

MARKET OVERVIEW

MAGAZINES



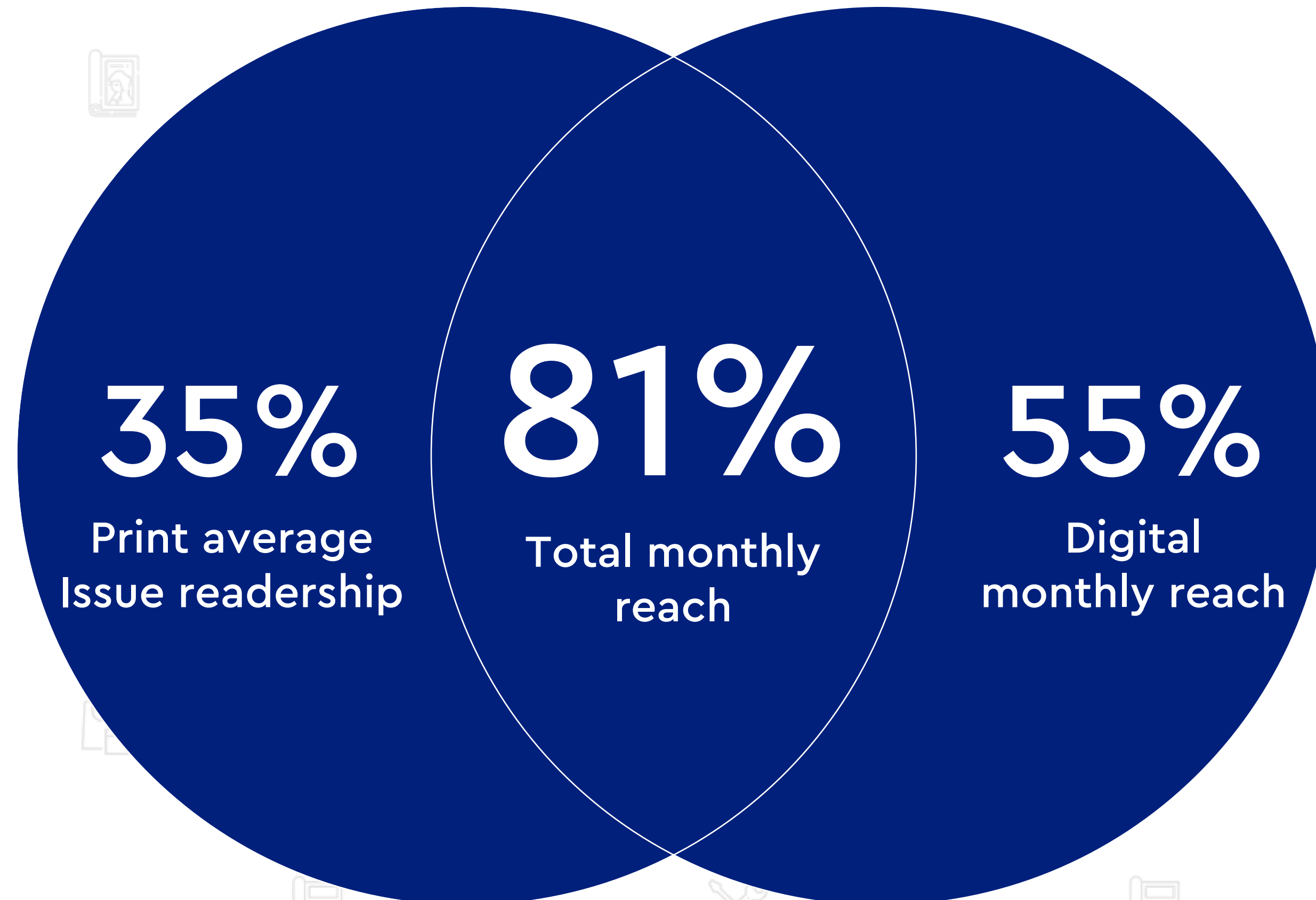
MEDIA GROUP

READERSHIP

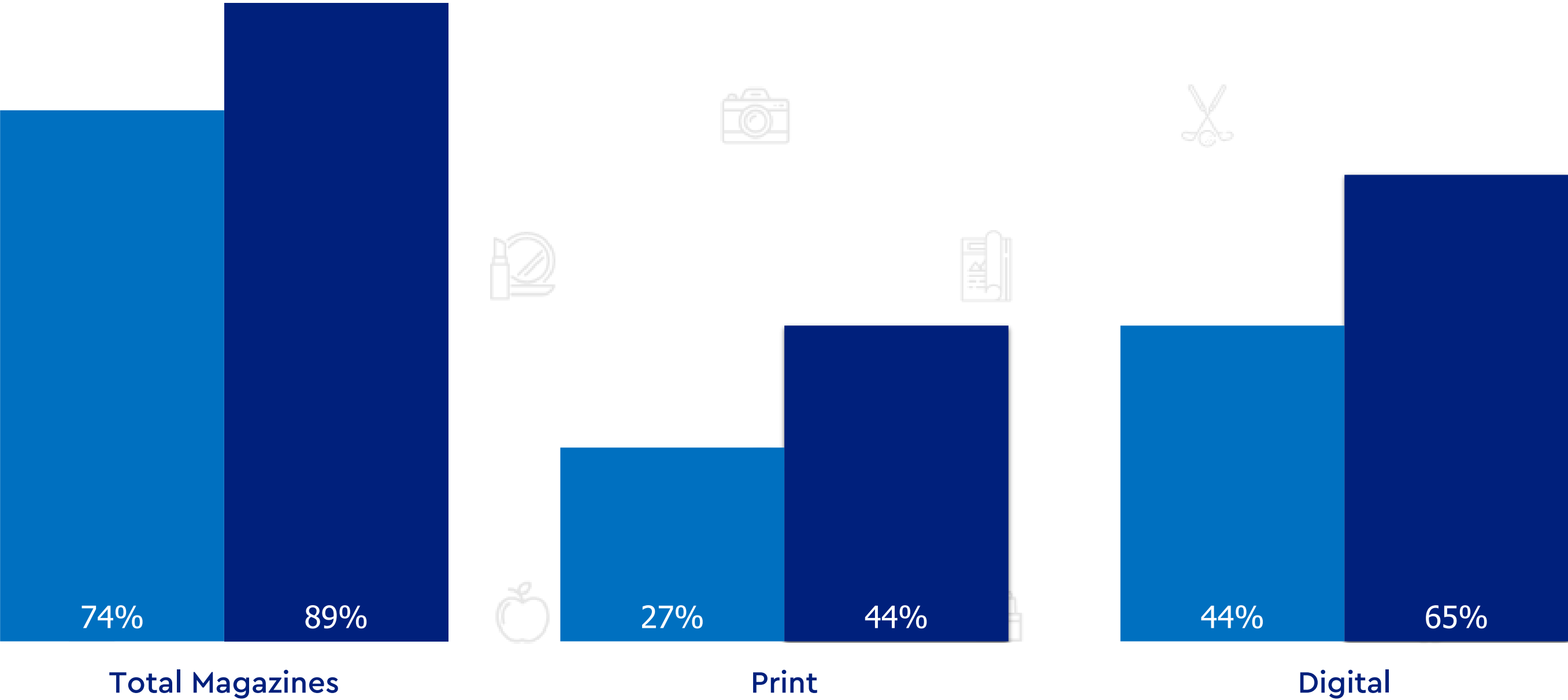


MEDIA GROUP

MAGAZINES HAVE SIGNIFICANT REACH

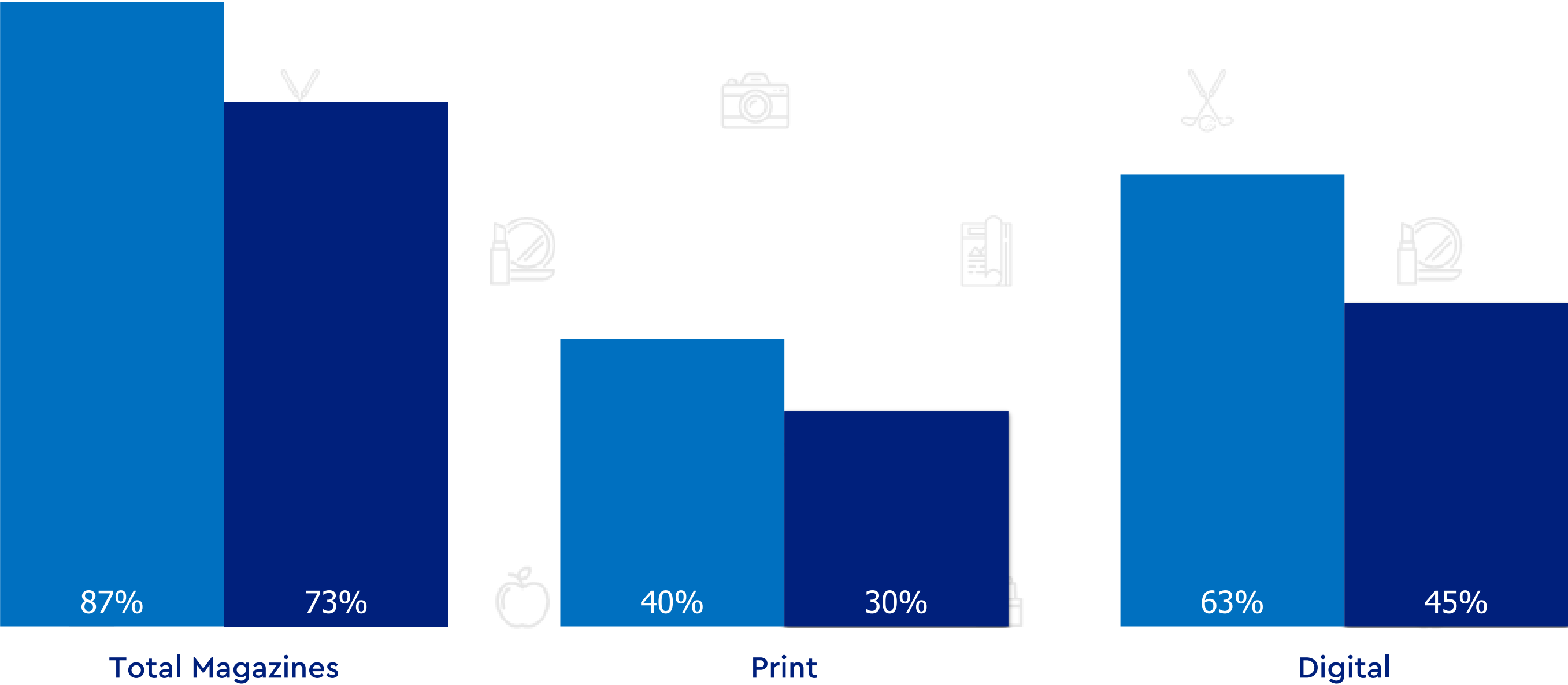


MAGAZINE REACH BY GENDER

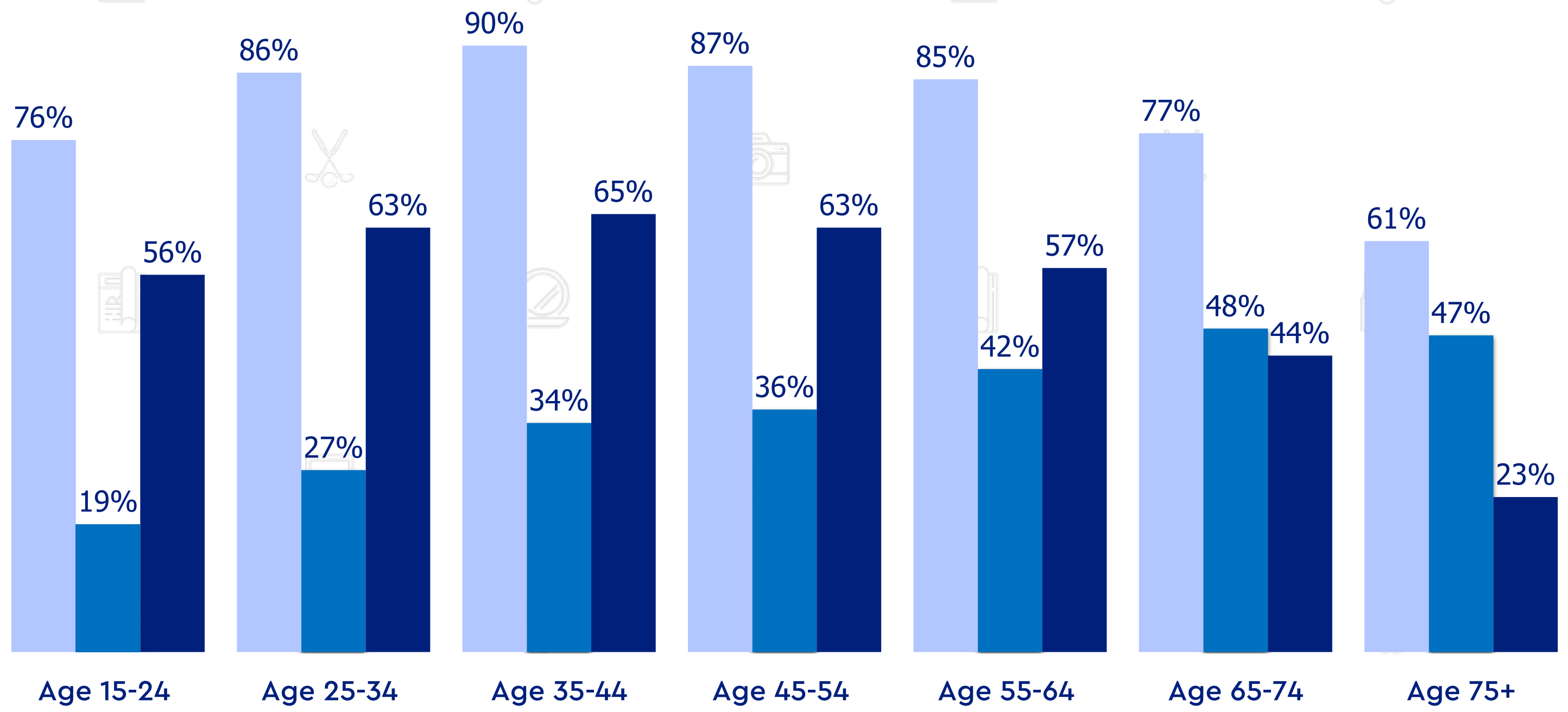


