

SPECIAL REPORT  
**Asia Pacific**

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WORLD

2014 / 15

MAGAZINE

TRENDS



# ASIA PACIFIC

## > COUNTRIES COVERED

- > Australia
- > China
- > China, Hong Kong
- > Chinese Taipei
- > India
- > Indonesia
- > Japan
- > Malaysia
- > New Zealand
- > Philippines
- > Singapore
- > South Korea
- > Thailand

## > SUMMARY

Asia Pacific is the most populated region in the world, with more than 50% of all the people living in the region, and with many developing countries it may not be surprising that GDP and adspend per capita is the lowest in the world.

The Asia Pacific region can be split into two parts. The first part represents the fast growing economies: China; India; Indonesia; Malaysia; Philippines; Chinese Taipei; and Thailand. The second part is the more developed and advanced markets: Australia; New Zealand; Hong Kong; Singapore; Japan; and South Korea.

With a share of 28%, Asia Pacific is the second largest adspend region of the world. In total US\$137,922 million was spent in 2013. With a 31% share in advertising revenue the advanced market of Japan and the fast growing economy of China with a 30% share are the most important players.

In 2016 the Asia Pacific region will become an even bigger player with 30% of total advertising revenue (US\$170,587 million), closing in on North America which will have a total share of 35%. China will be the biggest market by then with a market share of 33%, followed by Japan with 27% market share.

Ad expenditures grew by as much as 6% in 2013 and growth will be even bigger in 2014 with an average of 7.3% year on year. All media except print (newspapers and magazines) will benefit, with internet as the fastest growing medium with an average of 19.8% per year to a level of US\$50,017 million in 2016 (29% of total spending). Although ZenithOptimedia forecasts that newspapers will stabilise, magazines will face an average yearly decline of 1.3% down to US\$5,620 million in 2016 (3% of total spending).

The ratio in 2013 for TV, internet and press is similar to the global distribution. The biggest difference is the share of magazines in total and in press spending: only 4% of total share compared to 8% globally and 18% share within total press adspend where this is 32% globally.

The internet performed particularly strongly, putting on a growth of 22%. It overtook newspapers to become the second-largest advertising medium, after TV, accounting for 21% of all ad expenditure in the region. Internet advertising is expected to continue to gain market share over the next few years, reaching 29% by 2016.

Almost all media are losing share to the internet, even the market leader, television. TV reached a recent peak of 41.8% of total ad expenditure in 2011 (though its share was slightly higher in the late '90s and early '80s), but ever since then its share has dropped as online video, social media and other display categories have competed effectively for brand building budgets. Television's share slipped to 41% in 2013 and the forecast is that it will fall to 38% by 2016. It will still remain the largest advertising medium in Asia Pacific for many years to come, however.

### Printed magazines remain important as the main drivers for revenue

A deeper look into magazines reveals that advertising revenue takes 'only' 35% of total revenue in the Asia Pacific region (globally this is 48%). 65% of revenue is due to circulation according to *PwC Global entertainment and media outlook 2014-2018* and this ratio will not change in the coming years. Printed magazines have remained important in many countries and are still the main driver for revenue in 2013 for both consumer magazines (95%) and B2B magazines (83%) and will continue to be the main driver in the coming years. Digital magazines' revenue will not have as much of an effect on the magazine market in Asia Pacific as it will in North America and Europe, with print revenues falling at a slower rate.

In 2016 the outlook is that 89% of magazine revenue will still come from printed products, where this is 83% globally and 73% for North America.

### Stabilisation in consumer market

The total revenue of US\$20,990 million in 2013 was about the same as in 2012 (US\$20,996). Consumer magazines with 85% share saw a negligible difference of US\$17,730 million in 2013 versus US\$17,767 million in 2012. For 2014 PwC is not forecasting any growth. In 2016 revenue will be at almost the same level as 2013 with -0.8% to a total of US\$17,617 for consumer magazines, but with an average inflation rate of 3.7% per year, the future will not be too bright.

### Total B2B revenue will rise over the next few years

B2B magazines which have a share of 15% in total revenue faced a small loss of 1.3% (from US\$3,266 million in 2012 to US\$3,223 million in 2013). Unlike consumer magazines, total B2B magazine revenue will rise over the next years by 8.3% to US\$3,490 million in 2016. Almost all growth comes from the increase in digital circulation revenue (from US\$75 million in 2013 to US\$351 million in 2016).

In 2016 the Asia Pacific region will have 30% of total advertising revenue, closing in on North America which will have a total share of 35%

# MAGAZINE REVENUE

**ASIA PACIFIC:** AUSTRALIA, CHINA, HONG KONG, INDIA, INDONESIA, JAPAN, MALAYSIA, NEW ZEALAND, PAKISTAN, PHILIPPINES, SINGAPORE, SOUTH KOREA, CHINESE TAIPEI, THAILAND, VIETNAM

## CONSUMER MAGAZINE PUBLISHING REVENUE †

> Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	5,604	5,601	5,688	5,714	5,563	5,509	5,473	5,433
Digital advertising	107	167	351	522	613	718	831	961
Total consumer magazine advertising	5,711	5,768	6,039	6,235	6,176	6,228	6,304	6,393

> Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	12,801	12,053	12,045	11,353	11,327	10,873	10,571	10,289
Digital circulation	2	29	49	142	263	443	671	935
Total consumer magazine circulation	12,804	12,082	12,094	11,494	11,590	11,316	11,243	11,224
<b>TOTAL CONSUMER PUBLISHING</b>	<b>18,514</b>	<b>17,850</b>	<b>18,133</b>	<b>17,730</b>	<b>17,767</b>	<b>17,544</b>	<b>17,546</b>	<b>17,617</b>

## B2B MAGAZINE PUBLISHING REVENUE †

> Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	1,206	1,158	1,133	1,123	1,067	1,048	1,022	987
Digital advertising	134	209	319	445	480	538	599	663
Total B2B magazine advertising	1,340	1,367	1,452	1,568	1,547	1,586	1,621	1,651

> Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	2,020	1,888	1,835	1,665	1,601	1,551	1,514	1,488
Digital circulation	-	5	9	34	75	140	237	351
Total B2B magazine circulation	2,020	1,893	1,844	1,699	1,676	1,691	1,750	1,839
<b>TOTAL B2B PUBLISHING</b>	<b>3,360</b>	<b>3,260</b>	<b>3,296</b>	<b>3,266</b>	<b>3,223</b>	<b>3,277</b>	<b>3,372</b>	<b>3,490</b>
<b>TOTAL MAGAZINE PUBLISHING</b>	<b>21,874</b>	<b>21,110</b>	<b>21,429</b>	<b>20,996</b>	<b>20,990</b>	<b>20,821</b>	<b>20,918</b>	<b>21,107</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates

# DIGITAL PENETRATION

INTERNET USERS

POPULATION (2014 EST.)

INTERNET PENETRATION  
(% POPULATION)

COUNTRY'S SHARE OF  
WORLD INTERNET USERS

## ASIA PACIFIC

	INTERNET USERS	POPULATION (2014 EST.)	INTERNET PENETRATION (% POPULATION)	COUNTRY'S SHARE OF WORLD INTERNET USERS
Australia	21,176,595	23,630,169	89.62%	0.73%
China	641,601,070	1,393,783,836	46.03%	21.97%
Chinese Taipei	18,687,942	23,359,928	80.00%	-
Hong Kong, China	5,751,357	7,259,569	79.22%	0.20%
India	243,198,922	1,267,401,849	19.19%	8.33%
Indonesia	42,258,824	252,812,245	16.72%	1.45%
Japan	109,252,912	126,999,808	86.03%	3.74%
Malaysia	675,074	30,187,896	2.24%	0.02%
New Zealand	4,162,209	4,551,349	91.45%	0.14%
Philippines	39,470,845	100,096,496	39.43%	1.35%
Singapore	4,453,859	5,517,102	80.73%	0.15%
South Korea	45,314,248	49,512,026	91.52%	1.55%
Thailand	19,386,154	67,222,972	28.84%	0.66%

Source: Internet Live Stats ([www.InternetLiveStats.com](http://www.InternetLiveStats.com)) 2014 est.; Internet World Stats for Chinese Taipei ([www.internetworldstats.com](http://www.internetworldstats.com)); Internet user = individual, of any age, who can access the Internet at home, via any device type (computer or mobile) and connection; Population calculation according to each separate source

# GLOBAL ADSPEND

## > MAGAZINE SHARE OF ADVERTISING EXPENDITURE (%)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Australia	8.8	8.5	7.7	7.0	6.6	5.5	4.9	4.3	3.7	3.2
China	2.3	2.4	2.2	1.8	2.5	2.4	2.0	1.7	1.5	1.2
Hong Kong	22.2	18.9	16.2	16.3	15.5	16.0	14.9	14.8	14.7	14.5
India	4.2	5.3	2.5	2.6	2.7	2.9	2.8	2.6	2.3	2.1
Indonesia	4.1	4.2	3.9	3.5	3.2	2.8	2.2	2.0	1.7	1.5
Japan	9.5	8.8	7.5	6.7	6.4	6.2	5.9	5.9	5.7	5.6
Malaysia	3.0	2.5	2.1	2.0	1.8	1.7	1.6	1.4	1.4	1.4
New Zealand	11.5	11.3	11.2	10.8	10.1	10.2	9.8	9.4	9.1	8.6
Pakistan	6.3	5.6	4.9	4.2	4.1	4.0	3.8	3.7	3.6	3.5
Philippines	3.3	3.6	2.7	2.6	2.3	2.1	1.9	1.9	1.7	1.2
Singapore	6.2	5.5	5.3	5.2	5.2	4.9	4.5	4.5	4.3	4.2
South Korea	4.3	4.4	4.4	4.2	4.2	3.9	3.6	3.2	3.0	2.8
Taiwan	12.8	12.5	10.4	9.5	9.4	9.3	8.8	8.3	8.1	7.9
Thailand	6.5	6.6	6.1	5.8	5.7	5.1	4.9	4.8	4.7	4.6
Vietnam	6.8	7.9	7.3	6.6	6.9	5.7	4.2	3.9	3.7	3.5
Asia Pacific	7.5	6.9	5.8	5.1	5.0	4.7	4.2	3.9	3.6	3.3

## > TOTAL MAGAZINE EXPENDITURE: US\$ MILLION AT CURRENT PRICES

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Australia	1,001	999	830	843	788	656	603	533	474	426
China	427	501	490	520	841	912	847	795	748	707
Hong Kong	365	268	202	290	322	380	374	392	412	433
India	125	189	91	104	120	141	147	148	150	151
Indonesia	92	113	120	132	145	155	150	163	176	192
Japan	4,698	4,178	3,109	2,800	2,605	2,614	2,561	2,596	2,576	2,559
Malaysia	41	39	34	38	36	36	34	33	35	37
New Zealand	211	204	178	180	171	172	173	172	172	168
Pakistan	15	16	17	16	16	16	16	15	15	15
Philippines	31	38	31	38	38	38	38	38	35	29
Singapore	98	95	88	95	103	96	97	96	95	94
South Korea	366	358	319	403	439	435	401	373	372	372
Taiwan	216	203	170	186	191	179	178	174	176	176
Thailand	216	214	193	203	211	197	192	194	212	222
Vietnam	27	36	38	37	42	40	38	38	40	40
Asia Pacific	7,930	7,451	5,909	5,886	6,068	6,067	5,848	5,764	5,689	5,620

## > TOTAL ADVERTISING EXPENDITURE: US\$ MILLION AT CURRENT PRICES

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Australia	11,350	11,747	10,758	12,042	11,988	11,986	12,262	12,511	12,864	13,283
China	18,666	20,910	22,777	28,545	33,685	37,362	41,414	46,001	51,198	57,140
Hong Kong	1,642	1,418	1,250	1,778	2,075	2,380	2,503	2,650	2,807	2,981
India	2,972	3,533	3,569	4,043	4,439	4,793	5,174	5,792	6,469	7,236
Indonesia	2,246	2,683	3,076	3,742	4,601	5,526	6,747	8,289	10,243	12,770
Japan	49,525	47,320	41,615	41,511	40,845	42,467	43,323	44,139	45,009	45,968
Malaysia	1,360	1,524	1,645	1,905	2,064	2,114	2,181	2,362	2,458	2,614
New Zealand	1,833	1,805	1,587	1,665	1,702	1,684	1,773	1,840	1,904	1,946
Pakistan	234	295	345	389	395	399	409	417	424	431
Philippines	925	1,060	1,154	1,466	1,641	1,833	2,015	1,950	2,073	2,446
Singapore	1,598	1,716	1,656	1,841	1,989	1,950	2,148	2,137	2,209	2,264
South Korea	8,459	8,053	7,171	9,515	10,357	11,053	11,115	11,670	12,406	13,268
Taiwan	1,690	1,624	1,641	1,958	2,031	1,937	2,013	2,090	2,161	2,240
Thailand	3,314	3,223	3,160	3,484	3,675	3,890	3,951	4,021	4,502	4,866
Vietnam	400	462	521	558	602	702	894	973	1,057	1,134
Asia Pacific	106,214	107,372	101,926	114,442	122,087	130,075	137,922	146,842	157,781	170,587

Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

# AUSTRALIA

## > FIPP MEMBERS

### NATIONAL ASSOCIATION

- » Publishers Australia

### PUBLISHERS

- » Bauer Media Group
- » BBC Worldwide Australia
- » DNA Men Nexus
- » Future Publishing Australia
- » Haymarket Media
- » IDG Communications
- » Lovatts Media Group

- » Northern & Shell Pacific
- » Pacific Magazines
- » Pacific Magazines
- » PACIFIC+

### SUPPLIERS

- » LS Travel Retail Pacific
- » Media Convergence Asia Pacific
- » Oomph
- » Sappi Trading Australia

