




Market Overview

MAGNETIC

The audience





72%
(38.7 million)

of adults read
magazines



37%

**(20 million)
of adults read
magazines
in print**

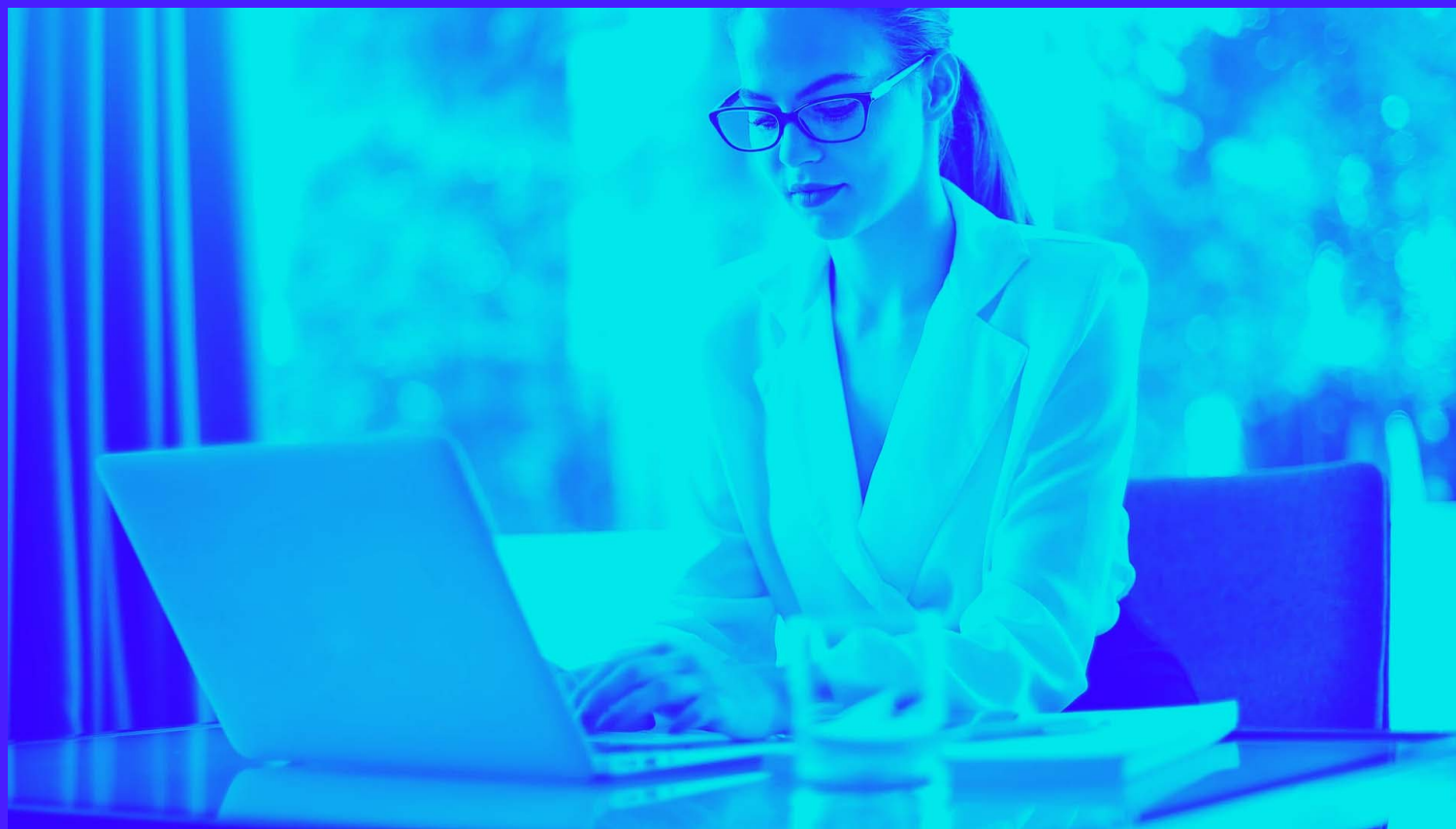
A person is holding a tablet computer. The screen of the tablet displays a large percentage and some text. The background is a blurred image of a person's face and a magazine.

