

Regional Newspapers - UK - August 2015

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Regional/local newspapers continue to struggle as the industry faces print circulation declines, job losses and closures. Publishers are putting extra investment into developing their online products in terms of content, format, advertising and paywalls in order to best compensate for the decline of print.

This report looks at the following areas:

- Is free the best option?
- Boosting digital further

Only 11% of consumers currently read local digital newspapers, however, the industry can tap into the potential interest among younger consumers by making online formats more engaging and relevant for this generation. Some 19% of 16-24s who read local papers are interested in paying for digital editions.

Away from the multitude of regional/local newspapers experiencing fairly severe declines, there is one success story in particular, the London Evening Standard. While the Evening Standard has locational advantages that other newspapers do not have, its resurrection after going free should give other newspapers pause for thought over whether the free option could be a route to take once circulation has dropped to an unprofitable level.

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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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...but Trinity Mirror launches Britain's biggest free weekly paper

Over three quarters own a smartphone

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- Few willing to pay for digital
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