




Market Overview

MAGNETIC

The audience



A woman with long dark hair is holding a large white rectangular sign in front of her face, showing only her eyes. The sign contains text about magazine readership. The background is a solid light blue color.

72%
(39.1 million)

of adults read
magazines

36.5%
(19.8 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%

(31.5 million)
of adults read
magazines
digitally



67% of 15-34s

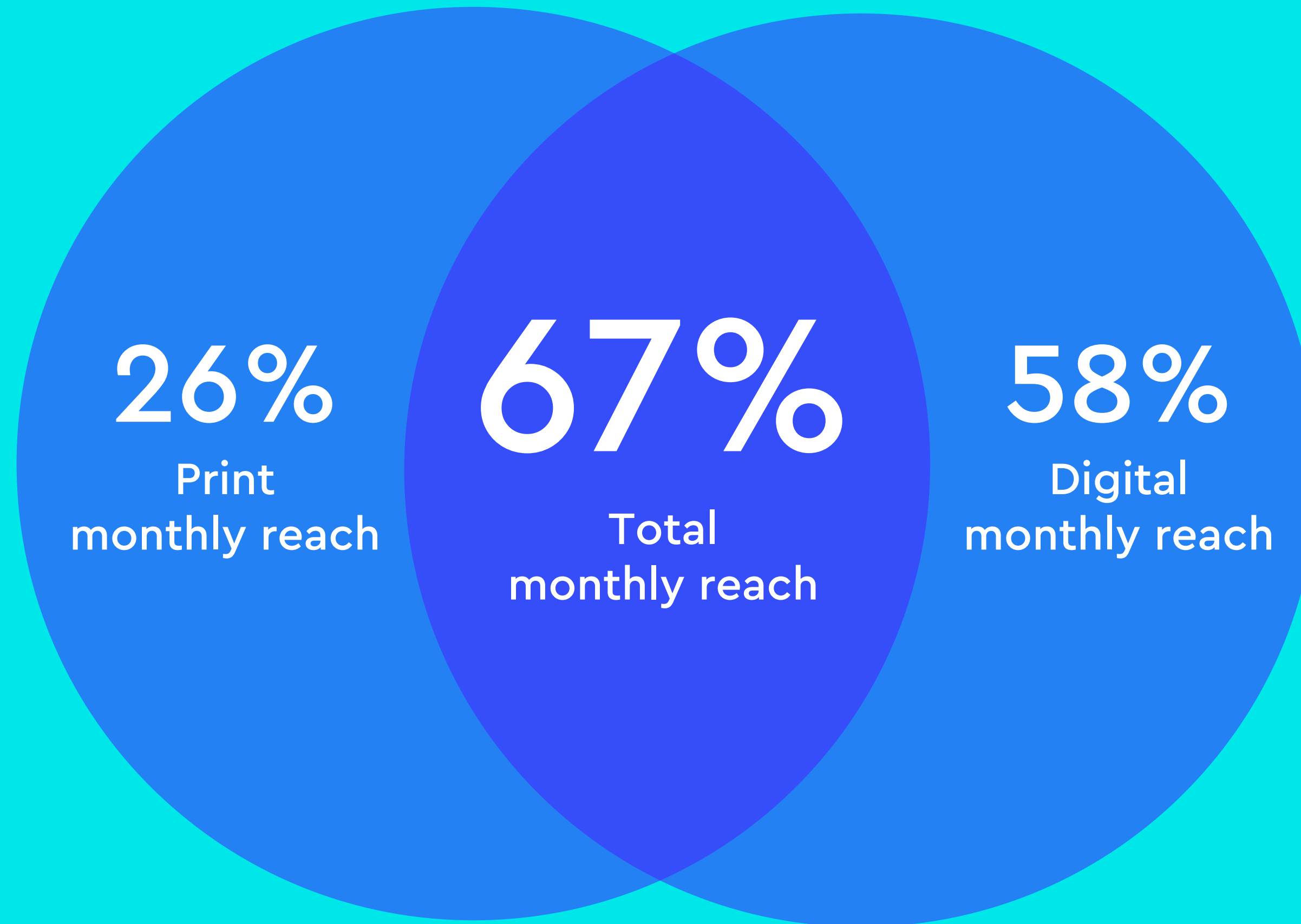
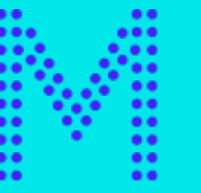


