

How to grow magazine publishing by refocusing on print

Or – *How we stopped chasing
digital rainbows and found the
pot of print gold at our feet*



2018

We sold

MusicTech

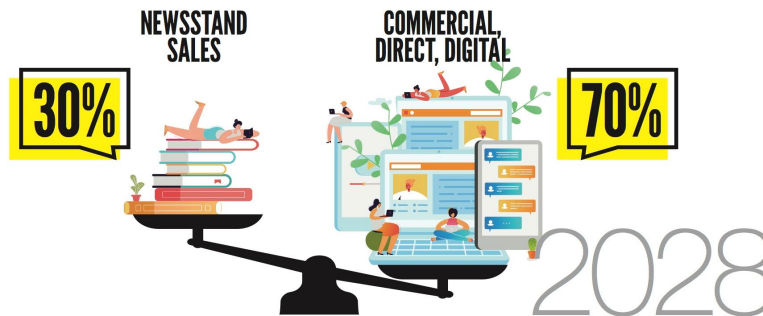
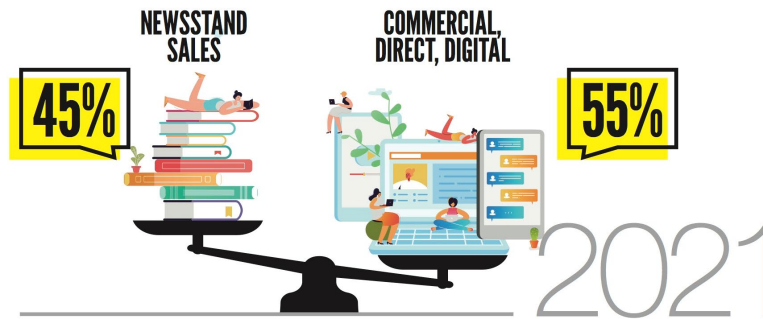
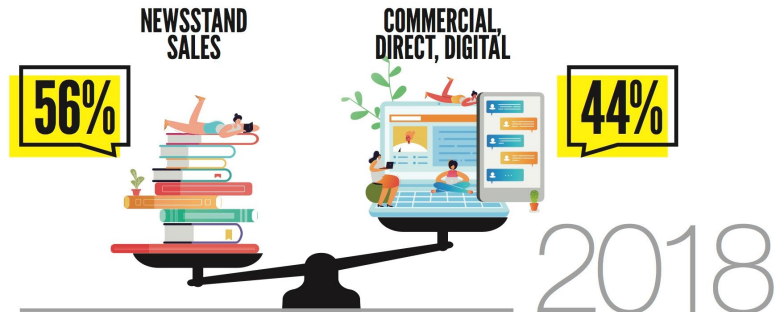
and Guitar

Magazine



Time to reinvent and rebalance

ANTHEM REVENUE BALANCE

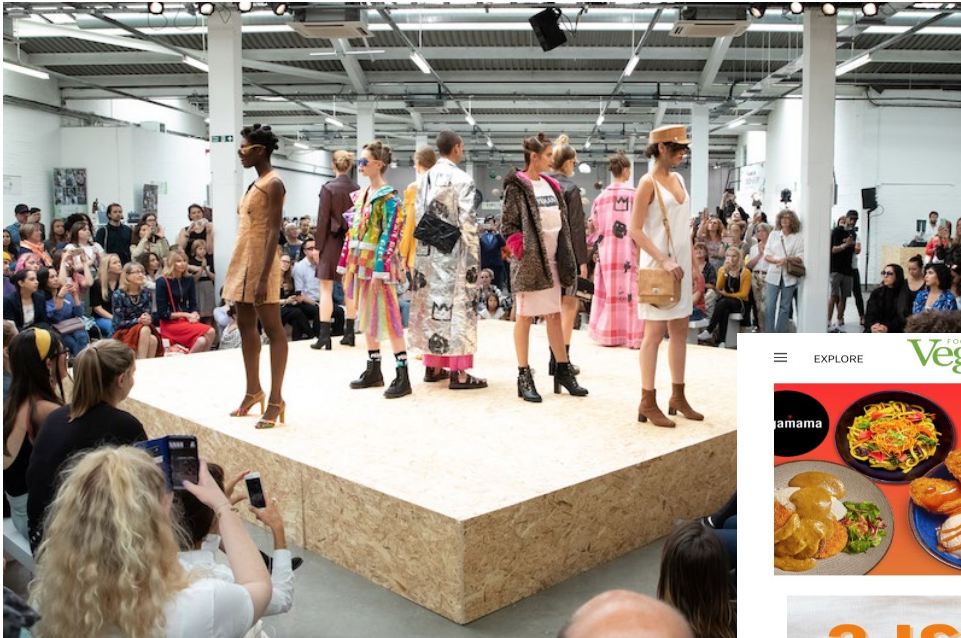


“Newsstand sales are in structural decline, so our non-newsstand revenue has to grow at a significantly faster rate to enable overall growth.