## > AT-A-GLANCE

Capital: **Canberra**  
Population: **22,507,617** (July 2014 est.)  
Median age: **38.3 years**  
GDP: **US\$1.488 trillion** (2013 est.)  
Consumer prices: **2.4%** (2013 est.)  
Currency: **Australian Dollars (AUD)**  
Official language: **English** (76.8%)  
Literacy rate: **99%**  
SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **21,176,595**  
% of population: **94**  
SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
Mobile penetration: **24,400,000** (2012)  
% of population: **108**  
SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

#### > Sales Tax

Standard rate: **10%**  
Magazine, newspaper and book purchases: **10%**  
Digital purchases: **10%**

SOURCE: [WWW.BUSINESS.GOV.AU/BUSINESSTOPICS/TAXATION/TAXESEXPLAINED/PAGES/GOODSANDSERVICESTAX.ASPX](http://WWW.BUSINESS.GOV.AU/BUSINESSTOPICS/TAXATION/TAXESEXPLAINED/PAGES/GOODSANDSERVICESTAX.ASPX)

### CROSS-MEDIA OWNERSHIP RESTRICTIONS

- owner registration
- foreign ownership
- cross-media ownership
- concentration

Key:  ALLOWED  RESTRICTED  NOT ALLOWED

SOURCE: [APH.GOV.AU/ABOUT\\_\\_PARLIAMENT/PARLIAMENTARY\\_DEPARTMENTS/PARLIAMENTARY\\_LIBRARY/PUBLICATIONS\\_ARCHIVE/ARCHIVE/MEDIAREGULATION](http://APH.GOV.AU/ABOUT__PARLIAMENT/PARLIAMENTARY_DEPARTMENTS/PARLIAMENTARY_LIBRARY/PUBLICATIONS_ARCHIVE/ARCHIVE/MEDIAREGULATION)

### ADVERTISING RESTRICTIONS

- Tobacco
- Alcohol
- Advertising to children
- Over-the-counter drugs

Key:  BANNED BY LAW  VOLUNTARILY STOPPED  
 RESTRICTED BY LAW  RESTRICTED VOLUNTARILY

SOURCE: [HEALTH.GOV.AU](http://HEALTH.GOV.AU); [ABAC.ORG.AU](http://ABAC.ORG.AU); [AANA.COM.AU](http://AANA.COM.AU); [TGACC.COM.AU](http://TGACC.COM.AU)

## > SPECIAL REPORT: MAGAZINE PUBLISHERS OF AUSTRALIA

While the economy continues to do well in Australia relative to global economies, consumer confidence is still low which does affect magazines' sales. GDP growth for the quarter ending March 2014 shows a growth of 2.7% while inflation is sitting at 2.9% (as at 23 April 2014).

Unemployment is at 5.8% steady vs. the last quarter. Consumer confidence in Australia increased to 93.2% in June of 2014 from 92.9% in May of 2014. However it is still quite low compared to the highs we have seen at the end of 2013 and early 2014. Retail sales growth is at 6% in April 2014 which continues to climb since August 2013 where it reached an all-time low of 1.6%.

Despite these relatively stable economic indicators, the market continues to be very tough for magazines. The 2013 advertising revenue is estimated to be at a low of 5% of the total media

expenditure (down 8% versus a year ago). Overall print circulation was sitting at 139 million during 2014 (down 23 million vs. a year ago) the seventh year of decline, while total consumer magazine spending is at 743 million AUD (down 95 million vs. a year ago).

Circulation market share of the three big publishers has remained relatively flat: Bauer is at 50% circulation share and 49% revenue share (down by 1%). Pacific Publications is at 34% circulation share and 31% for revenue share, while NewsLife Media is at 6% for both circulation and revenue share.

Since last year, the number of magazine titles that have audited an average net paid digital sales figure has more than doubled (from 13 titles in June 2012 to 32 titles in December 2013). Average Net Paid Digital Sales (ANPDS) for magazines has doubled in copies year-on-year and grown 50% on the prior six months. In the

six months to December 2013, gross circulation for paid digital magazine sales totalled just over 350k copies (356,454), representing 0.5% of total magazine sales (print plus digital combined). However on a like-for-like basis, looking at just the 32 titles that have ANPDS, the digital sales component accounts for 2.7% of Total Paid Masthead Sales for these titles.

As for launches and closures, 2013 saw the launch of *taste.com.au* magazine by NewsLife media in September 2013. Bauer launched *Elle* in September 2013, *Yours* in February 2014, a fortnightly magazine aimed at women 50 plus. *Belle* magazine has gone from six to eight issues per year while *Shop Till you Drop* moved from a monthly magazine to a fortnightly at the end of October 2013. Woolworths' *Good Taste* magazine closed down mid-2013.

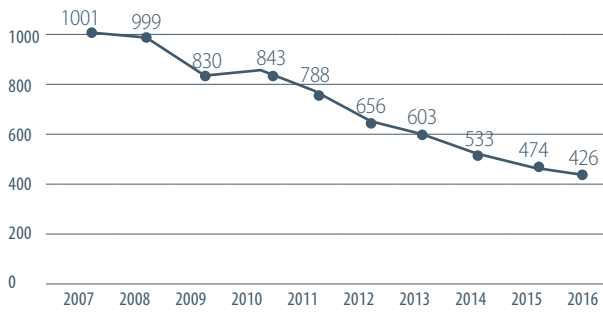
# AUSTRALIA

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

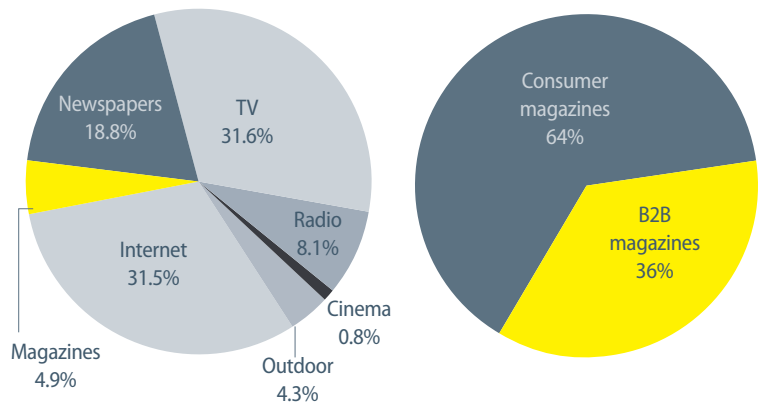
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	1,001	999	830	843	788	656	603	533	474	426
Newspapers	3,947	3,987	3,362	3,550	3,267	2,773	2,308	1,899	1,614	1,372
Television	3,632	3,611	3,374	3,928	3,825	3,768	3,871	3,928	4,018	4,099
Radio	953	960	907	970	977	980	995	1,006	1,027	1,047
Cinema	90	93	86	96	76	86	99	109	114	120
Outdoor	423	440	387	462	478	486	527	537	553	569
Internet	1,304	1,656	1,812	2,193	2,576	3,237	3,861	4,499	5,064	5,651
<b>Total</b>	<b>11,350</b>	<b>11,747</b>	<b>10,758</b>	<b>12,042</b>	<b>11,988</b>	<b>11,986</b>	<b>12,262</b>	<b>12,511</b>	<b>12,864</b>	<b>13,283</b>

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# AUSTRALIA: CONSUMER

## > HIGHLIGHTS

### NUMBER OF COPIES

	2009	2010	2011	2012	2013
Number of copies sold and/or distributed in a year	211.6 million	188.3 million	182.8 million	177.7 million	162.0 million

Source: ABC

### NUMBER OF PUBLISHERS

	2009	2010	2011	2012	2013
Total	-	313	313	313	313

Source: MPA

### NUMBER OF TITLES

	2009	2010	2011	2012	2013
Total	1,200	1,200	1,200	1,100	1,100

Source: Title Tracker

### REVENUE SOURCE (%)

	2009	2010	2011	2012	2013
Print ads	-	35	35	38	38
Copy sales	-	65	65	58	62

Source: Nielsen Medialog/ABC Audited Titles

### AVERAGE COVER PRICE: AUD

	2009	2010	2011	2012	2013
Total	6.92	7.00	7.12	7.17	7.26

Source: ABC Dec 2013 (based on 126 audited titles)

### NUMBER OF CONSUMER MAGAZINE WEBSITES

	2009	2010	2011	2012	2013
Total	-	-	-	900	900

Source: MPA

# AUSTRALIA: CONSUMER

## > HIGHLIGHTS

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	10	10	12	12	12
Retail sales	90	90	88	88	88

Source: Publisher estimate

### TOP PUBLISHING COMPANIES: BY CIRCULATION

1	Bauer Media Limited	6	Fairfax Media
2	Pacific Magazines	7	Next Media
3	NewsLifeMedia	8	Just Magazines
4	Reader's Digest (Australia)	9	Big Issue
5	Express Publications	10	Club Marine

Source: ABC

### AVERAGE ISSUE READERSHIP (%)

MEN **65** WOMEN **78** ADULTS **72**

Source: emmaTM conducted by Ipsos MediaCT; 1 April 2013 - 1 April 2014; All people 14+

### TOP ADVERTISERS

1	L'Oréal Australia	6	Domayne
2	Harvey Norman	7	Priceline
3	Reckitt Benckiser	8	Nestle Australia
4	Unilever Australia	9	Estee Lauder
5	Coty Australia	10	Foxtel

Source: Nielsen Medialog Consumer, Jan-December 2013

### TOP ADVERTISER CATEGORIES

1	Retail	6	Entertainment and leisure
2	Toiletries/cosmetics	7	Motor vehicles
3	Clothing and accessories	8	Media
4	Food	9	Appliances, home and outdoor
5	Pharmaceutical	10	Travel/accommodation

Source: Nielsen Medialog Consumer, Jan-December 2013

## > FIPP MEMBERS

### NATIONAL ASSOCIATION

China Periodicals Association (CPA)

### PUBLISHERS

- » Bauer (Sichuan) Culture Service
- » Beijing Jigong Vogel Media Advertising
- » Children's Fun Publishing C
- » Condé Nast China
- » Gruner + Jahr (Beijing) Advertising
- » Hearst Fujingaho
- » Hearst Magazines China
- » IDG China

- » Mondadori SEEC (Beijing) Advertising
- » MPC (Beijing)
- » Rayli Magazine House
- » Rizzoli Beijing
- » SEEC Media Group
- » SEEC Publishing Group
- » Trends Media Group
- » Trends Omni Media

### SUPPLIERS

- » BPA Worldwide

## > AT-A-GLANCE

Capital: **Beijing**

Population: **1,355,692,576** (July 2014 est.)

Median age: **36.7 years**

GDP: **US\$9.33 trillion** (2013 est.)

Consumer prices: **2.6%** (2013 est.)

Currency: **Renminbi yuan (RMB)**

Official language: **Chinese, Mandarin**

Literacy rate: **95.1%**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **641,601,070**

% of population: **47**

SOURCE: INTERNET LIVE STATS (JULY 2014 est.)

Mobile penetration: **1,100,000,000** (2012)

% of population: **81**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

Magazine, newspaper, book and digital purchases: **0%**

Tax on advertising: **8.65%**

SOURCE: CPA

## > SPECIAL REPORT: BY DIDIER GUÉRIN, PRESIDENT & CEO, MEDIA CONVERGENCE ASIA-PACIFIC

China's economy is changing and so is the local media industry. The years of double-digit economic growth appear to be gone. The media industry is experiencing further fragmentation and Chinese consumers are becoming more sophisticated.

Whereas the government expected the economy would grow by 7.5% in 2014, advertising expenditures were projected to grow by 9.8% in 2014 and 11% in 2015, according to GroupM<sup>1</sup>. Separately, ZenithOptimedia predicts a similar expansion of the industry by 11.2% in 2014 and 11.3% in 2015<sup>2</sup>. However, both media research companies agree that the magazine media industry will no longer experience growth in their share of advertising spending.

The decrease is projected between -4% and 6.9% in 2014 and about 6% in 2015. However, all magazines are not equal. While up-scales women publications (mostly fashion) – with strong international brands – still benefit from the quality of their editorial environment to attract luxury products, general interest and business magazines are challenged.

Several factors are the cause of this erosion of advertising revenues:

1. The internet takes away a lot of readers and advertising budgets. This situation is not much different from other countries, except that China now has the largest internet population in the world: 632 million internet users at the end of June 2014 (83% of them are going online via mobile). China also has the largest smartphone market in the world which, according to data firm IDC, is expected to reach nearly one-third of the 1.8 billion smartphones to be shipped in 2018

2. The impact of the government crackdown on corruption, initiated by the new administration when it came to power at the end of 2012, resulted in a serious reduction of purchase of luxury products. Whereas the policy was aimed at stopping the long established gift-giving habits of jewellery, watches and high-end spirits to government officials, it also made Chinese consumers realise that conspicuous consumption was no longer acceptable. According to Bain & Co, luxury sales grew by only 4% in 2013 compared to 19% the year before. Luxury watch sales dropped by 13% in 2013.

These factors obviously impact the media magazine industry. Several companies have diversified their offering by creating a related website or a digitised edition. A few companies have invested some substantial resources and are starting to see the results. For example, Hearst Magazines now has a total of 23 million unique visitors across all its magazines in China, with its leading brand ELLE.com.cn, which has experienced a 30% growth in traffic in 2014 compared to the previous year. Even the Trends Group, which was slow to adapt to the digital dimension, is now investing substantial capital and resources to become a multi-platform publisher.

Even the government media administration, the new centralized SAPPRFT - State Administration of Press, Publication, Radio, Film and Television – is trying to push in that direction by encouraging cooperation between publishing companies and universities to train people and produce more relevant research.

