



Market Overview

MAGNETIC

The audience



A woman with long dark hair is holding a large, open book in front of her face, with only her eyes visible above the top edge. The book's pages are white and feature large, bold text. The left page displays '74%' in a large font, with '(39.6 million)' in a smaller font below it. The right page displays 'of adults read magazines' in a large font. The woman is wearing a dark, long-sleeved top.

74%
(39.6 million)

**of adults read
magazines**

A hand is holding a magazine, which is the background for the graphic. The magazine's cover is partially visible, showing some text and a small image. A large, semi-transparent blue rectangle is overlaid on the magazine, containing the statistic. In the background, a cup of coffee on a saucer and a pair of glasses are visible on a table.

38%

(20.5 million)
of adults read
magazines
in print

A person is holding a tablet that displays a statistic. 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: 60% (32.1 million) of adults read magazines digitally. The percentage '60%' is in a large, bold font. The rest of the text is in a smaller, regular font.

60%
(32.1 million)
of adults read
magazines
digitally



72% of 15-34s

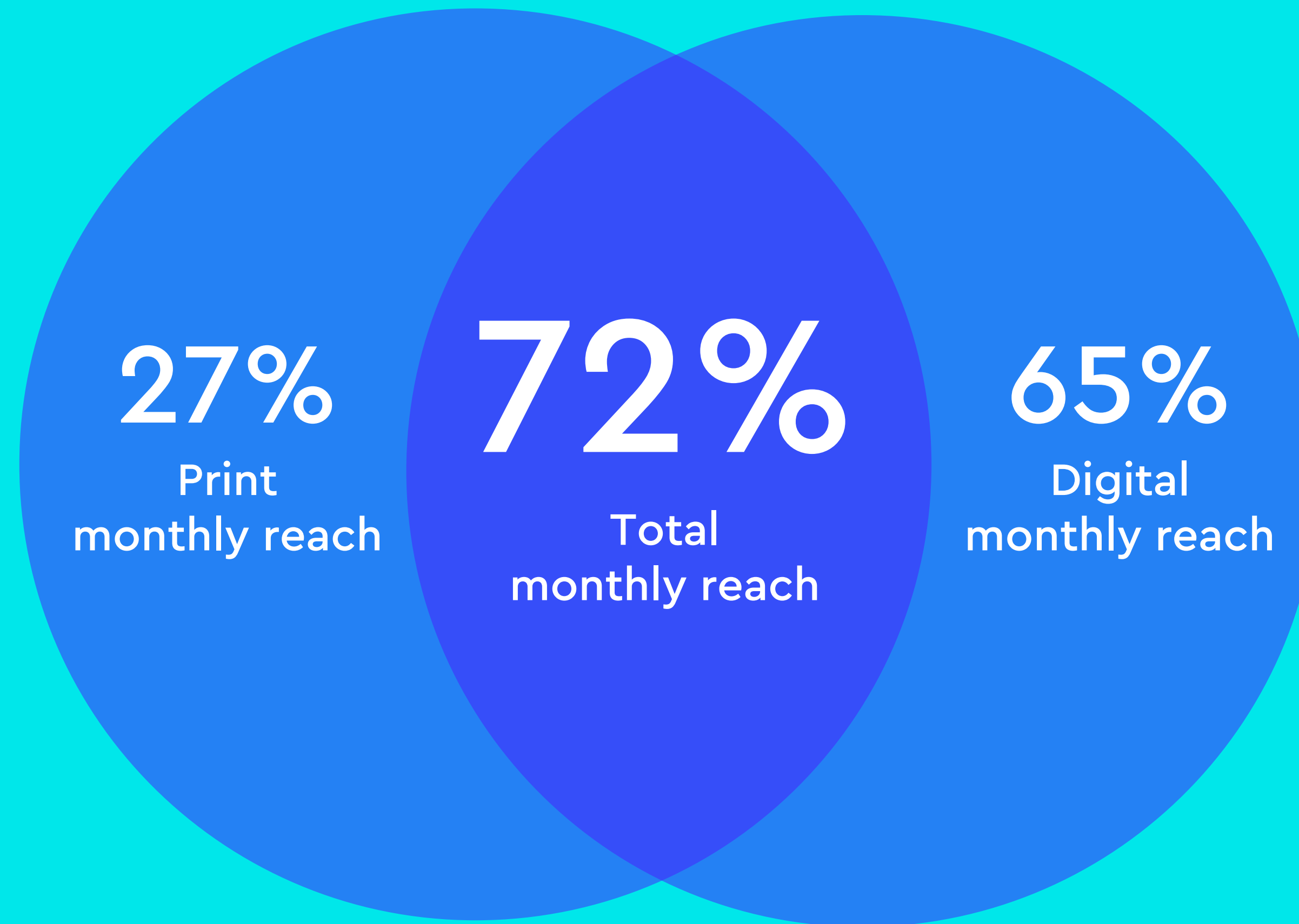
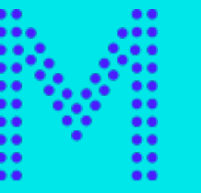