58%

(31.2 million)
of adults read
magazines
digitally



75% of 15-34s

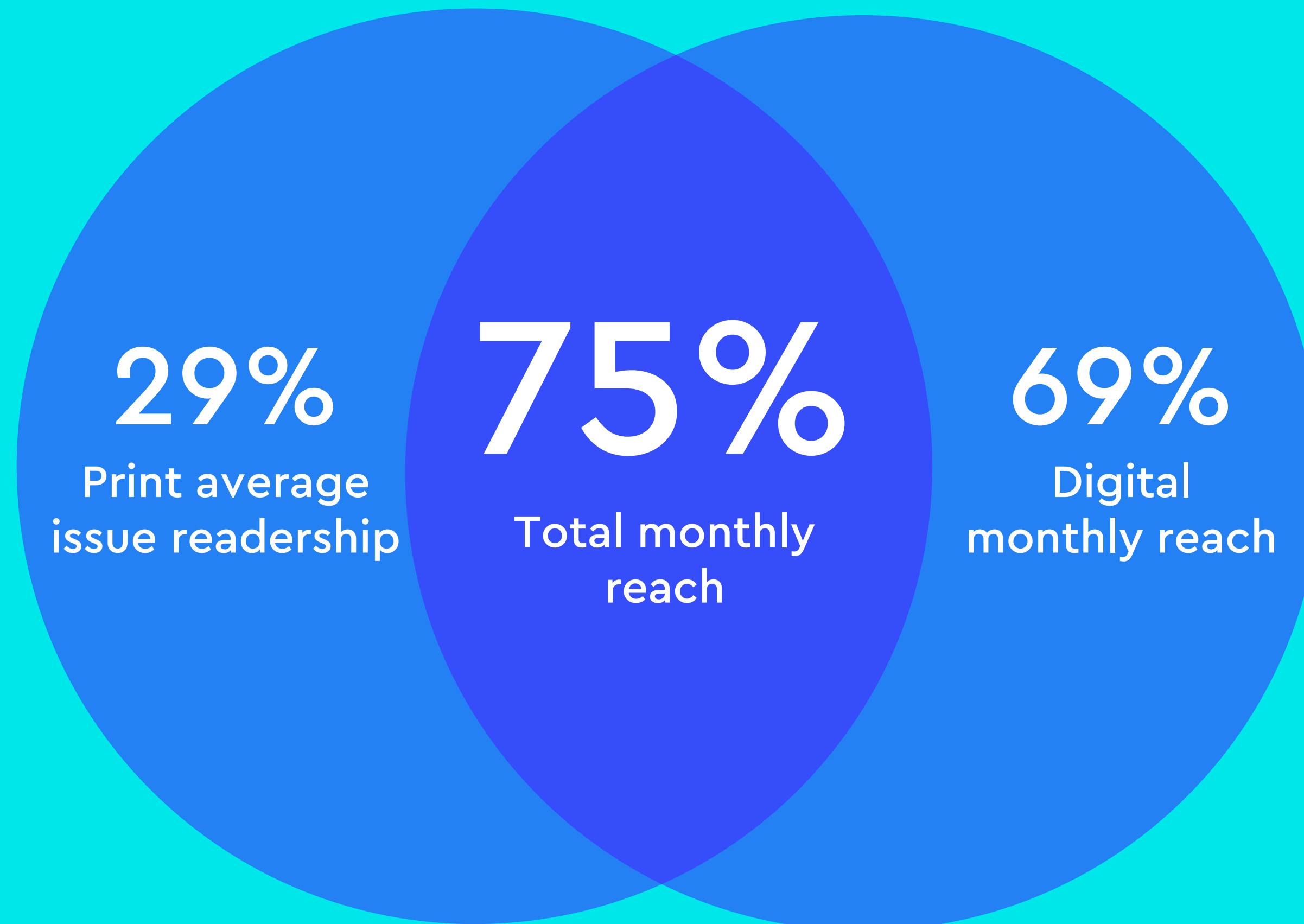
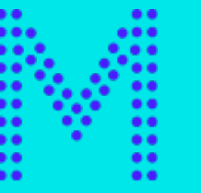


