

## The Magazine Reader - US - July 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The plight of print publications in the 21st century has been much publicized, and remains ongoing. Total print and digital copies sold fell from 2010-17, and as a result, ad sales have fallen. However, there remain bright spots for the industry, including the successful emergence of digital brands that offer a variety of content online."

- **Billy Hulkower, Senior Technology Analyst**

This report looks at the following areas:

- Declining audience
- Double digit declines in ad sales 2017-18
- Massive competition for digital ad dollars
- Samples and discounts spark subscriptions
- Combining the right demographics with titles advance digital subscriptions
- Top ad responses in media
- Nearly half of adults engage with magazines' digital properties

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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