

Magazine publishing

Key insights at a glance

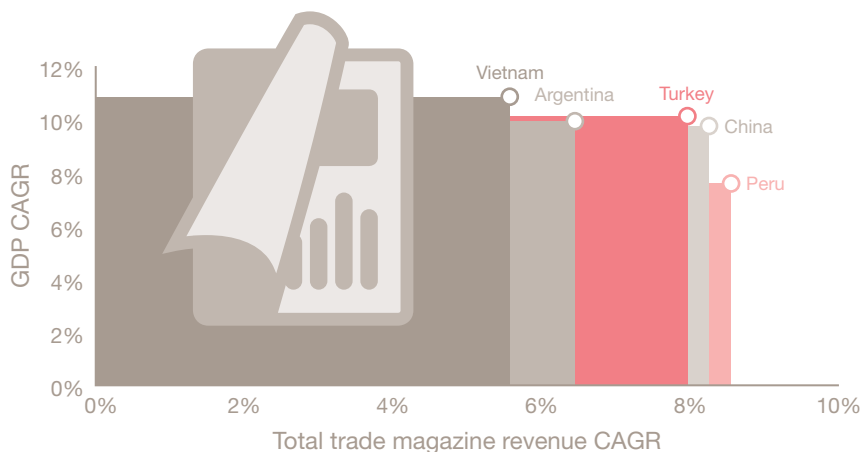


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Trade magazine revenue will benefit from growing economies. Countries such as Peru and China will see the fastest growth in total trade magazine revenue, with CAGRs of 8.5% and 8.3%, respectively. Such fast-growing economies are seeing rapid rises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

Fig. 6: Economic growth will drive growth in trade magazine revenues

Total trade magazine and nominal GDP CAGR (%), selected countries, 2014–2019



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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