Although these efforts are encouraging, they are not reaching sufficiently meaningful audiences with enough unique visitors or large inventory of impressions, which can efficiently compete with the large local social media or e-commerce retail platforms, like WeChat or Alibaba.

Surprisingly, despite the gigantic reach of consumers by these platforms, the development of programmatic – or robotic – advertising in China is still far behind the growing level already reached in the US, Europe or Australia.

Meantime luxury brands have responded to the shift in conspicuous consumption by integrating themselves with a cultural dimension. For example, Christian Dior now provides its personal shoppers in Beijing and Shanghai with events and tickets to concerts and arts exhibits.

These changes in advertising spending, technology development and high-end brand consumption create confusion and anxiety about the future of the magazine media industry in China. There is no question some important changes will be needed by the majority of magazine publishers to adapt to the new reality. However, as Bernard Arnault, chairman of LVMH, told to the late Steve Jobs a few years ago: "I don't know if we will still use Apple products in 25 years, but I am sure we will still be drinking Dom Perignon."

1. GroupM China: "This Year Next Year: China Media Forecasts" - Shanghai - Autumn 2014

2. ZenithOptimedia: "Advertising Expenditures Forecasts" - London - September 2014



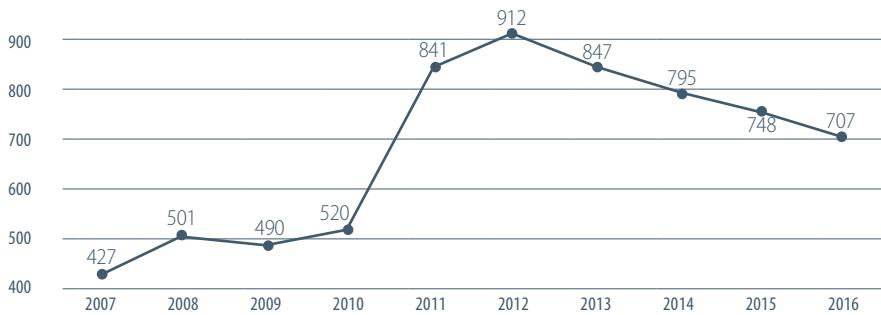
# CHINA

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

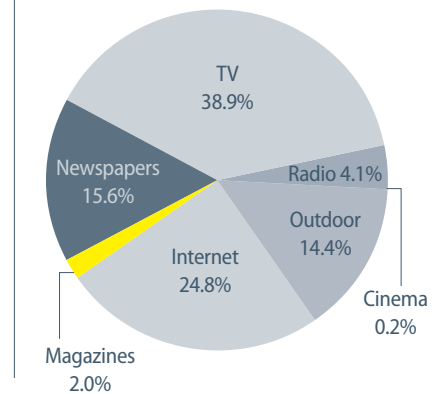
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	427	501	490	520	841	912	847	795	748	707
Newspapers	5,200	5,531	5,979	6,158	7,577	7,045	6,454	5,692	5,208	4,797
Television	6,859	8,094	8,654	10,973	14,493	15,451	16,099	16,421	16,684	16,918
Radio	1,014	1,103	1,160	1,246	1,468	1,626	1,686	1,845	1,981	2,120
Cinema	32	38	43	47	55	71	97	123	152	183
Outdoor	3,161	2,899	3,102	4,416	4,461	5,226	5,958	6,703	7,286	7,862
Internet	1,972	2,744	3,348	5,185	4,789	7,031	10,272	14,422	19,138	24,554
<b>Total</b>	<b>18,666</b>	<b>20,910</b>	<b>22,777</b>	<b>28,545</b>	<b>33,685</b>	<b>37,362</b>	<b>41,414</b>	<b>46,001</b>	<b>51,198</b>	<b>57,140</b>

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# CHINA: CONSUMER

## > HIGHLIGHTS

### TOP MAGAZINE OWNERS: BY TOTAL REVENUE

1	Elle	6	Harper's Bazaar
2	Cosmopolitan	7	Marie Claire
3	Modern Weekly	8	RAY-LI Her Style
4	Vogue	9	Self
5	RAY-LI Fashion	10	The Bund

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISERS

1	LVMH	6	Chanel
2	L'Oréal	7	FAW Volkswagen Motor Co.
3	Estée Lauder	8	Shanghai Volkswagen Motor Co.
4	Swatch Group	9	General Motors
5	Procter & Gamble	10	Amway

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Toiletries	6	Computer & office products
2	Personal items	7	Leisure
3	Automobiles	8	Post & communication
4	Clothing	9	Household
5	Business & services	10	Alcohol

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

# CHINA: CONSUMER

## > HIGHLIGHTS

### MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	493	552	753	807	873	924	979	1,028
Digital advertising	-	6	17	46	57	70	86	105
Total Consumer magazine advertising	493	558	769	853	931	994	1,065	1,132

#### > Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	3,496	3,115	3,366	3,494	3,675	3,837	3,998	4,159
Digital circulation	††	2	12	26	51	98	153	212
Total Consumer magazine circulation	3,497	3,117	3,378	3,520	3,726	3,934	4,152	4,371
<b>TOTAL</b>	<b>3,990</b>	<b>3,674</b>	<b>4,147</b>	<b>4,373</b>	<b>4,656</b>	<b>4,929</b>	<b>5,217</b>	<b>5,503</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# CHINA: B2B

## > HIGHLIGHTS

### MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	73	81	111	127	140	150	155	154
Digital advertising	-	3	9	24	33	44	56	70
Total B2B magazine advertising	73	84	120	152	174	194	211	224

#### > Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	341	296	312	316	326	336	348	362
Digital circulation	-	-	1	3	9	21	41	68
Total B2B magazine circulation	341	296	314	319	335	356	388	430
<b>TOTAL</b>	<b>413</b>	<b>380</b>	<b>433</b>	<b>471</b>	<b>509</b>	<b>550</b>	<b>600</b>	<b>653</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates

# CHINA, HONG KONG

## > FIPP MEMBERS

### PUBLISHERS

- » Bauer Media Hong Kong
- » Condé Nast Publications
- » Edipresse Asia
- » Egmont – Kids Media
- » Haymarket Media Group
- » Hearst Magazines Hong Kong
- » Hubert Burda Media Hong Kong
- » In Express – Sisters Group (IESG)
- » Ringier Trade Media
- » South China Media
- » TIME Asia (Hong Kong)
- » Total Media
- » Applix
- » Sappi Paper Hong Kong

## > AT-A-GLANCE

### Capital: Hong Kong

Population: **7,112,688** (July 2014 est.)

Median age: **43.2 years**

GDP: **US\$272.1 billion** (2013 est.)

Consumer prices: **4.4%** (2013 est.)

Currency: **Hong Kong dollar (HKD)**

Official language: **Cantonese (89.5%), English (3.5%)**

Literacy rate: **93.5%**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **5,751,357**

% of population: **81**

SOURCE: INTERNET LIVE STATS (JULY 2014 est.)

Mobile penetration: **16,403,000** (2012)

% of population: **231**

SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

Standard rate: **0%**

Magazine, newspaper and book purchases: **0%**

Digital purchases: **0%**

SOURCE: DISTRIPRESS

## > SPECIAL REPORT: BY DIDIER GUÉRIN, PRESIDENT & CEO, MEDIA CONVERGENCE ASIA-PACIFIC

Small but rich. With a 2.6% share from GDP, China, Hong Kong has historically been one of the largest countries in the world in terms of percentage of media investment. This is almost three times the percentage of such affluent markets as the US, the UK or Germany.

It represents an amount of about US\$7.8 billion, which is larger than Spain and more than half the size of the French market, which is expected to have a total media investment capital of US\$14.7 billion in 2014.

In terms of media investment growth, it's the same story. With the exception of 2009, Hong Kong has been growing at double digit-rate almost every year since 2000. It is expected to slow in 2014 and 2015, but still a solid growth of +9.4% and +7.4% respectively, compared with an average of +1.2% and +2% in Europe and +3.3% and +4% in the US.

Consequently, with a population of only seven million inhabitants, Hong Kong has been holding the record of the country with the largest amount of media spend per capita before the US market since 2006<sup>1</sup>.

In terms of magazine media advertising expenditures, the story is not as impressive, but still strong. Hong Kong magazines' share of total media investment has been above 10% since 2000, which is slightly lower than the US but more than the average of Europe and by far the highest in the entire Asia Pacific region.

Leaving percentage comparison aside, total magazine expenditures are far from ridiculous for a small market in which you can travel from north to south in less than a day. Until 2005, Hong Kong was the third largest market in Asia-Pacific after Japan and Australia, but before Mainland China. The impressive growth of magazine expenditures in China has changed the ranking, but Hong Kong is still expected to regain its third position in the region in 2014, ahead of the shrinking Australian and South Korean markets.

A total magazine advertising investment of US\$813 million is expected to be invested in Hong Kong in 2014 reducing to US\$755 million in 2015, which represents a year-on-year decrease of -5.1% and -7.1% respectively. This is

concerning but not as serious as the collapse of the Australian market (decreases of 18.1% and 22.2% expected in 2014 and 2015).

Hong Kong's impressive performance in holding its market share and investment in magazine media has been largely due to the slow and rather modest penetration of the internet. In a small market with a largely fragmented population, internet advertising spending is expected to pass the one billion US dollar mark for the first time only in 2014 or less than 15% of all media share.

The dominant magazine publisher in the market remains SCMP, which has expanded its market share with its extended joint-venture with Hearst Magazines International. In 2014, it launched *The Peak* in a licence agreement with Singapore's SPH Magazines. Other international magazine media companies in Hong Kong are Haymarket Media, Bauer Media along with Edipresse and Burda, competing on the affluent segment of the local market with *Tatler* and *Prestige*.

1. Source: GroupM: "This Year Next Year: Worldwide Media And Marketing Forecasts" – July 2014 - London

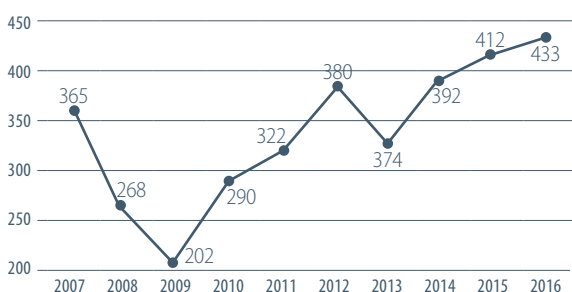
# CHINA, HONG KONG

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

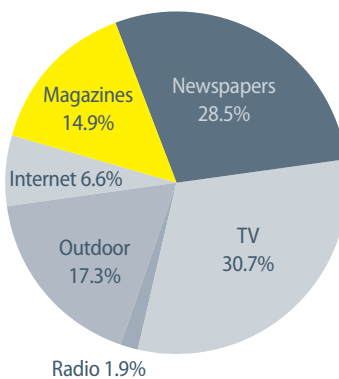
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	365	268	202	290	322	380	374	392	412	433
Newspapers	495	425	390	510	583	662	714	743	765	788
Television	591	512	401	642	728	802	768	796	820	844
Radio	44	67	64	64	66	69	49	50	51	52
Cinema	1	1	0	1	0	0	0	0	0	0
Outdoor	133	133	176	247	334	407	433	459	495	535
Internet	13	13	17	24	41	58	165	211	263	329
<b>Total</b>	<b>1,642</b>	<b>1,418</b>	<b>1,250</b>	<b>1,778</b>	<b>2,075</b>	<b>2,380</b>	<b>2,503</b>	<b>2,650</b>	<b>2,807</b>	<b>2,981</b>

### MAGAZINE ADSPEND (USD MILLIONS)

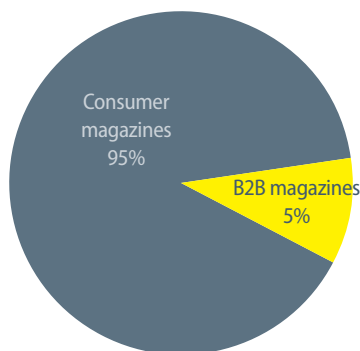


Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



### ADSPEND SHARE (2013)



# CHINA, HONG KONG: CONSUMER

## > HIGHLIGHTS

### TOP PUBLISHING COMPANIES: BY REVENUE

1	New Media Group	6	One Media Group
2	Next Media	7	Image Factory
3	South China Media	8	SCMP Hearst
4	Sing Tao News Corporation	9	Metro Publishing
5	Hong Kong Economic Times	10	TVB Group

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISERS

1	Chanel	6	LVMH Group - Christian Dior
2	Estée Lauder	7	P&G - SK-II/SKII
3	L'Oreal - Lancome	8	Hong Kong Economic Times
4	South China Media	9	Samsung
5	L'Oréal - L'Oréal Paris	10	Sing Tao News Corporation

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Cosmetics & skincare	6	Retail
2	Fashion, accessories & eyewear	7	Computers & internet
3	Jewellery, watches & luxury products	8	Restaurants
4	Beauty, slimming & fitness	9	Toiletries & household
5	Mass media	10	Banking & investment

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

# CHINA, HONG KONG: CONSUMER

## > HIGHLIGHTS

### CONSUMER MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	353	434	487	525	552	568	577	580
Digital advertising	5	8	29	39	47	55	64	73
Total consumer magazine advertising	359	443	516	565	599	623	641	653

#### > Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	464	399	433	420	437	446	453	461
Digital circulation	††	††	2	3	8	14	22	30
Total consumer magazine circulation	464	400	434	423	445	459	476	491
<b>TOTAL</b>	<b>822</b>	<b>842</b>	<b>950</b>	<b>988</b>	<b>1,044</b>	<b>1,083</b>	<b>1,116</b>	<b>1,144</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# CHINA, HONG KONG: B2B

## > HIGHLIGHTS

### B2B MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	52	64	72	74	74	73	72	71
Digital advertising	2	2	8	10	12	13	14	16
Total B2B magazine advertising	53	66	79	84	85	86	86	87

#### > Circulation revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print circulation	68	58	62	59	61	62	63	64
Digital circulation	-	-	-	††	1	4	9	16
Total B2B magazine circulation	68	58	62	59	62	65	71	79
<b>TOTAL</b>	<b>122</b>	<b>124</b>	<b>141</b>	<b>144</b>	<b>147</b>	<b>151</b>	<b>158</b>	<b>166</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# CHINESE TAIPEI

## > FIPP MEMBERS

### PUBLISHERS

- » Burda Taiwan
- » Condé Nast Taiwan
- » Hearst Magazines Taiwan
- » Kadokawa Media (Taiwan)

## > AT-A-GLANCE

Capital: Taipei  
 Population: 23,359,928 (July 2014 est.)  
 Median age: 39.2 years  
 GDP: US\$484.7 billion (2013 est.)  
 Consumer prices: 1.1% (2013 est.)  
 Currency: New Taiwan dollar (TWD)  
 Official language: Mandarin Chinese  
 Literacy rate: 96.1%  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: 18,687,942  
 % of population: 80  
 SOURCE: WORLD INTERNET STATS (DECEMBER 2014))  
 Mobile penetration: 29,455,000 (2012)  
 % of population: 126  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

Standard rate: 0%  
 Magazine, newspaper, book and digital purchases: 0%  
 Tax on advertising: 0%

### CROSS-MEDIA OWNERSHIP RESTRICTIONS

- foreign ownership\*
- cross-media ownership\*\*

Key: ■ ALLOWED  RESTRICTED  NOT ALLOWED

SOURCE: MBAT; \* FOREIGNERS CAN BUY TAIWANESE COMPANIES, BUT THERE IS A LIMIT ON SHARES OF THE COMPANY; \*\* ACCORDING TO GOVERNMENT LAWS, WE HAVE RESTRICTIONS ON TV MEDIA, BUT HAVE NO RESTRICTIONS ON PRINT MEDIA.

