

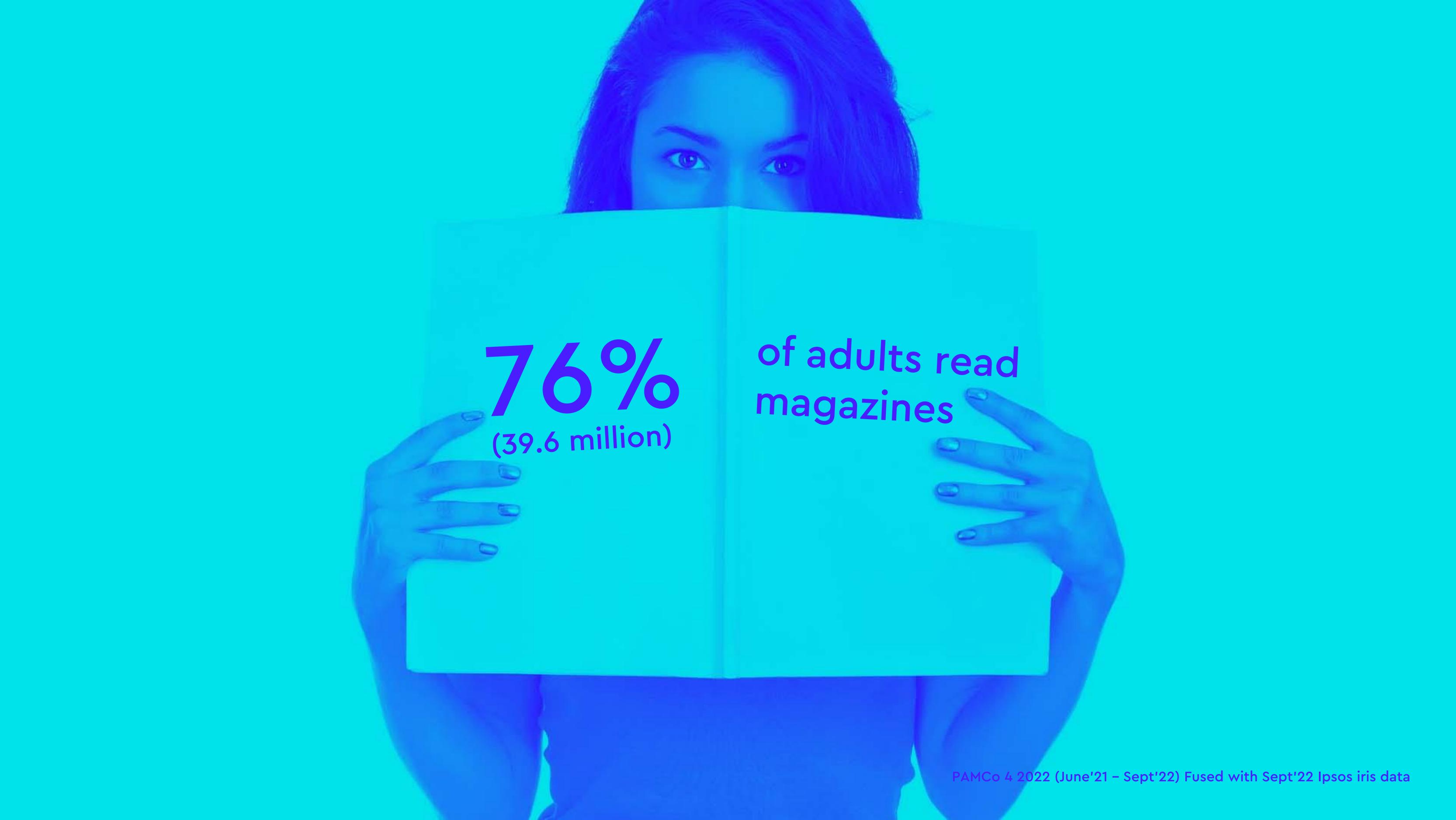


Market Overview

MAGNETIC

The audience





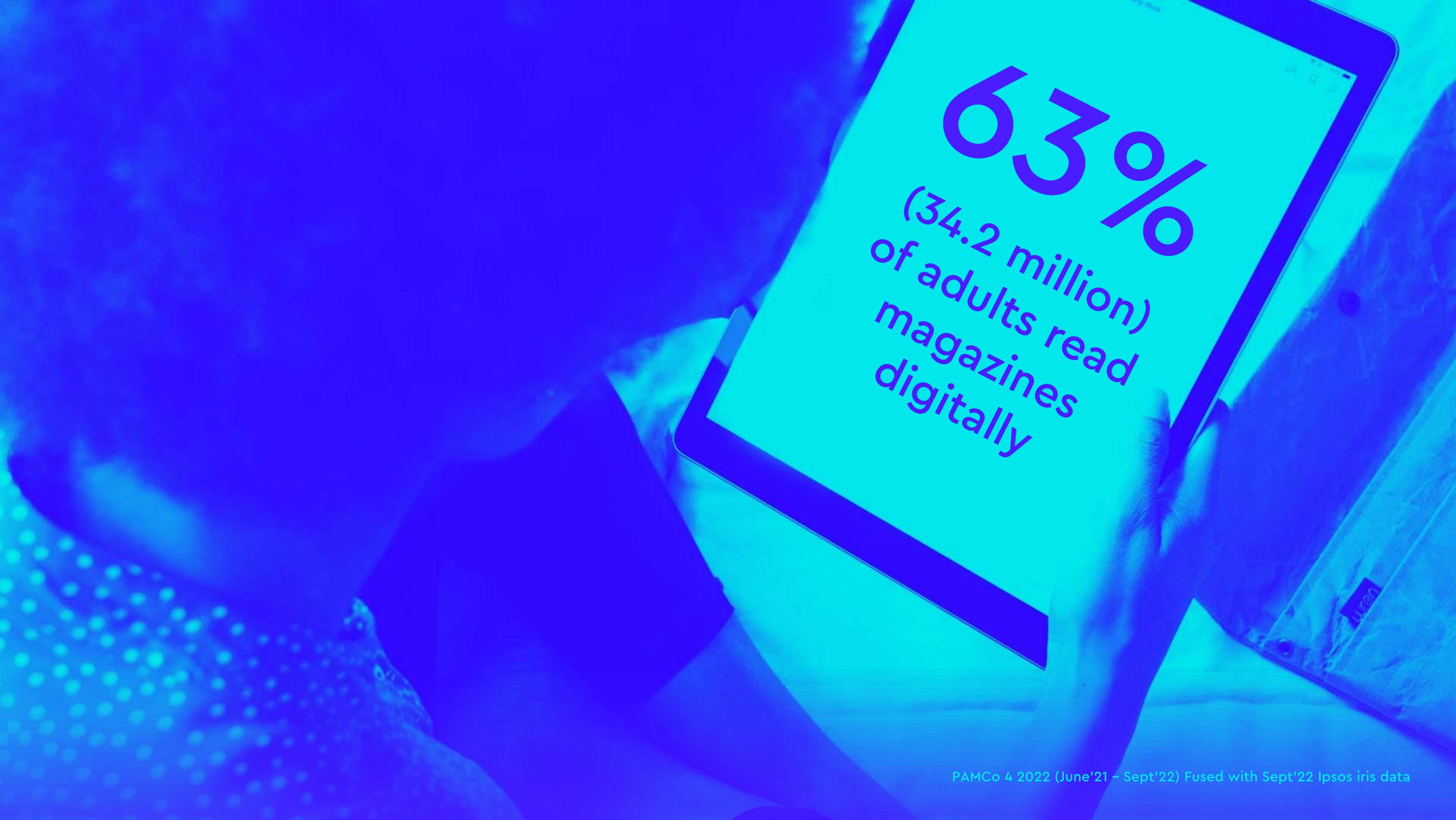
76%
(39.6 million)

of adults read
magazines



38%

(20.6 million)
of adults read
magazines
in print

A person is holding a tablet computer. The screen of the tablet displays the following text: "63% (34.2 million) of adults read magazines digitally". The background is a blurred image of a person's face and hands holding a magazine. The entire image has a blue tint.