77% of ABC1s

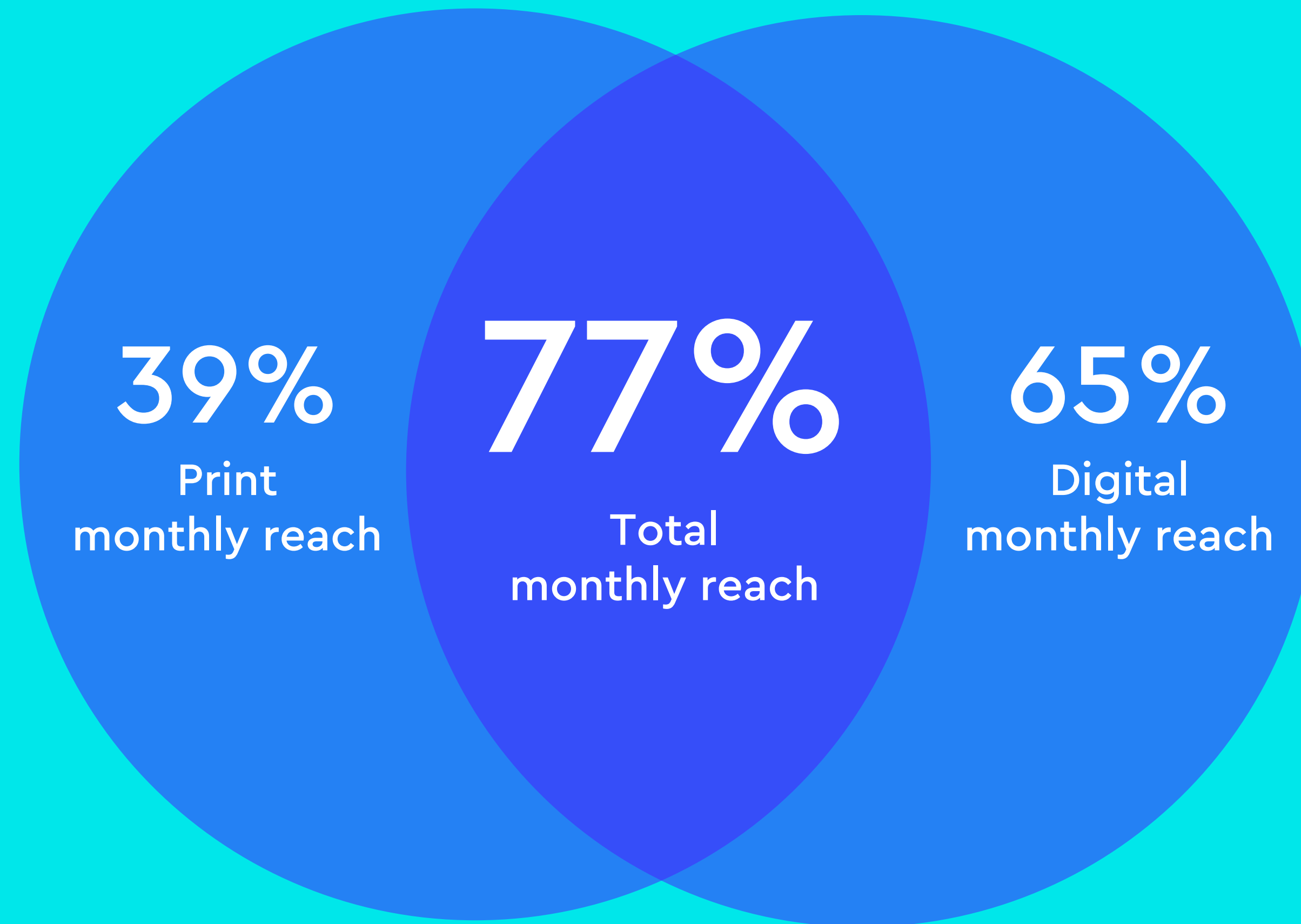
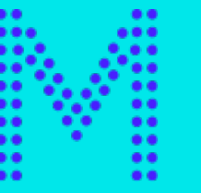


