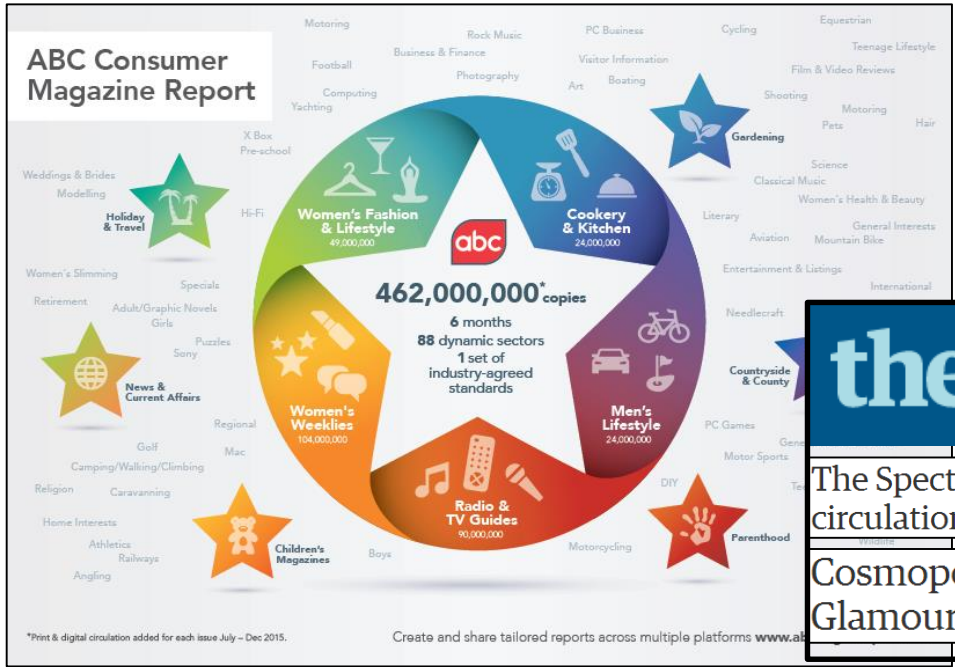


ABC Consumer Magazine Market Report

11.02.16



theguardian

The Spectator records highest ever total circulation

Cosmopolitan magazine overtakes Glamour in battle of glossies

INDEPENDENT

NME readership soars past 1960s
Beatles peak six months after going free

MediaWeek

Magazine ABCs: ShortList leads men's mags for print/digital

PressGazette

JOURNALISM TODAY

Mag ABCs 2015, digital editions: Economist leads growth in sector which accounts for 1.8 per cent of total sales	Current affairs magazine ABCs, 2015: Spectator, New Statesman, Private Eye and Economist all grow in election year	Full 2015 UK magazines ABC circulation breakdown: 60 out of 442 titles grow sales
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THE DAILY MAIL

Average magazine circulation falls 4 per cent in the last half of 2015

ABCs show some magazine publishers are slowly waking up to new ways of reaching readers

BrandRepublic

Magazine ABCs: Top 100 for second half of 2015

Magazine ABCs: Women's weeklies fall 11.4%

Magazine ABCs: ShortList leads men's mags for print/digital

How the consumer magazine ABCs will affect key brand sectors

campaign

PrintWeek

Mixed fortunes for print titles in latest ABC results

ABC consumer magazine results: overview



ABCs consumer magazine results positive for brands



The voice of professional publishers

ABC Report February 2016 in Covers

ABC Report February 2016: View From The Top

PPA statement on February 2016 ABC Consumer Magazines Report



M2M UK @M2MUK · Feb 11

Happy ABC Day! Who will be the biggest winner this year...get your bets in #ABCday #m2mABCday



Jeremy Mark @jeremymark7 · Feb 11

It is magazine #ABCday - always fascinating and insightful to see the latest official circ figures

#magazines



Rob Carney @robcarney · Feb 11

It's #ABCday and I'm excited about it @t3dotcom @ABC_UK



ABC UK @ABC_UK · Feb 12

#News & #CurrentAffairs #Business & #Finance - Congratulations to @TheEconomist and @FortuneMagazine #ABCDAY

ABC Consumer Magazine Report #ABCDAY

Congratulations to *The Economist*, which showed impressive increases across the following digital editions

- Middle East/ Africa up 58.9% year on year
- Continental Europe up 54.5% year on year
- United Kingdom up 47.2% year on year
- Asia Pacific up 45.1% year on year

Congratulations to *Fortune Magazine Europe*, which also showed a digital edition increase of 33.3% year on year



News & Current Affairs
Business & Finance

17 23

ABC UK @ABC_UK · Feb 12

#Golf - Congratulations to #SportsPublicationsLtd @GolfiMagazine @LadyGolferMag & @NCGmagazine on #ABCDAY

ABC Consumer Magazine Report #ABCDAY

Golf



Congratulations to *Sports Publications Ltd* who are:

- reporting *Golf International* for the first time
- showing a year on year increase for *Lady Golfer* of 7.9%
- showing a year on year increase for *National Club Golfer* of 3.7%

5 2

ABC Island of Ireland & Newsbrands Report 18.02.16

 **Business Media**

Over 1.2m INM newspapers sold every week as group maintains dominance - ABC figures

INM continues to dominate Irish newspaper market - new ABC figures

ABC figures show Sunday Independent is clear Irish market leader

THE IRISH NEWS
Irish News has 38.5 per cent share of paper sales


READ, SHARE AND SHAPE THE NEWS

Bad news for most Irish papers as circulation figures continue to drop



Forget the election, The Irish Sun is top of the polls



Bad news for most Irish papers as circulation figures continue to drop



Newspaper circulation figures fall 2.5% in second half of 2015



Sun website traffic up by more than 25%



National newspaper ABCs: January 2016





National press print ABCs for January: Mirror losing ground against cut-price Star ahead of new launch



Northern newspaper ABC figures show falls almost across the board

ABC Regional Publications Report

24.02.16

ABC Regional Publications Report highlights
December end 2015



454 titles are reporting ABC data

95% of titles have year on year increases in website traffic

25 new titles are reporting for the first time

5 platforms are included in the report

- Print
- Digital Edition
- Digital Publication
- Web
- Social Media

1 set of industry-agreed standards



abc QuickView Create and share tailored reports across multiple platforms www.abc.org.uk/quickview

theguardian

Trinity Mirror regionals boost web traffic by nearly a quarter

Daily Business

your agenda fresh and informed

Scots news titles see further sales decline



Local News by Local Reporters

Ormskirk

Ormskirk Advertiser reaches a new low...

HOLD THE FRONT PAGE.co.uk

News, jobs and resources for UK journalists



Editor-less regional daily tops ABC league table again

ABCs: Weekly posts 41pc sales rise after rival's online-only move

ABCs: Trinity Mirror websites score a 1-2-3 for online growth

ABCs: Regional daily scores social media double

ABCs: Bullivant secures bragging rights for weekly frees

BBC



Sales slump for Scottish newspapers

NEWS

Further fall in Scottish newspaper circulations

Scotland