

Magazines - UK - June 2015

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

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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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DID YOU KNOW?

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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New marketing body introduced

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The Economist launches film studio

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Marie Claire partners with Ocado

The Economist launches film studio

New attempts to create 'Netflix for magazines'

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Print still dominates

Over half mostly read print magazines at home

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People prefer print

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Over half read print magazines at home

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Almost a quarter wish for digital articles to be kept short

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Less than a quarter are buying single editions

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Attitudes towards Magazines

People prefer print magazines

Figure 44: Attitudes towards magazines, April 2015

Moral element to magazine purchasing

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Brand more significant to younger people

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