76% of HHwC

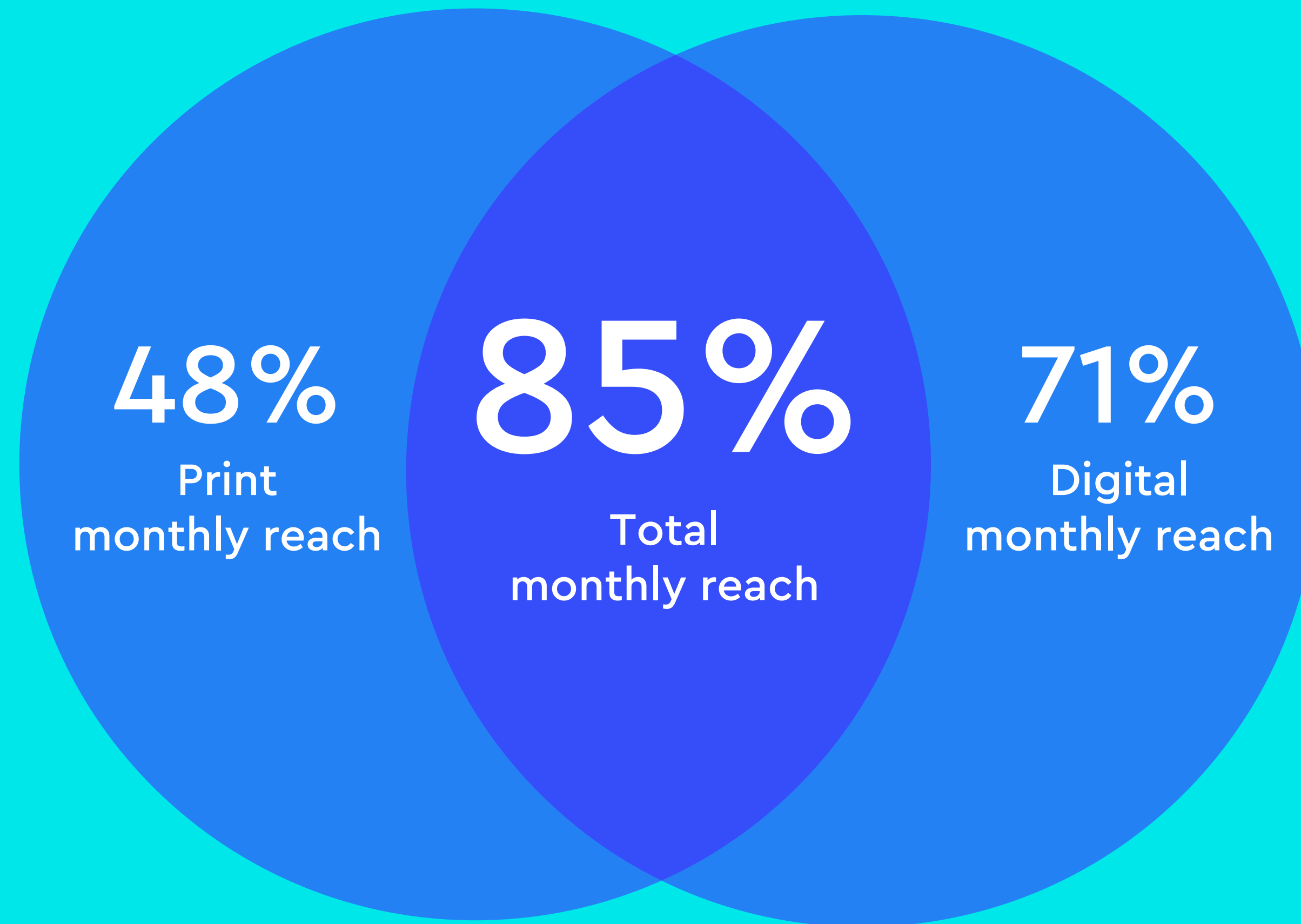
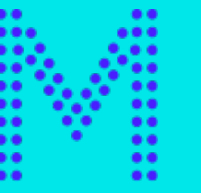
Magazine reach 15-34



