

Magazines: The new outsourcing frontier?

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Abstracts

The magazine segment represents a major chunk of the global print publishing market. Considering that more than 100,000 magazine titles are being published in the US and UK alone, the magazine publishing industry is huge in scale and operations. Each year the US and UK magazine market sell upwards of 4 billion magazine copies. However, all is not well with the industry.

The magazine market is dependent on a consumption cycle that is primarily driven by consumer and corporate spending. Current economic conditions have forced magazine publishers to re-define their business models on account of changing preferences in form, increasing costs and decreasing revenues.

This report analyses and evaluates various options that publishers have while undergoing a transition to address the changing business climate.

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