■ Male ■ Female

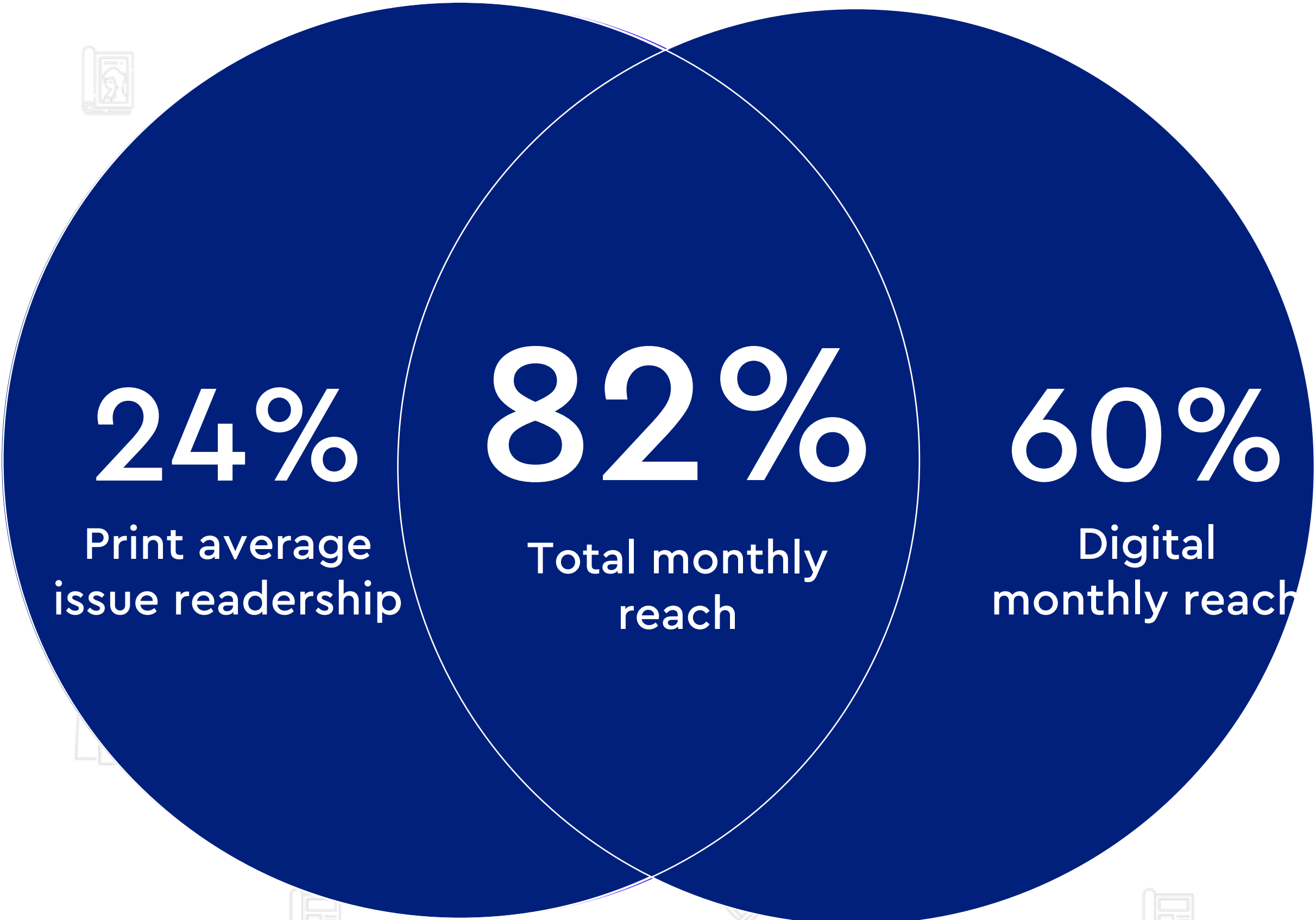
MAGAZINE REACH BY SOCIAL GRADE



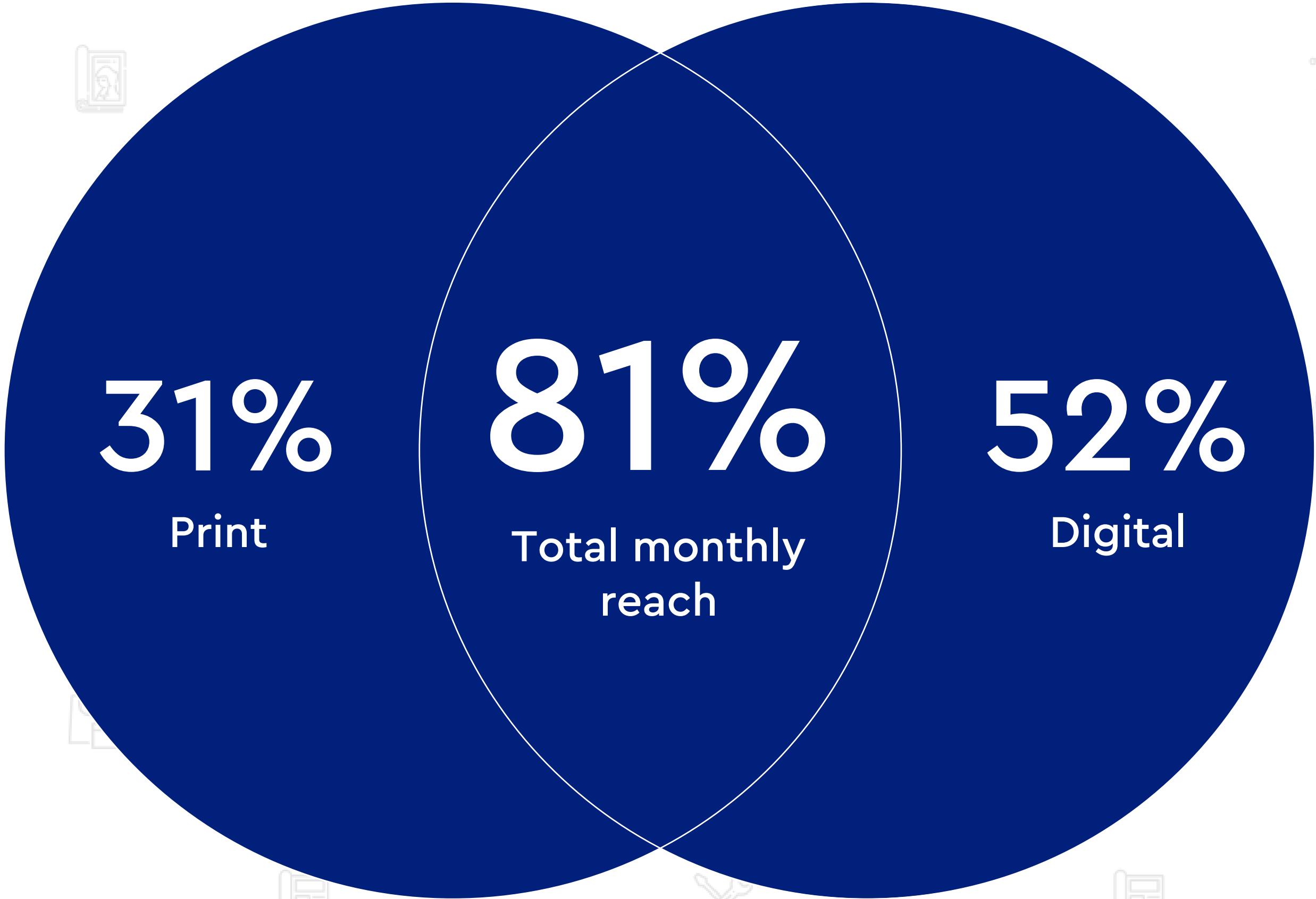
MAGAZINE REACH BY AGE



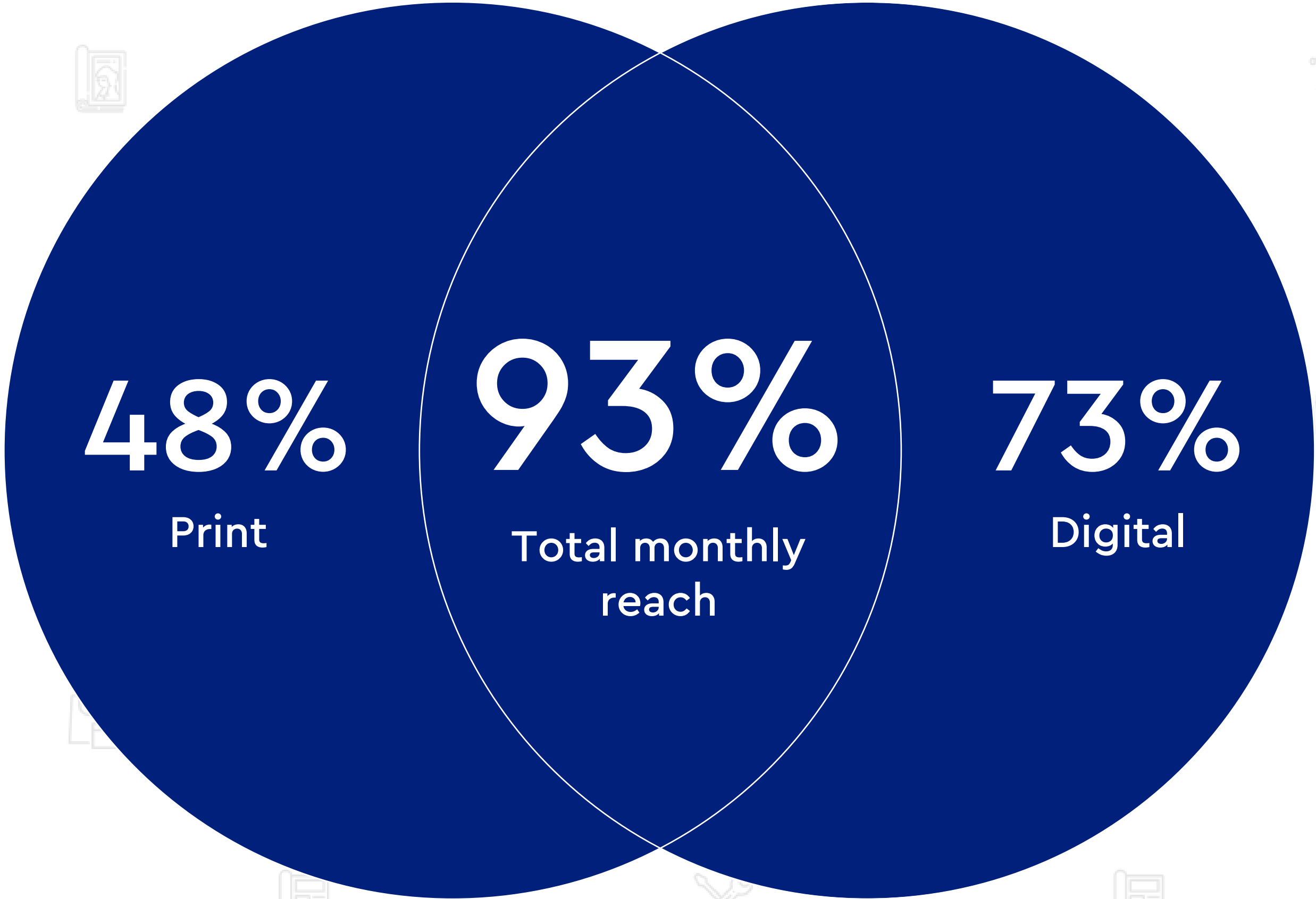
MAGAZINE REACH 16-34



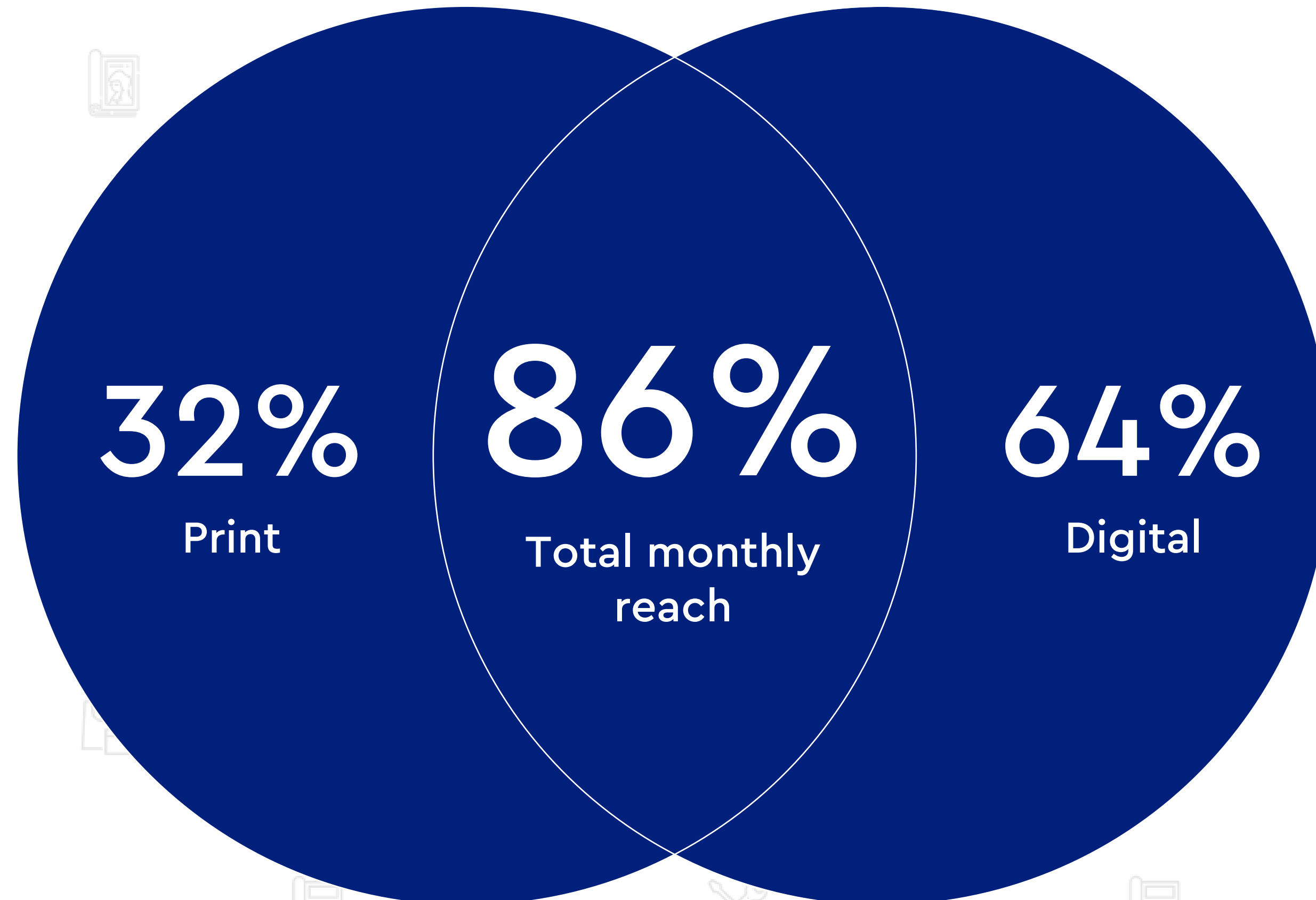
MAGAZINE REACH ABC1 MEN