### ADVERTISING RESTRICTIONS

- Tobacco
- Alcohol
- Makeup and Pharmaceutical products
- Over-the-counter drugs

Key: ■ BANNED BY LAW  VOLUNTARILY STOPPED  
 RESTRICTED BY LAW  RESTRICTED VOLUNTARILY

SOURCE: GOVERNMENT INFORMATION OFFICE; \* NEED TO PASS INSPECTION TESTS

## > SPECIAL REPORT: MAGAZINE BUSINESS ASSOCIATION OF TAIPEI

As people nowadays emphasise quality of life, and sophisticated lifestyles are becoming more popular, the mainstream print media is also reflecting these changes. Media coverage is no longer restricted to abstruse topics such as politics and social issues but also includes cultural and lifestyle topics. Apart from that,

many publishers have started to introduce new styles of magazine such as *C'est Si Bon*, which target niche market or readers with a unique sense of taste.

In short, the industry is looking forward to seeing the integration of online and offline print media. The online spending on advertisement

will inevitably crowd out the spending on print media when the internet becomes the major source for consumers. MBAT can also foresee that print media will become more segment-oriented and niche markets will become more emphasised in the future.

## > ADSPEND: ZENITHOPTIMEDIA

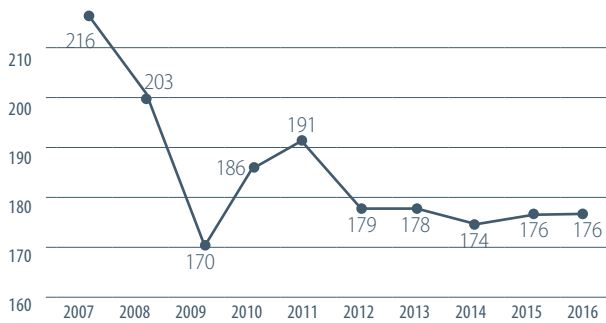
### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	216	203	170	186	191	179	178	174	176	176
Newspapers	459	372	336	402	359	320	292	268	255	242
Television	609	606	677	822	876	808	833	858	876	902
Radio	127	129	126	151	139	119	105	100	94	91
Cinema	-	-	-	-	-	-	-	-	-	-
Outdoor	113	113	96	111	124	121	140	154	162	170
Internet	166	201	235	287	343	390	466	535	600	660
<b>Total</b>	<b>1,690</b>	<b>1,624</b>	<b>1,641</b>	<b>1,958</b>	<b>2,031</b>	<b>1,937</b>	<b>2,013</b>	<b>2,090</b>	<b>2,161</b>	<b>2,240</b>

# CHINESE TAIPEI

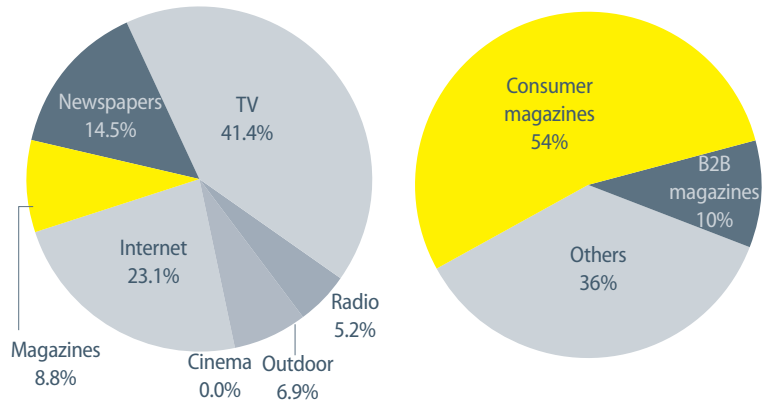
## > ADSPEND: ZENITHOPTIMEDIA

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# CHINESE TAIPEI: CONSUMER

## > HIGHLIGHTS

### NUMBER OF COPIES

	2009	2010	2011	2012	2013
Number of copies sold and/or distributed in a year	2,099.2 million	1,779.4 million	1,834.8 million	2,109.8 million	2,088.7 million

Source: MBAT

### NUMBER OF PUBLISHERS

	2009	2010	2011	2012	2013
Total	5,705	5,734	7,544	8,675	9,764

Source: MBAT

### NUMBER OF CONSUMER MAGAZINE WEBSITES

	2009	2010	2011	2012	2013
Total	-	1,011	-	1,275	1,302

Source: MBAT

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	86	70	-	70	70
Retail sales	14	30	-	30	30

Source: MBAT

### TOP PUBLISHERS: BY CIRCULATION

1	Cite Publishing	6	Interface Company
2	Studio Classroom	7	China Times
3	Business Weekly	8	Common Wealth Magazine Publishing
4	Business Today	9	CommonWealth Magazine Group
5	Nextmedia Publishing Taiwan	10	Ching Win Publishing Group

Source: Nielsen Media Index 2013 Jan. - Dec.

### NUMBER OF TITLES

	2009	2010	2011	2012	2013
Total	1,305	1,295	1,311	1,342	1,371
Paid for	75%	75%	75%	75%	75%
Free	25%	25%	25%	25%	25%

Source: MBAT

### REVENUE SOURCE (USD MILLIONS)

	2009	2010	2011	2012	2013
Print ads	77	75	70	70	70
Copy sales	23	20	20	20	20
Digital revenues	-	5	10	10	10

Source: MBAT

### AVERAGE COVER PRICE: TWD

	2009	2010	2011	2012	2013
Total	99-300	60-300	60-300	60-300	69-350

Source: MBAT

# CHINESE TAIPEI: CONSUMER

## > HIGHLIGHTS

### TOP ADVERTISERS

1	L'Oréal Paris Taiwan	6	Shiseido Taiwan
2	Richemont Asia Pacific, Taiwan Branch	7	Flelis International
3	ELCA	8	Fa Hua Fragrance & Cosmetic, Taiwan Branch
4	Procter & Gamble Taiwan	9	Edrington Taiwan
5	Chanel	10	Kao Taiwan

Source: Nielsen XPRN 2014 Jan. - Jul.

### TOP ADVERTISER CATEGORIES

1	Skin care	6	Gold/jewellery
2	Building	7	Wiskey
3	Clock/watch	8	Government
4	Accessory/luxury	9	Skin care-range
5	Automobile	10	Hotel

Source: Nielsen XPRN 2014 Jan. - Jul.

### AVERAGE ISSUE READERSHIP (%)

MEN **40.7** WOMEN **47.4** ADULTS **44.0**

Source: Nielsen Media Index 2013 Jan. - Dec.



# INDIA

## > AT-A-GLANCE

Capital: **New Dehli**  
Population: **1,236,344,631** (July 2014 est)  
Median age: **27.0 years**  
GDP: **US\$1.67 trillion** (2013 est.)  
Consumer prices: **9.6%** (2013 est.)  
Currency: **Indian rupee** (INR)  
Official language: **Hindi** (41%), **English**  
Literacy rate: **62.8%**  
SOURCE: CIA WORLD FACTBOOK (JULY 2014)

## DIGITAL DATA

Internet penetration: **243,198,922**  
% of population: **20%**  
SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
Mobile penetration: **893,862,000** (2013)  
% of population: **73**  
SOURCE: CIA WORLD FACTBOOK (JULY 2014)

## PRINT TAX

Magazine purchases: **0%**  
Digital purchases: **0%**  
SOURCE: AIM

## > FIPP MEMBERS

### NATIONAL ASSOCIATION

- » Association of Indian Magazines (AIM)
- » Indian Newspaper Society (INS)

### PUBLISHERS

- » Condé Nast India
- » Gruner + Jahr India
- » Haymarket (Campaign India)
- » Haymarket Media (India)
- » Haymarket Media India
- » HT Burda Media

- » IDG Media India
- » Living Media Today
- » MaXposure Media Group (India)
- » Next Gen Publishing
- » The India Today Group (ITG)
- » The Week Magazine Group (Malayala Manorama)
- » Worldwide Media

### SUPPLIERS

- » Magzter
- » OneVision Software India
- » UPM-Kymmene India

## > SPECIAL REPORT: EXCHANGE4MEDIA GROUP

### Going 'digital' and 'niche' is the way forward

As predicted upon the advent of digital, the magazine industry was slated for a downfall in India. Several magazines closing shops also led to reaffirmation of the prediction. It is true that TV is the preferred mass medium and digital is on the rise but in a country like India where newspapers and magazines are considered a part of life, the magazine industry is not going to see a decline anytime soon.

Albeit it can't be denied that there have been ups and downs in the industry but it has sustained itself strongly. The data also supports the debate that print is still alive in India and will continue to be.

According to the registrar of newspapers in India, on 31 March 2013, there were 81,556 titles registered in the periodicals category (including magazines and newspapers). The percentage growth of total publications registered over the previous year was 8.4%.

Early in 2014, Pitch Madison Advertising Outlook unveiled that print has enormous potential and in 2014, it is expected to grow by 17% to INR154 billion. In 2013 print advertising spend had grown by 10% and in 2012 by 4%.

Last year we saw some prominent magazines closing operations in India, such as *People*, *Marie Claire* and *Geo*. But the print industry also saw a slew of successful launches such as *Discovery Magazine* with India Today Group and Delhi Press buying out *Business Standard Motoring* from Business Standard Group.

*Kungumam*, owned by South Indian media conglomerate Kalanithi Maran's Sun Network launched a health magazine, *Kungumam Doctor*. While Dr Batra also launches special interest magazine *Homeopathy & You*.

### Digital complementary, not detrimental

Digital is becoming part of the marketing blueprint of many companies, but the percentage of a marketer's total budget going to digital is still in single digits.

With a major chunk of the Indian population owning at least one mobile device, digital is the platform most print players are headed towards, if they are not already there. Experts

feel digital readership will continue to grow at a higher pace in 2014. It will also be aided by smartphone penetration in the country.

Print should look at digital as complementary rather than an enemy and view themselves as content providers to digital. At the end of the day it will increase their readership and help reach readers in every possible form available.

In an earlier interaction with exchange4media, Anant Nath, director of Delhi Press, stated: "New media is not eating into the pie of print content. If you pick any successful digital media portal, invariably it is a replica of the print publication. Most digital content is riding on the back of traditional media, whether it is broadcast or print... As long as we can evolve a new paid model in digital, print has nothing to fear. But so far there are no successful and sustaining digital revenue models. Someday all publishers will realise that we need to have a paid model on digital as well."

### Niche is the key

Consolidation has been happening in the magazine space over the last few years. We have seen niche magazines and special interest magazines entering the market and are expected to expand into this arena some more at the end of this year too. *Kungumam* and *Homeopathy & You* are some of the latest examples.

### Distribution and circulation

This is one of the most important areas where publishers are concerned. Publishers have raised the issue of distribution with the railway authority in the past to look into the matter, but nothing concrete has resulted yet. It's difficult for the publishers to distribute magazines at low cost in every corner of the country. National postal service is very cost effective but not too efficient. This is forcing most of the publishers to go for expensive courier services.

