

Global Magazine Publishing Industry 2013-2018: Trend, Profit, and Forecast Analysis, February 2013

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Abstracts

The global magazine publishing industry is anticipated to reach \$106.9 billion by 2018, with a miniscule CAGR of 0.9% over the next five years. There is a high degree of competition in the industry due to its moderate threat of substitutes and buyers' power. The shift by advertisers' spending from traditional media to digital media has greatly affected print magazine advertising and circulation in all regions.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the print magazine publishing industry and presents its findings in "Global Magazine Publishing Industry 2013-2018: Trend, Profit, and Forecast Analysis."

The magazine publishing industry includes two segments: magazine advertising and circulation. The European region dominates this industry representing the maximum share. A combination of factors, such as economic development, demographic trend, Internet penetration, changing lifestyles, and technological evolution affect industry dynamics.

Lucintel's analysis includes an examination of challenges facing the industry. The global magazine publishing industry is going through a period of turmoil, as the increasing penetration of broadband and new devices for delivering digital content arrive on the scene. This situation has affected print magazine spending as the price declines for digital format. Consumers are rapidly migrating to online media from traditional sources as information becomes freely available over the Internet. Advertisers are shifting their spending patterns accordingly to reach more readers. The study examines the major drivers of the industry. Rising discretionary income, favorable economic environment, and an expanding mobile access market are driving the magazine industry

with a modest recovery. Mobile and tablet applications are creating new media environments and allowing consumers to have a more involved experience.

The report provides up-to-date information on the market share, profit margins, capabilities, and strategies of the industry leaders.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global magazine publishing industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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