63%
(34.2 million)
of adults read
magazines
digitally



73% of 15-34s

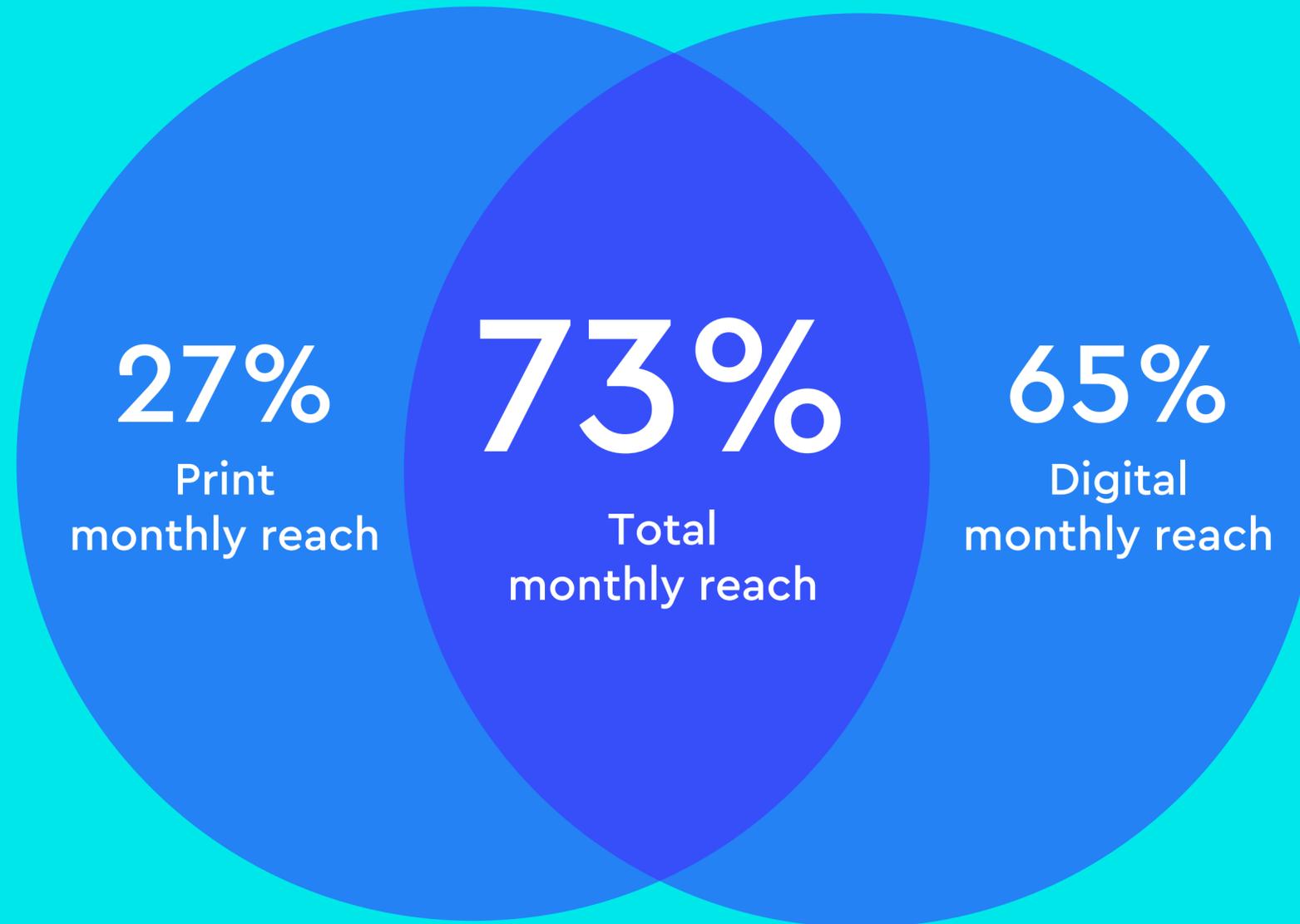
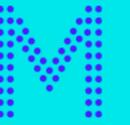


