

Global Magazine Advertising Market Size study, By Industry Vertical Outlook (Automotive, Financial Services, FMCG, Media & Entertainment, Retail, Real Estate, Education), and Regional Forecasts 2022-2028

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Abstracts

Global Magazine Advertising Market is valued approximately USD 11.50 Billion in 2021 and is anticipated to grow with a healthy growth rate of more than -4.5% over the forecast period 2022-2028.

For years, the public views advertisements in magazines and other publications everywhere. Magazine advertising has several advantages, including its selectivity, excellent reproduction quality, creative flexibility, reputation, strong reader participation, and services it offers to advertisers. The capacity to reach a specific target population or the selectivity of magazines as a medium is their greatest advantage. Magazine advertising faces issues such high advertising costs, limited frequency and reach, protracted lead times for placing the ads, and the issue of increased advertising clutter and competition. The increased spending on print advertising by several industrial sectors, including the automotive and FMCG industries, to forge new relationships and maintain current customers. Along with this, new launches by the key market players are creating lucrative growth opportunity for the market over the forecasted period. For instance, in December 2021, Corp Comm and e4m PR launched PRCommune magazine which is platform that provides communication of the leaders. However, rising digital magazine subscription rates are impeding market growth throughout the anticipated time frame.

The key regions considered for the global Magazine Advertising Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. Asia-pacific is the leading region across the world in terms of market share owing to the

rising spending on the advertisement in magazine in the developing countries in the region such as India, China and Japan. Whereas Europe is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as rising population and subscription for magazine, as well as the rising presence of the leading market players, would create lucrative growth prospects for the Magazine Advertising Market across the Europe region.

Major market players included in this report are:

Gannett Co. Inc.

Nine Entertainment Co.

Axel Springer SE

Conduit, Inc

Valassis

NEWS CORP

Global Business Leaders Mag

Thomson Reuters

Lee Enterprises

McClatchy

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed in Industry Vertical Outlook about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Industry Vertical Outlook

Automotive

Financial Services

FMCG

Media & Entertainment

Retail

Real Estate

Education

By Region:

North America

U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Magazine Advertising Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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