### The IRS debacle

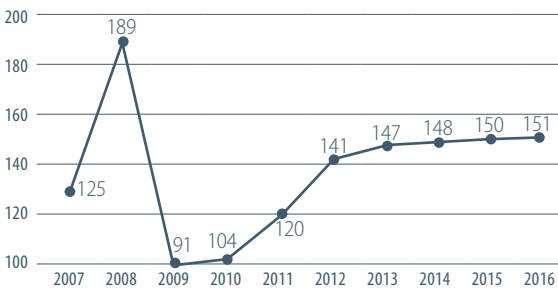
Print players gave the mandate of the Indian Readership Survey (IRS) to a new agency – Nielsen – in the hope of better readership results,

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

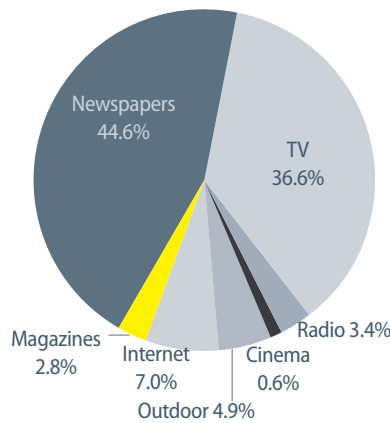
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	125	189	91	104	120	141	147	148	150	151
Newspapers	1,246	1,504	1,573	1,760	1,979	2,210	2,306	2,589	2,900	3,248
Television	1,222	1,405	1,486	1,710	1,813	1,856	1,894	2,100	2,310	2,541
Radio	87	107	112	127	144	160	177	185	194	203
Cinema	21	24	24	25	27	28	31	34	38	42
Outdoor	225	247	209	221	231	232	255	280	309	339
Internet	46	58	74	97	126	165	364	455	569	711
<b>Total</b>	<b>2,972</b>	<b>3,533</b>	<b>3,569</b>	<b>4,043</b>	<b>4,439</b>	<b>4,793</b>	<b>5,174</b>	<b>5,792</b>	<b>6,469</b>	<b>7,236</b>

### MAGAZINE ADSPEND (USD MILLIONS)

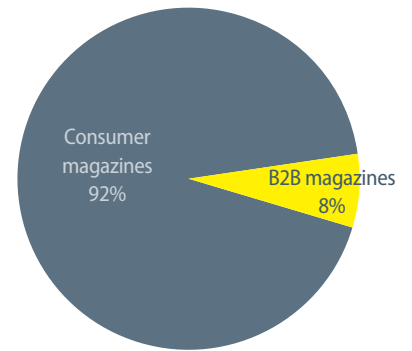


Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



### ADSPEND BREAKDOWN (2013)



## > HIGHLIGHTS

### NUMBER OF CONSUMER MAGAZINE WEBSITES

	2009	2010	2011	2012	2013
Total	-	200	250	300	325

Source: AIM estimate

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	10	11	12	12	13
Retail Sales	89	88	87	86	85
Free Circulation	1	1	1	2	2

Source: AIM Estimate

### AVERAGE COVER PRICE: INR

	2009	2010	2011	2012	2013
English	25 to 50	30 to 50	40 to 60	45-65	45-65
Hindi	10 to 25	10 to 25	10 to 25	15-30	15-30
Other	10 to 20	10 to 20	10 to 20	15-25	15-25

Source: AIM Estimate

### RETAIL OUTLETS

	2009	2010	2011	2012	2013
Kiosk/newsstand	24,000	22,000	21,000	21,000	20,500

Source: AIM Estimate

but after much ado, it didn't go down well with the publishers.

But now magazine publishers have been facing the brunt of the follies of IRS for quite a few years. The IRS 2013 has yet again thrown up bizarre anomalies with respect to readership of magazines. The Association of Indian Magazines (AIM) has questioned the robustness of the

omnibus survey, in capturing the readership of magazines, which are comparatively niche and with heterogeneous distribution. Now with most newspapers also joining the fray, the acceptance of IRS 2013 is in limbo.

#### Building a robust industry

On the other hand AIM Research had published

the Engagement Survey, which proved the higher engagement levels of the magazine readers. Currently, AIM is working on producing an Engagement Index, providing comparability between media on engagement. AIM is also going to be rolling out an aggressive advertising campaign to promote the findings of the Engagement Index.

# INDIA: CONSUMER

## > HIGHLIGHTS

### NUMBER OF CONSUMER MAGAZINE PUBLISHERS

	2009	2010	2011	2012	2013
Total	70	75	85	90	92

Source: AIM estimate

### TOP PUBLISHERS: BY NUMBER OF TITLES

1	Delhi Press	6	Vikatan Group
2	Malayala Manorama Group	7	Media Transasia
3	Living Media	8	Magna Publishing
4	Mathrubhumi Publications	9	Next Gen Publishing
5	World Wide Media	10	Kumudam Group

Source: AIM, based on titles listed in each company website

### REVENUE SOURCE (%)

	2009	2010	2011	2012	2013
Print Ads	59	59	61	61	60
Copy Sales	33	31	29	27	25
Digital	1	2	2	3	4
Events/Other	7	8	8	9	11

Source: AIM Estimate

# INDIA: B2B

## > HIGHLIGHTS

### NUMBER OF B2B MAGAZINE WEBSITES

	2009	2010	2011	2012	2013
Total	-	-	1,500	1,700	1,850

Source: AIM estimate

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	40	40	40	42	42
Retail Sales	20	20	20	18	16
Free Circulation	40	40	40	40	42

Source: AIM estimate

### NUMBER OF B2B MAGAZINE PUBLISHERS

	2009	2010	2011	2012	2013
Total	25	35	40	45	50

Source: AIM estimate

### TOP PUBLISHERS

1	CyberMedia	6	Haymarket India
2	Infomedia 18	7	Spenta Multimedia
3	The Express Group	8	India Infrastructure
4	Nine Dot Nine Media Worx	9	IDG
5	Images Group	10	UBM

Source: Industry estimates

### NUMBER OF TITLES

	2009	2010	2011	2012	2013
Total	2,000	2,200	2,400	2,450	2,550
Paid For	1,800	1,900	2,050	2,090	2,165
Free	200	300	350	360	385

Source: AIM estimate

### AVERAGE COVER PRICE: INR

	2009	2010	2011	2012	2013
Total	-	50	50	60	65

Source: AIM estimate

### RETAIL OUTLETS

	2009	2010	2011	2012	2013
Kiosk/newsstands	2,500	2,400	2,400	2,200	2,000

Source: AIM estimate

### REVENUE SOURCE (%)

	2009	2010	2011	2012	2013
Print Ads	60	55	51	48	46
Copy Sales	10	10	8	6	6
Digital	5	5	8	12	13
Events	25	30	33	34	35

Source: AIM estimate

# INDONESIA

## > FIPP MEMBERS

### PUBLISHERS

- » DestinAsian Media Group
- » PT Gaya Favorit Press (Femina Group)

## > AT-A-GLANCE

Capital: **Jakarta**  
Population: **253,609,643** (July 2014 est.)  
Median age: **29.2 years**  
GDP: **US\$867.5 billion** (2013 est.)  
Consumer prices: **7.7%** (2013 est.)  
Currency: **Indonesian rupiah (IDR)**  
Official language: **Bahasa Indonesia**  
Other languages: **English, Dutch, local dialects**  
Literacy rate: **92.8%**  
Source: CIA World Factbook (July 2014)

### DIGITAL DATA

Internet penetration: **71,190,000**  
% of population: **28**  
Source: Indonesia, Central Bureau of Statistics  
(January 15, 2014)

Mobile penetration: **281,960,000** (2012)  
% of population: **111**  
Source: CIA World Factbook (July 2014)

### PRINT TAX

Standard rate: **10%**  
Magazine, newspaper and book purchases: **10%**  
Digital purchases: **10%**  
Tax on advertising **10%**

Source: PT GAYA FAVORIT PRESS

### CROSS-MEDIA OWNERSHIP RESTRICTIONS

- foreign ownership
- cross-media ownership
- concentration

Key:  ALLOWED  RESTRICTED  NOT ALLOWED

Source: PT GAYA FAVORIT PRESS

### ADVERTISING RESTRICTIONS

- Tobacco\*
- Alcohol\*\*
- Advertising to children\*\*\*

Key:  BANNED BY LAW  VOLUNTARILY STOPPED  
 RESTRICTED BY LAW  RESTRICTED VOLUNTARILY

Source: PT GAYA FAVORIT PRESS; \* WITH DISCLAIMER;

\*\* BEER TO A CERTAIN LEVEL IS ALLOWED ON TV

\*\*\* FORMULA MILK FOR INFANTS BELOW 1 YEAR IS NOT ALLOWED

## > SPECIAL REPORT: PT GAYA FAVOURIT PRESS

Indonesia's advertising spending was Rp. 57,772,287million Rupiahs in Q2 2014.

This was a 13% increase compared to the same period last year.

The results of the survey on all types of adspend in all media channels still shows TV holds the highest share (70% in the second quarter of 2014), newspapers 28%, while magazines and tabloids hold 1% respectively of total adspend.

In Q2 2014 the product category with the highest share in all magazines was toiletries/cosmetics and apparel/personal accessories which account for 21% of total adspend while it was 36% for women, beauty and lifestyle magazines. Women, beauty and health, and lifestyle magazines hold 38% of total adspend.

The highest top advertisers are FMCG, banking and car companies.

There is an emerging trend for new fashion magazines being published focusing on women's muslim-wear, for example within Q4 2013, there were three new titles published.

72% of fathers aged 25-35 years claim they are actively involved in sharing parental duties with their wives. As fatherhood becomes a more important parenting issue in society, several parenting magazines, such as *Ayahbunda* (from Femina Group), start adding new content about fatherhood. The MRA Group publishes an annual special edition called *Father & Baby*. The content of this magazine is similar to the *Mother & Baby* brand.

63% of urban magazine readers buy magazines at kiosks (newsstands), 28% in bookstores, and about 9% at modern retail outlet - MRO (hypermarket, supermarkets, convenience stores).

Gaya Favorit Press' research shows that print magazines are still important for their readers because of the following reasons:

"The information from magazines is trustworthy"; "The magazine contains important tips for me"; "The information is up to date"; "The content of the magazine is important to me"; and "Reading magazines make me feel relaxed."

In contrast, readers like a magazine's website because of its searchability.

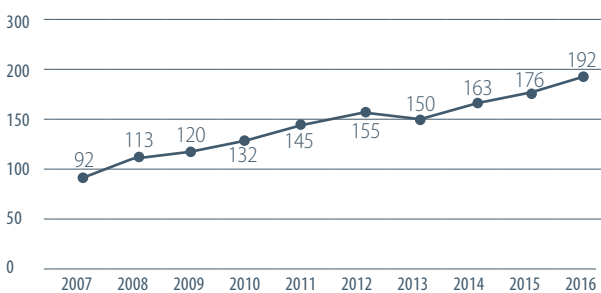
# INDONESIA

> ADSPEND: ZENITHOPTIMEDIA

## ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

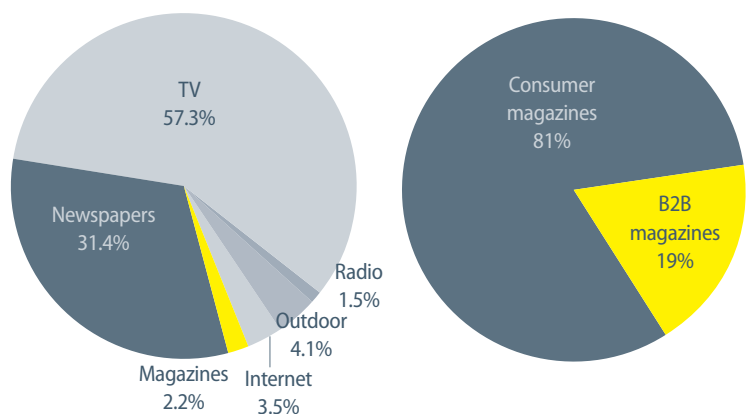
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	92	113	120	132	145	155	150	163	176	192
Newspapers	716	926	1,134	1,354	1,643	1,874	2,119	2,462	2,817	3,227
Television	1,216	1,388	1,576	1,987	2,429	3,018	3,864	4,823	6,063	7,651
Radio	83	104	78	85	84	95	99	107	116	125
Cinema	2	2	2	2	2	2	2	2	3	3
Outdoor	138	151	167	182	209	244	276	317	365	420
Internet	-	-	-	-	89	138	236	413	702	1,153
<b>Total</b>	<b>2,246</b>	<b>2,683</b>	<b>3,076</b>	<b>3,742</b>	<b>4,601</b>	<b>5,526</b>	<b>6,747</b>	<b>8,289</b>	<b>10,243</b>	<b>12,770</b>

## MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

## ADSPEND SHARE (2013)



# INDONESIA: CONSUMER

> HIGHLIGHTS

## NUMBER OF COPIES

	2009	2010	2011	2012	2013
Number of copies sold and/or distributed in a year	548.8 million	577.3 million	607.3 million	638.9 million	670.8 million

Source: PT Gaya Favorit Press

## NUMBER OF PUBLISHERS

	2009	2010	2011	2012	2013
Total	230	235	240	248	267

Source: PT Gaya Favorit Press

## REVENUE SOURCE (%)

	2009	2010	2011	2012	2013
Print ads	-	70	70	65	65
Copy sales	-	10	10	10	10
Digital ads	-	10	10	10	10
Other	-	10	10	15	15

Source: PT Gaya Favorit Press

## NUMBER OF TITLES

	2009	2010	2011	2012	2013
Total	244	248	255	265	285
Paid for	229	236	242	248	263
Free	15	12	13	17	22

Source: Number of Media Monitored by Nielsen

## AVERAGE COVER PRICE: IDR

	2009	2010	2011	2012	2013
Total	26,356	27,410	28,770	31,250	33,000

Source: PT Gaya Favorit Press

## NUMBER OF WEBSITES

	2009	2010	2011	2012	2013
Total	-	242	249	257	275

Source: PT Gaya Favorit Press

# INDONESIA: CONSUMER

## > HIGHLIGHTS

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	20	20	20	20	20
Retail sales	80	80	80	80	80

Source: PT Gaya Favorit Press

### TOP PUBLISHING COMPANIES: BY CIRCULATION

1	Femina group	6	Amparilis Maju Media
2	Gramedia	7	Era media Informasi (GATRA)
3	Mugi Rekso Abadi (MRA)	8	Dian Pasific Komunikasi Utama
4	Trinaya Media	9	Trubus Swadaya
5	Tempo Inti Media	10	Media Investor Indonesia