77% of ABC1s

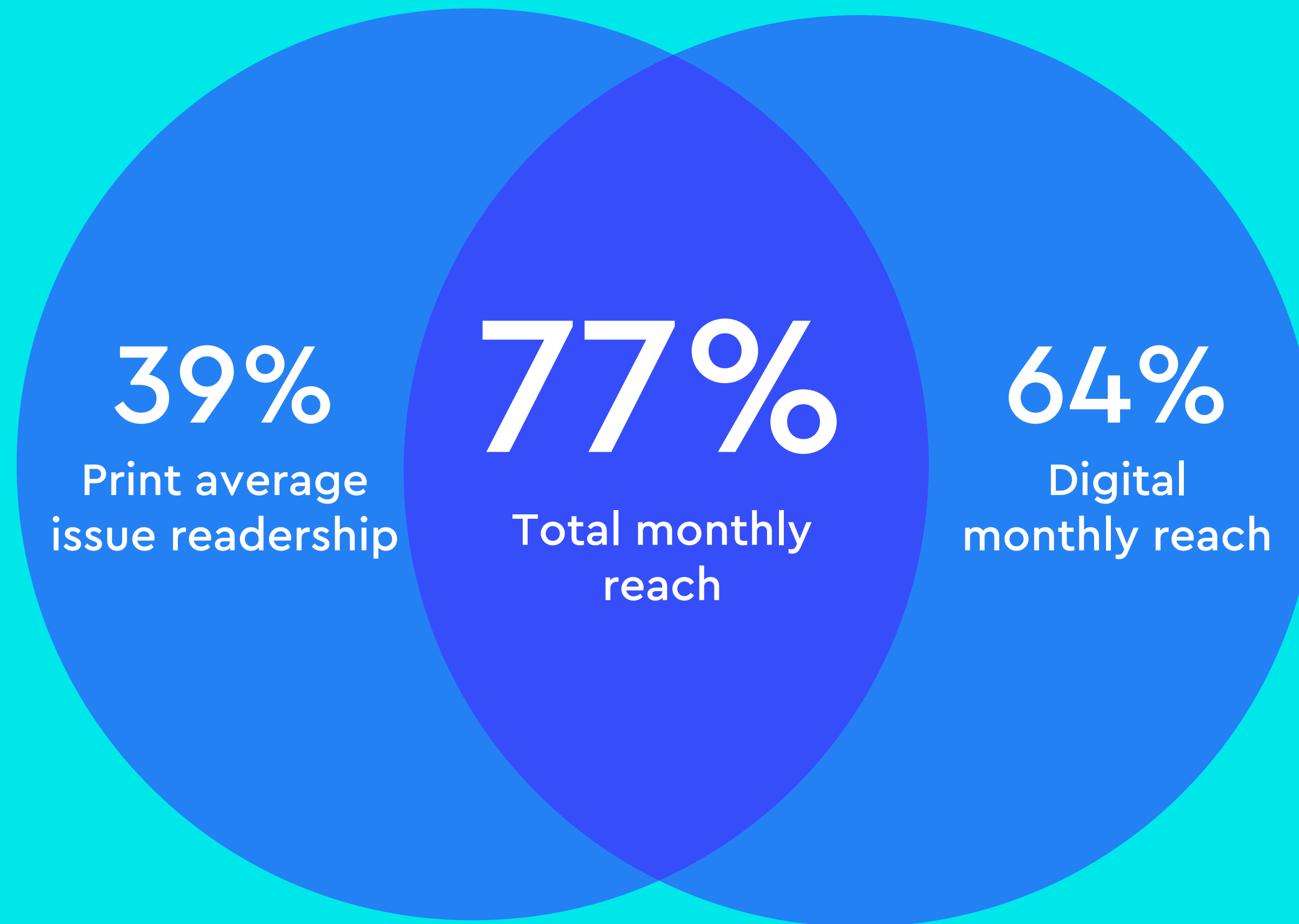
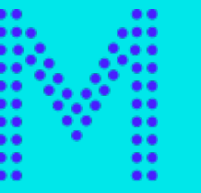


