



Market Overview

MAGNETIC

The audience



A woman with long dark hair is holding a large, open book in front of her face. The book's pages are white and feature large, bold text. The left page shows '76%' in a large font, with '(39.6 million)' in a smaller font below it. The right page shows 'of adults read magazines' in a large font. The woman's eyes are visible above the top edge of the book.

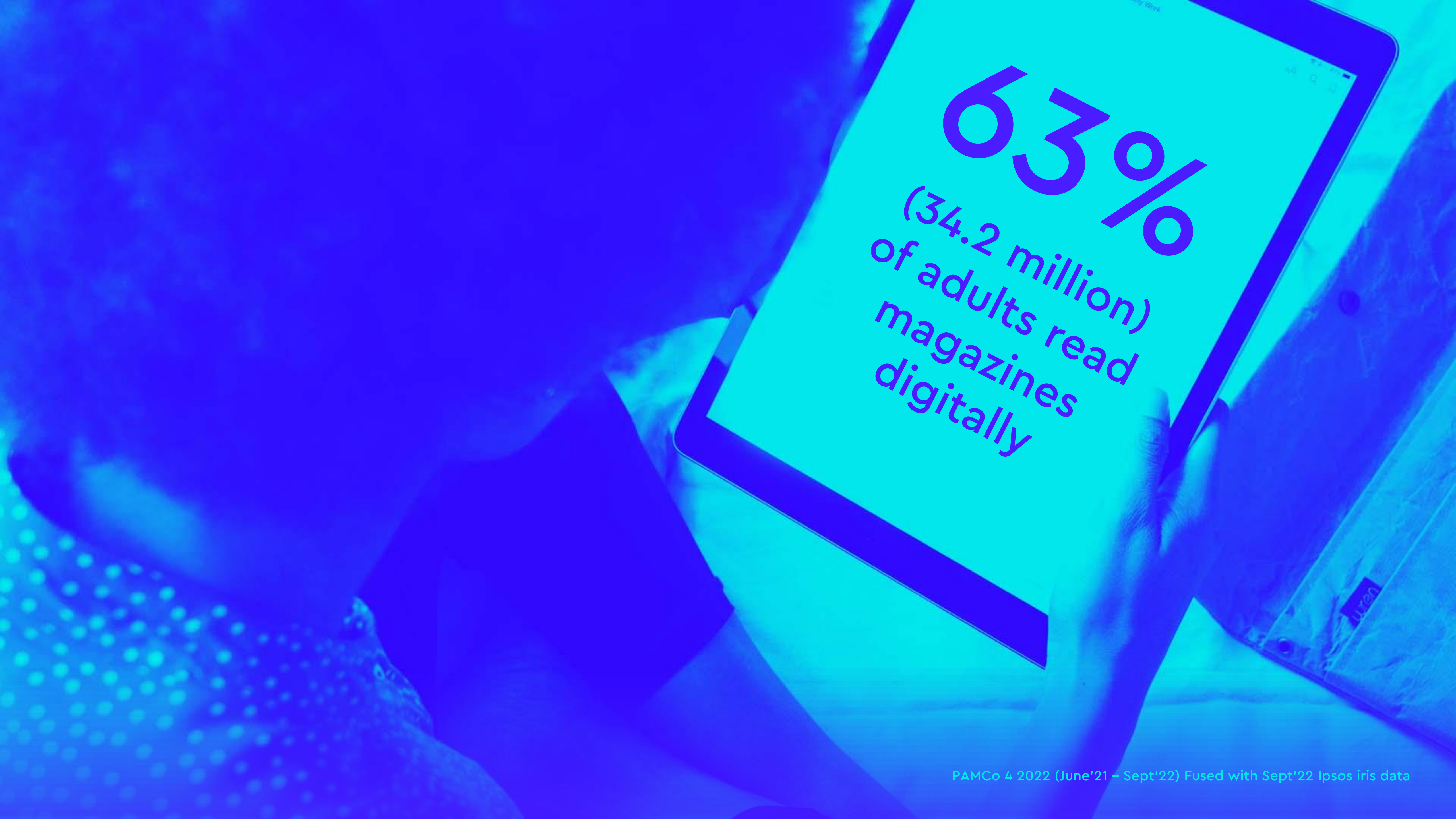
76%
(39.6 million)

**of adults read
magazines**

A person is holding a magazine open, and the right page is covered by a semi-transparent blue overlay. The overlay contains white text. In the background, a cup of coffee on a saucer and a pair of glasses are visible on a table.

