

MARKET OVERVIEW

MAGAZINES



MEDIA GROUP



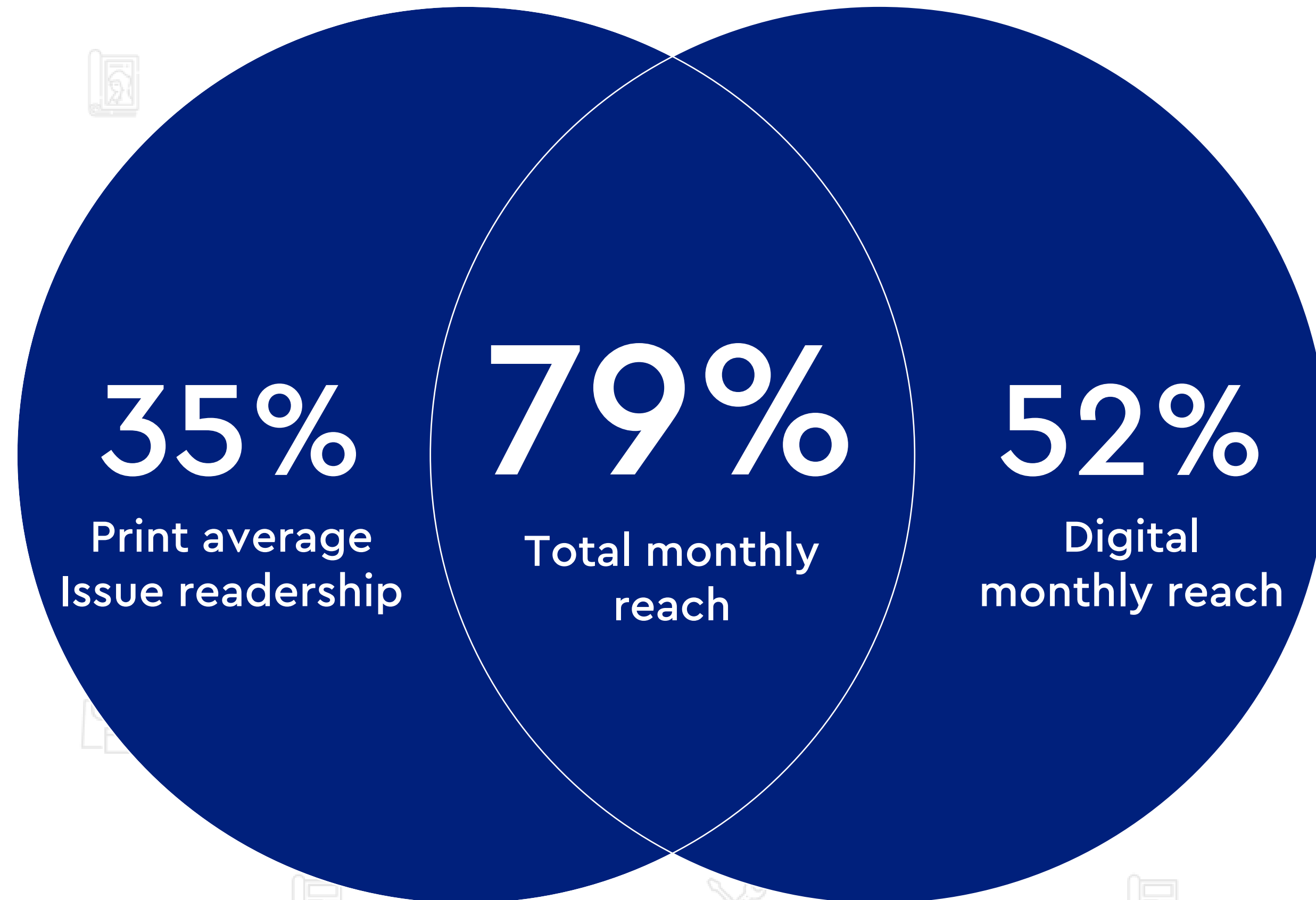
READERSHIP



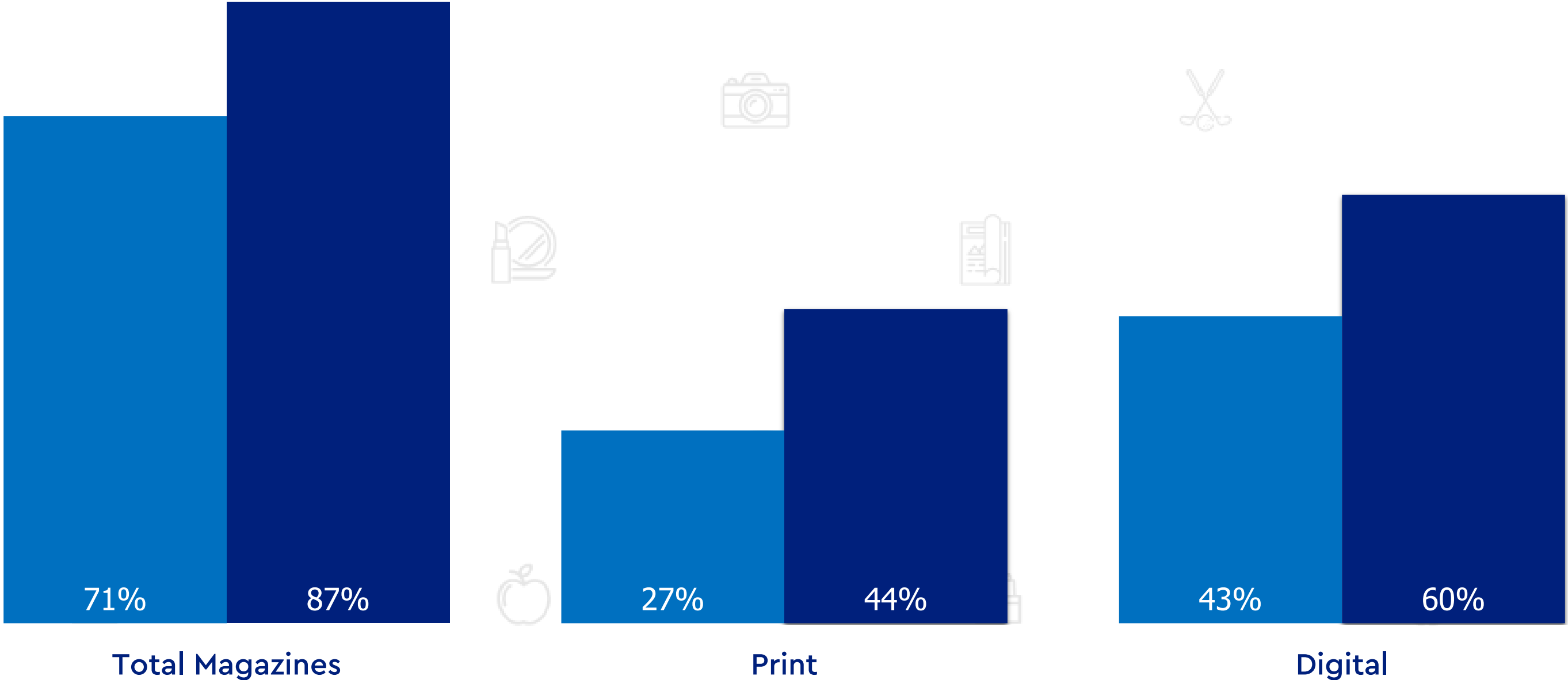
MEDIA GROUP



MAGAZINES HAVE SIGNIFICANT REACH

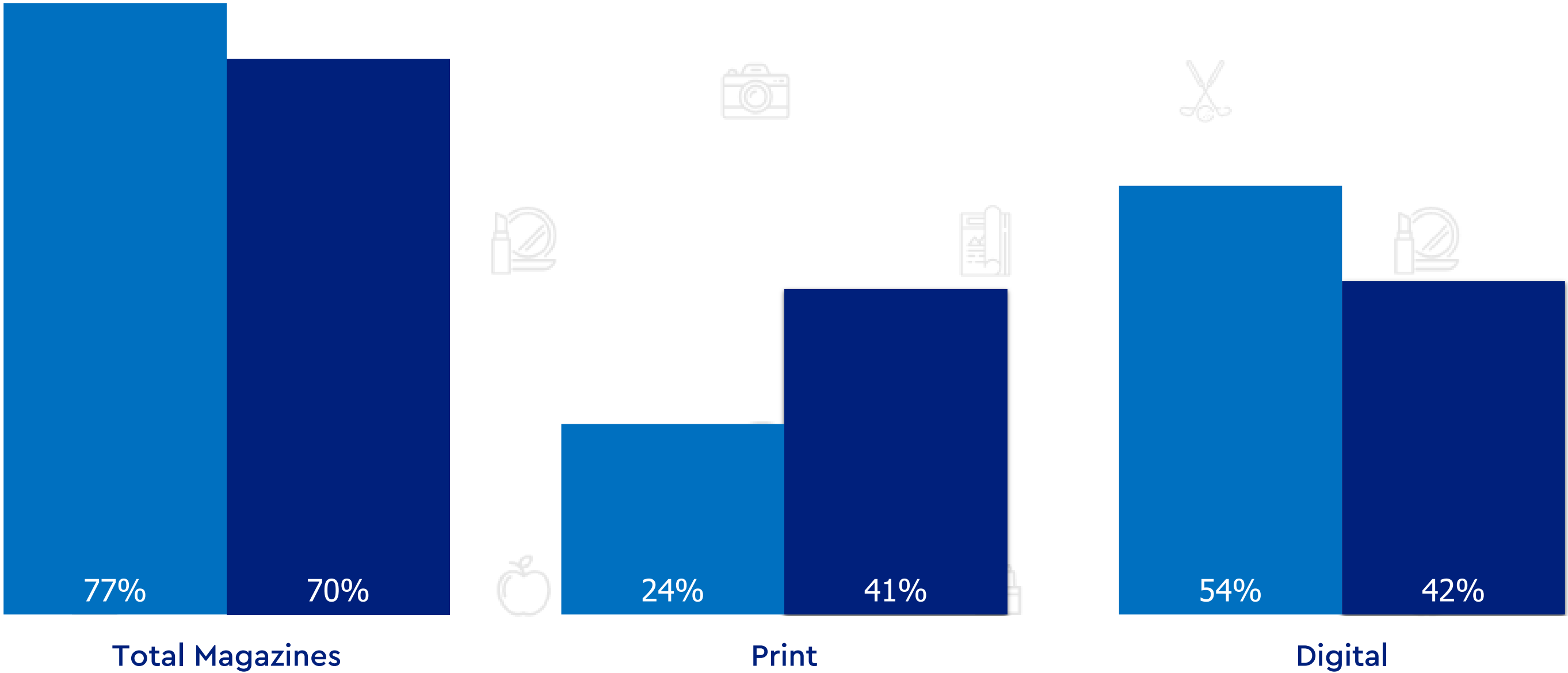