75% of HHwC

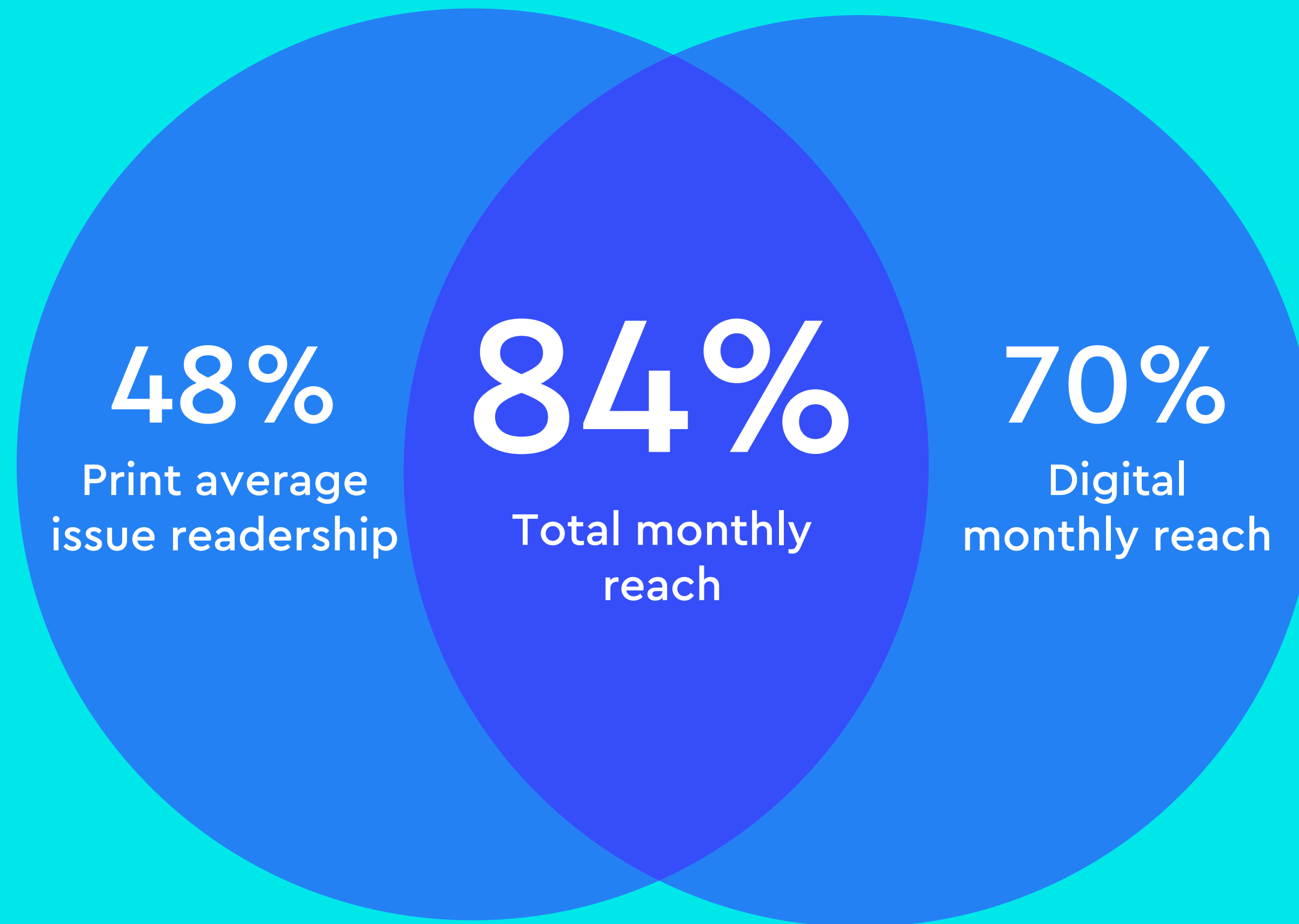
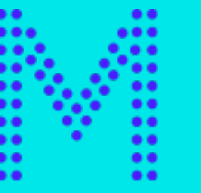
Magazine reach 15-34