Source: PT Gaya Favorit Press

### AVERAGE ISSUE READERSHIP (%)

MEN **49** WOMEN **51** ADULTS **50**

Source: Nielsen NMR; 10-55

### TOP ADVERTISERS

1	Unilever	6	Bank Mandiri
2	Bank Rakyat Indonesia	7	Indomedia Dinamika
3	Tabib (Paranormal)	8	Media Nusantara Citra
4	Nissan	9	Lionindo Jaya
5	Toyota	10	L'Oréal

Source: Source: Nielsen Adex Q2 2014\*

### TOP ADVERTISER CATEGORIES

1	Apparel, personal accessories	6	Office equipment, computers and communications
2	Toiletries and cosmetics	7	Transport, travel and recreation
3	Corporate and public service	8	Financial
4	Media and promotion	9	Personal services
5	Automotive and accessories	10	Services and education

Source: Source: Nielsen Adex Q2 2014

# JAPAN

## > FIPP MEMBERS

### NATIONAL ASSOCIATION

- » Japan Magazine Publishers Association (JMPA)

### PUBLISHERS

- » Condé Nast Publications Japan
- » De Agostini Japan
- » Hearst Fujingaho
- » Kadokawa Group Holdings
- » Kadokawa Group Publishing
- » Kodansha International
- » Kodansha

- » Nikkei Business Publications
- » Nikkei Digital Media

### SUPPLIERS

- » Dai Nippon Printing
- » Dentsu.
- » Dentsu Inc. Kansai
- » Zinio International

## > AT-A-GLANCE

Capital: Tokyo  
 Population: 127,103,388 (July 2014 est.)  
 Median age: 46.1 years  
 GDP: US\$5.007 trillion (2013 est.)  
 Consumer prices: 0.2% (2013 est.)  
 Currency: Yen (JPY)  
 Official language: Japanese  
 Literacy rate: 99%  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: 109,252,912  
 % of population: 86  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: 138,363,000 (2012)  
 % of population: 109  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

Standard rate: 5%  
 Magazine, newspaper, book and digital purchases: 5%  
 Tax on advertising: 5%

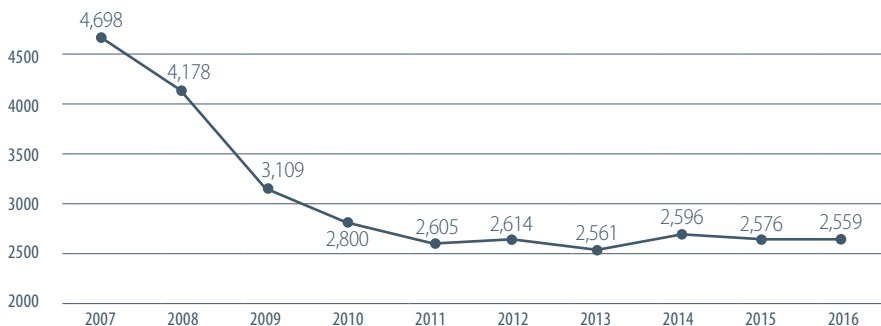
SOURCE: JMPA

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

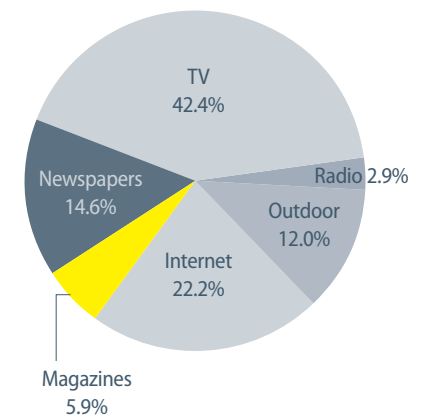
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	4,698	4,178	3,109	2,800	2,605	2,614	2,561	2,596	2,576	2,559
Newspapers	9,695	8,480	6,905	6,554	6,138	6,396	6,322	6,335	6,284	6,246
Television	20,473	19,562	17,561	17,748	17,662	18,194	18,354	18,608	18,980	19,414
Radio	1,712	1,587	1,404	1,331	1,278	1,277	1,274	1,267	1,258	1,252
Cinema	-	-	-	-	-	-	-	-	-	-
Outdoor	6,795	6,357	5,393	5,141	4,903	5,092	5,200	5,092	5,164	5,219
Internet	6,151	7,155	7,243	7,938	8,261	8,894	9,612	10,239	10,746	11,278
<b>Total</b>	<b>49,525</b>	<b>47,320</b>	<b>41,615</b>	<b>41,511</b>	<b>40,845</b>	<b>42,467</b>	<b>43,323</b>	<b>44,139</b>	<b>45,009</b>	<b>45,968</b>

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# JAPAN: CONSUMER

## > HIGHLIGHTS

### TOP PUBLISHING COMPANIES: BY REVENUE

1	Shogakukan	6	Shufunotomo
2	Impress	7	Shobunsha
3	NHK Publishing	8	Shinchosha
4	Kadokawa	9	Diamond
5	Gentosha	10	Tokuma Shoten Publishing

Source: Dentsu

### TOP ADVERTISERS

1	Toyota Motors	6	Suntory
2	Matsushita	7	Nissan
3	Honda Motor	8	Benesse
4	Kao	9	Shiseido
5	KDDI	10	Canon

Source: JMPA

### TOP ADVERTISER CATEGORIES

1	Cosmetics and toiletries	6	Finance and insurance
2	Food	7	Distributors
3	Transportation and leisure	8	Automobiles
4	Information and communications	9	Pharmaceuticals
5	Beverages and cigarettes	10	Housing facilities

Source: JMPA



## > FIPP MEMBERS

### PUBLISHERS

- » ACP Magazines
- » Astro Publications
- » Blu Inc Media
- » Edipresse Malaysia
- » HPB Press Holdings
- » WoodWing Asia Pacific

## > AT-A-GLANCE

Capital: **Kuala Lumpur**  
 Population: **30,073,353** (July 2014 est.)  
 Median age: **27.7 years**  
 GDP: **US\$312.4 billion** (2013 est.)  
 Consumer prices: **2.2%** (2013 est.)  
 Currency: **Ringgit (MYR)**  
 Official language: **Bahasa Malaysia**  
 Other languages: **English, Chinese (dialects), Tamil, Telugu, Malayalam, Panjabi, Thai languages**  
 Literacy rate: **93.1%**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

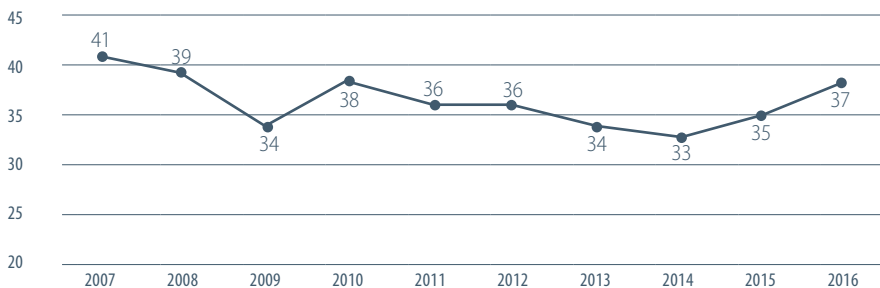
Internet penetration: **675,074**  
 % of population: **2**  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: **41,325,000** (2012)  
 % of population: **137**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

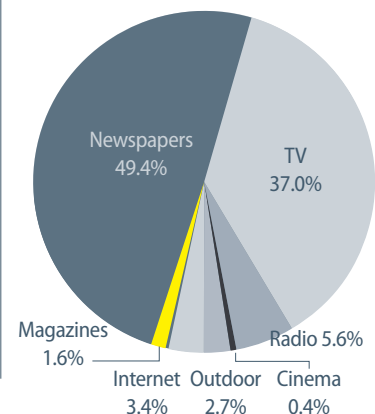
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	41	39	34	38	36	36	34	33	35	37
Newspapers	744	806	827	945	1,058	1,045	1,077	1,199	1,235	1,297
Television	459	546	606	713	744	782	807	842	869	914
Radio	62	75	93	105	110	115	121	126	136	150
Cinema	6	6	6	6	5	9	9	12	13	13
Outdoor	36	37	43	52	56	62	59	60	63	70
Internet	12	16	36	46	55	64	74	89	107	133
<b>Total</b>	<b>1,360</b>	<b>1,524</b>	<b>1,645</b>	<b>1,905</b>	<b>2,064</b>	<b>2,114</b>	<b>2,181</b>	<b>2,362</b>	<b>2,458</b>	<b>2,614</b>

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# MALAYSIA: CONSUMER

## > HIGHLIGHTS

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	3	3	3	3	-
Retail sales	87	87	87	87	-
Free circulation	10	10	10	10	-

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP MAGAZINE OWNERS: BY REVENUE

1	Blu Inc.	6	Time
2	Life Pub	7	Newsweek
3	Edipresse	8	Berita Pub
4	Karangkraf	9	Utusan
5	Crane Culture	10	Yazhou Zhoukan

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISERS

1	L'Oréal	6	LVMH
2	The Rolex Centre	7	Luxasia
3	Suria Meriang	8	Chanel
4	Procter & Gamble	9	Ginvera Marketing
5	The Swatch Group	10	Shiseido

Source: ZenithAsia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Women's skincare	6	Beauty/hair salons
2	Watches	7	Fragrances
3	Luggage	8	Tonics & vitamins
4	Apparel retail	9	Haircare/hairdressing
5	Cosmetics	10	Footwear

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### CONSUMER MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	36	39	38	39	36	35	34	33
Digital advertising	1	1	2	3	4	4	4	5
Total consumer magazine advertising	37	40	40	42	39	39	39	38

#### > Circulation revenue (USD millions)

Print circulation	85	85	84	84	85	86	87	87
Digital circulation	††	††	††	1	1	2	3	5
Total consumer magazine circulation	85	85	84	84	87	88	90	92
<b>TOTAL</b>	<b>122</b>	<b>125</b>	<b>125</b>	<b>127</b>	<b>126</b>	<b>127</b>	<b>129</b>	<b>130</b>

### B2B MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	4	4	4	4	4	4	4	4
Digital advertising	-	-	-	-	††	††	††	1
Total B2B magazine advertising	4	4	4	4	4	4	4	4

#### > Circulation revenue (USD millions)

Print circulation	9	9	9	9	9	9	9	9
Digital circulation	-	-	-	-	-	-	††	††
Total B2B magazine circulation	9	9	9	9	9	9	9	10
<b>TOTAL</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>14</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# NEW ZEALAND

## > FIPP MEMBERS

### PUBLISHERS

» Bauer Media New Zealand

### SUPPLIERS

» Audience Media

## > AT-A-GLANCE

Capital: **Wellington**  
 Population: **4,401,916** (July 2014 est.)  
 Median age: **37.6 years**  
 GDP: **US\$181.1 billion** (2013 est.)  
 Consumer prices: **1.3%** (2013 est.)  
 Currency: **New Zealand dollars (NZD)**  
 Official language: **English (89.8%), Maori (3.5%)**  
 Literacy rate: **99%**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **4,162,209**  
 % of population: **95**  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: **4,922,000** (2012)  
 % of population: **112**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

Standard rate: **15%**  
 Magazine, newspaper, book and digital purchases\*: **15%**  
 Tax on advertising\*\*: **15%**

\* FOR NZ SALES / PURCHASES. OVERSEAS COPIES ARE NOT SUBJECT TO NZ SALES TAX; \*\* IF THE ADVERTISER DOES NOT HAVE AN OFFICE IN NZ THE ADVERTISING MAY BE NETT OF SALES TAX; SOURCE: MPA

### CROSS-MEDIA OWNERSHIP RESTRICTIONS

- owner registration
- foreign ownership
- cross-media ownership
- concentration

Key: ■ ALLOWED □ RESTRICTED ■ NOT ALLOWED

SOURCE: MPA

### ADVERTISING RESTRICTIONS

- Tobacco
- Alcohol
- Advertising to children
- Over-the-counter drugs

Key: ■ BANNED BY LAW □ VOLUNTARILY STOPPED  
 ■ RESTRICTED BY LAW □ RESTRICTED VOLUNTARILY

SOURCE: ADVERTISING STANDARDS ASSOCIATION

## > SPECIAL REPORT: MAGAZINE PUBLISHERS ASSOCIATION OF NEW ZEALAND (MPA)

New Zealanders are a nation of avid readers and the country is home to a strong and vibrant magazine industry. Readership has remained consistently high at 85% of all New Zealanders 18 years +. Similarly, magazines' share of total

advertising revenue is a healthy 9.8% (up \$1m) in 2013. Over the past decade magazines' advertising share has been very resilient. In a world of free content and time poor consumers the industry engagement metrics prove

magazines remain highly relevant. Primary readers spend on average 1 hour 19 mins reading, up 4.2% year on year and average pick ups is 5.7 times.

