

EXPLANATION

What is a: Newsletter

Definition: Newsletter marketing is the practice by which companies send informational and product-focused content via an emailed letter to a subscriber list that comprises potential and existing customers. Online businesses utilize newsletters to keep their brand top-of-mind for consumers, establishing authority in the space and notifying readers of products that may interest them.

What is an email

Electronic mail (email or e-mail) is a method of exchanging messages ("mail") between people using electronic devices. Email entered limited use in the 1960s, but users could only send to users of the same computer, and some early email systems required the author and the recipient to both be online simultaneously, similar to instant messaging.

What is a magazine

Magazine, also called **periodical**, a printed or digitally published collection of texts (essays, articles, stories, poems), often illustrated, that is produced at regular intervals (excluding newspapers). A brief treatment of magazines follows.