

Magazine publishing

Key insights at a glance



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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.

Fig. 4: Publishers' digital strategies will drive revenue outside of digital magazine editions

Global total consumer magazine advertising revenue, print vs digital (US\$m), 2014–2019



■ Print consumer magazine advertising revenue ■ Digital consumer magazine advertising revenue

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

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

www.pwc.com/outlook



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