

Regional Newspapers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“While consumer resistance to online paywalls means regional newspapers continue to struggle to monetise rapidly growing digital audiences, distinctive print and specialist online products could have potential to open readers’ wallets.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- **Unbundled content: breaking up or breaking out?**
- **Readers as editors**

The continuing migration of readers from print to digital media means annual regional newspaper circulations are expected to fall by 9.6% in 2019 to around 1,150 million, but also that their digital platforms’ daily unique browser numbers will grow 12.5% to more than 12 million.

This means that, in print and online, regional newspapers continue to reach more than two thirds of the adult population – yet they still struggle to monetise these audiences, who remain largely opposed to paying for digital access especially.

While consumers will remain resistant to paywalls online, distinctive print products and specialist digital platforms could have subscription potential, with newspapers’ free platforms becoming better geared to their promotion.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Regional Newspapers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The market

Print circulations continue to decline

Figure 1: Forecast of regional newspaper annual print circulations, 2014-24

Online audiences on rapid rise

Figure 2: Forecast of digital regional newspaper networks' daily unique browser numbers, 2014-24

Journalism review signposts sustainable future

Pressure on print sees more papers close...

...but new titles keep on coming

The consumer

Local papers still reaching mass audiences

Figure 3: Frequency of reading regional newspapers, April 2019

Names and faces keep readers coming

Figure 4: Regional newspaper content considered most worth paying for online, April 2019

Kind hearts but no coronets

Figure 5: Sentiment towards local and regional newspapers, April 2019

Readers prefer to 'pay' with their data

Figure 6: Registration with regional newspapers online, April 2019

What we think

Issues and Insights

Unbundled content: breaking up or breaking out?

The facts

The implications

Readers as editors

The facts

The implications

The Market – What You Need to Know

Print circulation continues downward spiral

Digital reach sustains double-digit growth

Cairncross Review offers new vision for the future

Social and search remain key rivals for eyeballs

Market Size and Forecast

No end in sight for print circulation decline

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Regional Newspapers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 7: Forecast of regional newspaper annual print circulations, 2014-24

Online reach remains on rapid rise

Figure 8: Forecast of digital regional newspaper networks' daily unique browser numbers, 2014-24

Forecasts

Figure 9: Forecast of regional newspaper annual print circulations, 2014-24

Figure 10: Forecast of digital regional newspaper networks' daily unique browser numbers, 2014-24

Forecast methodology

Market Drivers

Search for new business models continues

Figure 11: Newspaper subscriptions, December 2018

Nine-point plan for a sustainable future of news

Pivot to privacy presents new social media challenge

Figure 12: Platforms used most often to follow local news, 2018

Digital devices moving all demographics online

Figure 13: Devices used to read online newspapers, December 2018

Companies and Brands – What You Need to Know

Pressure on print forces more closures

Free weeklies in most rapid decline

New titles continue to launch

AI technologies free up reporting resources

Market Share

Closures and consolidation remain on the cards

Free market leaders take edge off dailies' decline

Figure 14: Average print circulation of leading daily regional newspapers, 2017 and 2018

Weeklies sector targeted by year's biggest launch

Figure 15: Average print circulation of leading paid-for weekly regional newspapers, 2017 and 2018

Figure 16: Average print circulation of leading free weekly regional newspapers, 2017 and 2018

Launch Activity and Innovation

New titles great and small

AI enables more legwork and brain power

Twitter campaign looks to mobilise public affection

Big beasts start giving back

Can membership foster a new sense of community?

The Consumer – What You Need to Know

Regional press still reaching mass audiences

Names and faces keep selling for locals

Kind hearts but no coronets

Readers prefer to 'pay' with their data

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Regional Newspapers - UK - July 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Reading Habits

Dailies in need of more everyday interest

Figure 17: Frequency of reading daily regional newspapers, May 2018 and April 2019

Weeklies fit neatly into readers' routines

Figure 18: Frequency of reading weekly regional newspapers, May 2018 and April 2019

Over-65s still prepared to pay

Figure 19: Types of regional newspapers read, May 2018 and April 2019

Newspaper Content

Sport top of the paid-for table

Figure 20: Regional newspaper content considered most worth paying for online, April 2019

Sport faces most competitive playing field

Figure 21: Interest in regional newspaper sports coverage, April 2019

Human interest takes in the good, the bad and the ugly truth

Figure 22: Interest in regional newspaper stories about local people, April 2019

Valuing Regional Newspapers

Britons open their hearts, if not their wallets

Figure 23: Sentiment towards local and regional newspapers, April 2019

Subscribers keen to make the headlines

Figure 24: Non-content incentives to subscribing or registering with a local or regional newspaper online, April 2019

Future Funding

Readers ready to register

Figure 25: Registration with regional newspapers online, April 2019

Paywalls raise risk of social divide

Figure 26: Willingness to pay for digital access to regional newspapers, April 2019

Donations' full potential still to be explored

Figure 27: Financial donations in support of regional newspapers, April 2019

Subscription buffet a better option than paying à la carte

Figure 28: Preferred payment models for digital access to regional newspapers, April 2019

Appendix – Data Sources, Abbreviation and Supporting Information

Data sources

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Fan chart forecast

Figure 29: Forecast of regional newspaper annual print circulations, 2019-24

Figure 30: Forecast of digital regional newspaper networks' daily unique browser numbers, 2019-24

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com