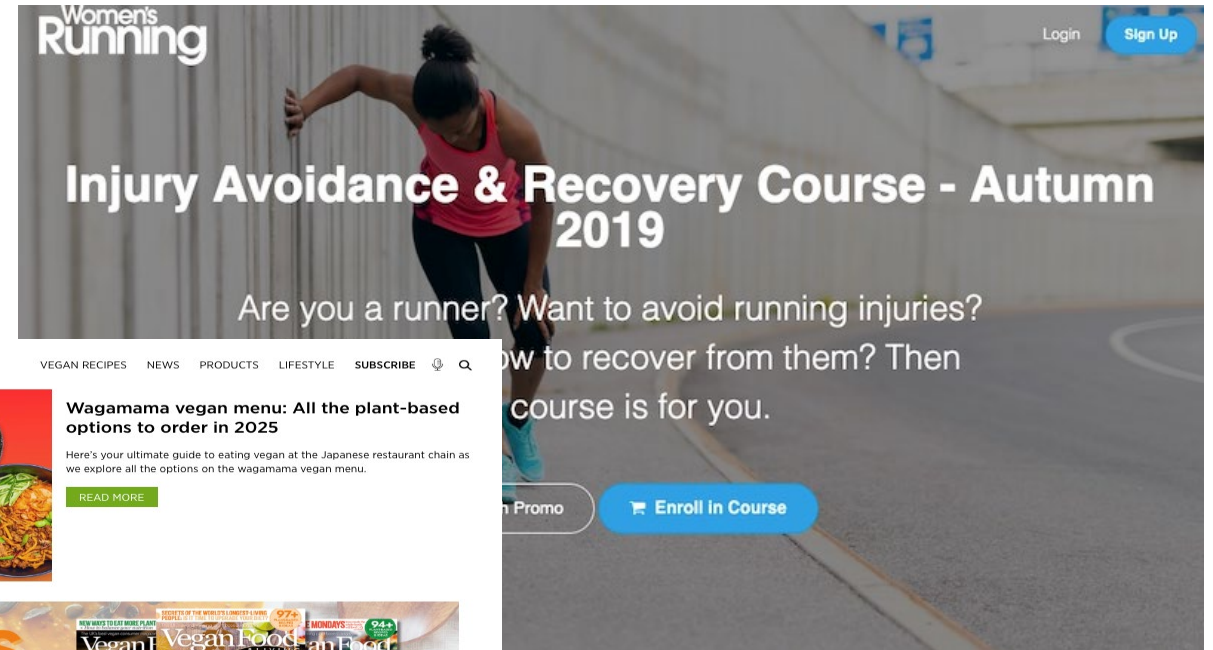
If newsstand stays static, we need £1m new revenue from other sources to achieve 10% growth p.a.”

Jon Bickley, June 2018

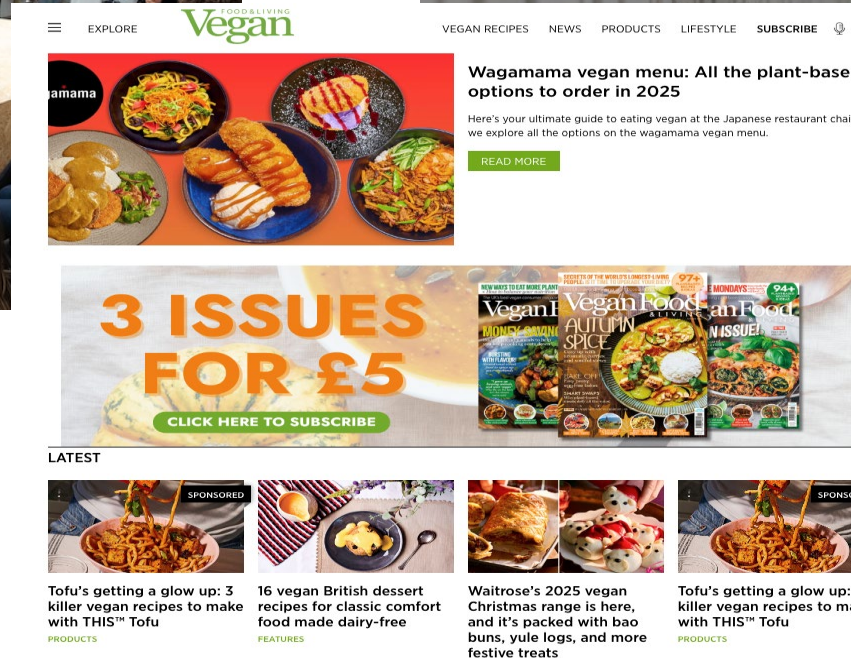
Find a £Million!



