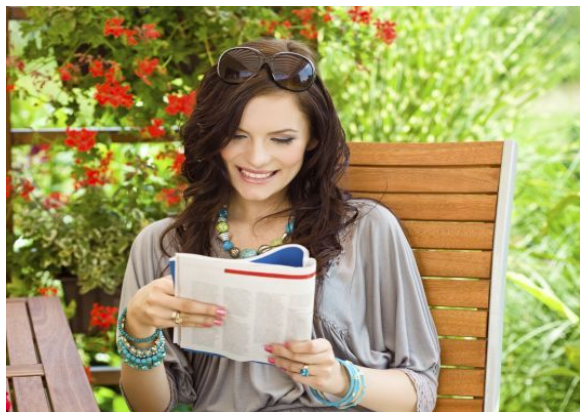


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"With print circulation continuing its decline, magazine publishers are exploring ways of monetising their still powerful brands by diversifying their platform options. Alongside their centrepiece print and digital editions, publishers are focusing on the opportunities presented by apps, websites, e-commerce, events, data-gathering and advertising technology."
- Rebecca McGrath, Research Analyst

This report looks at the following areas:

- Leveraging the magazine brand
- Evolving digital magazines
- Keeping content quality at the forefront

Digital magazines, while still only making up a small section of the market, are on the rise, with the current affairs sector leading the charge. As more publishers improve their digital magazines, adapting their digital editions specifically for each device, this trend is set to increase.

While the market is still clearly still going through transition, there are reasons for optimism. Despite print declines, there is still a core audience of invested readers that truly enjoy the print experience. Furthermore younger generations appear to have strong relationships with magazine titles and brands, which is very encouraging for the market as it develops.

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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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