacations/cairo-egypt-tours-women-owned>

There is a mention to historic ciaro, it was just an article with pictures to show the Egyption traveller tour in cairo.



Figure 10 –

This is digital and printed magazine . This site is using magazine cover to advertise the new issue. The review includes some of issues that are including Egypt historic in Egypt places and other historic regions (they are chosen by subjects), and it was clear that it is limited article subjects that mention egypt in the website and only one article mentions historic Cairo in Egypt.



Figure 11-

<https://www.heremagazine.com/about>

Here Magazine tells compelling, thoughtful, and unique travel stories through the lens of local, creative, and influential people. Here Magazine presents fascinating, intelligent, and distinctive travel stories, beside some few products.

However, Cairo or Egypt is only discussed in a few limited articles and is not listed among the major metropolitan destinations.

These are two screen shots from th

e articles that explore the old Cairo regions and talk about Cairo's history. There isn't any clue to the printed version or magazine cover.

Step 2 is about searching our case study in National magazine (the top major travel magazine according to google organic search) and the study found that:

- The organic research reveals eight tourism-specialized magazines released, it was declared that it is from Egypt, they explore Egypt's tourism destinations, one of them stopped from releasing (Cairo West). The Ministry of Tourism reaches customers through websites such as <https://www.egypttoursportal.com/>.
- The magazine cover is used to explore and advertise the article's issue; digital magazines that use ad space on their screens don't give clues to our region or any Islamic or Coptic historic era; to advertise on pharaohs era the focal point depends on the amazing unique pieces and their unique beauty.
- Qualitative research revealed that advertising for these destinations has the following features: It depends on the wide-angle photo; the emphasis is on the domes and minarets if there is a clear focal point, with no mention of the other distinctive architectural features of the place; there aren't any clues to the details or artifact activities that may exist in these places and support sustainability. The national magazine versions didn't completely commit to magazine cover restrictions or design principles; all of these reveal that there weren't enough graphic designer efforts.

[Table 3]: Review the major national magazines according to organic search.

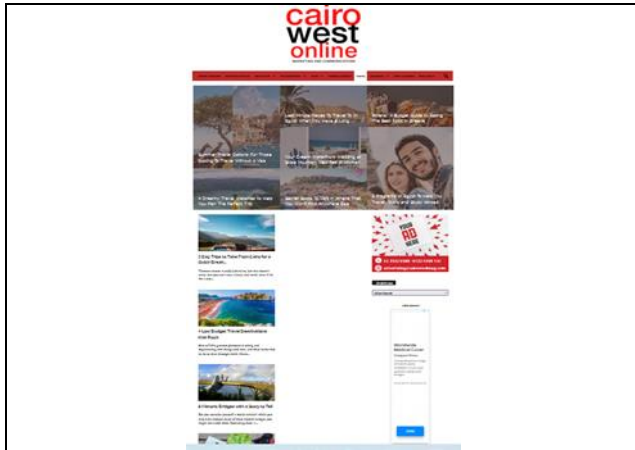


Figure 12

<https://cairowestonline.com/>

Cairo West magazine is a digital magazine. It is appearing as the first of the top ten magazines in Egypt's national magazine, while the last issue was in 2021. It has a travel section that includes articles about Egypt's destinations for tourism, but with no clues about historic Cairo destinations, it is concerned with entertainment in the Red Sea.

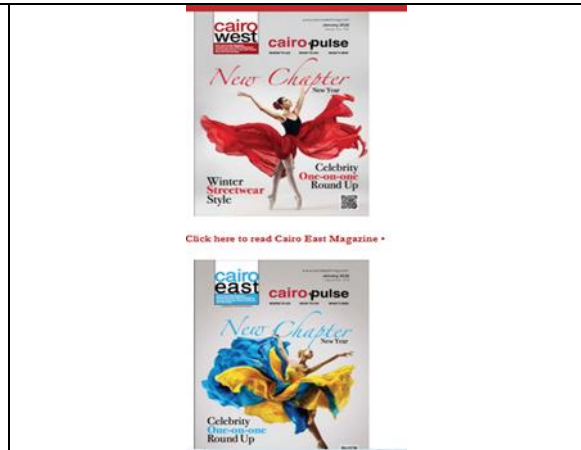


Figure 13-

Cairo West magazine advertises its issues using magazine covers. Which is to explore its brand with the same style.



Figure 14-

<https://english.ahram.org.eg/News/480756.aspx>

Two screen shots from an important general magazine. Article variety allows heritage regions to appear, especially in art exhibitions. There isn't any clue about historic Cairo destination.



