

National Newspapers - UK - 2022

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This report looks at the following areas:

- The impact of rising inflation on the national newspaper market.
- How the national newspaper market will evolve in a post-pandemic environment.
- National newspaper readership and purchasing behaviour.
- Number of paid digital national newspaper subscribers.
- Level of interest in online newsletters from national newspaper titles.
- Attitudes and behaviour towards online national newspapers.

The ongoing decline in print circulation is causing national newspapers to become more reliant on digital subscription and membership-based models. At present, 31% of online national newspaper readers have a paid digital subscription. However, just over half (54%) of these individuals subscribed for the first time in the 12 months to February 2022, indicating growing acceptance of this type of business model.

Rising inflation is having a significant impact on UK national newspaper publishers, with increasing operational costs negatively impacting margins on the sale of print editions. This is causing publishers to consider additional cover price increases, which will dissuade more consumers from purchasing print editions and further accelerate the trend toward digital.

Scepticism about the trustworthiness of national newspaper titles could hurt consumer demand for their content, and cause people to become even more reliant on other types of online news sources like the BBC. As of February 2022, 50% of UK online newspaper readers say they trust the national newspapers they read to give them the full picture of a news story.

Male readers of online newspapers are more likely than women to be registered with a national newspaper for free (39% vs 28%) and nearly twice as likely to have a paid digital subscription (40% vs 22%). This indicates there is a considerable opportunity for publishers to boost overall digital subscriptions



“Although Mintel research indicates that there will be a core group of loyal print national newspaper readers for many more years to come, the trend toward digital could accelerate further over the next several years.”

– **George Zaborowski,**
Senior Analyst, April 2022

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and membership rates by incorporating more content and features that would appeal particularly to female audiences.

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