76% of ABC1s

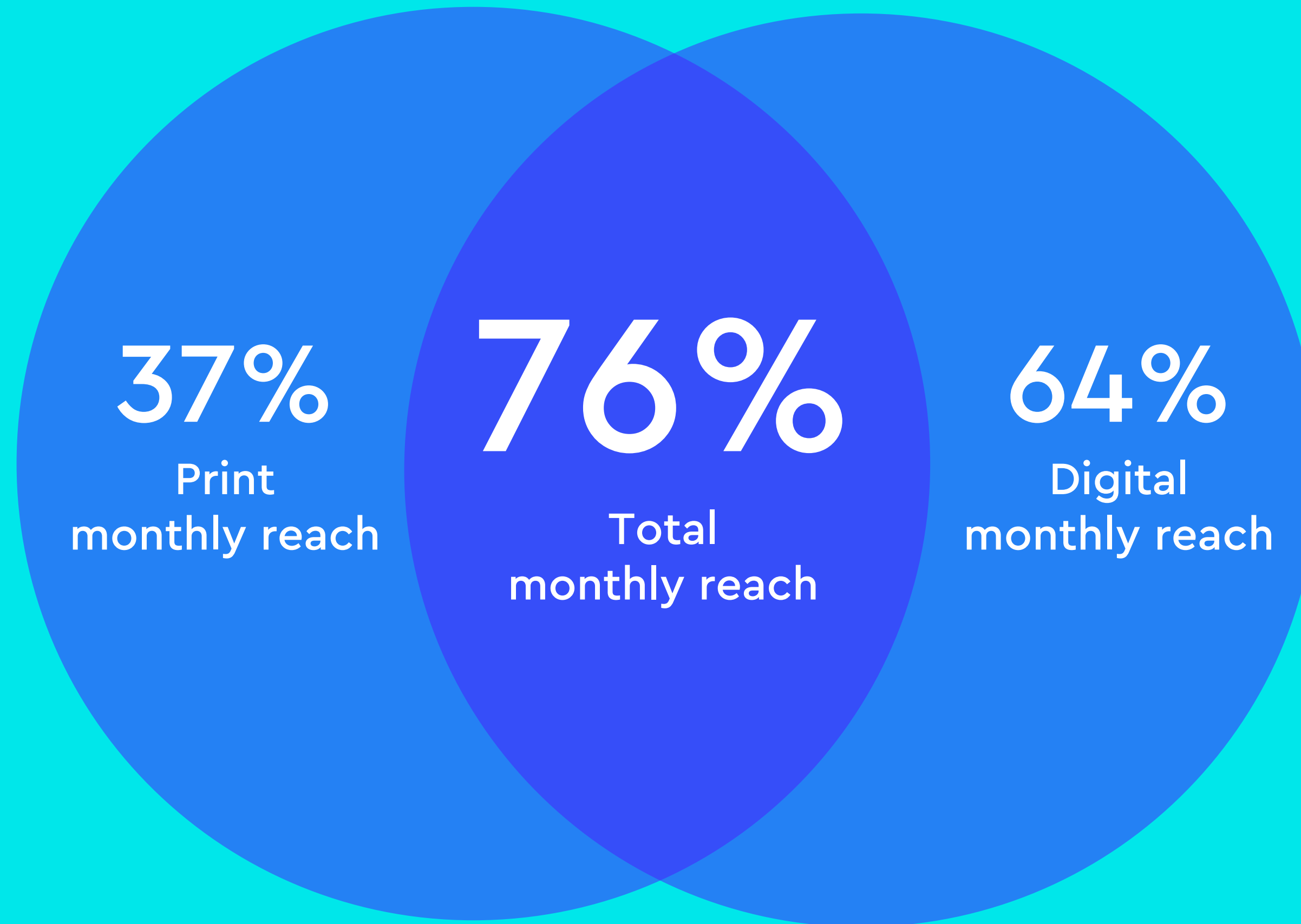
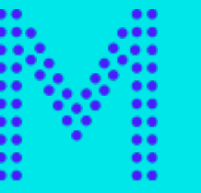