## > ADSPEND: ZENITHOPTIMEDIA

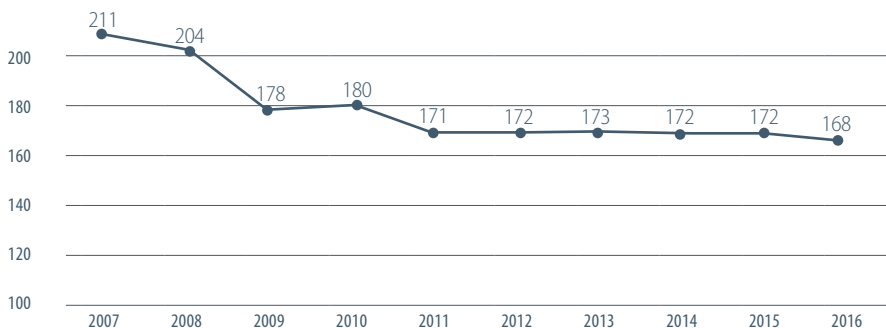
### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	211	204	178	180	171	172	173	172	172	168
Newspapers	678	624	511	514	478	443	405	408	410	410
Television	537	531	468	498	507	504	520	531	533	533
Radio	225	220	194	198	203	203	219	213	209	209
Cinema	8	7	5	7	6	6	7	6	6	6
Outdoor	64	61	56	57	68	55	62	57	62	57
Internet	111	158	176	211	269	300	386	453	511	562
<b>Total</b>	<b>1,833</b>	<b>1,805</b>	<b>1,587</b>	<b>1,665</b>	<b>1,702</b>	<b>1,684</b>	<b>1,773</b>	<b>1,840</b>	<b>1,904</b>	<b>1,946</b>

# NEW ZEALAND

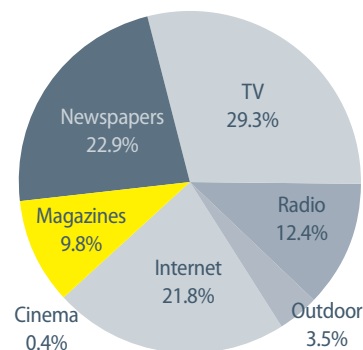
## > ADSPEND: ZENITHOPTIMEDIA

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# NEW ZEALAND: CONSUMER

## > HIGHLIGHTS

### NUMBER OF COPIES

	2009	2010	2011	2012	2013
Number of copies sold and/or distributed in a year	52.9 million	47.8 million	47.1 million	41.6 million	38.2 million

Source: MPA - Audited titles - net circulation

### NUMBER OF PUBLISHERS

	2009	2010	2011	2012	2013
Total	90	85	-	-	90

Source: MPA estimate

### NUMBER OF TITLES

	2009	2010	2011	2012	2013
Total	3,000	2,800	2,700	2,650	2,650

Source: MPA (Netlink data)

### DISTRIBUTION BREAKDOWN (%)

	2009	2010	2011	2012	2013
Subscription	-	15	-	-	15
Retail sales	-	70	-	-	70
Free circulation	-	15	-	-	15

Source: MPA estimate

### RETAIL OUTLETS

	2009	2010	2011	2012	2013
All retail channels	-	-	-	-	3,800

Source: MPA

### AVERAGE COVER PRICE: NZD

	2009	2010	2011	2012	2013
Total	4.56	4.71	4.82	4.56	4.45

Source: MPA - audited titles - weighted average

### REVENUE SOURCE (USD MILLIONS)

	2009	2010	2011	2012	2013
Print ads	131	133	133	130	-
Copy sales	181	170	164	160	-
Digital revenues	2	2	3	6	-

Source: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates

### TOP PUBLISHERS: BY CIRCULATION

1	Bauer Media	6	Readers' Digest
2	Fairfax Media	7	Healthy Life Media
3	NZ Rural Press	8	Tangible Media
4	APN Magazines	9	McHugh Media
5	Rural News Group	10	Parkside Media

Source: MPA

# NEW ZEALAND: CONSUMER

## > HIGHLIGHTS

### TOP ADVERTISERS

1	Unilever Australasia	6	Procter & Gamble NZ
2	Johnson & Johnson NZ	7	Beiersdorf NZ
3	L'Oréal	8	McDonald's System of NZ
4	Fonterra Brands	9	The Warehouse
5	Colgate-Palmolive	10	Reckitt Benckiser NZ

Source: Nielsen Advertising Information Services 2013

### TOP ADVERTISER CATEGORIES

1	Toiletries and cosmetics	6	Beverages
2	Leisure and entertainment	7	Pharmaceuticals and health
3	Foodstuffs	8	Clothing
4	Automotive	9	Government departments, services and community
5	Retail	10	Travel

Source: Nielsen Advertising Information Services 2013

### AVERAGE ISSUE READERSHIP (%)

MEN **81.0** WOMEN **89.4** ADULTS **85.3**

Source: Nielsen Consumer & Media Insights; July 2012- June 2013; 18+

# NEW ZEALAND: B2B

## > SPECIAL REPORT: TANGIBLE MEDIA

The most notable event in 2013 in the business to business space was the liquidation of the largest individual B2B publisher Media Web. Titles in this group included high profile business brands *Management Magazine*, *FMCG* and *Ad Media*. Market observation would suggest that this failure was not a function of the broad health of the B2B sector as the gaps left in the market were quickly filled with new titles or the acquisition of the existing brands.

Leading publishers in B2B include Adrenalin Publishing, Tangible Media, Marketplace Media and Intermedia who recently set up in New Zealand from Australia with titles previously in categories occupied by Media Web. B2B continues to be a vibrant category with a stabilisation of the numbers of titles post the global financial crisis and as New Zealand continues to move out of recession into

economic growth, new launches are possible although there are no obvious category gaps.

Digital development and expansion is broadly seen as the biggest opportunity with the notable success story in the B2B category being Tangible's [www.stoppress.co.nz](http://www.stoppress.co.nz).

## > HIGHLIGHTS

### NUMBER OF PUBLISHERS

	2009	2010	2011	2012	2013
Total	-	-	-	-	12

Source: Magazine Publishers Association NZ

### AVERAGE COVER PRICE: NZD

	2009	2010	2011	2012	2013
Total	-	-	-	-	9.82

Source: Average of all the known cover prices on Magazine titles sheet

### NUMBER OF TITLES

	2009	2010	2011	2012	2013
Total	-	-	-	-	28

Source: Magazine Publishers Association NZ

### TOP PUBLISHERS: BY NUMBER OF TITLES

1	Adrenalin Publishing	6	Anvil Publishing
2	AGM Publishing	7	ProMag Publishing
3	NZX Agri	8	UBM Media
4	Tangible Media	9	GM Media Publishing
5	Contrafed Publishing	10	Market Place Media

Source: Magazine Publishers Association NZ

# PHILIPPINES

## > FIPP MEMBERS

### PUBLISHERS

» Summit Media

## > AT-A-GLANCE

Capital: **Manila**  
 Population: **107,668,231** (July 2014 est.)  
 Median age: **23.5 years**  
 GDP: **US\$272.2 billion** (2013 est.)  
 Consumer prices: **2.8%** (2013 est.)  
 Currency: **Philippine pesos (PHP)**  
 Official language: **Filipino, English**  
 Literacy rate: **95.4%**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **39,470,845**  
 % of population: **37**  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: **103,000,000** (2012)  
 % of population: **96**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

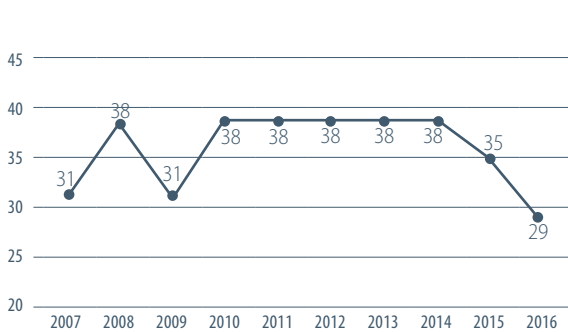
> VAT  
 Standard VAT rate: **12%**  
 Magazine, book and newspaper purchases: **0%**  
 (Comics: **10%**)  
 Digital purchases: **0%**  
 SOURCE: SUMMIT MEDIA

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

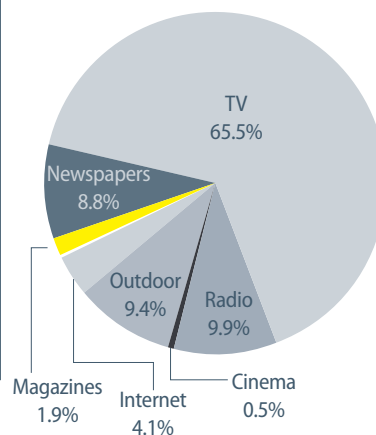
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	31	38	31	38	38	38	38	38	35	29
Newspapers	144	165	153	177	177	174	177	165	177	159
Television	518	589	660	895	1,037	1,192	1,319	1,253	1,272	1,588
Radio	99	118	141	165	177	184	200	188	200	188
Cinema	6	7	8	9	8	9	11	11	12	11
Outdoor	113	125	138	152	165	177	188	188	188	212
Internet	14	19	24	31	40	59	82	106	188	259
<b>Total</b>	<b>925</b>	<b>1,060</b>	<b>1,154</b>	<b>1,466</b>	<b>1,641</b>	<b>1,833</b>	<b>2,015</b>	<b>1,950</b>	<b>2,073</b>	<b>2,446</b>

### MAGAZINE ADSPEND (USD MILLIONS)

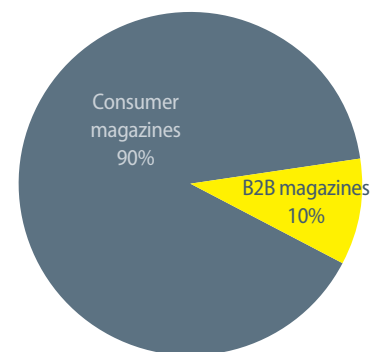


Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



### ADSPEND SHARE (2013)



# PHILIPPINES: CONSUMER

## > HIGHLIGHTS

### TOP MAGAZINE OWNERS/SALES HOUSES : BY REVENUE

1	Summit Media
2	ABS Publishing
3	One Mega

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISERS

1	Unilever	6	Leba Carre International
2	Nestlé	7	United Laboratories
3	Shoemart	8	Suyen Corporation
4	Rustan Commercial Corporation	9	Guess
5	DSS Trading	10	Smart Communications

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Retail	6	Automotive
2	Personal care	7	Beverages
3	Telecoms	8	Pharmaceuticals
4	Others	9	Business machines & equipment
5	Food	10	Institutions

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### CONSUMER MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	23	26	27	25	27	28	29	30
Digital advertising	-	-	††	††	††	††	1	1
Total consumer magazine advertising	23	26	27	25	27	28	29	31

#### > Circulation revenue (USD millions)

Print circulation	24	25	25	24	25	25	25	25
Digital circulation	-	-	††	††	††	††	††	††
Total consumer magazine circulation	24	25	25	24	25	25	25	25
<b>TOTAL</b>	<b>47</b>	<b>51</b>	<b>52</b>	<b>50</b>	<b>52</b>	<b>53</b>	<b>54</b>	<b>56</b>

### B2B MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	3	4	4	4	4	4	4	4
Digital advertising	-	-	-	-	††	††	††	††
Total B2B magazine advertising	3	4	4	4	4	4	4	4

#### > Circulation revenue (USD millions)

Print circulation	1	1	1	1	1	1	1	1
Digital circulation	-	-	-	-	-	-	-	-
Total B2B magazine circulation	1	1	1	1	1	1	1	1
<b>TOTAL</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>6</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# SINGAPORE

## > FIPP MEMBERS

### PUBLISHERS

- » ACP Magazines Singapore
- » Burda Singapore
- » DestinAsian Media Private
- » Edipresse Singapore
- » Haymarket Media Asia
- » Immediate Media Company London
- » MediaCorp
- » Regent Media
- » Singapore Press Holdings
- » SPH Magazines
- » SPH Magazines

### SUPPLIERS

- » Asendia
- » OneVision Software (Asia Pacific)
- » Sappi Singapore
- » The New York Times News Service & Syndicate - Asia Pacific
- » UPM Asia Pacific
- » Zeddit

## > AT-A-GLANCE

Capital: Singapore  
 Population: 5,567,301 (July 2014 est.)  
 Median age: 33.8 years  
 GDP: US\$295.7 billion (2013 est.)  
 Consumer prices: 2.4% (2013 est.)  
 Currency: Singapore dollars (SGD)  
 Official language: Mandarin (36.3%), English (29.8%), Malay (11.9%), Tamil (4.4%)  
 Literacy rate: 95.9%  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: 4,453,859  
 % of population: 80  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: 8,063,000 (2012)  
 % of population: 145  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

Magazine purchases: 7%  
 Book purchases: 7%  
 Newspaper purchases: 0%

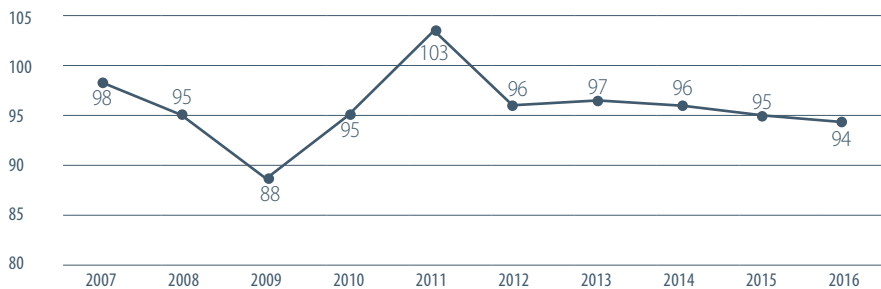
SOURCE: DISTRIPRESS

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

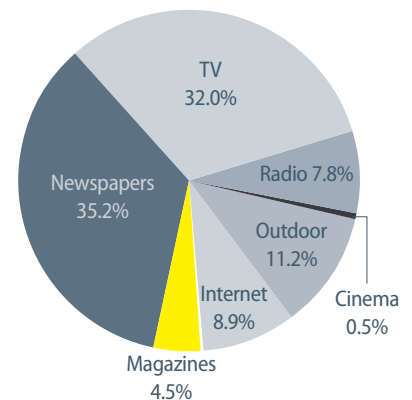
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	98	95	88	95	103	96	97	96	95	94
Newspapers	659	683	643	730	748	719	755	738	755	763
Television	546	587	565	595	649	639	686	675	686	692
Radio	115	122	133	153	156	156	169	186	195	205
Cinema	12	13	12	11	10	10	10	17	20	22
Outdoor	142	175	161	177	183	184	241	216	228	234
Internet	26	41	54	81	140	146	190	209	230	253
<b>Total</b>	<b>1,598</b>	<b>1,716</b>	<b>1,656</b>	<b>1,841</b>	<b>1,989</b>	<b>1,950</b>	<b>2,148</b>	<b>2,137</b>	<b>2,209</b>	<b>2,264</b>