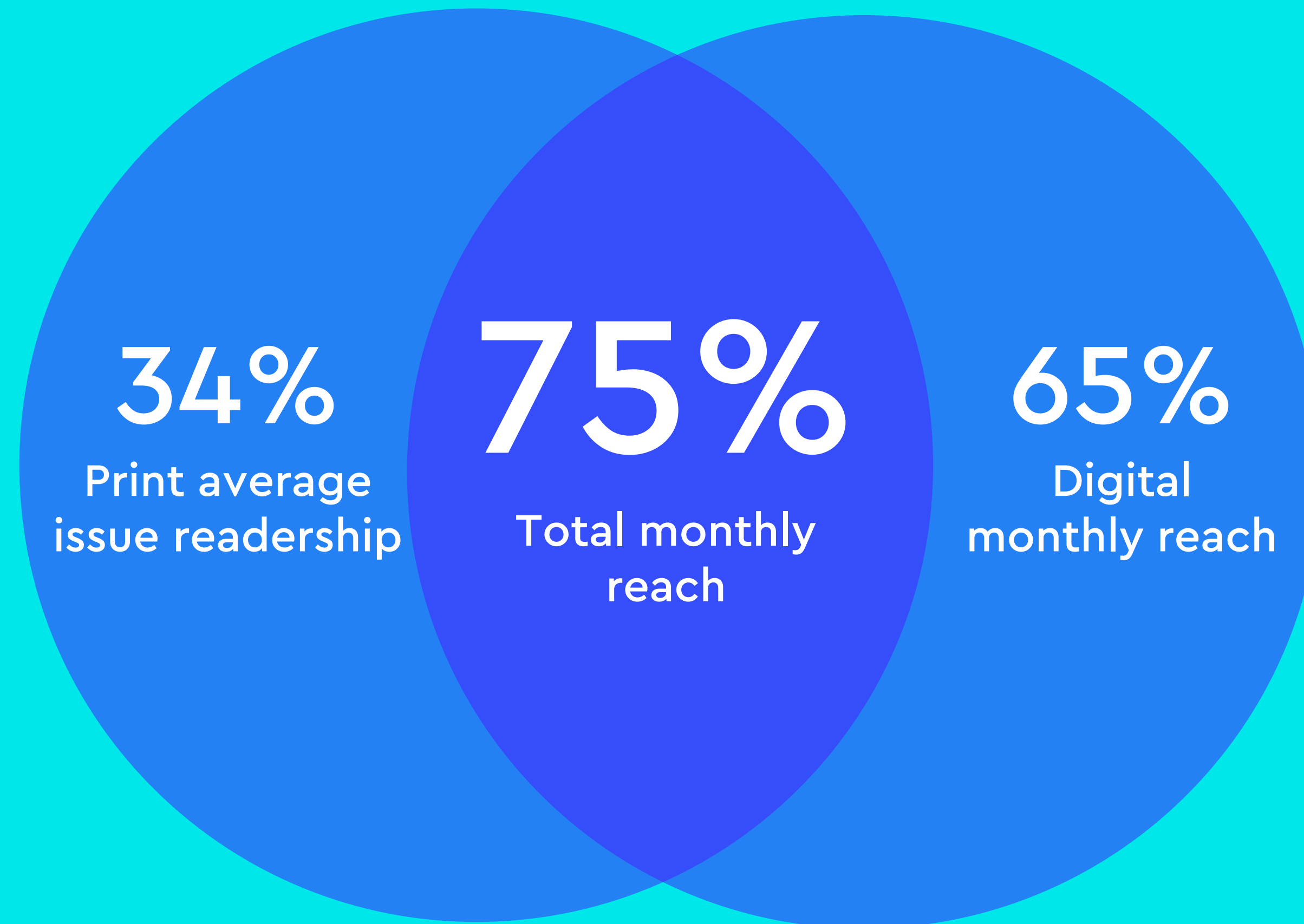
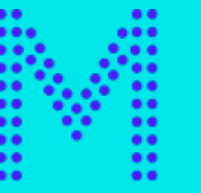
Magazine reach ABC1



