

Magazine publishing

Key insights at a glance

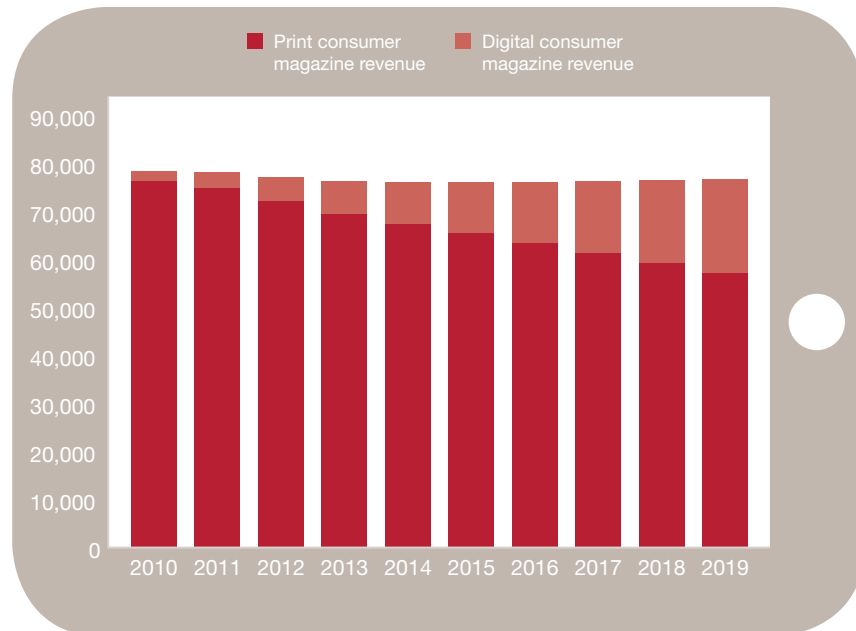


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Consumer magazine revenue will return to growth in 2016. After a number of years of decline, driven by a reduction in print circulations, global total consumer magazine revenue will see a 0.2% increase in 2016 driven by strong digital performances.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

Fig. 2: Consumer magazine revenue will see minimal growth between 2016 and 2019 after five years of decline

Total consumer magazine revenue (US\$m), print vs digital, 2010–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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