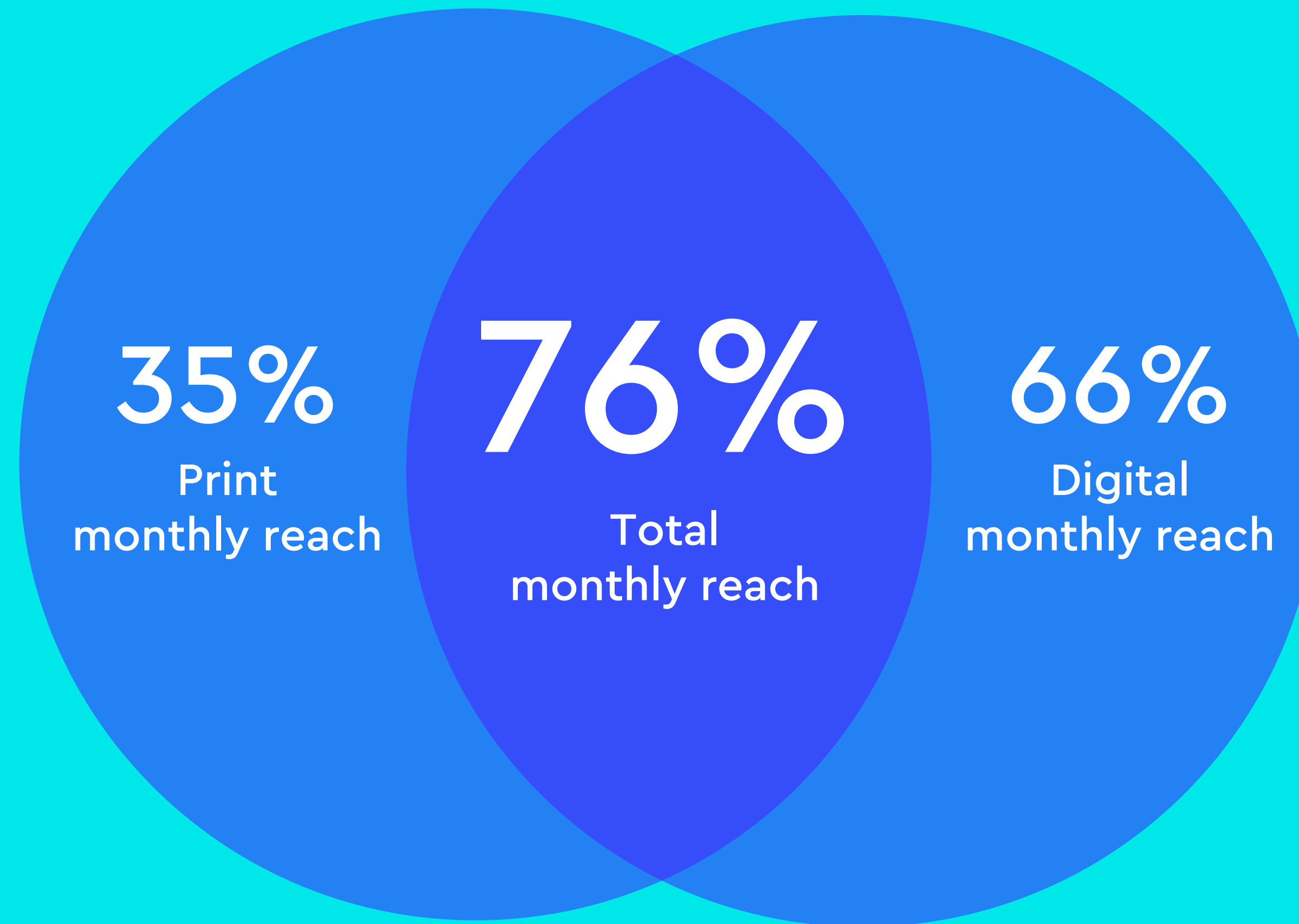
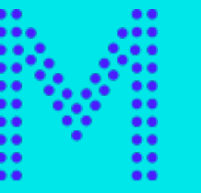
Magazine reach ABC1