Magazine reach ABC1 women



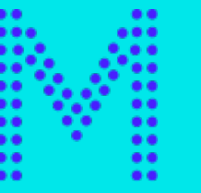
Magazine reach HHwC



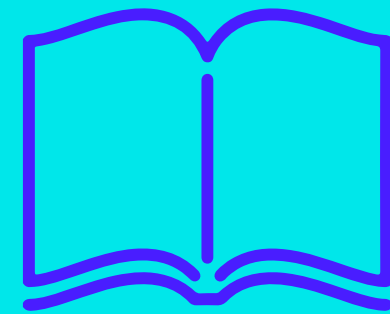


Ad spend

Shape of UK advertising expenditure 2020



Total advertising spend
£23,481 million

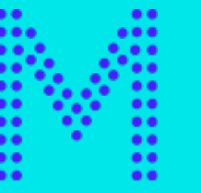


Magazine advertising spend
£462.6 million

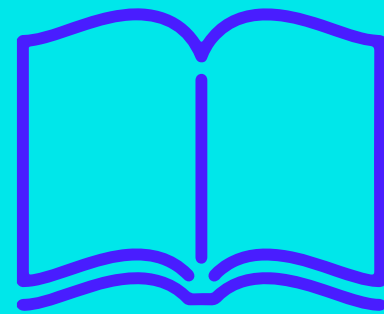


Proportion of magazine
spend on digital
£200.1 million

Shape of UK advertising expenditure 2021 forecast



Total advertising spend
£29,308.3 million (+24%)



Magazine advertising spend
£562.3 million (+21.6%)

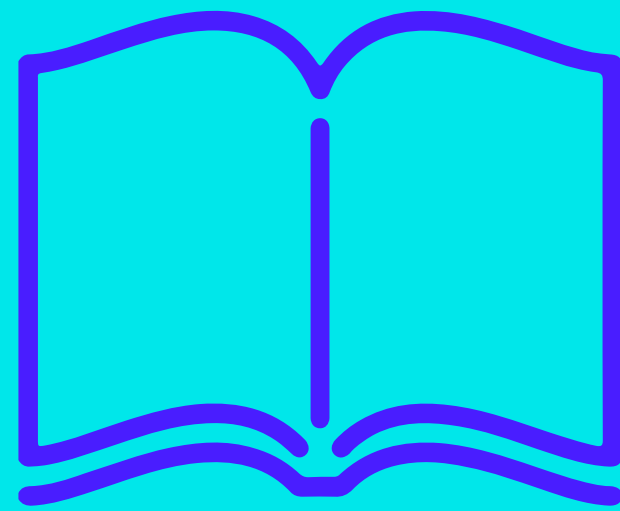
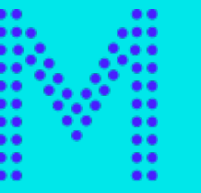
1.9%