79% of ABC1s

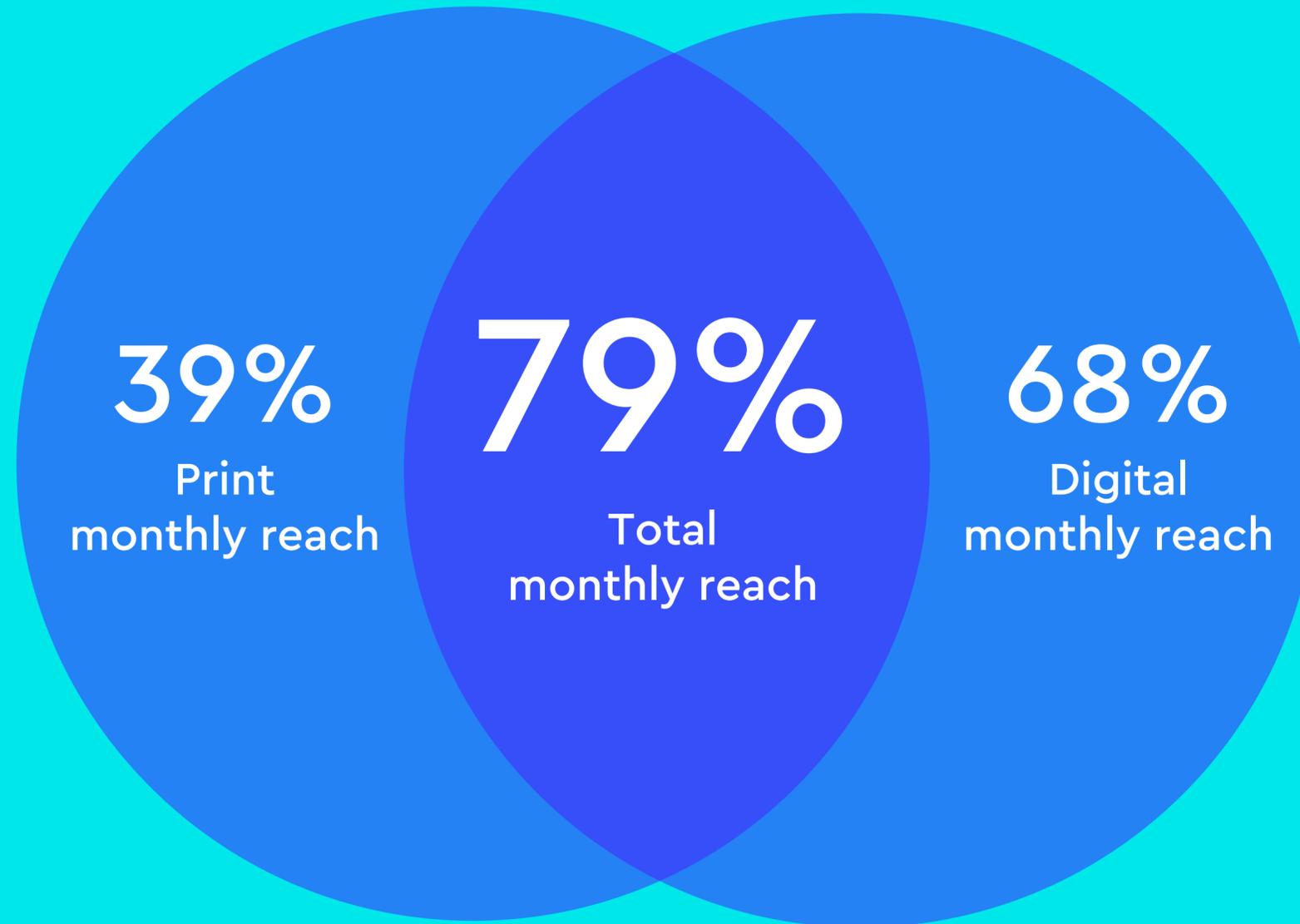
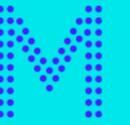


78% of HHwC

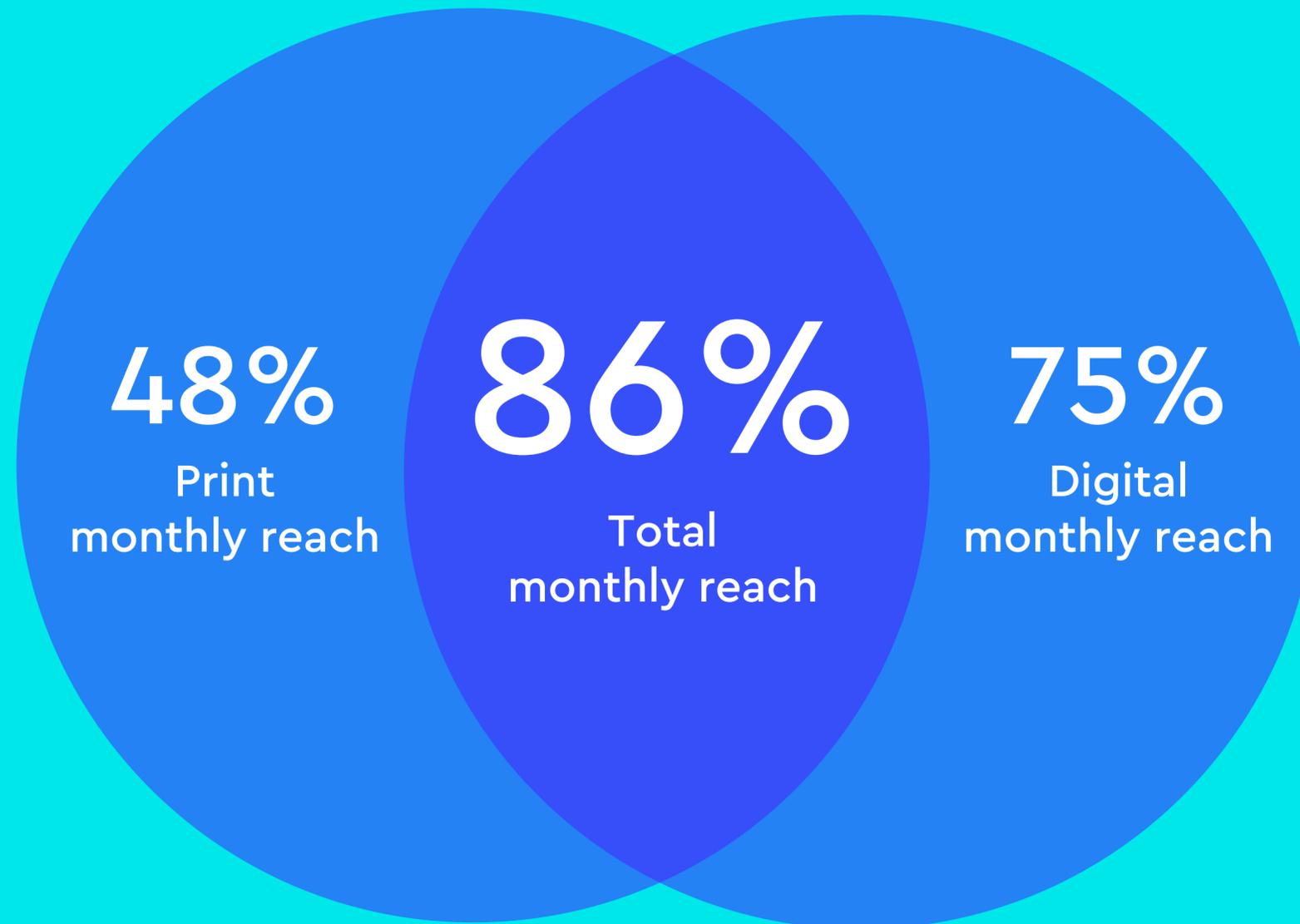
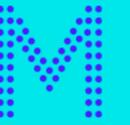
Magazine reach 15-34



