

Magazines - UK - June 2012

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“Digital expansion offers clear attractions for publishers, including the opportunity to reach new (often younger) customers and international markets. The pace of digitalisation is likely to remain very uneven, with a concentration of resources in areas where interest is already proven: urban ABC1s, especially men, under the age of 35. Some groups of readers may require a complete redesign for tablet magazines, with the full complement of interactivity and gimmicks, bells and whistles and may be prepared to pay more; others may prefer replica versions (at lower prices than the print version).”

– John Worthington, Senior Analyst

In this report we answer the key questions:

- What are the prospects for digital magazines?
- Is it time to rethink traditional notions of women’s and men’s magazines?
- Are magazines catering for the needs of older readers?
- How can magazines cater for readers who want a more customised approach?

The UK magazine market, in terms of the volume of distributed copies, declined by an estimated 28% between 2006 and 2011 as reading habits continued to migrate from print to digital and the economic climate dampened consumer spending.

There is still a strong consumer loyalty to the print format – even a longing for its tangible physical aspects in the ephemeral, digital age – although Mintel’s research also shows that print loyalty appears to be diminishing. Digital innovation is increasing but failing, as yet, to make up for declining print revenues in terms of either paid-for content or advertising spend.

This report analyses market trends and consumer attitudes towards magazines, investigating the core market factors, market size and segmentation, key players, products and innovations in the industry.

This report covers the full spectrum of consumer magazines including women’s weekly and monthly titles, celebrity magazines, men’s lifestyle magazines, TV listings titles, news and current affairs magazines, sport, leisure, hobbies and entertainment titles and children’s and teens’ comics and magazines. Both paid-for and free titles are included, as are customer publishing titles such as supermarket magazines.

Mintel’s market size figures are estimates of circulation based on a combination of published data (eg ABC), trade research and consumer research.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report’s “contents” section.

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