38%

(20.6 million)
of adults read
magazines
in print

A person is holding a tablet that displays a statistic. The background is a close-up of a person's face, partially obscured by a blue overlay. The tablet screen shows the following text:

63%
(34.2 million)
of adults read
magazines
digitally

City Work

44 9 3

uren



73% of 15-34s

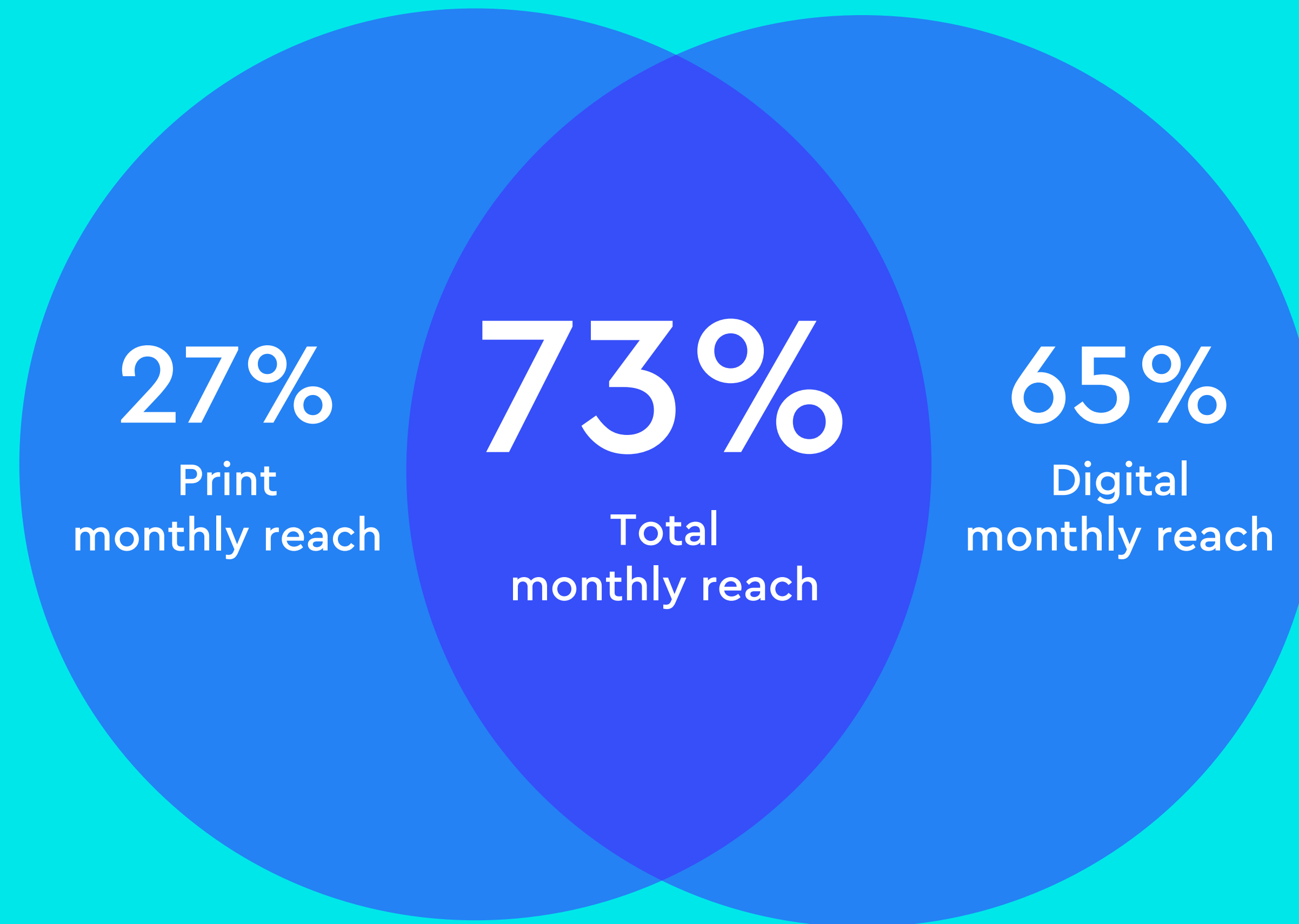
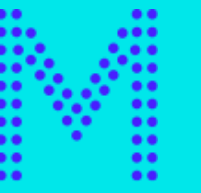