Figure15-

<http://www.cyclejp.com/luxor/index.html>

It is a digital magazine. Online magazine website about Luxor temples with a poor design that does not reflect the city value.



Figure 16-

<https://www.touregypt.net/featurestories/new-tour-egypt.htm>

It has been a digital magazine since 1996 until now. online magazine website about Egypt’s destinations, including short articles about Islamic and Coptic regions without any usage to advertise about historic Cairo.



Figure 17-

<https://www.egypttoday.com/>

Egypt Today magazine is a free tourism magazine that talks about politics, business, economy, art, culture, local news, special interests, news, resources, and travel destinations. This magazine uses covers to advertise its issues.

These are two screen shots from the home page revealing the ad placements in this digital magazine, which uses the cover to advertise its content. Although it has articles about business and economy, there weren’t any ads or articles about art crafts, start-up companies, or travel destinations that contribute to the economics of these regions.

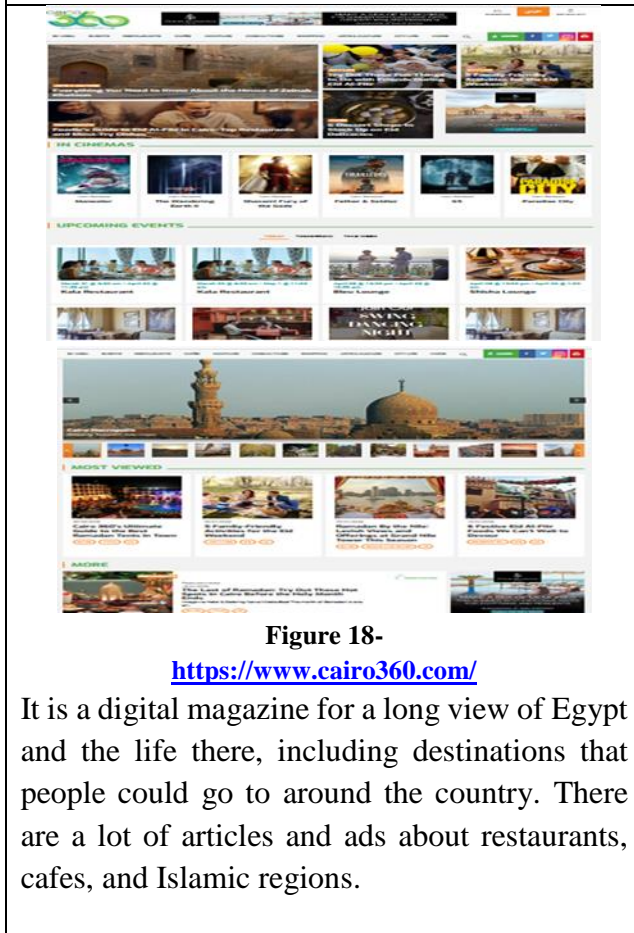


Figure 18-

<https://www.cairo360.com/>

It is a digital magazine for a long view of Egypt and the life there, including destinations that people could go to around the country. There are a lot of articles and ads about restaurants, cafes, and Islamic regions.

The screenshot shows the homepage of the 'Tourist Monthly Online Magazine'. It features a grid of travel-related images and text. Below the main content, there are four sections for magazine issues:

- November 2021 - Issue 211:** Download High Resolution (41.6 MB), Download Low Resolution (14.6 MB).
- October 2021 - Issue 210:** Download High Resolution (52.6 MB), Download Low Resolution (19.7 MB).
- August 2021 - Issue 208:** Download High Resolution (42.0 MB), Download Low Resolution (20.5 MB).
- July 2021 - Issue 207:** Download High Resolution (49.5 MB), Download Low Resolution (19.5 MB).

Figure 19–

<https://www.freedaysegypt.com/magazine>

- This is a free tourism magazine, which uses ads placement in their websites and explores the cover as an advertising for its publications.

The screenshot shows the homepage of 'ANCIENT EGYPT' magazine. It features an article titled 'Family of God Kings' with a sub-headline 'Divine Kingship'. Below the article, there is a section titled 'All about Ancient Egypt' with a list of authors and contributors. At the bottom, there is a collection of magazine covers from various issues, including one featuring the Great Sphinx.