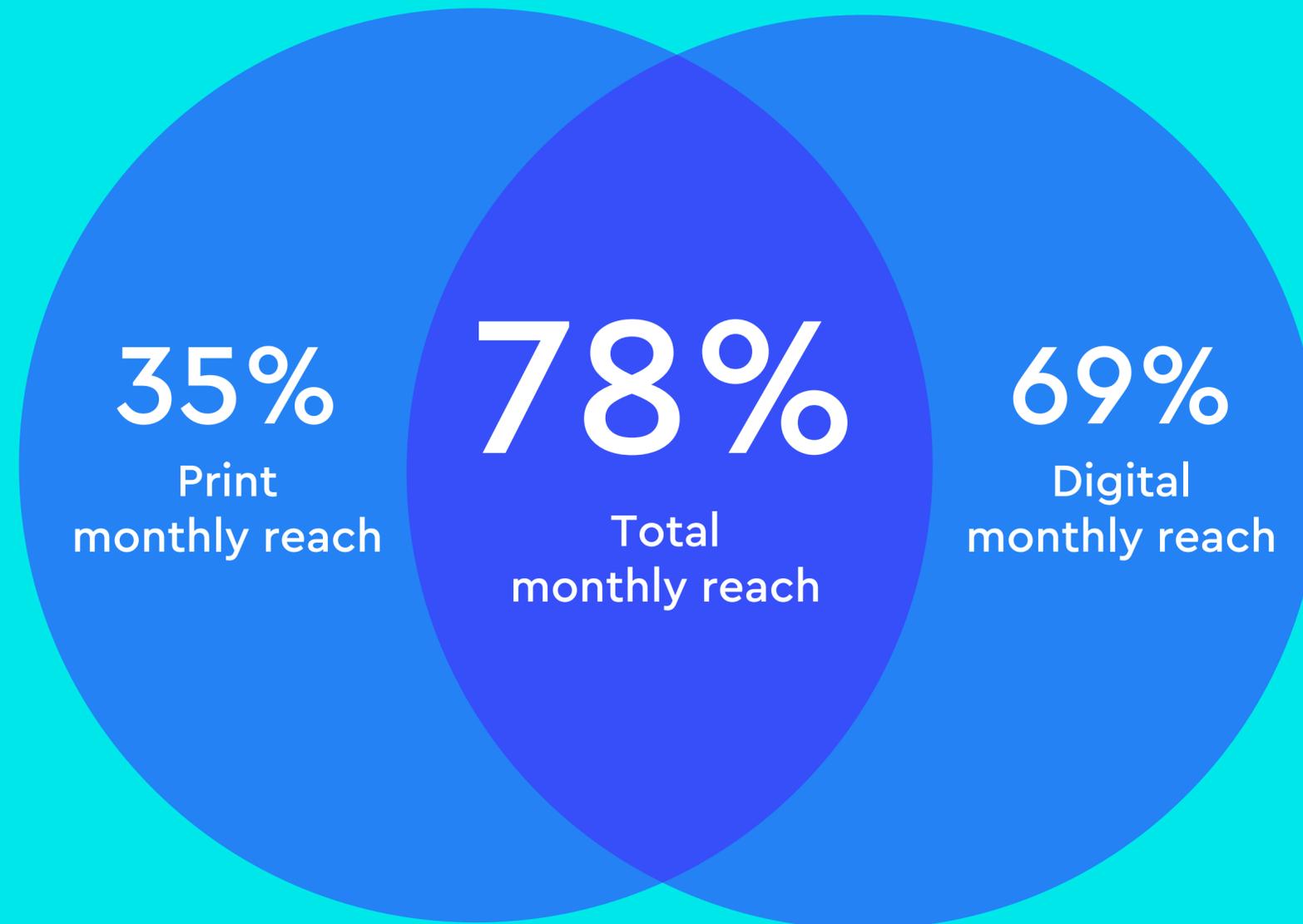
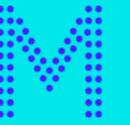
Magazine reach ABC1