79% of ABC1s

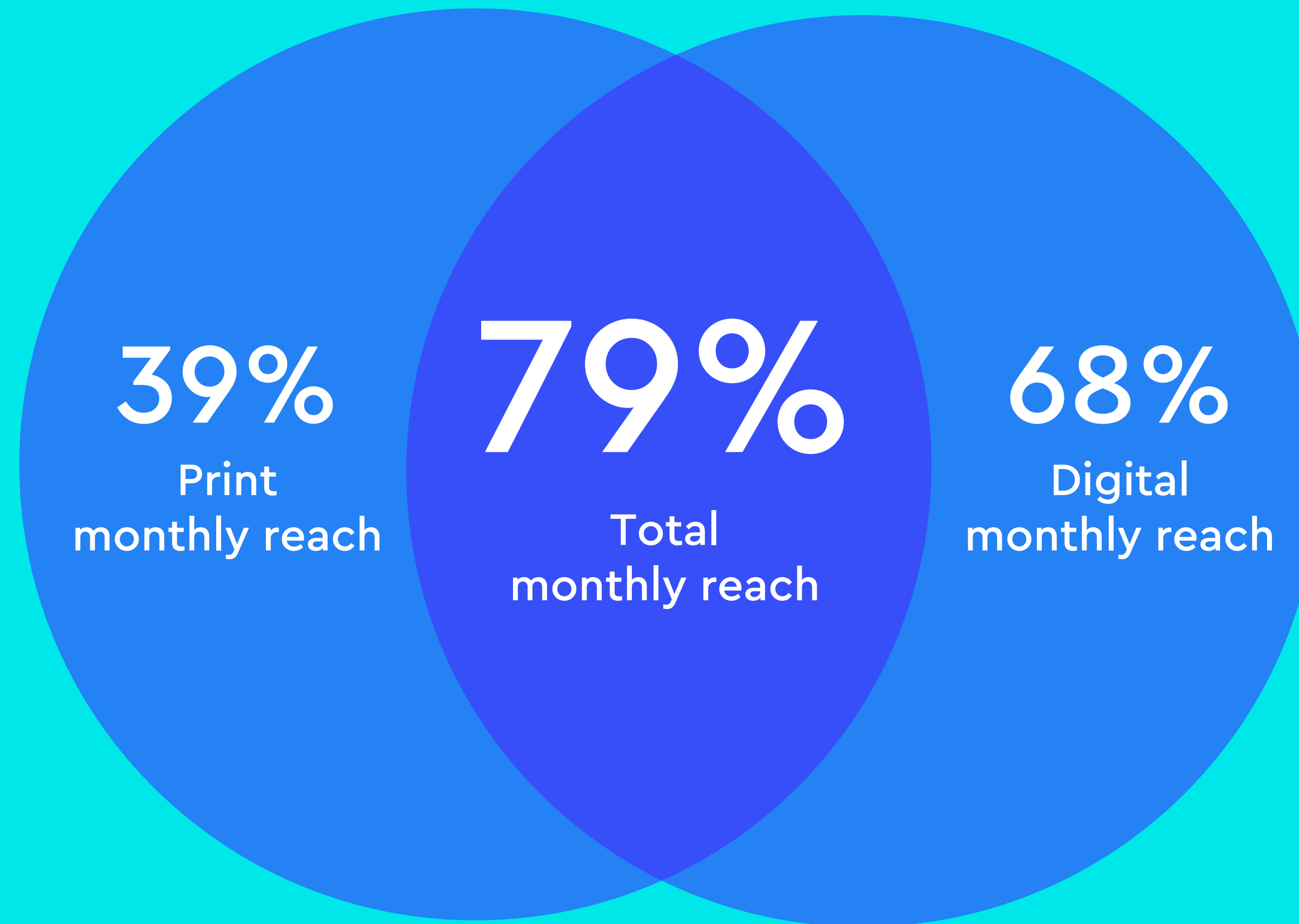
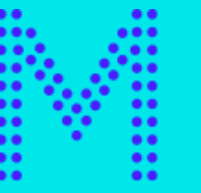