Magazine reach ABC1 women



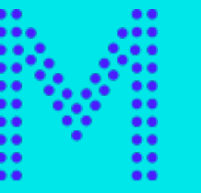
Magazine reach HHwC



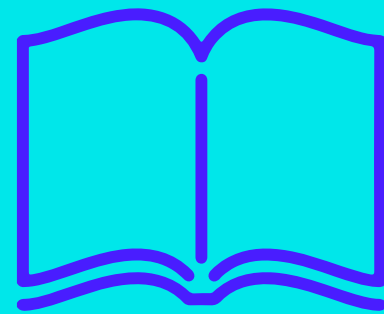


Ad spend

Shape of UK advertising expenditure 2020



Total advertising spend
£23,481 million

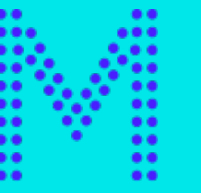


Magazine advertising spend
£462.6 million

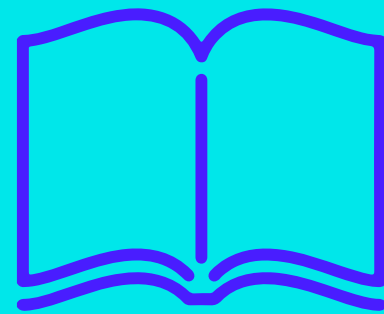


Proportion of magazine
spend on digital
£200.1 million

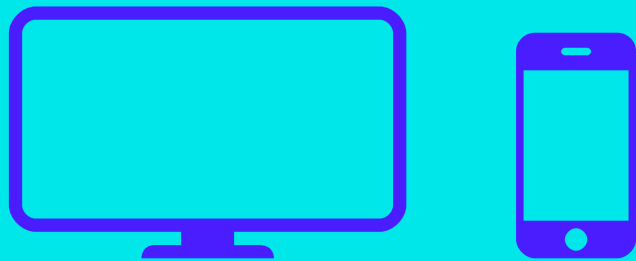
Shape of UK advertising expenditure 2021 forecast



Total advertising spend
£29,672.0 million (+26.4%)

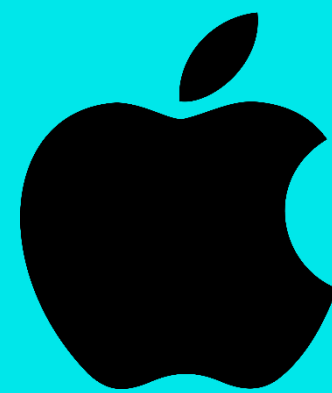
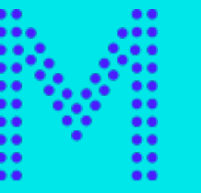


Magazine advertising spend
£557.1 million (+20.4%)



Proportion of magazine
spend on digital
£283.9 million (+45.9%)