MAGAZINE REACH ABC1 WOMEN



MAGAZINE REACH HOUSEHOLDS WITH CHILDREN



AD SPEND

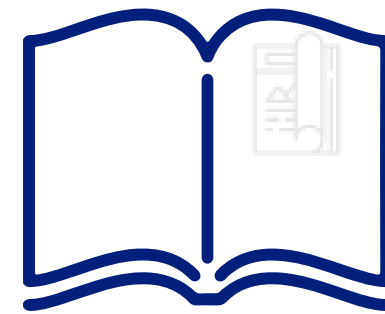


MEDIA GROUP

SHAPE OF UK ADVERTISING EXPENDITURE

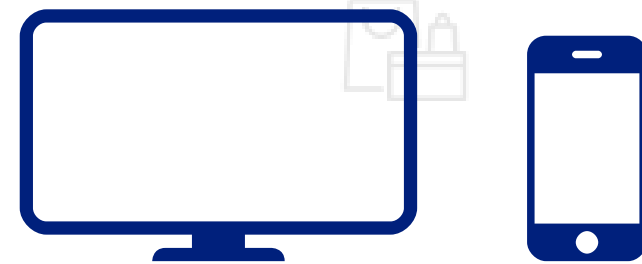


Total advertising spend
£25,359.2 million



Magazine advertising spend