Figure 20

<https://ancientegyptmagazine.com/>

Ancient Egypt is the world's leading Egyptology magazine, exploring history, people, and culture of the Nile Valley. Now in a larger format with a fresh new design, AE brings the latest news and discoveries, and feature articles covering more than 5000 years of Egyptian history. The screen shot from home page of the digital issue of Ancient Egypt magazine reveals continued use of the magazine cover to advertise the magazine issues, and there are no clues to our era and its regions in Egypt.

The image shows a row of magazine covers from the 'FreeDaysEgypt Magazine Archive'. The covers feature various historic and heritage sites in Egypt, including the Great Pyramids, the Sphinx, and other ancient structures. The covers are titled 'FREE DAYS Egypt' and include sub-headlines like 'Jordan', 'Ramadan', 'HAPPY EASTER', and 'City of Love'. Below the covers, there are download links for issues 225, 226, and 227.

Figure 21 –

These issues explore the magazine brand and heritage subjects, as shown in the 2017–2021 issue publication. The covers explore different historic and heritage places in Egypt. These covers are samples of heritage places from 2017–2021 (six issues), which reveal a small number of covers that include Cairo historic area articles. The review of the archived publication explores how they have changed the cover design since March 2021.

Students followed the steps and instructions according to the study method, table 4 shows some of the students results:

[Table 4] students' samples that were designed under researcher supervision according to the previous steps.

 <p>Figure 22 – Mohamed Ali Mosque, this design was chosen to explore the luxury of the place and Islamic spirituality.</p>	 <p>Figure 23 This design was chosen to explore the unique architecture design of the place-El Moaz street. Simple manipulations and lighting were used in this design.</p>
 <p>Figure 24– The student designs a new masthead, and the design emotion explores the artistic feelings that were chosen by the student to explore the unique architecture design of the place. Simple manual manipulations and lighting were used.</p>	 <p>Figure 25 – Student's design depends on shades of black and white with red to explore the unique details of architecture design. We assumed this design will be excuted on international magazine cover.</p>

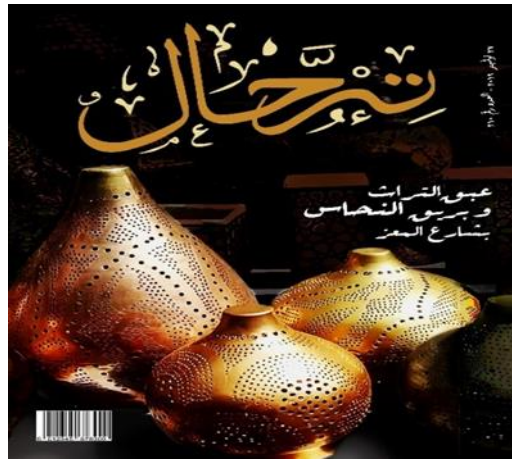


Figure 26-

Student's design depends on shades and lighting with a lot of techniques to explore the material of handicrafts that are still produced in the street. The unique details of this hard material are explored through lighting in Photoshop.



Figure 27-

This cadre was chosen to express the accuracy and fineness of the architectural details on one of the El-Moaz Street buildings. A student's design depends on a lot of techniques to explore the details.

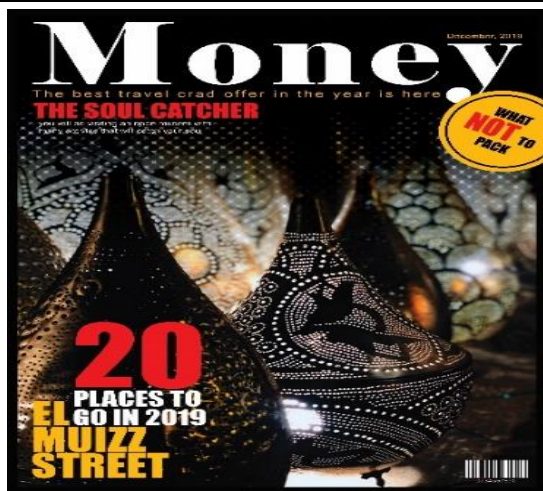


Figure 28-

In this composition, the student expressed the mode of using these lighting units by blending mode with lighting and other techniques. These handcrafted copper works of art are produced and sold on El-Moaz Street.

