

## Regional Newspapers - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Mintel’s research highlights a strong desire for regional/local newspapers to play a more proactive journalistic role; conducting more investigative research and launching campaigns on local issues. New resources are opening up to aid such regional journalism, while greater inclusion of investigative reporting could help further open the door for paywalls”.

- **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Looking beyond advertising for digital revenue
- People want more proactive journalism from regional newspapers

The landscape remains challenging for regional/local newspaper publishers. Print circulation continues to decline significantly year on year, with Mintel estimating a 10% drop in circulation in 2017 to 1.4 billion copies, and this trend shows little sign of subsiding. Publishers are subsequently making difficult calls regarding newspaper closures and cuts to their workforce, often leaving remaining staff overburdened and without the resources to focus on in-depth proactive journalism.

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- The facts
- The implications
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- The facts
- The implications

## The Market – What You Need to Know

- Steep print circulation declines continue...
- ...but browser numbers keep growing
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- Local newspapers look to assert themselves among fake news controversy
- Section 40 causes press concerns as press regulation battle continues
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- Section 40 causes press concerns as regulation battle continues
- Details revealed regarding the BBC's £8 million annual local press investment

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- Evening titles see sharpest circulation declines
- Trinity Mirror acquires Local World
- New print newspapers are being introduced
- 'Hyperlocal' City of London free print newspaper launches
- New free weeklies launched by Newsquest
- Dundee Evening Telegraph introduces new Saturday edition
- Johnston Press campaigns on road deaths

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Trinity Mirror targets London football fans with new website  
 Trinity Mirror helps people find hyperlocal information  
 Dundee Courier implements metered paywall

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 Appealing for donations  
 Readers asked to write and publish stories  
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 Trinity Mirror helps people find hyperlocal information  
 Trinity Mirror targets London football fans with new website  
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### The Consumer – What You Need to Know

One in five read a regional newspaper daily  
 Local TV news is the main alternative way people look for local news  
 People are unsure about what newspapers are available for their area  
 Stories about local people by far the most popular topic  
 Many are still willing to pay for regional news  
 Six in 10 want more investigative journalism  
 People want newspapers to have strong local political points of view

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Six in 10 want more investigative journalism

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A stronger point of view could encourage people to pay for digital

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