£654.5 million

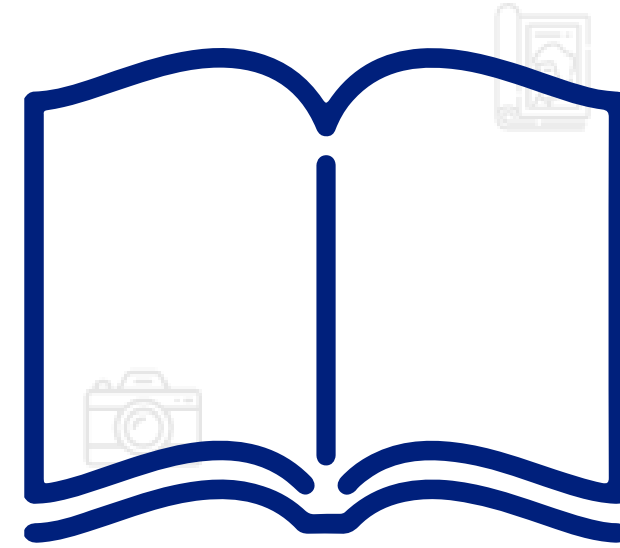
2.6%



Proportion of magazine
spend on digital
£264.1 million

40%

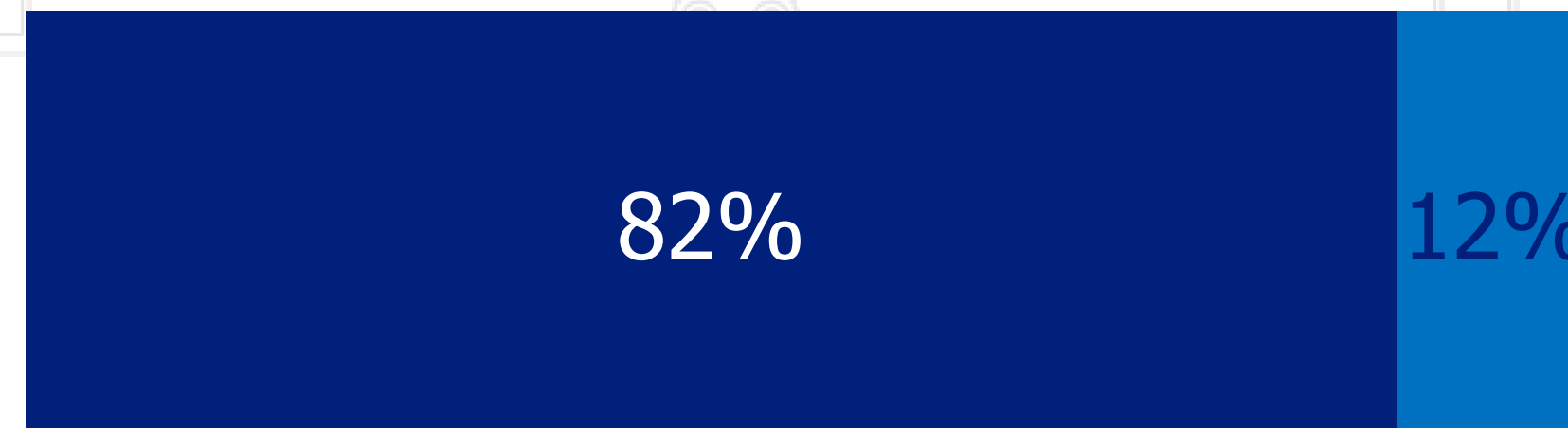
MAGAZINE INVESTMENT BREAKDOWN



Magazine advertising spend
£654.5 million

Display

Classified



