

## National Newspapers - UK - April 2013

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*“Whether consumers like it or not, the only long-term sustainable business model for national newspapers’ online operations is to combine revenue from advertising with some form of subscription payment, so it is likely that we will see more brands switching to this model in the next 12-18 months.”*

– Michael Oliver, Senior Leisure and Media Analyst

### In this report we answer the key questions:

- How can national newspapers best capitalise on their growing digital audience?
- How can national newspapers enhance their appeal to female readers?
- Does print have a future as a newspaper medium?
- Is the separate Sunday newspaper an outdated concept?

The long-term decline in newspaper readership has continued in the past year, as has the migration to digital news channels. With two more brands announcing their intention to introduce a paywall, the attention of the industry is still firmly focused on the subject of how to generate sufficient revenues from the fast-growing digital audience, with a light sideshow (probably of more interest to the industry than end consumer) of the prospect of tougher statutory regulation.

With Mintel’s research showing newspaper readers to be generally favourable towards paying for digital access, it seems that consumers are gradually coming round to the point of view that good content costs money to create and that it is unsustainable for newspapers to provide it for free when they are asking other customers to pay for it in print form. Additionally, as the ratio of readers swings away from print towards digital, it is increasingly important for publishers to monetise that digital audience.

Mintel last examined this market in *Newspapers – UK, February 2012*. This report brings the market up to date with 2012 data as well as exploring consumer purchasing behaviour, general attitudes, content preference and views on paying for digital content.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market