

Magazines - UK - December 2017

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“Once again, overall print circulation figures do not make for pleasant reading. While magazines will obviously be investing heavily in developing and diversifying their digital offerings, they shouldn’t neglect attempts to tap into the same consumer sentiment that has brought about the print book revival”.

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- **Getting the most from print**
- **Magazines look to diversify revenue sources and brand touchpoints**

Mintel estimates that print magazine circulation will fall further in 2017. The rate of decline does not appear likely to slow significantly over the coming years with Mintel forecasting a drop in circulation between 2017 and 2022. However fortunes of print sectors vary significantly, with current affairs and special-interest titles performing well, while women’s weekly titles once again suffer considerable year-on-year declines.

Titles experiencing the worst declines are beginning to reach tipping points, forcing major restructuring. In October 2017 popular title *Glamour* announced it was to become digital first, publishing only two print editions a year. Significantly reducing cover prices or moving towards a free model also present alternative ways of combating the print problem.

Penetration of digital magazines remains relatively low, although this rises significantly among younger people. 16-24-year-olds are also the only age group of magazine readers that prefer to read digital magazine content on a smartphone compared to larger devices, meaning that titles targeting younger readers will need to adopt a mobile-first approach to digital content.

Given the current low readership of digital magazines, brands are looking to diversify their roles and revenue sources. Events, e-commerce, podcasts and social media platforms all offer ways of expanding what is meant by a magazine brand.

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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 Market – What You Need to Know

5% decline in print circulation in 2017

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Archant introduces subscription service
Vogue launches a Snapchat edition
Condé Nast creates new LGBTQ focused platform
The Economist is the most trusted current affairs magazine
Vogue maintains its position as the authority on women's fashion

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New magazine Happiful focuses on women's mental health
Airbnb launches print magazine with Hearst
Subscriptions open the door for people to read new digital titles

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Archant introduces subscription service
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Reviews are the most popular magazine content

Many still have a preference for print

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Many still prefer print

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More than one in four clicks through from social media

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