78% of HHwC

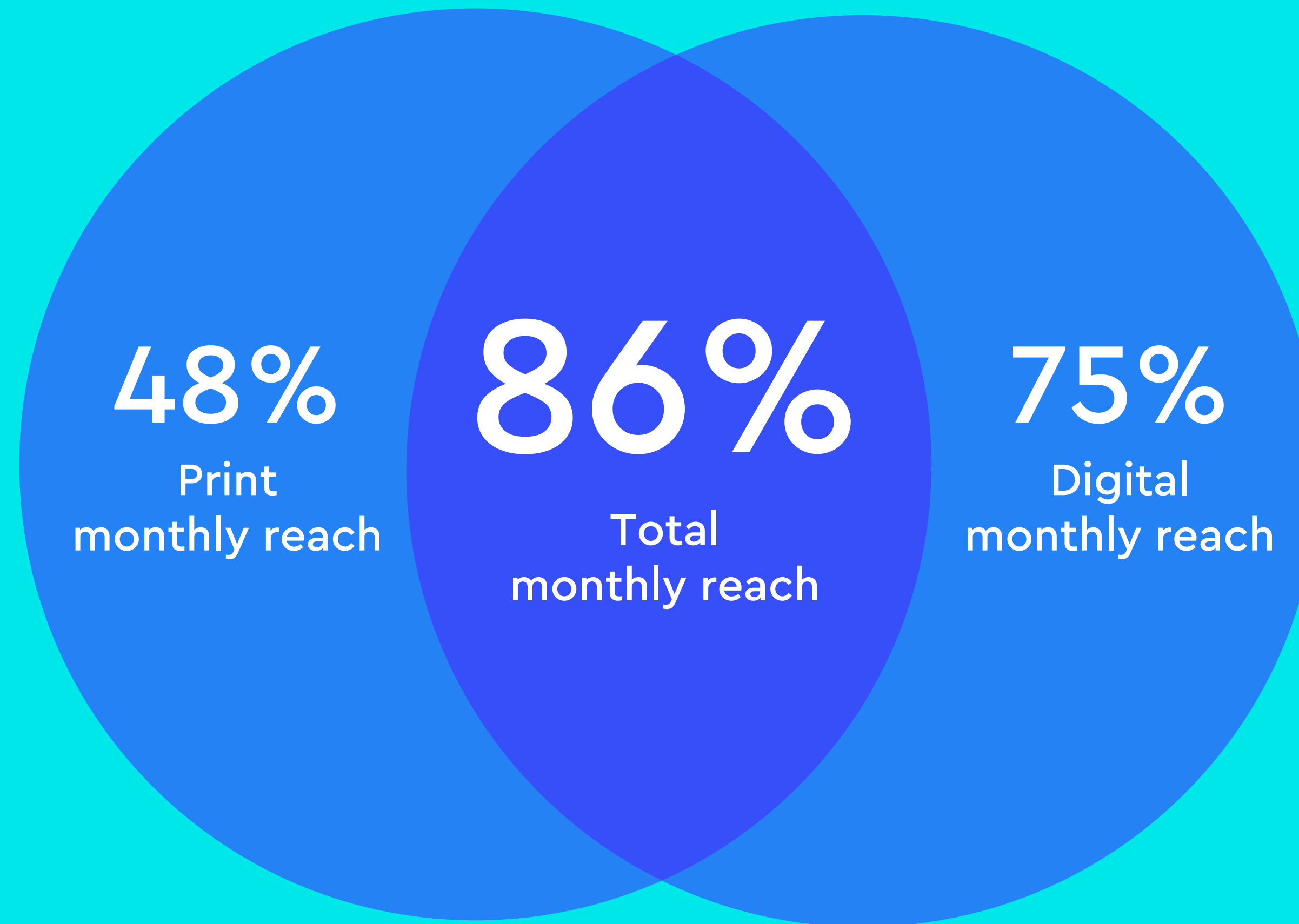
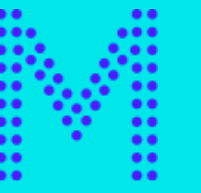
Magazine reach 15-34