Magazine reach ABC1 women



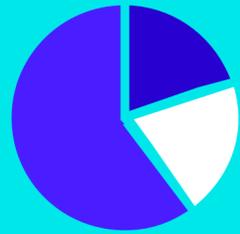
Magazine reach HHwC



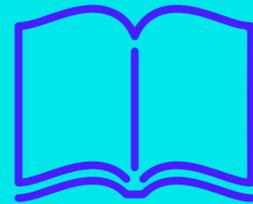


Ad spend

Shape of UK advertising expenditure 2021



Total advertising spend
£31,924 million

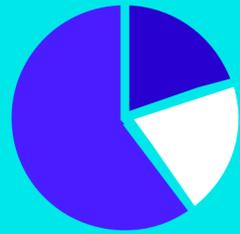
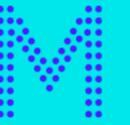


Magazine advertising spend
£556.4 million

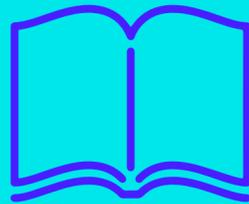


Proportion of magazine
spend on digital
£297.7 million

Shape of UK advertising expenditure 2022 forecast



Total advertising spend
£34,855.8 million (+9.2%)

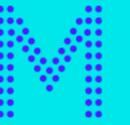


Magazine advertising spend
£560.4 million (+0.7%)



Proportion of magazine
spend on digital
£313.7 million (+5.4%)

