

Magazines - UK - December 2019

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“The magazine market continues to see a decline in circulation, with digital growth failing to offset declining print sales. With such a wealth of free content available online, magazines must offer exclusive, curated content, while current affairs titles must emphasise trust and fact-checking to gain trust often lacking on social media.”
– Matt King, Category Director – Technology and Media

This report looks at the following areas:

For strong magazine brands, there are opportunities to boost revenue by moving into new markets, such as podcasting and events.

- There remains a market for print but environmental standards are vital
- Expanding magazine brands into new markets is key for success

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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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Food titles lead the interest-specific magazine segment

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Six in 10 magazine readers are reading at least once a week

Three in 10 think men and women's magazines are bad for mental health

Most people enjoy reading print magazines rather than digital

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