Live Events



Online Courses



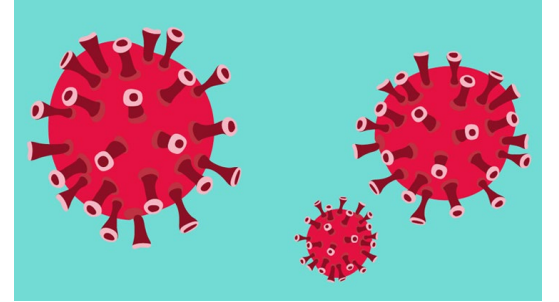
Web & Affiliate

But...

- 500k online course on Udemy and Class Central alone
- Around 1 200 exhibitions per year in the UK
- 1.2 billion websites in the world – 175 new every minute



Covid forces a rethink



- Rationalisation
- Cut unprofitable adventures
- Increased focus on subscriptions and memberships
- *"Never rely on newsstand again"*

2022 – Newsstand finally back in fashion

We split the business in two...

53%

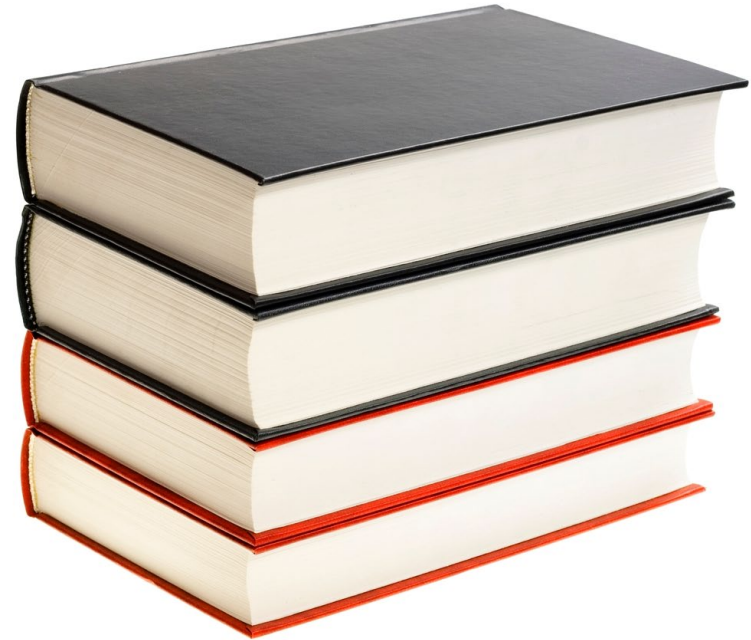
47%

Took inspiration from books and vinyl



+650% in ten years

[Images](#) by [rawpixel.com](#)



Print copies 89% of UK sales

Played to our strengths...

- English language
- Fast to market
- High quality production
- Great talent pool
- Easy global distribution
- Premium pricing

Talk the same language as retailers

- Publishing for sale in store, not subs
- Publishing for consumers not advertisers
- Share the same objective of protecting newsstand space



