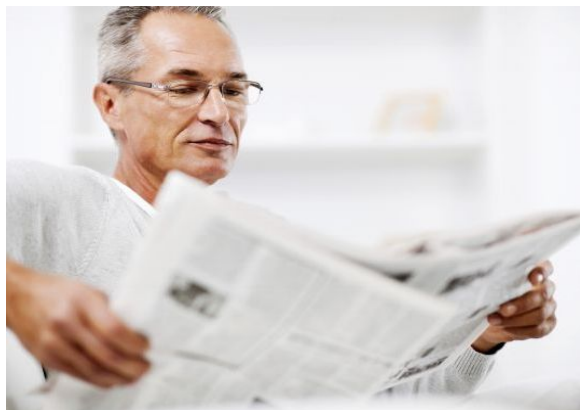


## National Newspapers - UK - March 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Compensating for declining circulation revenue without raising cover prices continues to be a struggle for newspapers. Going forward, the best option for boosting digital revenue may be a ‘soft’ paywall, where more exclusive digital products are made paid-for, while basic news remains free in order to keep audience reach high.”  
– Rebecca McGrath, Research Analyst

### This report looks at the following areas:

- Is the paywall the answer?
- How are newspapers adapting their products for the digital world?

This report looks at the UK national newspapers market as newspapers continue to adjust to perpetually declining print circulation numbers and explore ways of growing their digital presence and revenue.

Despite circulation declines print revenue remains the primary source of revenue for national newspapers, leaving publishers examining the best methods of fully monetising their digital products in a world where people are accustomed to obtaining online news for free. The last year has though yielded slightly more positive results for many of the big players, giving a more optimistic view of the role of national newspapers going forward.

Mintel last reported on this market in National Newspapers – UK, May 2014. This report examines the factors driving demand for national newspapers, looks at sales trends overall and by segment, assesses market shares, profiles the leading publishers and provides a consumer viewpoint concerning brand perception; it documents readership levels, devices used to access national news online, sites visited online and general attitudes towards national newspapers.

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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

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Mixed concerns about extent of press regulation

Ease and speed of finding content advantage for online newspapers

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