TOP MAGAZINE ADVERTISERS

1



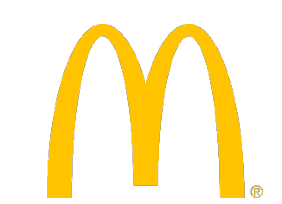
6



11



16



2



7



12



17



3



8



13



18



4



9



14



19



5



10



15



20

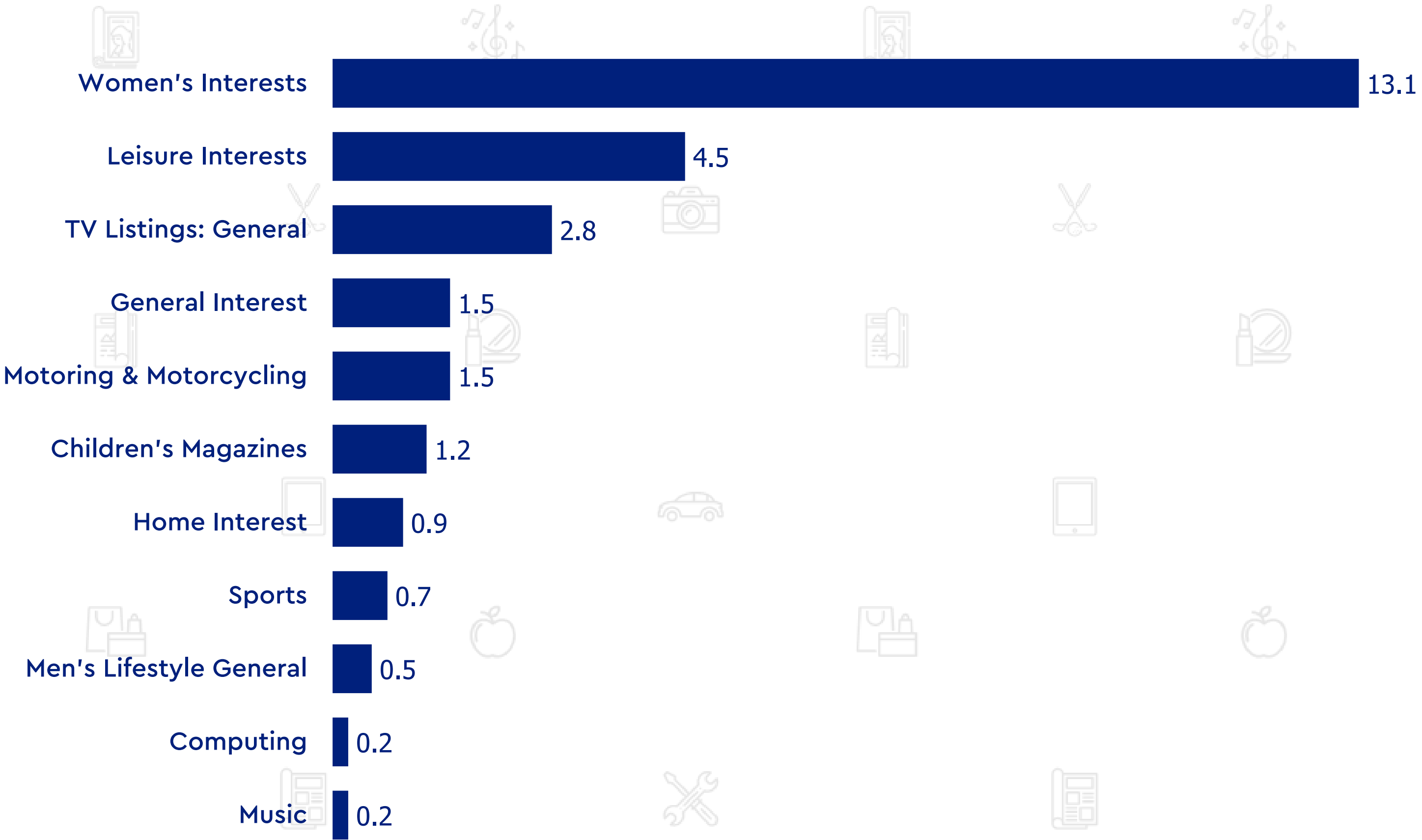


CIRCULATION



MEDIA GROUP

AVERAGE EDITION CIRCULATION BY SECTOR (MILLIONS)