MAGAZINE REACH BY GENDER



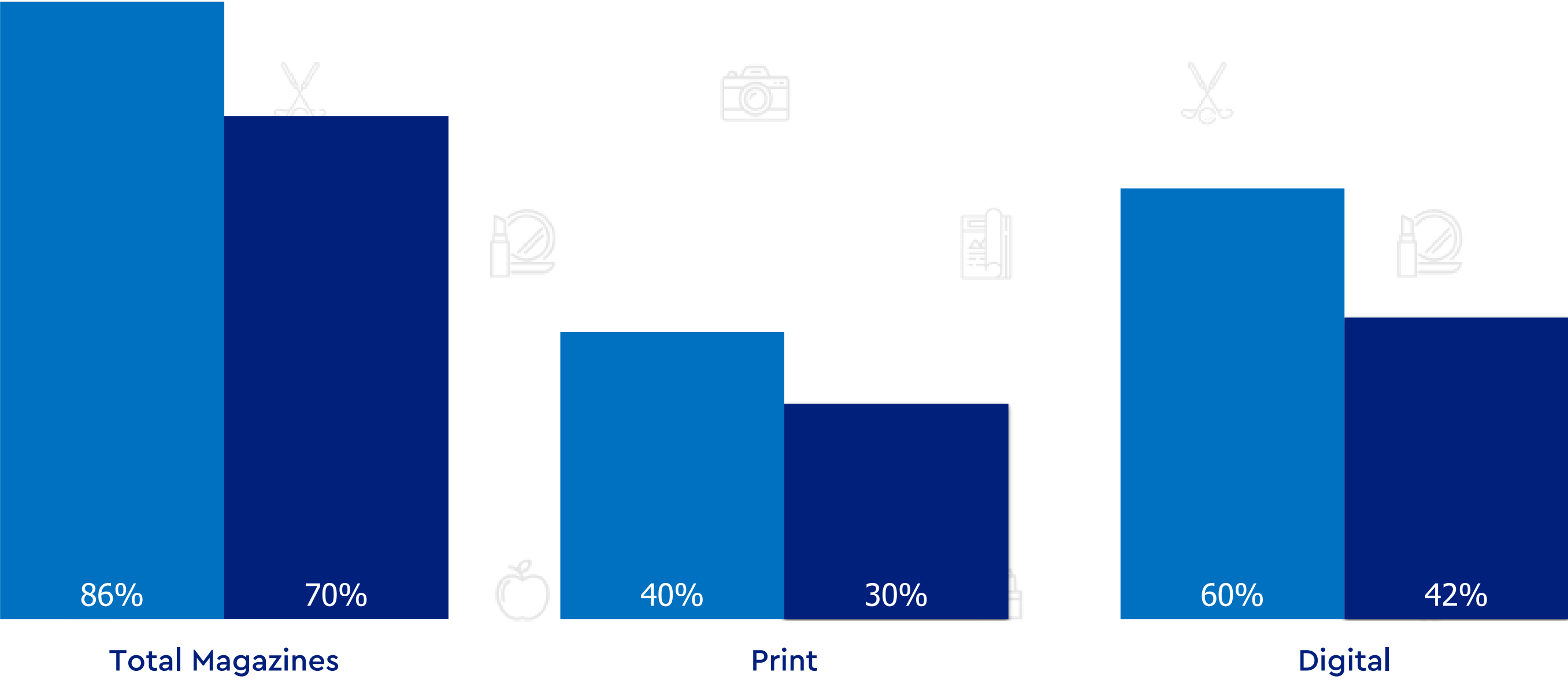
■ Male ■ Female

MAGAZINE REACH BY AGE



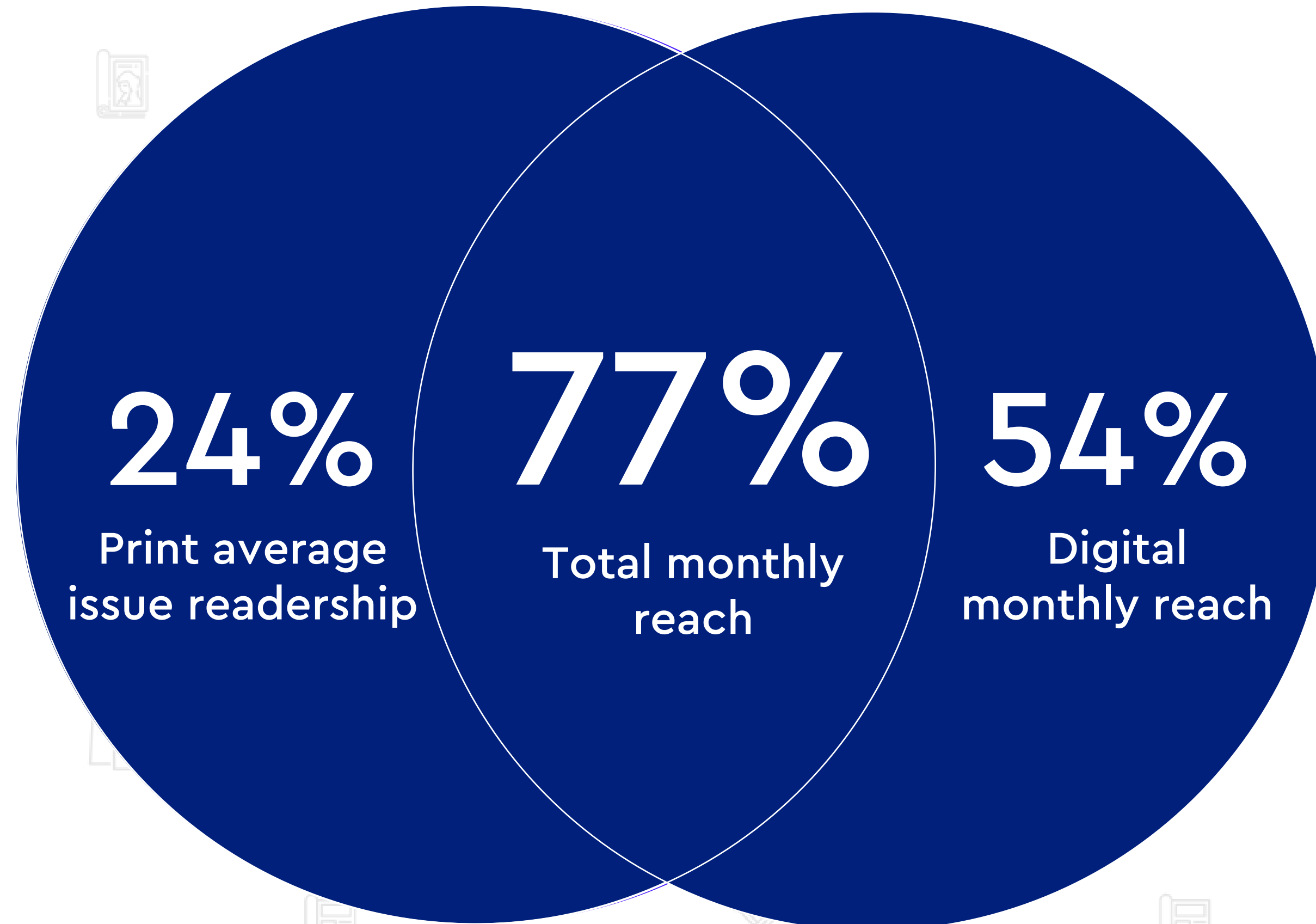
■ 15-34 ■ 35+

MAGAZINE REACH BY SOCIAL GRADE