We've been first to trends



Expanded our international licensing

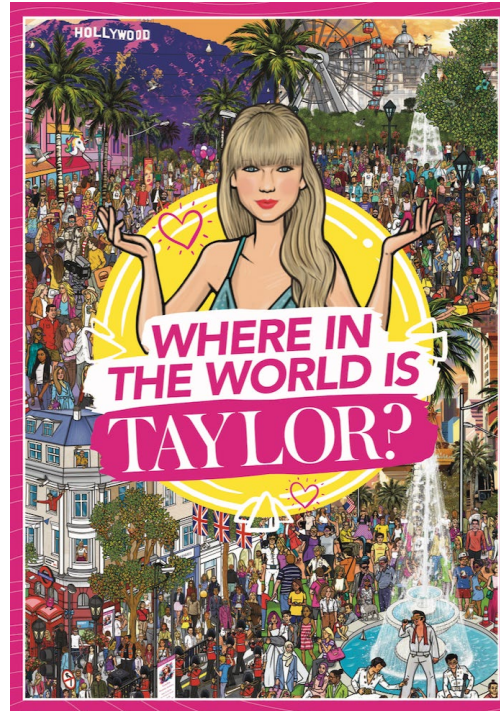


PLUS – Local language editions printed in the UK

Introduced new formats



A3 Poster Mags



Search & Find



Pocket Sized Colouring

Been aggressive with pricing



Bumper issue —
Double price



\$30

Increased frequency



Returned to
monthly



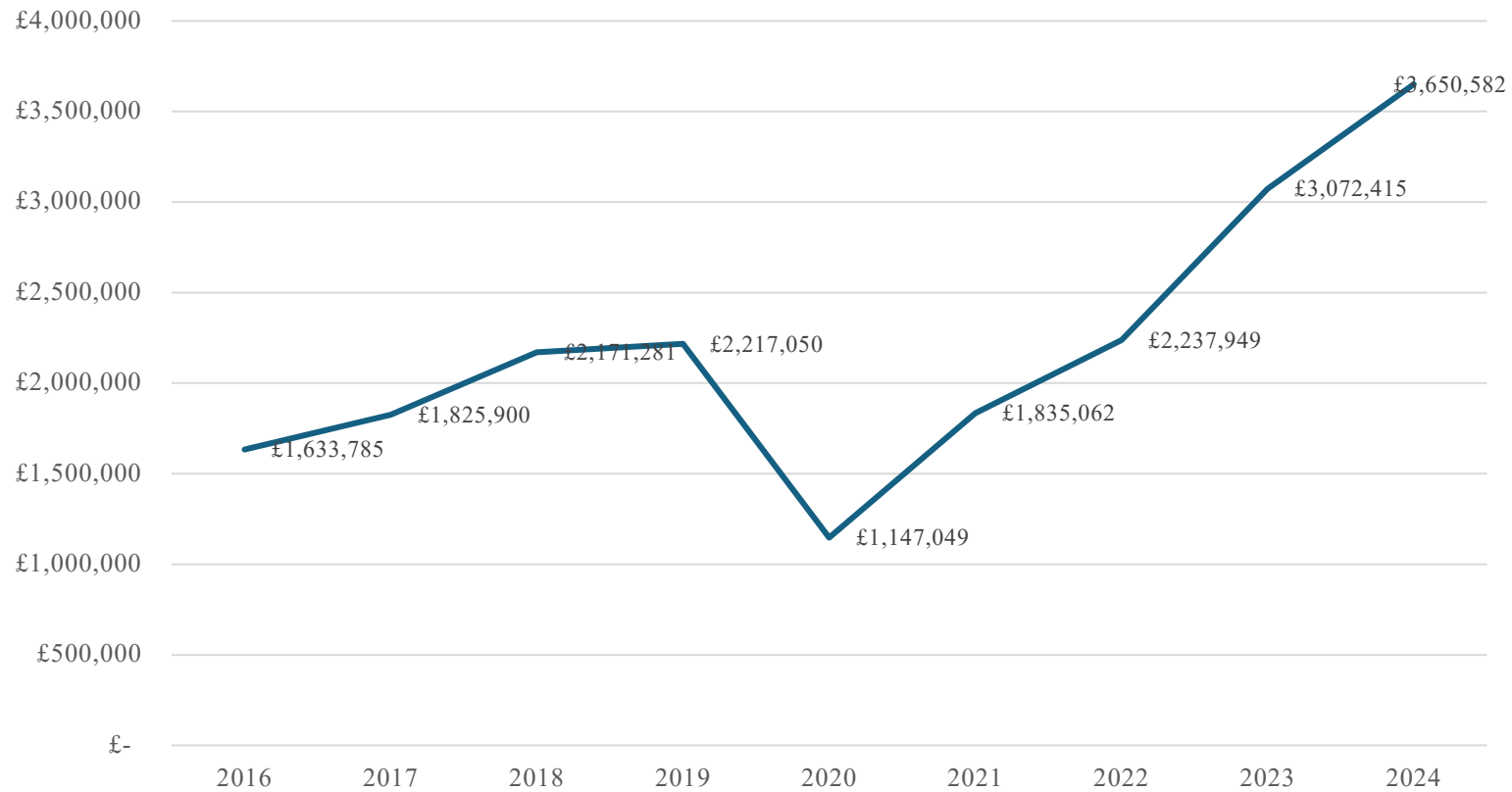
From 4p.a.
to 13p.a.