ENGAGEMENT



MEDIA GROUP

MAGAZINES ARE CONSIDERED TIME WELL SPENT

89%

Print &
Digital

TRUST IN MAGAZINE CONTENT

87%

Print &
Digital

FEEL A CLOSE CONNECTION WITH MAGAZINES

72%

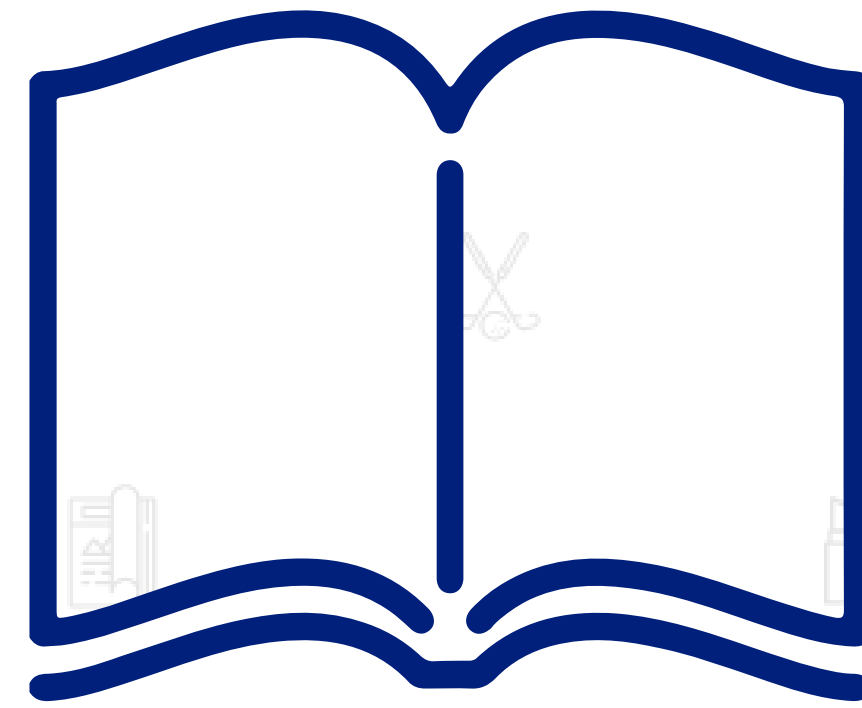
Print &
Digital

MAGAZINES OFFER SOMETHING NOT AVAILABLE ELSEWHERE

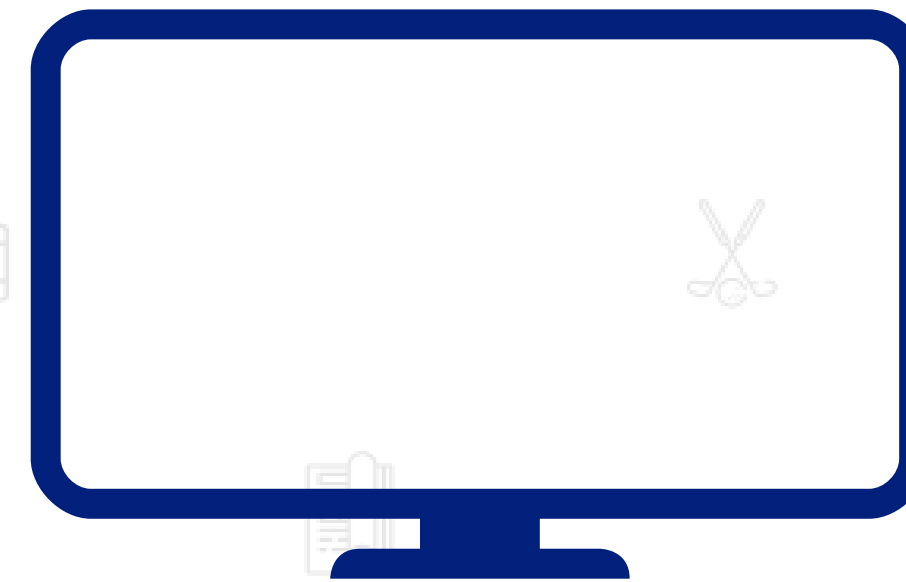
75%

Print &
Digital

TIME SPENT WITH MAGAZINES



