

## New edition of *FIPP World Magazine Trends* launched

LONDON, UK: If you need to know everything there is to know about the global magazine media market, then FIPP reckons you will need to know that the new edition of *FIPP World Magazine Trends 2011/12* is now available!



Published by FIPP, the worldwide magazine media association, the 17th edition of *Trends* is the annual monitor of the magazine media, country-by-country, region-by-region and globally. *Trends* provides reports on 53 countries.

It outlines the consumer and B2B magazine media markets in each country including:

- ZenithOptimedia share of adspend and ad expenditure forecasts
- PricewaterhouseCoopers global and regional B2B and consumer circulation revenues
- Number of titles, publishers & total copies sold or distributed
- Revenue sources, sales distribution breakdown
- Top publishing companies
- App trends from iMonitor
- Internet & mobile penetration
- Plus ereader and magazine website listings
- And much, much more...

### Now also in Excel edition

For the first time, *Trends* is now also available in Excel data format at £390\* (£299 for FIPP members).

The digital edition (powered by Nxtbook) costs £299 (£225 for FIPP members).

Print-on-demand copies are also available at £334 (£260 for FIPP members), plus post and packaging.

### Order now

Click [here](#) to order your copy. For further information please contact [helen@fipp.com](mailto:helen@fipp.com).

\*Exchange rate at time of posting release: £1=R11.95