

Regional Newspapers - UK - July 2017

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“Mintel’s research highlights a strong desire for regional/local newspapers to play a more proactive journalistic role; conducting more investigative research and launching campaigns on local issues. New resources are opening up to aid such regional journalism, while greater inclusion of investigative reporting could help further open the door for paywalls”.

- **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Looking beyond advertising for digital revenue
- People want more proactive journalism from regional newspapers

The landscape remains challenging for regional/local newspaper publishers. Print circulation continues to decline significantly year on year, with Mintel estimating a 10% drop in circulation in 2017 to 1.4 billion copies, and this trend shows little sign of subsiding. Publishers are subsequently making difficult calls regarding newspaper closures and cuts to their workforce, often leaving remaining staff overburdened and without the resources to focus on in-depth proactive journalism.

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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

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Trinity Mirror acquires Local World

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'Hyperlocal' City of London free print newspaper launches

New free weeklies launched by Newsquest

Dundee Evening Telegraph introduces new Saturday edition

Johnston Press campaigns on road deaths

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 Trinity Mirror helps people find hyperlocal information
 Dundee Courier implements metered paywall

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One in five read a regional newspaper daily
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 People are unsure about what newspapers are available for their area
 Stories about local people by far the most popular topic
 Many are still willing to pay for regional news
 Six in 10 want more investigative journalism
 People want newspapers to have strong local political points of view

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