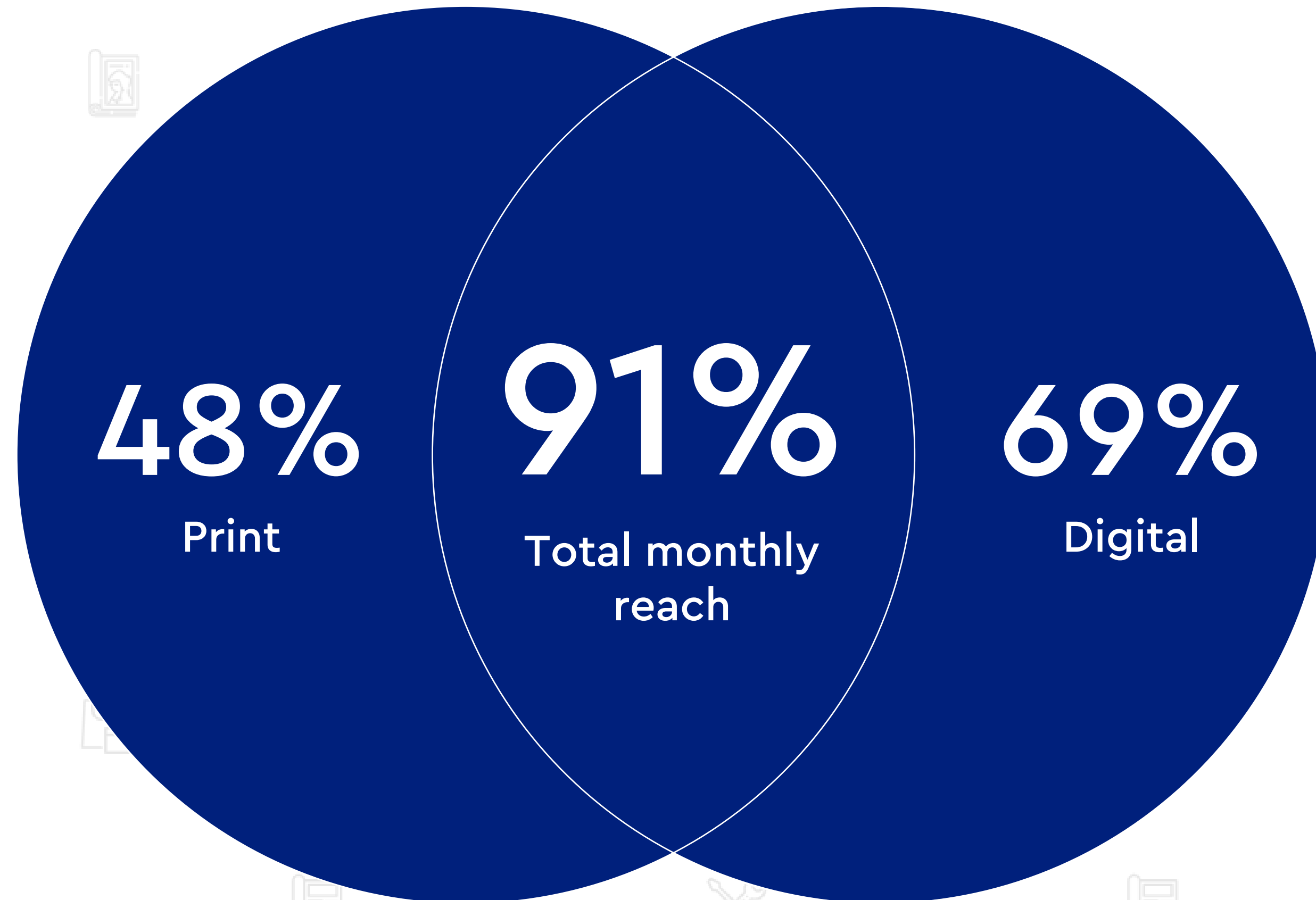


■ ABC1 ■ C2DE

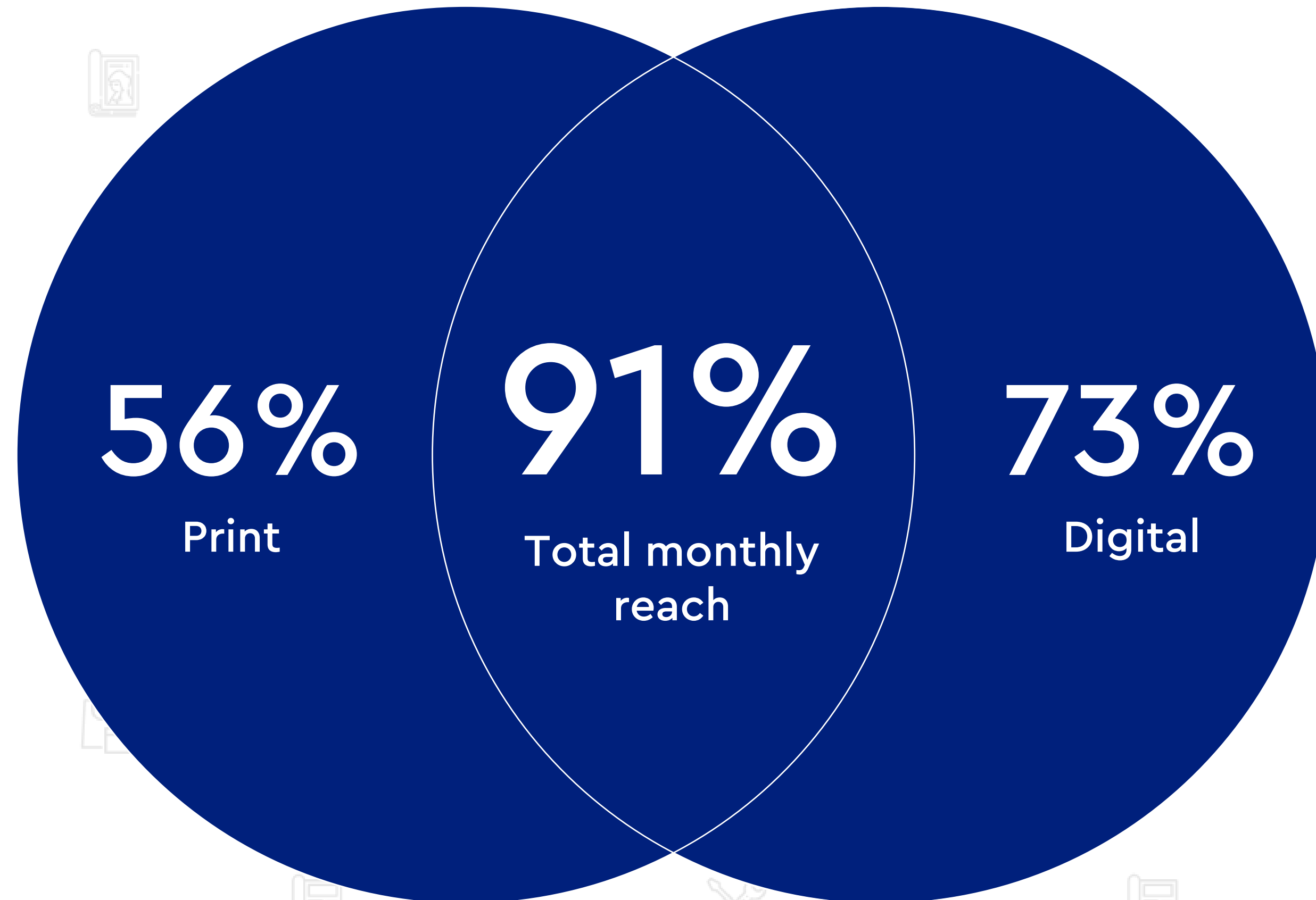
MAGAZINE REACH 15-34



MAGAZINE REACH ABC1 WOMEN



MAGAZINE REACH ABC1 WOMEN 35+



AD SPEND



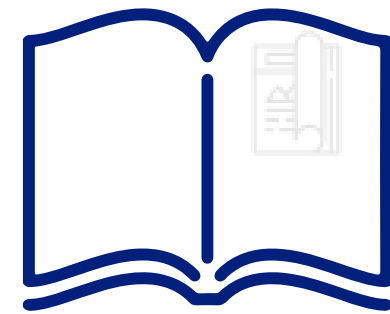
