

Magazines - UK - December 2016

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“Consumers are more likely than ever to be accessing content one article at a time via social media or search, weakening the appeal of printed collections of content. The popularity of digital channels is pushing publishers towards multimedia content as users of digital channels expect video, interactive polls and other interactive media as part of the experience.”

– **Mark Flowers, Consumer Technology Analyst**

This report looks at the following areas:

- **Shift to digital channels pushes magazines to re-invent themselves as multimedia brands**
- **Price drops and free issues are not the only way to increase the value proposition of print magazines**

Print magazine circulation is declining and consumers are more likely than ever to be accessing content one article at a time via social media or search, weakening the appeal of printed collections of content. The popularity of digital channels which has precipitated this shift in consumption habits is also pushing publishers towards multimedia content. Users of digital channels expect video, interactive polls and other media as part of the experience.

In light of this, the idea of a magazine as a standalone publication has become much less sustainable. Future success depends on diversification of content and rapid adoption of new media formats as they become available. In addition to distributing content across a variety of channels in a variety of formats, publications have tried to move beyond content into running events and branding products.

Meanwhile, machine-learning technology has opened the door for future developments in automated curation of digital content. With such an abundance of content available, the ability to filter out content that individual readers are not interested in is likely to become a key differentiating feature for digital content platforms in the near future.

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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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The facts

The implications

The Market – What You Need to Know

Print circulation is down but not out

The digital shift has forced magazines to re-invent themselves

Publishers lower print prices to maintain readership numbers

Native advertising fixes weaknesses of digital magazine content

Facebook opens its Instant Articles platform to all publishers

Market Size and Forecast

Print circulation is down but not out

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From digital to print...

...and from print to digital

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Publishers lower print prices to maintain readership numbers

Native advertising fixes weaknesses of digital magazine content

Facebook opens its Instant Articles platform to all publishers

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Publications bring new technology to print editions

Amazon adds magazines to Prime membership

Men's Health tie-in food available in the UK

Tech innovations personalise digital content and increase engagement

Publishers focused on building digital presence make relatively low adspend on traditional channels

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Lessons for magazines from The New York Times' adoption of new digital channels

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Publications bring new technology to print editions

Amazon adds magazines to Prime membership

Men's Health-branded food available in the UK

Tech innovations personalise digital content and increase engagement

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Nielsen Ad Intel coverage

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Male readers and Millennials have the highest degree of engagement with digital editions of magazines

Only half of those who have read magazines in the last six months have purchased a magazine

Women are more likely to read magazines, but men more likely to buy magazines they read

Subscribers are far more likely to engage with digital editions

Subscribers are more invested than the average consumer in digital media channels

Familiarity has the largest influence on magazine purchase decisions

Digital magazines more likely to be read on the go

Magazine content is a talking point for consumers

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Forecast Methodology

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