

Global Print Advertising Market Report & Forecast 2023-2028

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Abstracts

The global print advertising market size reached US\$ 33.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 28.1 Billion by 2028.

Print advertising is one of the oldest and most widespread forms of media, which includes newspapers and consumer magazines. It is a creative, engaging, versatile and readily available form of advertising easily accessible to most people across the globe. In addition, it offers numerous advantages, such as in-depth analysis, coverage of events and mass circulation of quick, inexpensive, and tangible news and advertisements. As a result, it is widely preferred by advertisers worldwide.

Print Advertising Market Trends:

Despite the market's declining growth and the competition from the newer advertising media, such as internet and digital, print advertising still accounts for a significant share in the global advertising market. For instance, a large portion of the global population still subscribes to newspapers and magazines either because they are habitual of reading it or consider it a symbol of respectability for educated families. Moreover, print media is less intrusive as compared to its digital counterparts and allows readers to view the advertisements at their leisure without any time limit or interruptions.

However, the increasing penetration of high-speed internet connectivity and the introduction of digital advertisements is negatively impacting the demand for print media across the globe. As digital advertisements are relatively cheaper, easy to access, and interactive, they are gaining immense popularity among advertisers around the world. This, along with the boosting sales of smartphones, is impacting the readership of print media among the masses, as most journals and newspapers are now available in digital form. Apart from this, the coronavirus diseases (COVID-19) outbreak and the

subsequent impositions of lockdown have hampered the distribution of print media, thereby declining the overall growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global print advertising market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on type and industry.

Breakup by Type:

Newspaper Advertising
Magazine Advertising

Presently, newspaper advertising accounts for the majority of the total market share.

Breakup by Industry:

Retail
Electronics and Telecommunications
Insurance and Finance
Others

Breakup by Region:

Asia Pacific
Europe, Middle East, and Africa
North America
Latin America

At present, Asia Pacific enjoys the leading position in the market.

Competitive Landscape:

The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry.

Key Questions Answered in This Report

1. What was the size of the global print advertising market in 2022?
2. What are the key factors driving the global print advertising market?

3. What has been the impact of COVID-19 on the global print advertising market?
4. What is the breakup of the global print advertising market based on the type?
5. What are the key regions in the global print advertising market?

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