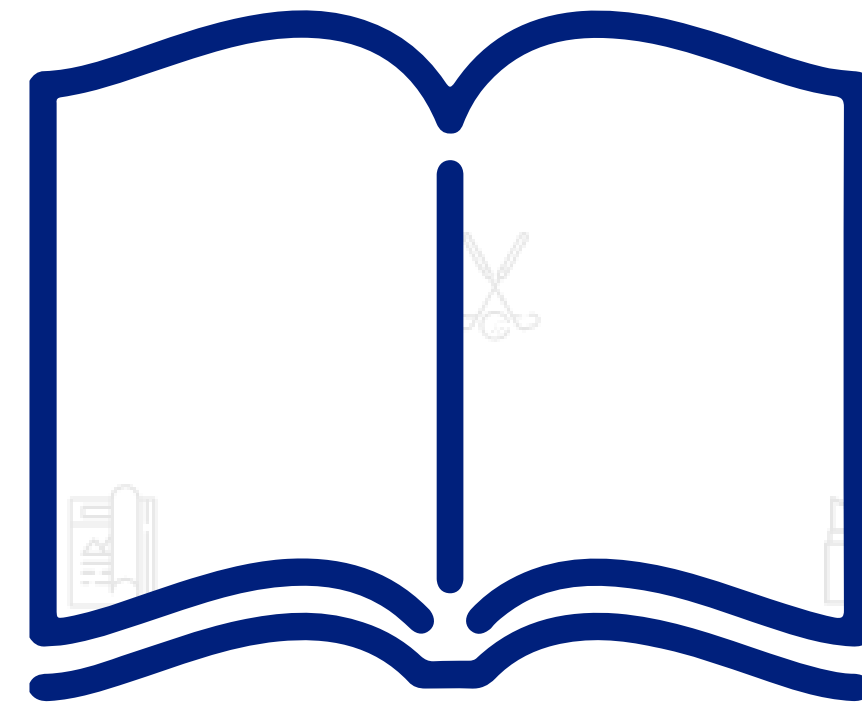
99 mins



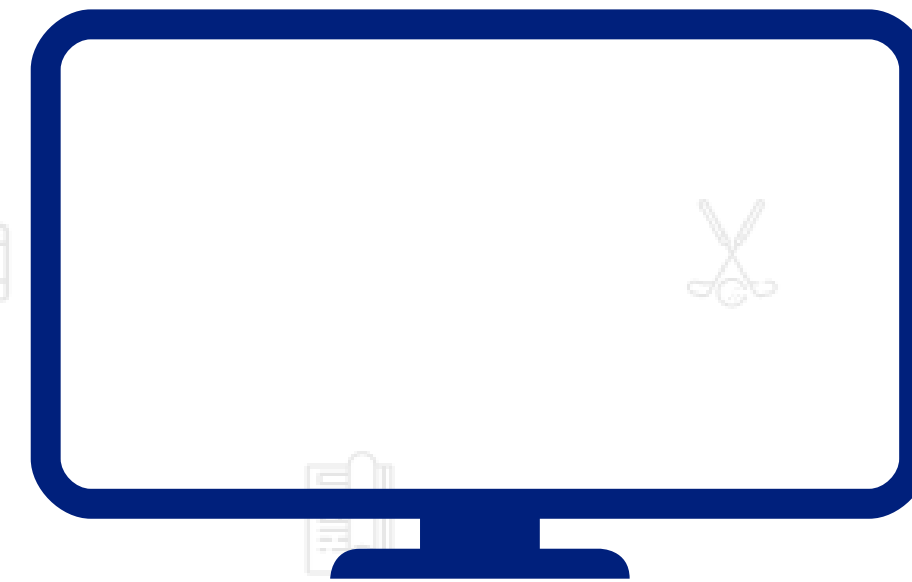
15 mins

Consuming magazine media each month –
average time spent reading

TIME SPENT WITH MAGAZINES (16-34)



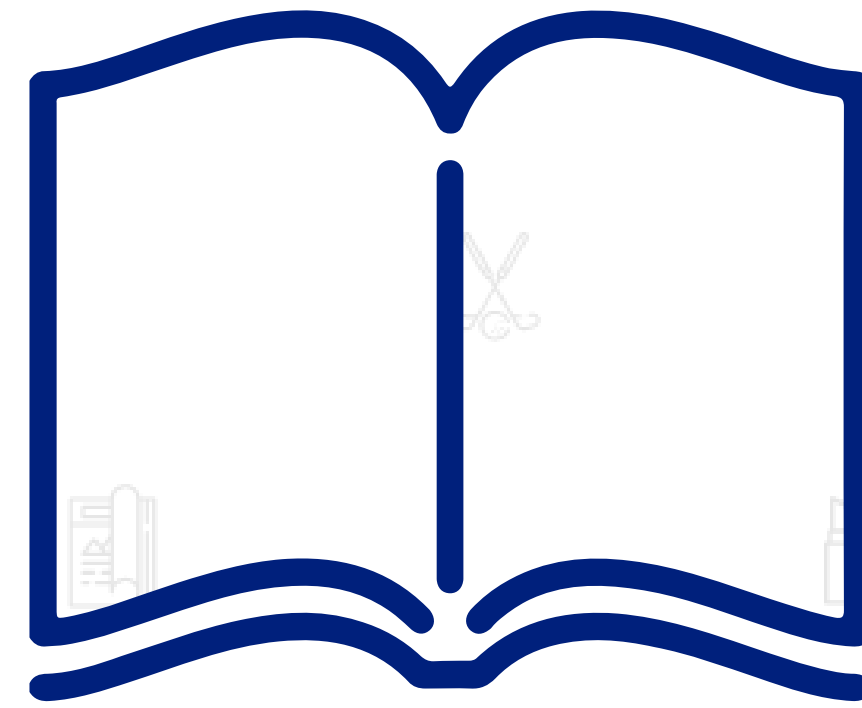
68 mins



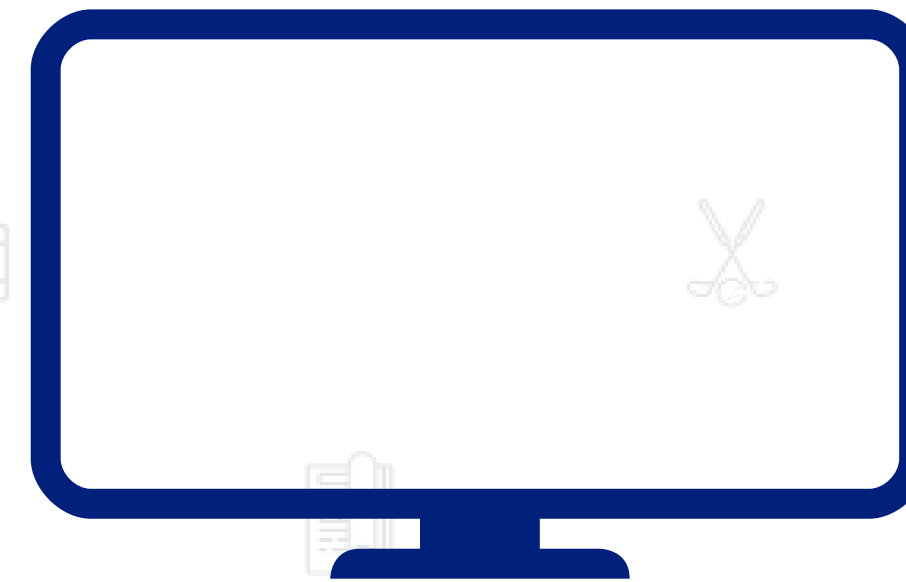
10 mins

Consuming magazine media each month –
average time spent reading

TIME SPENT WITH MAGAZINES (ABC1 MEN)