74% of HHwC

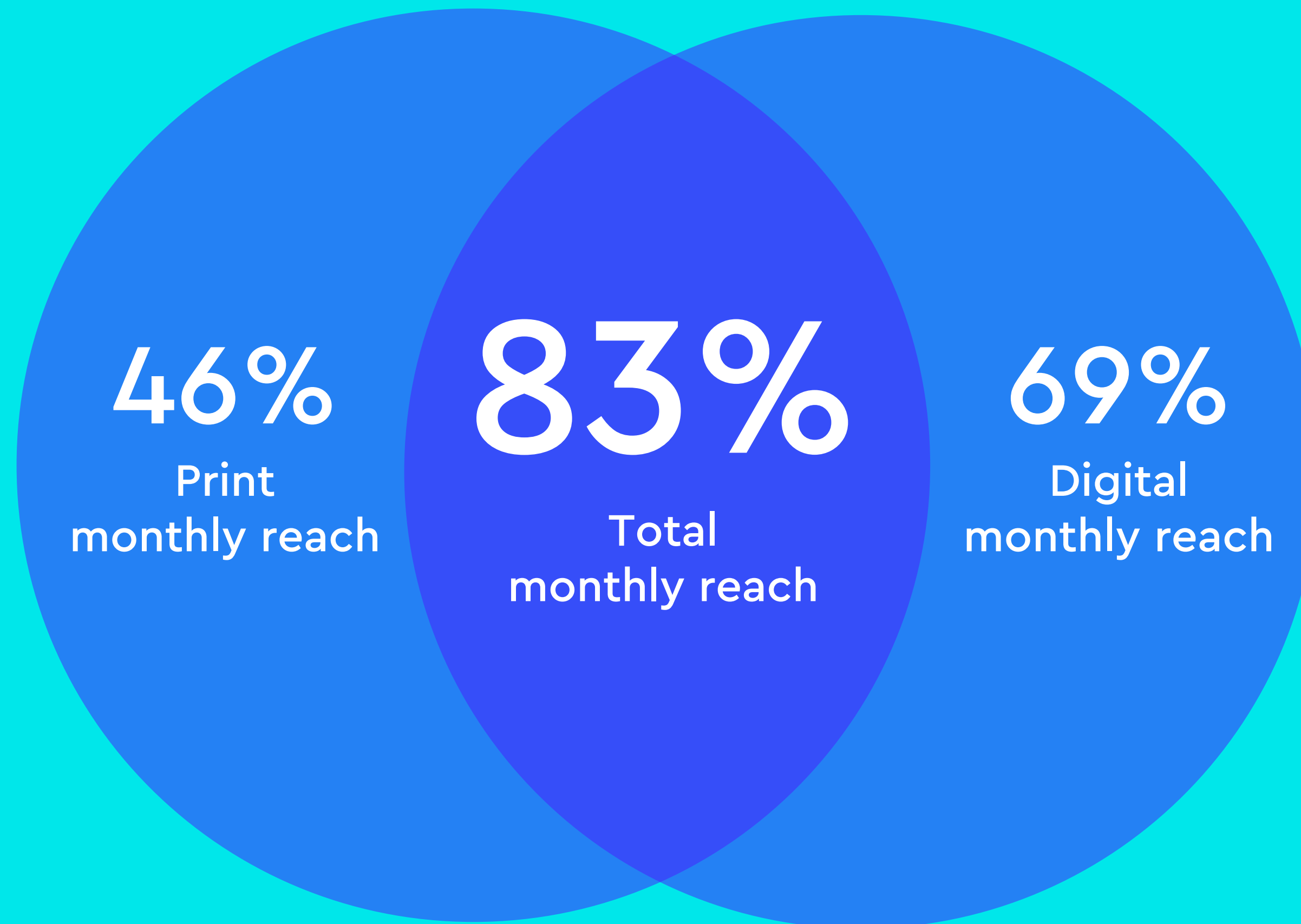
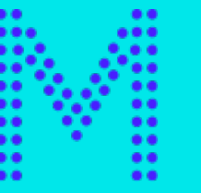
Magazine reach 15-34