MEDIA GROUP



SHAPE OF UK ADVERTISING EXPENDITURE

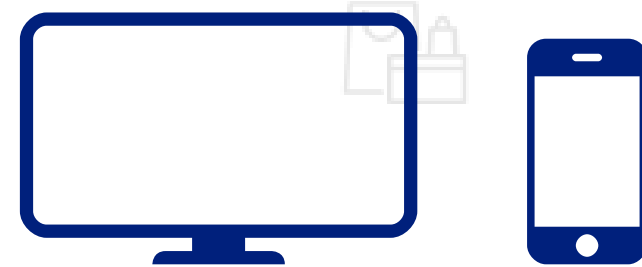


Total advertising spend
£25,359.2 million



Magazine advertising spend
£654.5 million

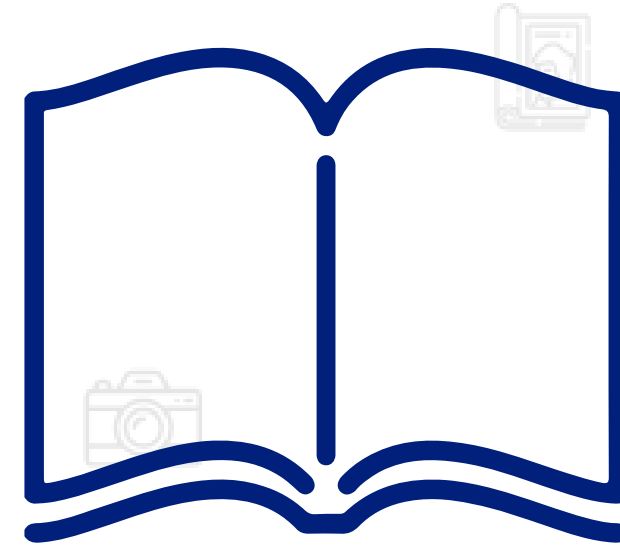