Proportion of magazine
spend on digital
£283.9 million

50%

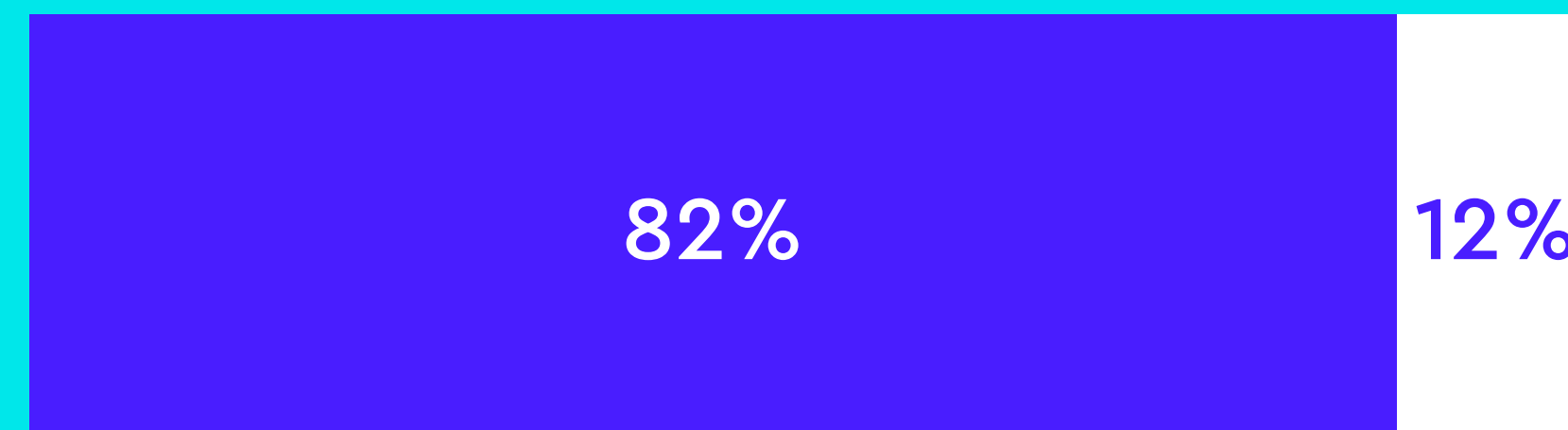
Magazine investment breakdown



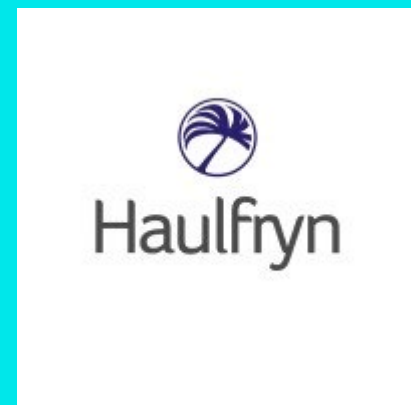
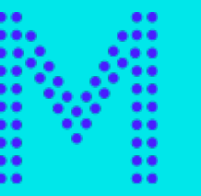
Magazine advertising spend
£654.5 million