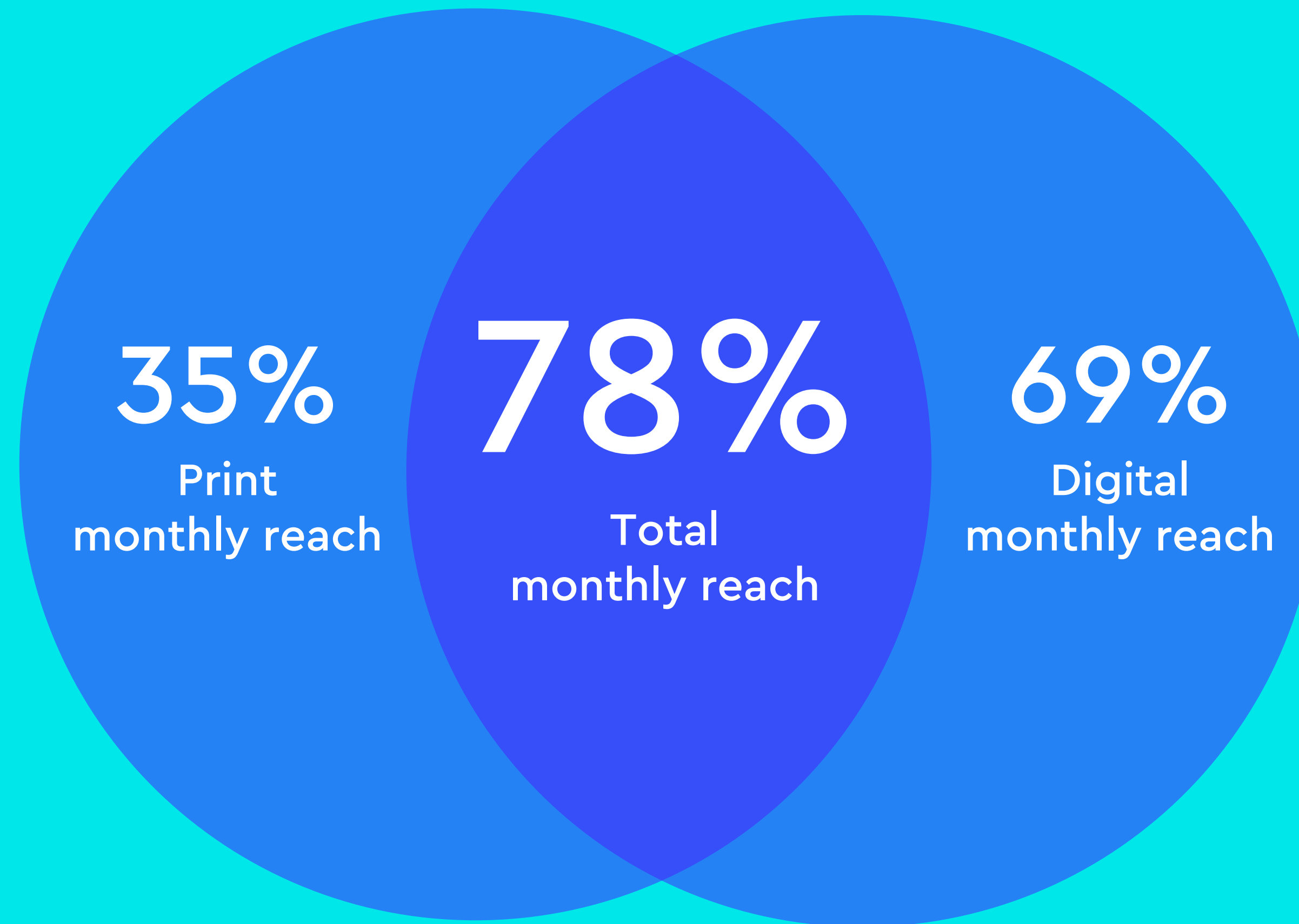
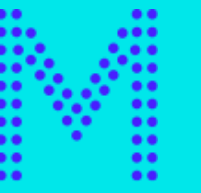
Magazine reach ABC1



