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**SUPPLEMENTS TO THE NEWSPAPERS: TYPES AND PROSPECTS**

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***Research Methodology.*** *The realization of the purpose of the study has led to the use of both theoretical and empirical research methods: inductive (generalization and structuring of intermediate conclusions), analytical (analysis of works devoted to the problems of supplements to newspapers). None of the Ukrainian newspaper researchers studied the supplements to the newspapers as a separate element of the printed edition. There is a small amount of the literature on the theory of the supplements to newspapers or media satellites.*

***Results.*** *We could not find the works and publications of researchers about supplements to newspaper as an instrument to increase the audience. Sandra Kreft in the article “Additional and indirect activity of newspaper companies” and S.M. Gurevich in the work “The newspaper yesterday, today, tomorrow”. Therefore, in order to provide good examples of the use of the supplements to the newspapers, we have studied the most popular supplements of the “High Castle” and “Express” newspapers for 15 years and have shown that publishing such publications is profitable for newspapers.*

***Novelty.*** *For the first time the supplements to the newspapers are considered as a method of increasing the popularity and the audience of the newspaper.*

***Practical Significance****. The topic of the supplements to the newspapers will be interesting for researchers in the field of media marketing and media management. But it is more urgent for the editors of the newspapers, especially during the economic crisis, when each media has a problem how to survive and keep its audience. The article “Supplements to Newspapers: Types and Prospects” is the first attempt to show that the supplements contribute to the increase in sales of copies of publications and increase the reader`s audience.*