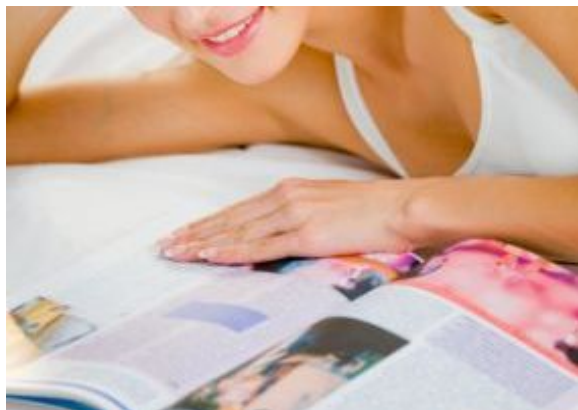


Magazines - UK - June 2013

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"Publishers need to look beyond traditional print-style purchasing models and explore methods that will perform better in a digital environment. Readers could have the option to unlock content article by article for small sums of money, or through credits earned through watching adverts or sharing content on social media."

– Harry Segal, Research Analyst

In this report we answer the key questions:

- How can publishers improve digital penetration among older consumers?
- How can publishers better monetise their digital content?
- What can publishers do to maintain or improve print circulation?
- How will the continuing shift towards digital affect the free print magazine market?

The print magazine market contracted by 8.1% in 2012 as the migration from print to digital gathered pace and the ongoing poor economic climate continued to dampen consumer expenditure. This represents a 33.5% decline in circulation since 2007.

Digital channels generated 15% of consumer magazine publisher revenue in 2012, up from 8% in 2011, according to the Professional Publishers Association's Publishing Futures survey. The transition has been fuelled by the release of low-cost tablets and the entry of Google Play Magazines into the digital magazine market. However, many consumers still appear resistant to the transition to digital and consumer willingness to spend money on digital content remains particularly low.

This report investigates consumer attitudes towards print and digital magazines and explores market size, segmentation and share as well as key drivers behind change in the market. This report also provides an overview of key publishers and innovations in the industry.

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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