2.6%



Proportion of magazine
spend on digital
£264.1 million

40%

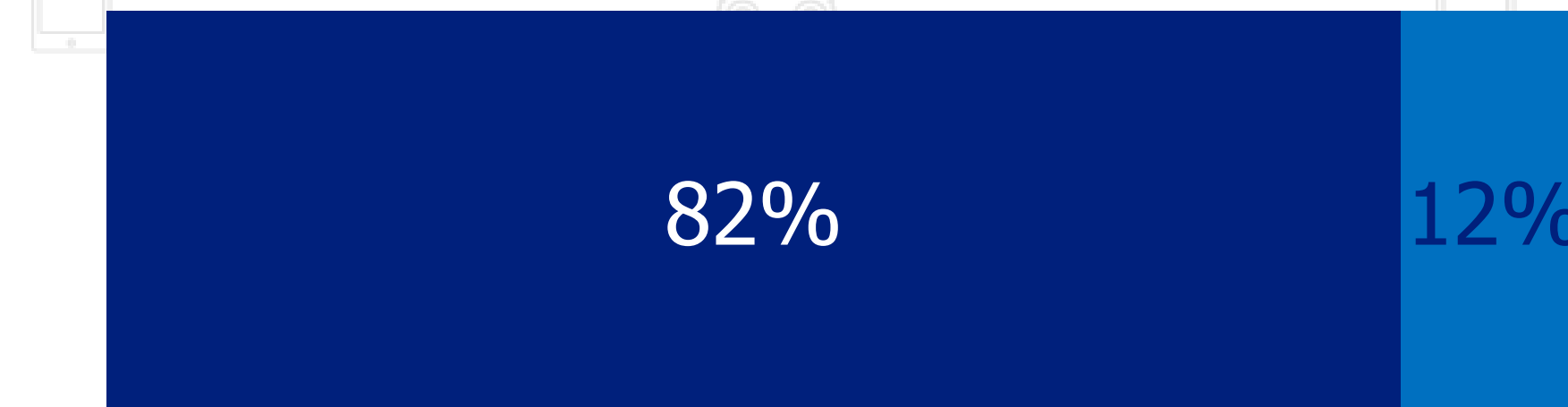
MAGAZINE INVESTMENT BREAKDOWN



Magazine advertising spend
£654.5 million

Display

Classified



TOP MAGAZINE ADVERTISERS

