

What is the future of print advertising, part II

We've established that advertising and publishing are symbiotic, right? Well, today I found more bad news affecting newspapers across the country, courtesy of Mediabistro.com.: The *Boston Globe* is cutting up to 50 jobs and the Minneapolis *Star Tribune* is filing for bankruptcy. This is a case where it could be the chicken or the egg. Did advertising drop and cause financial losses at the newspapers or did cutbacks and diminishing influence of print media lead to less print ad expenditure? Not sure which, but maybe a bit of both.

Of course, newspapers are still relevant. I would bet most people check out a newspaper every day, albeit, online. Perhaps we can brace now for an all electronic future.