Top magazine advertisers



VictoriaPlum.com



Johnson & Johnson

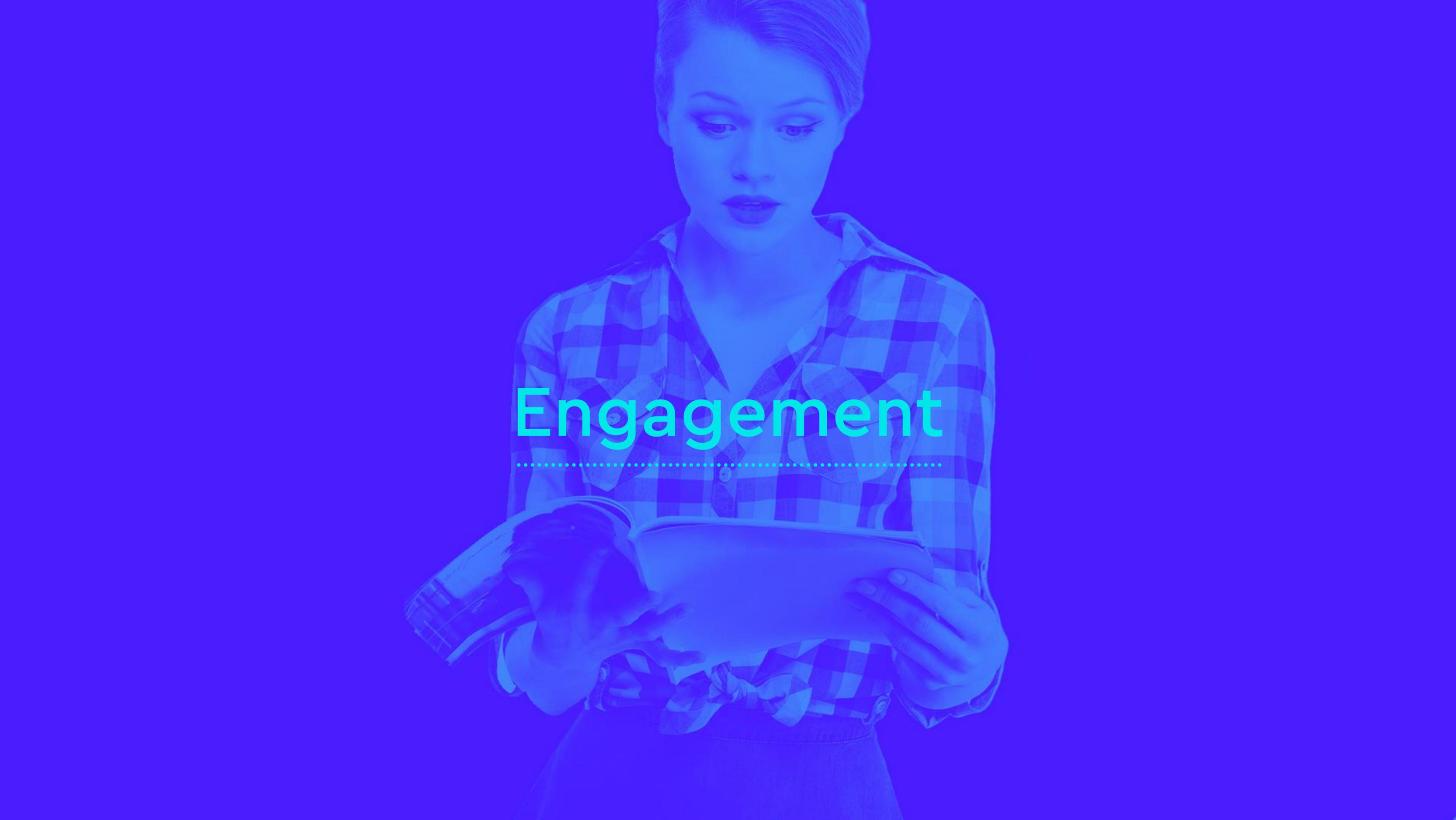
Boots

Sainsbury's

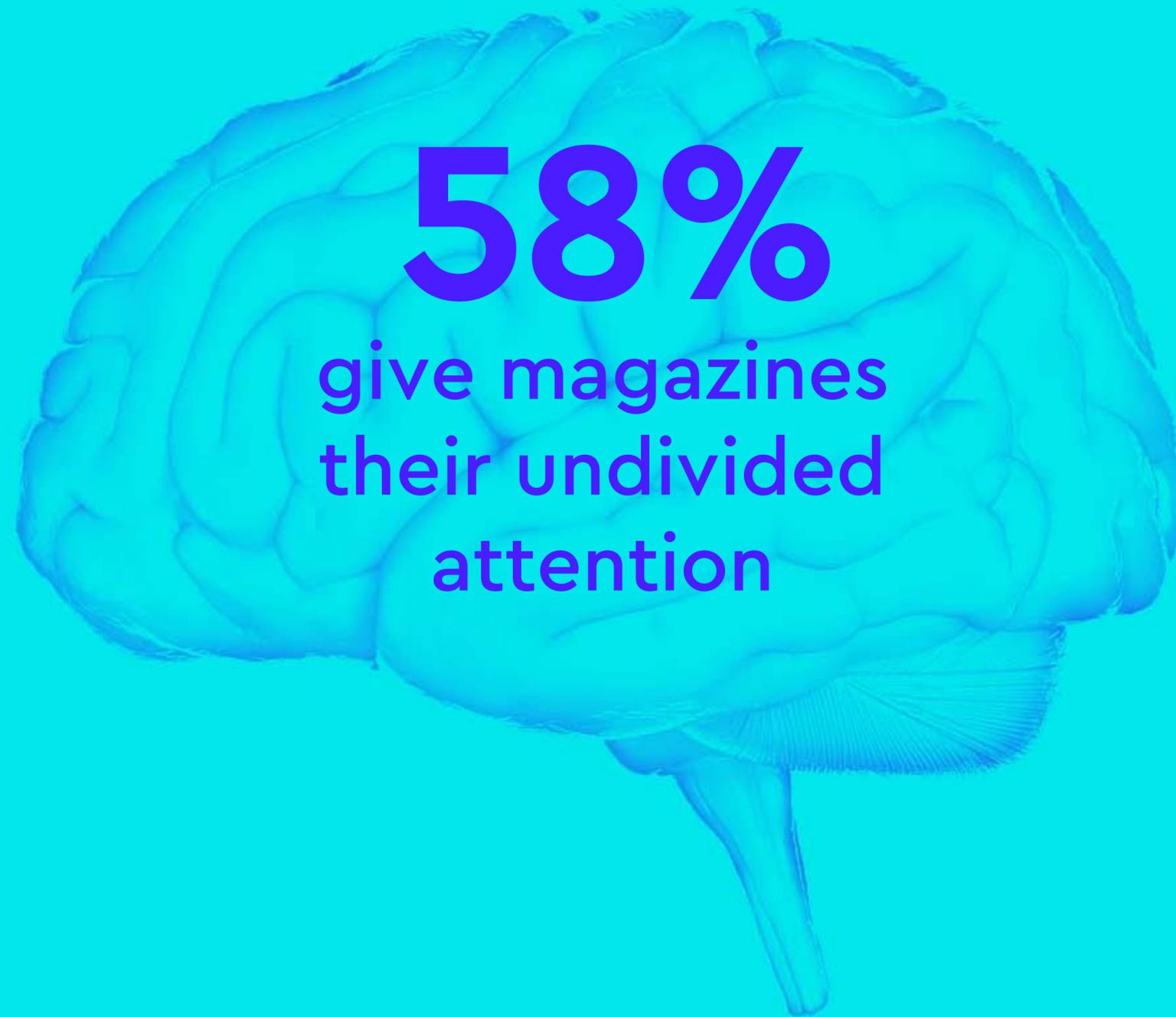
next

L'ORÉAL
LUXE

RICHMONT

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 rendered in a semi-transparent, light blue color against a solid blue background. The heart is formed by the fingers and thumbs of both hands, with the palms facing each other.