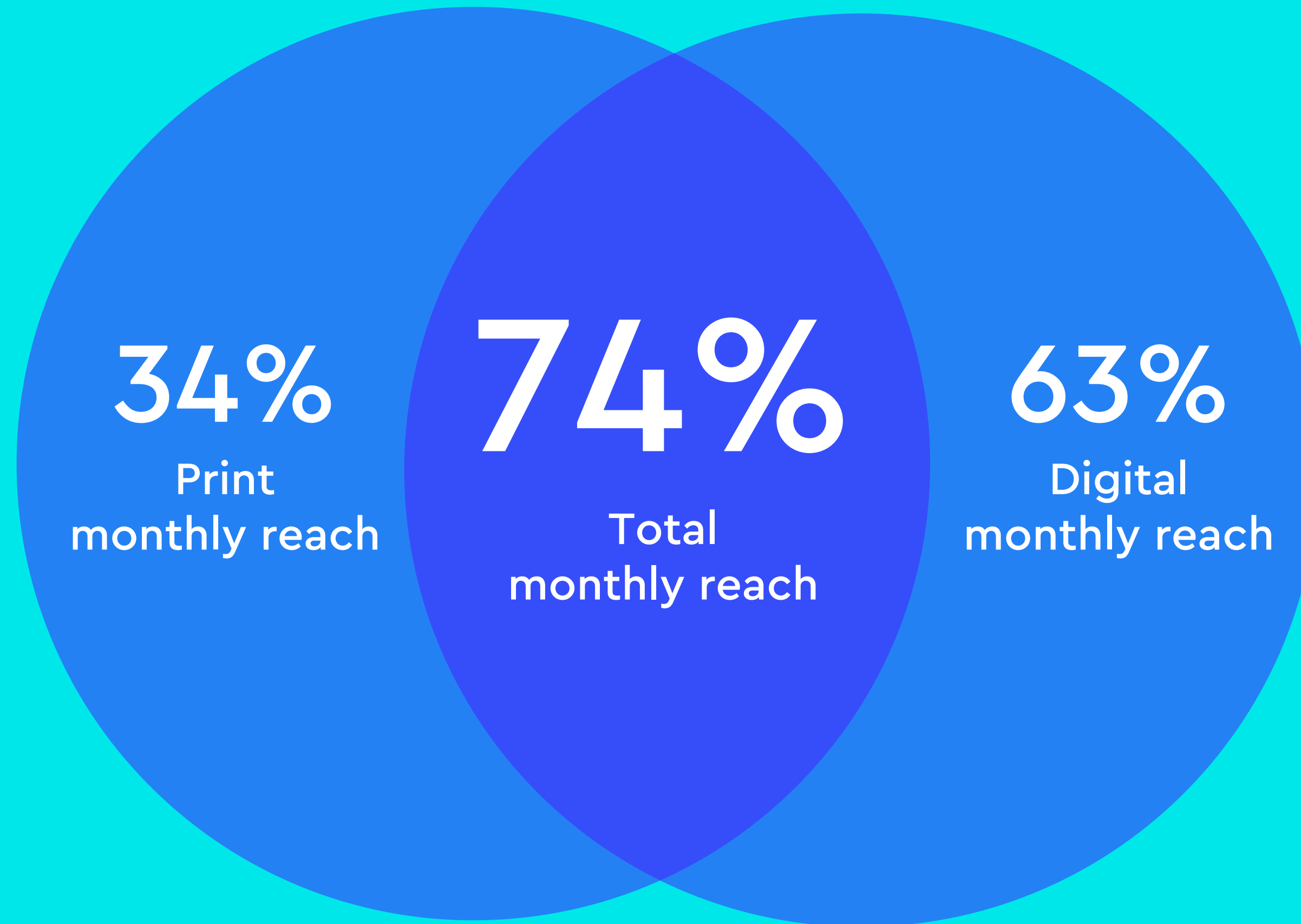
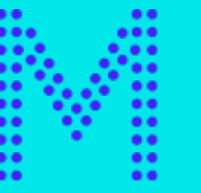
Magazine reach ABC1



Magazine reach ABC1 women



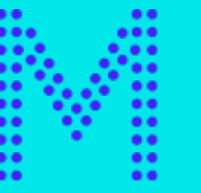
Magazine reach HHwC



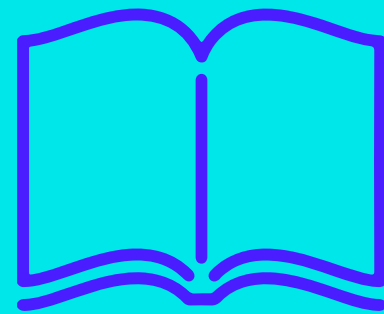


Ad spend

Shape of UK advertising expenditure 2022



Total advertising spend
£34,772 million

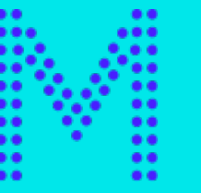


Magazine advertising spend
£552.1 million

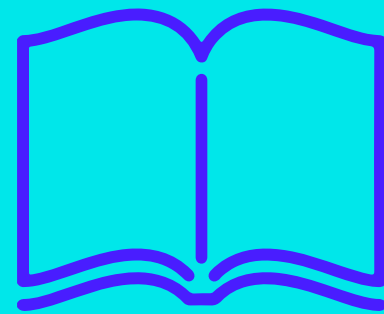


Proportion of magazine
spend on digital
£302.2 million

Shape of UK advertising expenditure 2023 forecast



Total advertising spend
£34,957 million

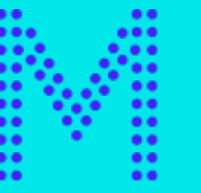


Magazine advertising spend
£534.5 million



Proportion of magazine
spend on digital
£305 million (+5.4%)

Top magazine advertisers



VictoriaPlum.com

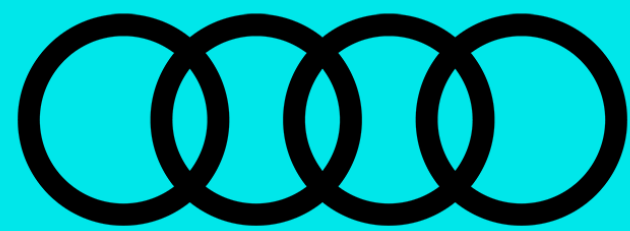


Johnson & Johnson

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 woman's chest and 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 semi-transparent blue overlay.

59%

Magazines offer
something not available
elsewhere



91%

trust what they read in magazines



57%

of readers say advertising
in magazines is part of the
experience



MAGNETIC