

UK Consumer Magazine Trends - Overview

Below outlines the UK magazine industry over the last few years:

- In the decade since the dawn of the internet, consumer expenditure on magazines has increased by 48%;
- According to Advertising Association figures, consumers spent nearly £2.2 billion on their favourite magazines in 2007, a growth of nearly £500 million on 1997 figures.
- Consumer magazine sales have increased by 4.3% over the past 5 years and the average UK adult now purchases almost 30 magazines each year;
- More of the internet generation read consumer magazines than any other age group;
- Contrary to popular belief, NRS (2007) shows that 80% of 15-24 year olds read consumer magazines. This is a higher penetration than in any other age group.
- 40% more men read a consumer magazine than a national morning newspaper;
- Magazines have the advertising consumers enjoy the most;

In a 2005 survey Roper Public Affairs discovered 48% of consumers agreed that 'advertising adds to the enjoyment of reading magazines'. This was higher than any other medium.

- Magazines are the most cost efficient means of reaching influentials;
- Magazine readers are the most attentive audience;

BIGresearch measured the multitasking levels of different media. 59% of magazine readers said that they were doing nothing else when they read magazines, making magazines the least multi-tasked medium.