

Magazines - UK - 2022

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This report looks at the following areas:

- Market size and forecast for print magazine circulation.
- The impact of the cost-of-living crisis on the magazines market.
- Key launches from magazines and publishers.
- Genre, format and number of magazines read.
- Magazine purchasing habits.
- Reasons for reading magazines.
- Magazine reading behaviour and interest in innovations, such as AR.

27% of magazine readers think digital magazines should add more AR features, rising to 46% of those who read digital magazines and 47% of magazine readers aged 16-34, highlighting the importance of exploring how innovative technology can enhance the magazine experience.

The cost-of-living crisis will be very tricky for publishers to navigate given magazines will likely be considered by many to be a luxury, non-essential item. As of September 2022 the cost-of-living crisis led 32% of magazine readers to cancel a magazine subscription. Tailored discounts and deals will be an important way to retain subscribers and bring in new ones.

Perhaps the greatest threat to magazines is the existential question over what exactly a magazine is anymore given the decline of the print format. While magazine publishers have almost limitless exciting avenues to explore, from NFTs to hospitality, maintaining a cohesive brand identity will become increasingly difficult. Without clear branding with foundations in written content the purpose and definition of a magazine risk losing meaning and value.

Multi-magazine subscription services have a lot of growth potential as a significant number of people read multiple magazine titles. The wealth of data such services can provide on magazine reading habits makes them highly valuable to publishers and advertisers. Sophisticated recommendation and



“The cost-of-living crisis presents a new challenge for magazine publishers as people look to limit non-essential spending. With magazines considered by many to be a ‘nice to have’ item, effectively tailored and targeted discounts will be crucial to retain and attract budget-conscious subscribers”.

– **Rebecca McGrath,**
Associate Director for Media and Technology

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discovery features will though be key to any service becoming a true Spotify for magazines.

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