Display

Classified



Top magazine advertisers



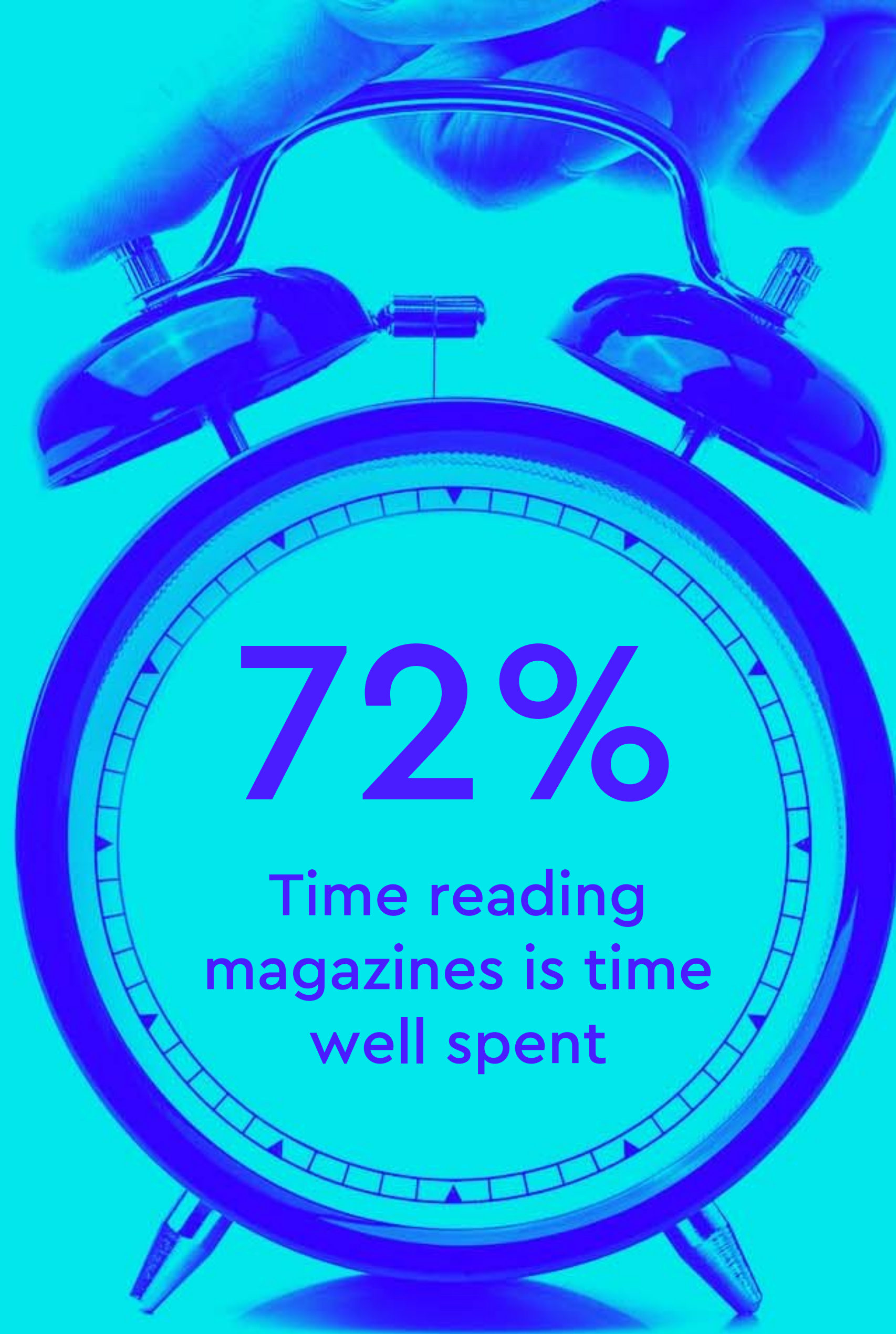
A woman with short blonde hair, wearing a plaid shirt and a dark skirt, is shown from the waist up, looking down at an open book she is holding. The entire image is overlaid with a semi-transparent blue gradient. The word "Engagement" is written in a white, sans-serif font across the center of the image, positioned over the book. Below the text is a horizontal dotted line.

Engagement



58%

give magazines
their undivided
attention



72%

Time reading
magazines is time
well spent

A background image showing two hands, one from the left and one from the right, holding a heart shape. The hands are positioned as if they are gently cupping the heart. The entire image has a light blue color overlay.

58%

**Magazines offer
something not available
elsewhere**



66%

trust what they read in magazines

A person is holding a tablet computer. The screen of the tablet displays a statistic. The background is a blurred image of a person's face and a magazine.

51%
of readers say advertising
in magazine media
is relevant to them



MAGNETIC