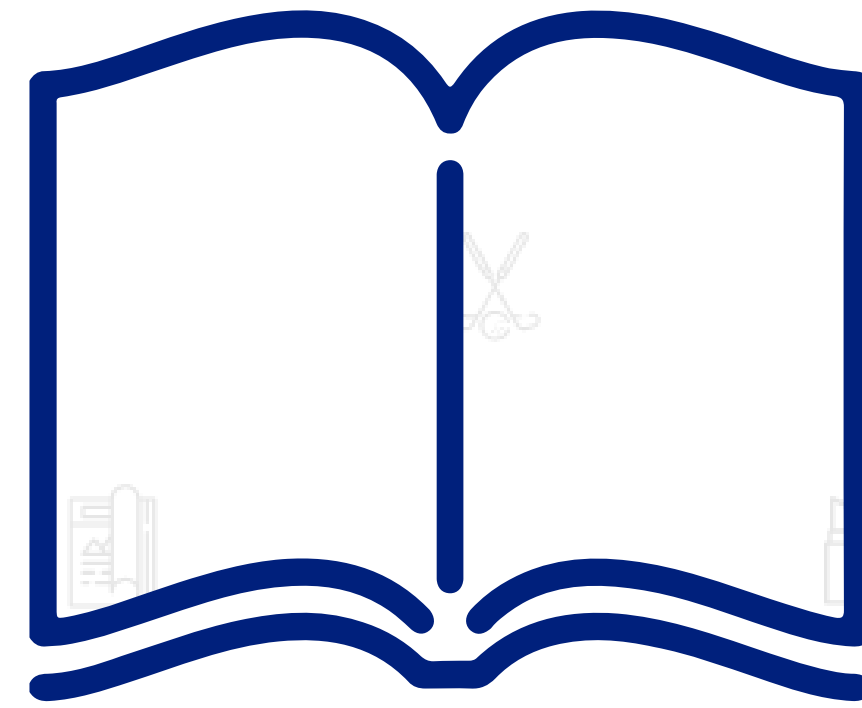
82 mins



15 mins

Consuming magazine media each month –
average time spent reading

TIME SPENT WITH MAGAZINES (ABC1 WOMEN)



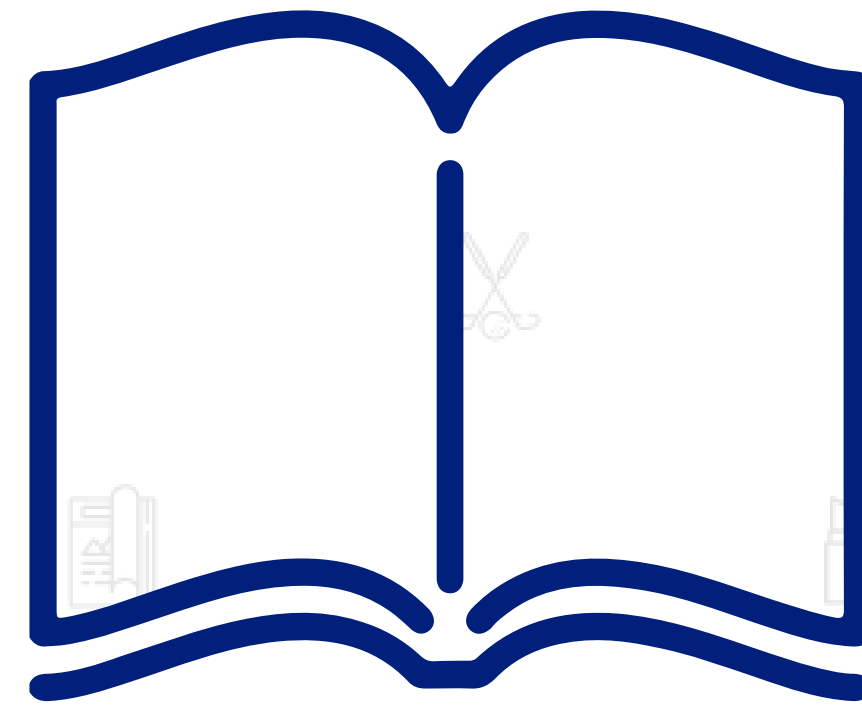
111 mins



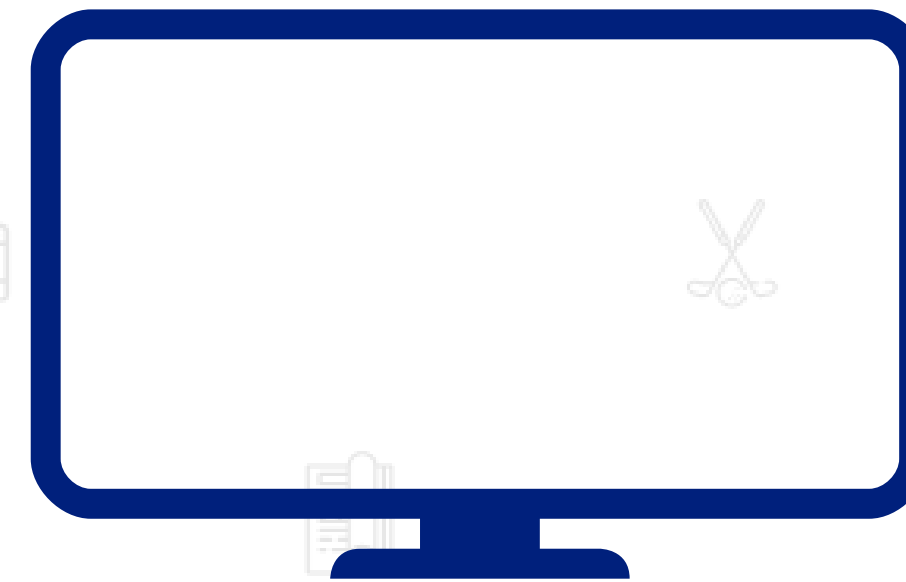
15 mins

Consuming magazine media each month –
average time spent reading

TIME SPENT WITH MAGAZINES (HOUSEHOLDS WITH KIDS)



85 mins



14 mins

Consuming magazine media each month –
average time spent reading