1

P&G

6

Unilever

11

VITABIOTICS
SCIENCE OF HEALTHY LIVING

16

McDonald's

2

CHANEL

7

sky

12

THE BRADFORD EXCHANGE ONLINE

17

ASDA

3

Sainsbury's

8

swatch

13

LV
LOUIS VUITTON

18

ROLEX

4

RICHEMONT

9

JDWILLIAMS

14

GUCCI

19

Boots

5

SHOP DIRECT

10

L'ORÉAL PARIS

15

Christian Dior
PARFUMS

20

dfs

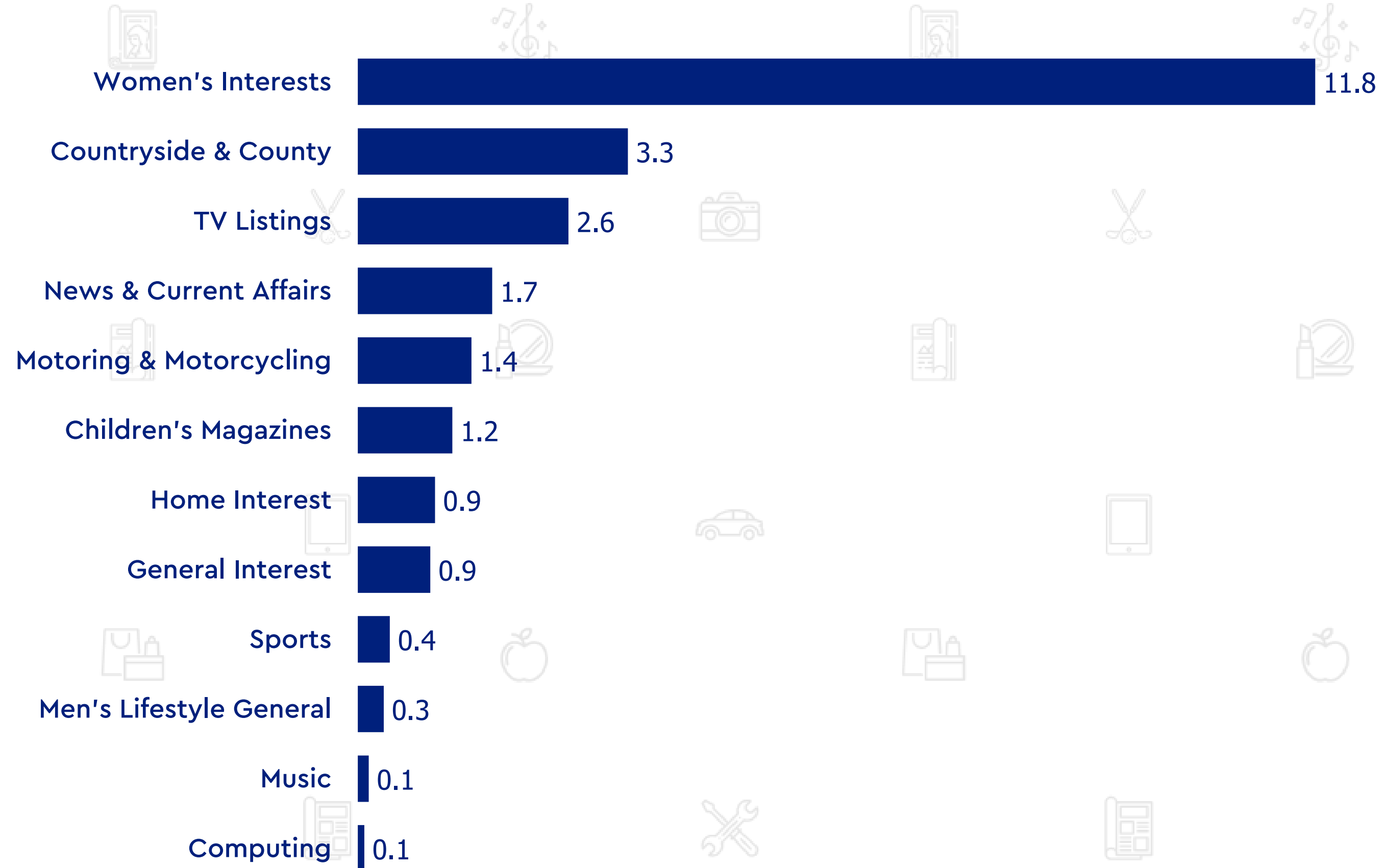
CIRCULATION



MEDIA GROUP



AVERAGE EDITION CIRCULATION BY SECTOR (MILLIONS)



ENGAGEMENT



MEDIA GROUP



MAGAZINES ARE CONSIDERED TIME WELL SPENT



TRUST IN MAGAZINE CONTENT



FEEL A CLOSE CONNECTION WITH MAGAZINES



MAGAZINES OFFER SOMETHING NOT AVAILABLE ELSEWHERE

75%
Print &
Digital