

The Latest Consumer Magazine Figures

EMMA MURRAY-SMITH, ACCOUNT DIRECTOR 31 AUG 2017

The latest consumer magazine ABC figures were released this month (Jan-Jun17). The changes seen are a continuation of the trends we saw in the last release at the end of 2016 with consumers increasingly turning to digital formats and the growth of digital editions has been strong in the first half of 2017. Many titles are changing their distribution model to increase circulations with free distribution and discounted copies on the rise even in sectors that have historically been hesitant about this

Unsurprisingly, the impact of Brexit and Trump's Presidency has seen increased levels of engagement with trusted current affairs titles for updates and analysis. The Economist and Private Eye have held on to the increases seen in the second half of 2016 and have both added users to their digital editions. Despite The Week seeing a very small drop in numbers (1.1%) it is in third place in this category.

TV listings magazines continue to report the highest figures in the UK – though all down POP and YOY, 3 of the top 4 actively purchased consumer magazines are TV Choice, What's On TV and Radio Times.

Women's weekly and celebrity titles have suffered this period as readers turn online for their fix of gossip – instant gratification! Some of the biggest titles in this category experienced double digit drops in the first half of the year. Royalty over celebrity has helped Hello! to add to its circulation POP (though it is still down by more than this YOY) whereas OK! Magazine is down POP and YOY.

Though circulations continue to see a drop across many categories we can see that print brand allows us to be highlight targeted. There has been growth across hobby and interest titles where consumers have an active and deep interest in the given subject. Great opportunity here for the print brands that deliver the best partnership solutions. With the niche titles it may be a smaller audience but think about the level of engagement and connection.

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