Magazine reach ABC1 women



Magazine reach HHwC



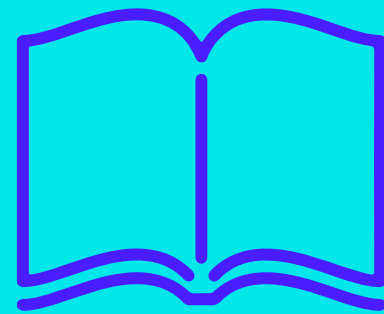


Ad spend

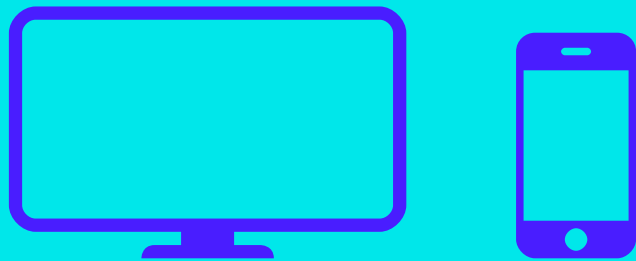
Shape of UK advertising expenditure 2021



Total advertising spend
£31,924 million

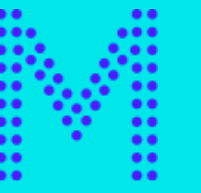


Magazine advertising spend
£556.4 million

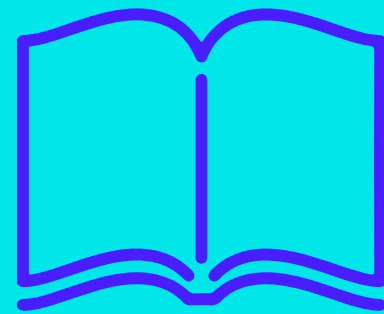


Proportion of magazine
spend on digital
£297.7 million

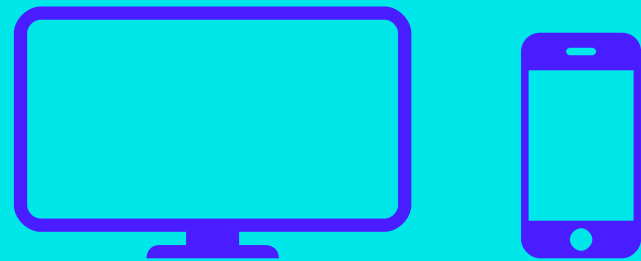
Shape of UK advertising expenditure 2022 forecast



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

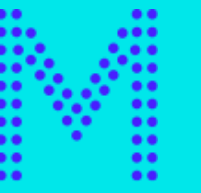


Magazine advertising spend
£560.4 million (+0.7%)