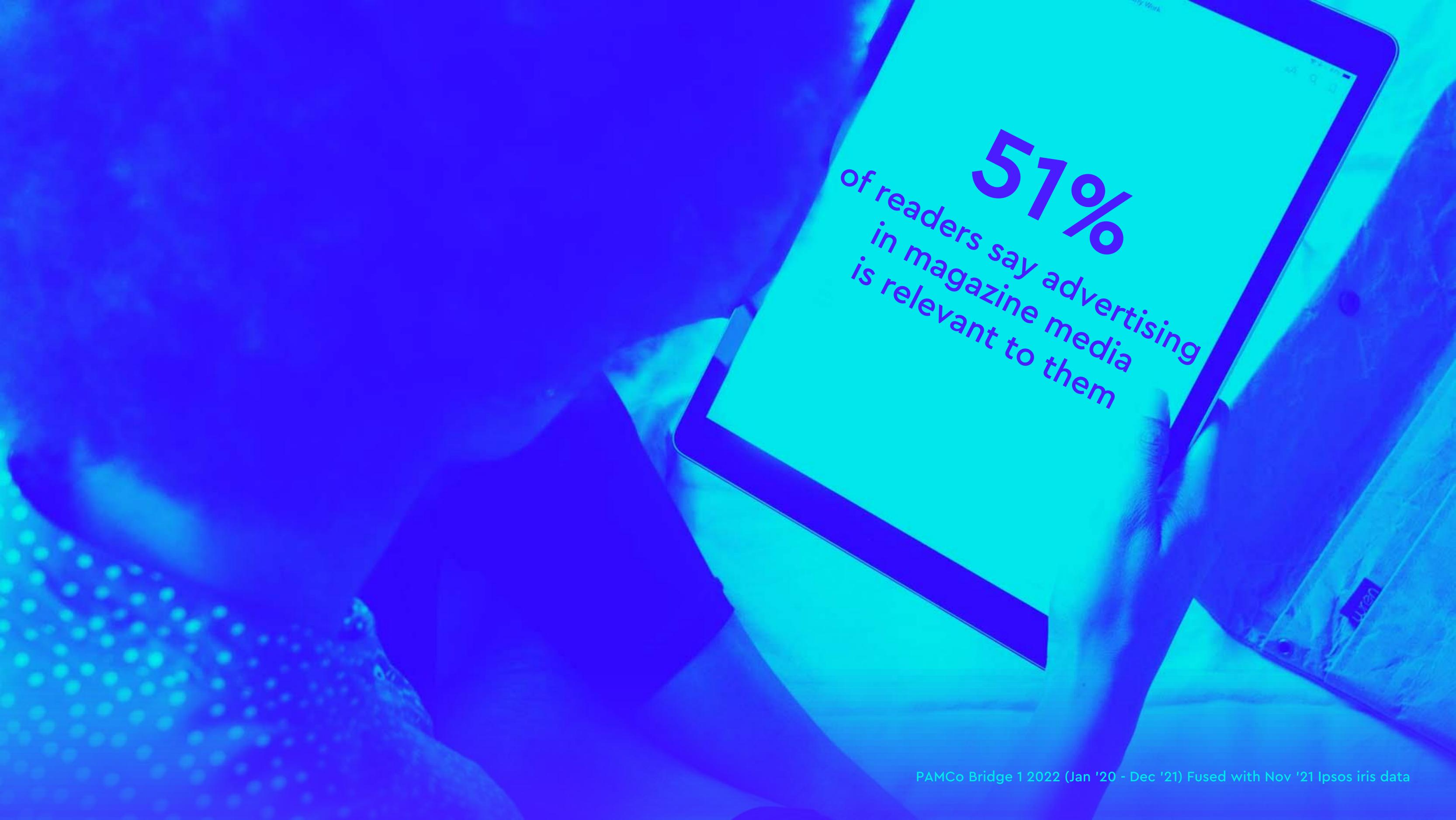
55%

Magazines offer
something not available
elsewhere



91%

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. The overall image has a blue tint.

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



MAGNETIC