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)





# SINGAPORE: CONSUMER

## > HIGHLIGHTS

### TOP MAGAZINE SALES HOUSES: BY TOTAL REVENUE

1	SPH Magazines	6	NTUC Media
2	MediaCorp	7	Eastern Publishing
3	ACP	8	Reader's Digest
4	Lifestyle Mag.	9	Key Editions
5	Edipresse		

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISERS

1	L'Oréal	6	NTUC
2	LVMH	7	Richemont
3	Capitaland	8	Estée Lauder
4	Chanel	9	Procter & Gamble
5	MediaCorp	10	Swatch Group

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Retail	6	Pharmaceuticals
2	Toiletries	7	Beauty & fitness services
3	Watches/clocks	8	Media
4	Entertainment	9	Government services
5	Jewellery	10	Education

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	84	90	98	95	92	90	88	86
Digital advertising	1	2	6	8	9	10	11	12
Total Consumer magazine advertising	85	92	104	102	101	100	99	98

#### > Circulation revenue (USD millions)

Print circulation	64	65	62	61	61	60	59	59
Digital circulation	††	††	††	††	1	2	3	4
Total Consumer magazine circulation	64	65	63	62	62	62	62	63
<b>TOTAL</b>	<b>148</b>	<b>157</b>	<b>167</b>	<b>164</b>	<b>162</b>	<b>161</b>	<b>161</b>	<b>161</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# SINGAPORE: B2B

## > HIGHLIGHTS

### MAGAZINE PUBLISHING REVENUE †

#### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	8	9	10	9	9	8	7	7
Digital advertising	-	-	2	2	3	3	3	3
Total B2B magazine advertising	8	9	11	11	11	11	10	10

#### > Circulation revenue (USD millions)

Print circulation	9	9	9	9	8	8	8	8
Digital circulation	-	-	-	-	-	††	††	††
Total B2B magazine circulation	9	9	9	9	8	8	8	8
<b>TOTAL</b>	<b>18</b>	<b>18</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>19</b>	<b>19</b>	<b>18</b>

Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000

# SOUTH KOREA

## > FIPP MEMBERS

### NATIONAL ASSOCIATION

- » Korea Magazine Association (KMA)

### PUBLISHERS

- » Hearst-JoongAng
- » IDG Korea
- » J contentree Corp.
- » Kaya Media Corporation

## > AT-A-GLANCE

Capital: **Seoul**  
 Population: **49,039,986** (July 2014 est.)  
 Median age: **40.2 years**  
 GDP: **US\$1.198 trillion** (2013 est.)  
 Consumer prices: **1.1%** (2013 est.)  
 Currency: **South Korean won (KRW)**  
 Official language: **Korean**  
 Literacy rate: **97.9%**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **45,314,248**  
 % of population: **92**  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: **53,625,000** (2012)  
 % of population: **109**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

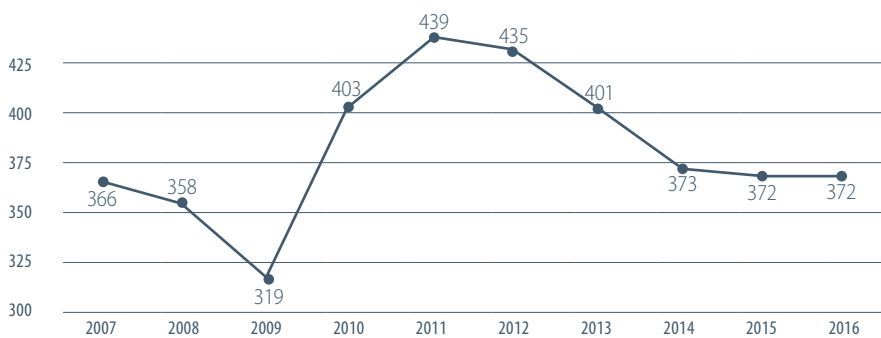
Digital purchases: **10%**  
 Magazine, book and newspaper purchases: **0%**  
 SOURCE: DISTRIPRESS

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

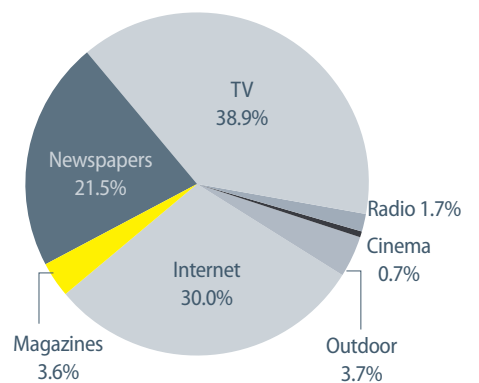
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	366	358	319	403	439	435	401	373	372	372
Newspapers	3,489	3,146	2,674	2,915	2,808	2,627	2,394	2,451	2,543	2,667
Television	2,651	2,627	2,364	3,178	3,433	4,000	4,321	4,493	4,739	5,069
Radio	213	208	187	196	194	189	184	187	198	199
Cinema	69	70	56	64	66	69	72	70	74	80
Outdoor	513	436	327	359	377	393	408	443	459	491
Internet	1,158	1,208	1,244	2,399	3,039	3,341	3,334	3,653	4,019	4,392
<b>Total</b>	<b>8,459</b>	<b>8,053</b>	<b>7,171</b>	<b>9,515</b>	<b>10,357</b>	<b>11,053</b>	<b>11,115</b>	<b>11,670</b>	<b>12,406</b>	<b>13,268</b>

### MAGAZINE ADSPEND (USD MILLIONS)



Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



# SOUTH KOREA: CONSUMER

## > HIGHLIGHTS

### TOP ADVERTISERS

1	Amore Pacific	6	Chanel
2	LOK	7	Cheil Industries
3	Richemont	8	Handsome
4	ELCA	9	LG H&H
5	Procter & Gamble	10	LVMH

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Fashion	6	Transport equipment
2	Cosmetics, toiletries & detergents	7	Electrical home appliances
3	Precision machines & office equipment	8	Food
4	Household goods	9	Beverages, preferred foods & cigarettes
5	Services	10	Financing, insurance & securities

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

## CONSUMER MAGAZINE PUBLISHING REVENUE †

### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	273	326	356	355	350	341	331	319
Digital advertising	11	19	33	48	58	69	81	96
Total consumer magazine advertising	284	345	390	403	407	409	412	415

### > Circulation revenue (USD millions)

Print circulation	1,004	1,002	999	995	984	977	971	965
Digital circulation	1	8	10	35	62	95	131	169
Total consumer magazine circulation	1,004	1,010	1,009	1,030	1,046	1,072	1,102	1,134

<b>TOTAL</b>	<b>1,289</b>	<b>1,355</b>	<b>1,398</b>	<b>1,433</b>	<b>1,454</b>	<b>1,481</b>	<b>1,514</b>	<b>1,549</b>
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## B2B MAGAZINE PUBLISHING REVENUE †

### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	57	60	65	64	65	65	63	59
Digital advertising	12	21	36	50	60	69	77	84
Total B2B magazine advertising	68	81	100	114	125	133	139	144

### > Circulation revenue (USD millions)

Print circulation	198	196	193	190	185	181	177	172
Digital circulation	-	-	-	3	7	12	20	29
Total B2B magazine circulation	198	196	193	193	192	193	197	202

<b>TOTAL</b>	<b>267</b>	<b>277</b>	<b>293</b>	<b>307</b>	<b>317</b>	<b>327</b>	<b>336</b>	<b>345</b>
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Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates

# THAILAND

## > FIPP MEMBERS

### PUBLISHERS

- » Amarin Printing and Publishing
- » Burda (Thailand)
- » Siam Sport Syndicate

## > AT-A-GLANCE

Capital: **Bangkok**  
 Population: **67,741,401** (July 2014 est.)  
 Median age: **36.2 years**  
 GDP: **US\$400.9 billion** (2013 est.)  
 Consumer prices: **2.2%** (2013 est.)  
 Currency: **Bath (THB)**  
 Official languages: **Thai** (90.7%)  
 Literacy rate: **93.5%**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### DIGITAL DATA

Internet penetration: **19,386,154**  
 % of population: **29**  
 SOURCE: INTERNET LIVE STATS (JULY 2014 est.)  
 Mobile penetration: **84,075,000** (2012)  
 % of population: **124**  
 SOURCE: CIA WORLD FACTBOOK (JULY 2014)

### PRINT TAX

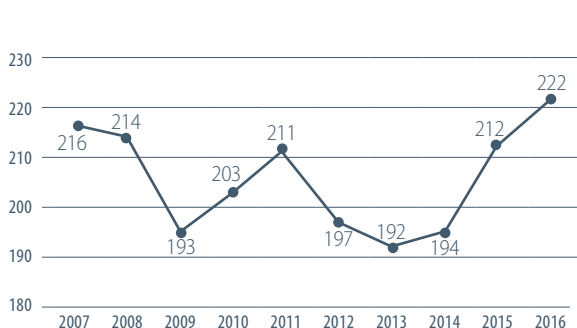
Newspaper and book purchases: **0%**  
 SOURCE: DISTRIPRESS

## > ADSPEND: ZENITHOPTIMEDIA

### ADVERTISING EXPENDITURE BY MEDIUM (USD MILLIONS)

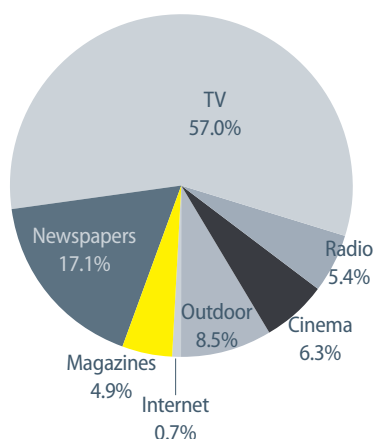
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Magazines	216	214	193	203	211	197	192	194	212	222
Newspapers	776	733	636	650	656	652	675	661	787	826
Television	1,740	1,664	1,723	1,977	2,076	2,216	2,253	2,200	2,224	2,447
Radio	237	257	226	215	210	216	215	212	246	258
Cinema	143	138	161	197	226	258	250	323	514	539
Outdoor	196	209	213	233	280	333	337	389	475	522
Internet	6	7	8	9	16	19	29	41	44	51
<b>Total</b>	<b>3,314</b>	<b>3,223</b>	<b>3,160</b>	<b>3,484</b>	<b>3,675</b>	<b>3,890</b>	<b>3,951</b>	<b>4,021</b>	<b>4,502</b>	<b>4,866</b>

### MAGAZINE ADSPEND (USD MILLIONS)

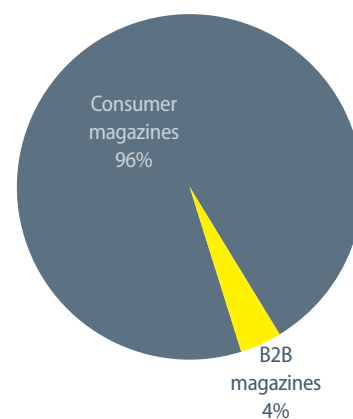


Source: ZenithOptimedia Advertising Expenditure Forecasts June 2014

### ADSPEND SHARE (2013)



### ADSPEND SHARE (2013)



# THAILAND: CONSUMER

## > HIGHLIGHTS

### TOP ADVERTISERS

1	Sk-II	6	Nissan
2	Mobile Download Service	7	La Mer
3	Shiseido	8	Toyota
4	Estée Lauder	9	Sunsilk
5	Pond's	10	Siam Commercial Bank

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

### TOP ADVERTISER CATEGORIES

1	Retail	6	Leisure
2	Skincare	7	Building materials & machinery
3	Personal accessories	8	Travel & tourism
4	Motor vehicles	9	Cosmetics
5	Clothing & underwear	10	Real estate

Source: ZenithOptimedia Asia Pacific Market & MediaFact 2013

## CONSUMER MAGAZINE PUBLISHING REVENUE †

### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	172	186	191	181	192	196	199	201
Digital advertising	-	-	1	2	3	4	7	10
Total consumer magazine advertising	172	186	192	183	195	201	206	211

### > Circulation revenue (USD millions)

Print circulation	302	236	239	236	231	225	219	212
Digital circulation	-	-	††	††	††	††	††	1
Total consumer magazine circulation	302	236	239	236	231	226	219	213

TOTAL	474	421	431	419	426	426	425	424
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## B2B MAGAZINE PUBLISHING REVENUE †

### > Advertising revenue (USD millions)

	2009	2010	2011	2012	2013	2014	2015	2016
Print advertising	8	9	8	8	9	9	9	8
Digital advertising	-	-	-	-	††	††	1	1
Total B2B magazine advertising	8	9	8	8	9	9	9	10

### > Circulation revenue (USD millions)

Print circulation	15	12	13	13	13	13	14	14
Digital circulation	-	-	-	-	-	-	-	††
Total B2B magazine circulation	15	12	13	13	13	13	14	14

TOTAL	24	21	21	21	22	22	23	24
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Source: PwC Global entertainment and media outlook 2014-2018, [www.pwc.com/outlook](http://www.pwc.com/outlook); Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding; †At average 2013 exchange rates; ††less than \$500,000