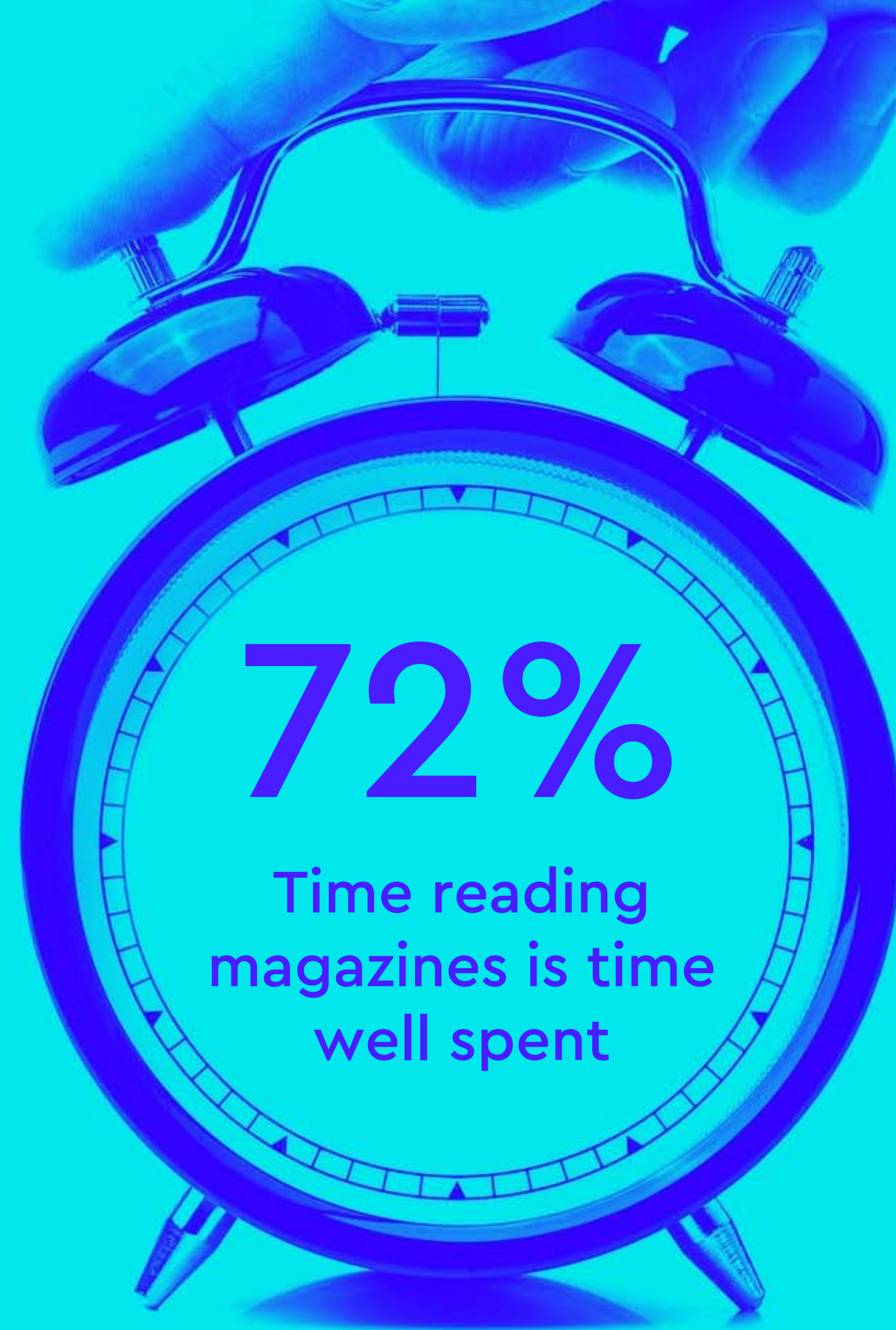
Top magazine advertisers



A woman with short blonde hair, wearing a blue and white plaid shirt, is looking down at an open book she is holding. 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 a Black person and one from a white person, forming a heart shape with their fingers. The hands are positioned with thumbs and index fingers touching at the top and bottom, creating a heart outline. The skin tones are clearly visible, emphasizing diversity.


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 a large orange percentage and black text.

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



MAGNETIC