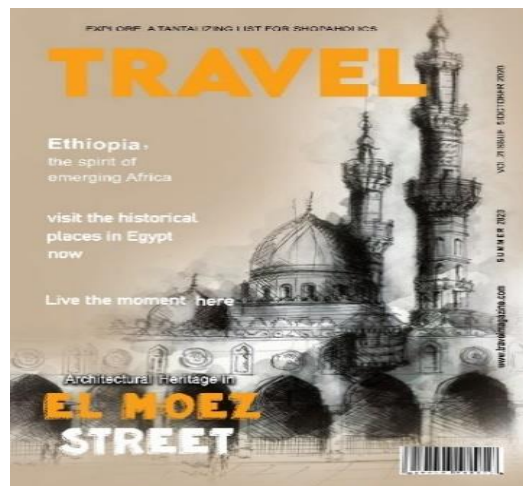


Figure 29-

This is a manually drawn composition. The student expressed his feelings of place through this artistic feeling. The hand drawing was refined by blending modes with filters and lighting.

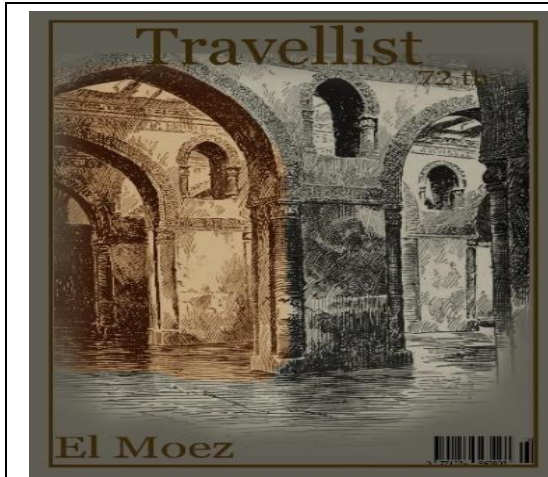


Figure 30-

This is another manually drawn composition sample. where the student expressed his feelings of place through this dreamy artistic feeling. The hand drawing was refined by blending modes with filters and lighting.

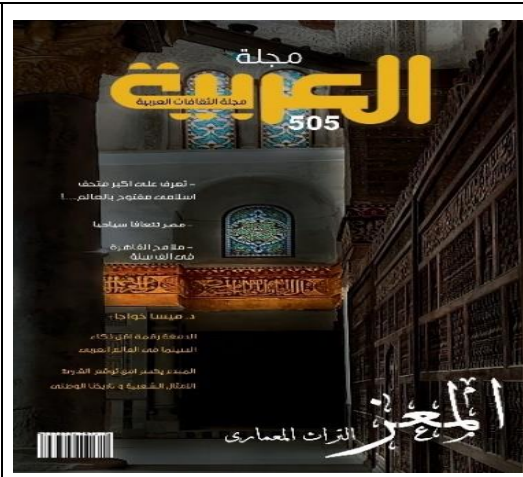


Figure 31-

In another composition, the student expressed the mode of the place through digital manipulation. Lighting and blending modes with other techniques are used.

Conclusion:

1. Literature review revealed that the art of advertising in magazines still exists and has an impact, as it still generates revenue from its publications.
2. Branding places of this historic districts use Advertising to create awareness of it thus Magazine Advertising could help in sustainable development of Cairo Historic Places.
3. According to literature review, branding of places contributes to processes of sustainability in terms of the development of the economy. The branding can support development through the promotional activation of tourism operations, visits to those places, and the arts that are produced in those places.
4. There was a shortage of advertising for our different historic areas in magazine media, thus we should pay attention to magazine covers as advertising for our historic places.
5. Magazines that are transforming digitally could not ignore their outstanding cover to advertise their new issue; this is for those that completely transform or that keep their printed issues and digital ones.
6. Utilize design principles carefully on the magazine cover as advertising to help design an outstanding composition. Though Arabic magazine covers need more attention to such principles as focal point, alignment, etc.,
7. Although using a picture on a magazine cover could present the designer's idea, but students prefer to use manipulation that mixes photos to be more expressive of their feelings.
8. It was obvious that the use of the visual thinking method makes students more capable of expressing their feelings about the place.
9. To get a unique prototype, designers need to think deeply about their projects from different viewpoints, and visual thinking helps them do this.

Recommendations:

1. The efforts of branding and promotion our historic places should extend to advertise on international tourism specialized magazines.
2. According to the search on famous specialized magazines, many international magazines are converting to the digital form, and the various Egyptian magazines should study these transformations and use digital advertising, especially social media ads, in promotional operations to align with societal demands and developments.
3. The researcher noticed that this experiment connected the students to these historical places and changed their view of these places, now they enjoy them and are proud of them, as they had more than one visit to learn about the activities and take pictures in different places. Such as this experiment which should be applied in different design curriculum.
4. More studies are needed on branding implementation on magazine advertising and its effect on sustainable development.

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