

## Magazines - UK - September 2011

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"Initial hope and hype that the iPad might prove to be the saviour of the magazine industry has been replaced by a healthy dose of realism. However, there is a growing belief, supported by Mintel's exclusive consumer research, that the crucial 16-34 age group is more willing to spend money on good-quality, premium and personally relevant content for mobile devices than for desktop computers."

– John Worthington, Senior Analyst

### In this report we answer the key questions:

- What is the place of print in the magazine industry over the coming years?
- Can magazine apps justify the initial excitement and expectations?
- What is the outlook for women's magazines?
- What is the outlook for men's magazines?
- What are the prospects for children's and teenage comics and magazines?

### Definition

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 & 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.

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