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

Top magazine advertisers



VictoriaPlum.com

virgin atlantic 



Johnson & Johnson

Boots

Sainsbury's

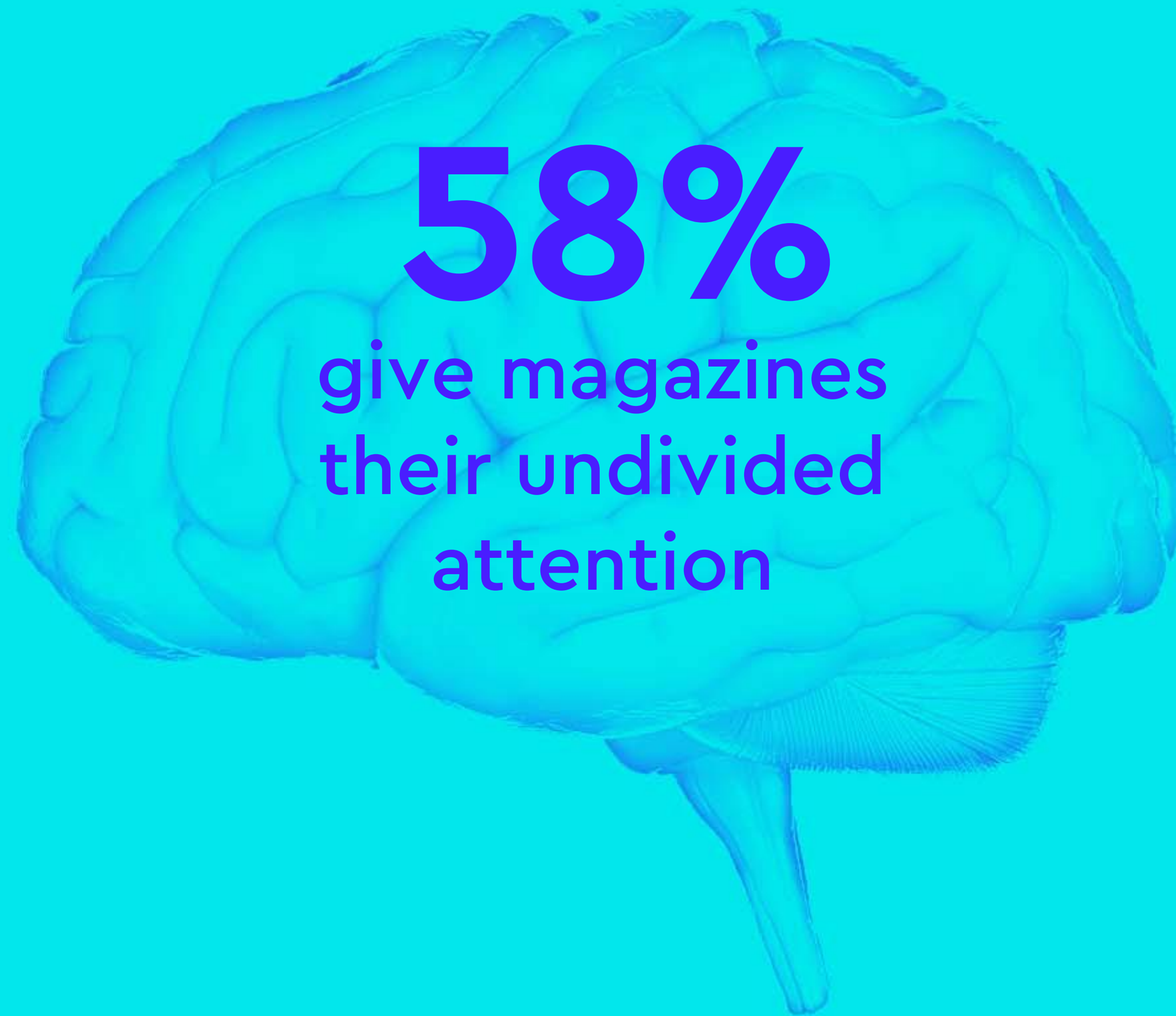
next

L'ORÉAL
LUXE

RICHMONT

A woman with short blonde hair, wearing a blue and white plaid shirt, is looking down at an open book she is holding with both hands. The image is overlaid with a semi-transparent blue filter. The word "Engagement" is written in a large, white, serif font across the center of the image, with a dotted line underneath it.

Engagement





A background image showing two hands, one from the left and one from the right, with fingers curled to form a heart shape. The hands are light-skinned and the background is a solid light blue.


55%

Magazines offer
something not available
elsewhere



91%

trust what they read in magazines

A person is holding a tablet that displays a survey result. The background is a blurred image of a person's face and a magazine. The tablet screen is white with black text. The text reads: "51% of readers say advertising in magazine media is relevant to them".

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



MAGNETIC