

Regional Newspapers - UK - March 2013

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“Finding a technology platform that will automatically adapt itself to the type of device the content is being viewed on is becoming of paramount importance and ultimately could dictate whether or not digital operations can operate at a profitable level.”

– Michael Oliver, Senior Leisure & Media Analyst

In this report we answer the key questions:

- How can publishers respond to declining print revenues?
- How should publishers monetise their digital audience?
- What kind of content should publishers be focusing on?

The regional newspapers industry continues to suffer from the double whammy of declining circulations in their core business of print newspapers combined with shrinking advertising revenues impacted by weak advertiser confidence and leakage to pure-play websites.

The main positive story for the industry is the continued strong growth being seen in the digital audience, which has nearly doubled between 2008 and 2012. However, with digital audiences generating lower advertising revenues, it will require a substantial further increase in visitor numbers before this growth begins to compensate for the loss of the print audience.

This report examines the current status of the market in terms of sales trends, sales by type and frequency of title, market shares, product innovation and consumer attitudes and behaviour. Mintel last covered this market in *Newspapers – UK, February 2012*.

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