

# Magazine publishing

## Key insights at a glance



# 1

**Total magazine revenue will remain on an upward curve to 2019.** Driven by a 1.5% CAGR growth in trade magazine revenue, global total magazine revenue will reach US\$97.42bn in 2019, up from US\$95.33bn in 2014, but growth will be no higher than 0.55% in any year of the forecast period.

# 2

**Consumer magazine revenue will return to growth in 2016.** After a number of years of decline, driven by a reduction in print circulations, global total consumer magazine revenue will see a 0.2% increase in 2016 driven by strong digital performances. Yet growth will remain small at a 0.2% CAGR to 2019, with print circulation and advertising revenue continuing to decline.

# 3

**Growing middle classes will drive consumer magazine revenue.** Countries such as India and Mexico are seeing growth in their middle classes spurring total consumer magazine revenue, with forecast CAGRs of 4.5% and 3.8%, respectively. Importantly, these countries are still seeing growth in print as the emerging consumer classes buy lifestyle magazines and those focussed on luxury goods.

# 4

**Consumer magazine advertising will continue its transition from print to digital.** With a rise of almost 20 percentage points from 2014 to 2019, global digital consumer magazine advertising revenue will account for 37.0% of global total consumer magazine advertising revenue in 2019, as tablet penetration drives the usage of digital magazines and makes magazine websites more attractive. In 2019, global digital consumer magazine advertising revenue will reach US\$13.56bn, up from US\$6.43bn in 2014.

# 5

**Despite its falls, print consumer magazine circulation will remain dominant.** Although global print consumer magazine circulation revenue will fall from US\$37.59bn in 2014 to US\$34.22bn in 2019, it will still account for 85.2% of global total consumer magazine circulation revenue in 2019. Digital magazine subscriptions will not benefit from increasing digital access, with magazine websites instead receiving increased views.

# 6

**Trade magazine revenue will benefit from growing economies.** Countries such as Peru and China will see the fastest growth in total trade magazine revenue, with CAGRs of 8.5% and 8.3%, respectively. Such fast-growing economies are seeing rapid rises in companies looking to increase their knowledge of competitors and developments in their fields.