Launched seven monthly magazines

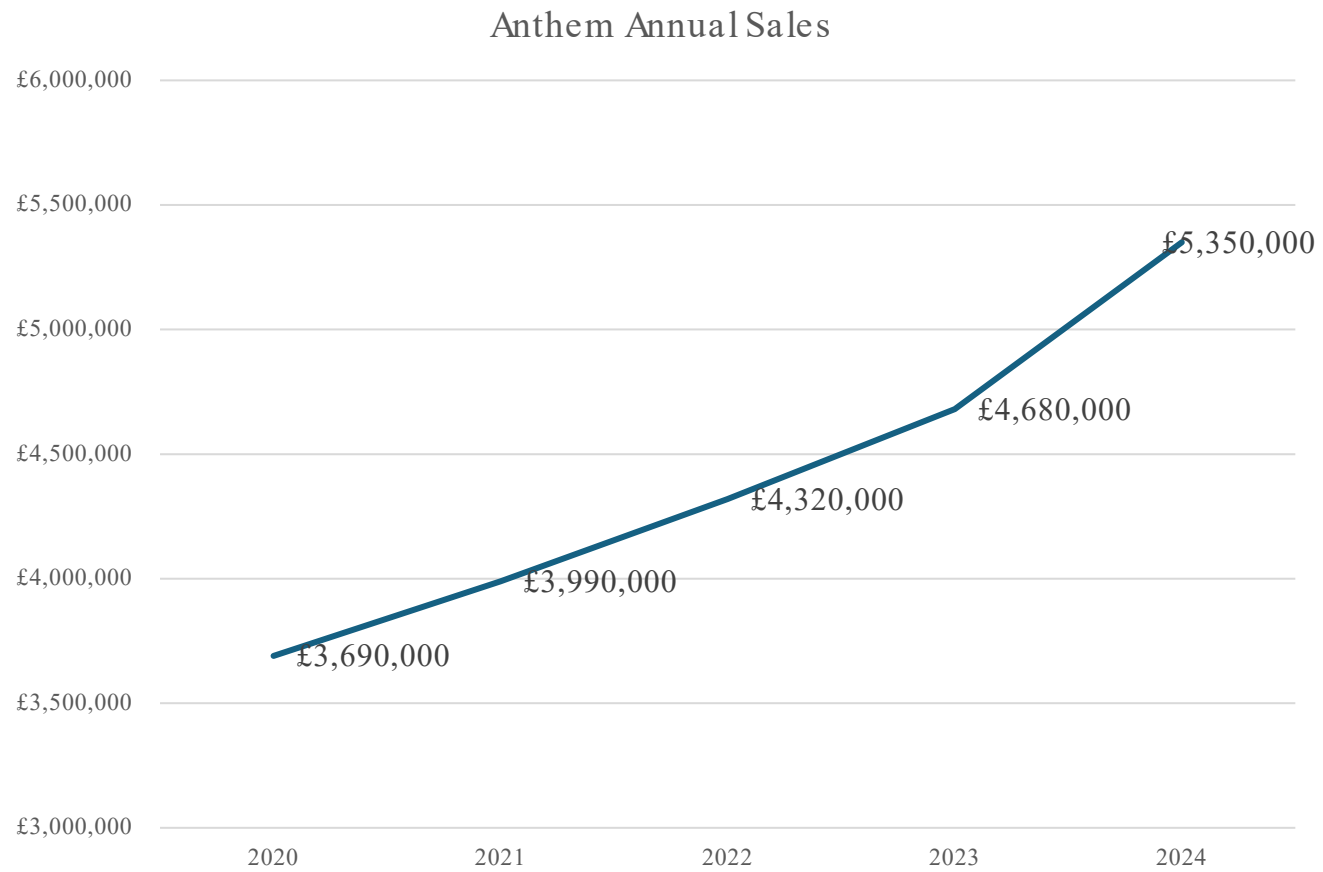


We've grown Export sales

Anthem Export Retail Sales Revenue



Achieved highest ever total sales



Oh, and we're now 68%
newsstand revenue

