



## Appendix 4- Institutional Research (AO4)



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# Local Magazine Publishers

## NOW THEN.

They aim to cultivate choice, voice and responsibility by providing a platform for independent art, trade, music, writing and local news. They support Sheffield's economy by only working with independent traders, community groups, charities and local government

Management: James Lock  
Editor: Sam Walby  
Copy: Ian Pennington  
Felicity Heiden  
Dan Alexander  
Advertising: James Lock



Toast is a monthly music & listings. it is targeted at the 18-40 year old urban fun seekers, an audience whose language they speak.

20,000 copies of toast are distributed at the beginning of each month and hit Sheffield centre and outlying heavily populated areas

## *National publishing groups that own local magazines*

**IPC** | MEDIA

IPC Media

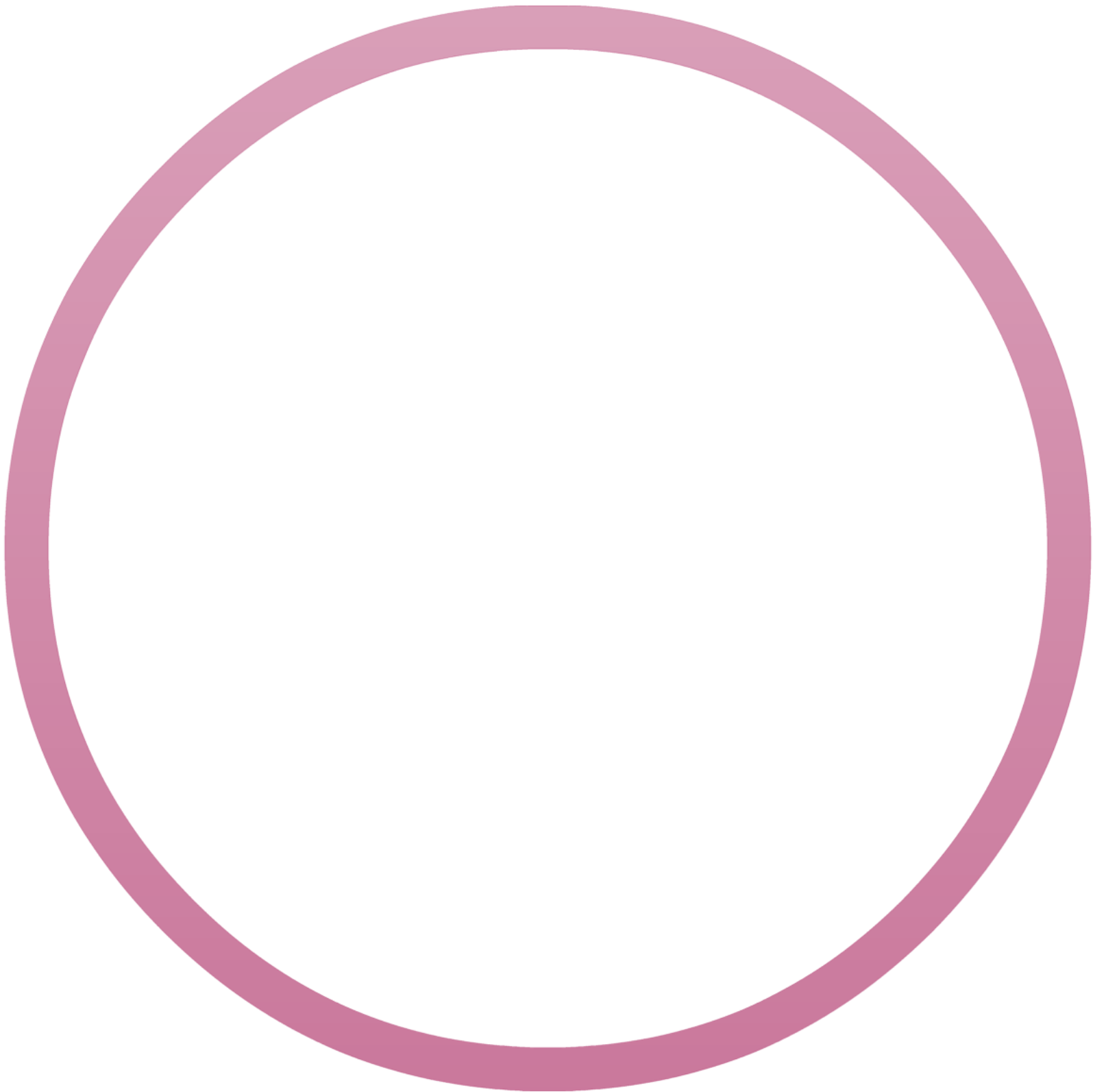
Second largest UK consumer publisher, with about 22% of the market. Locked in battle with Bauer for leadership of men and women's weekly market

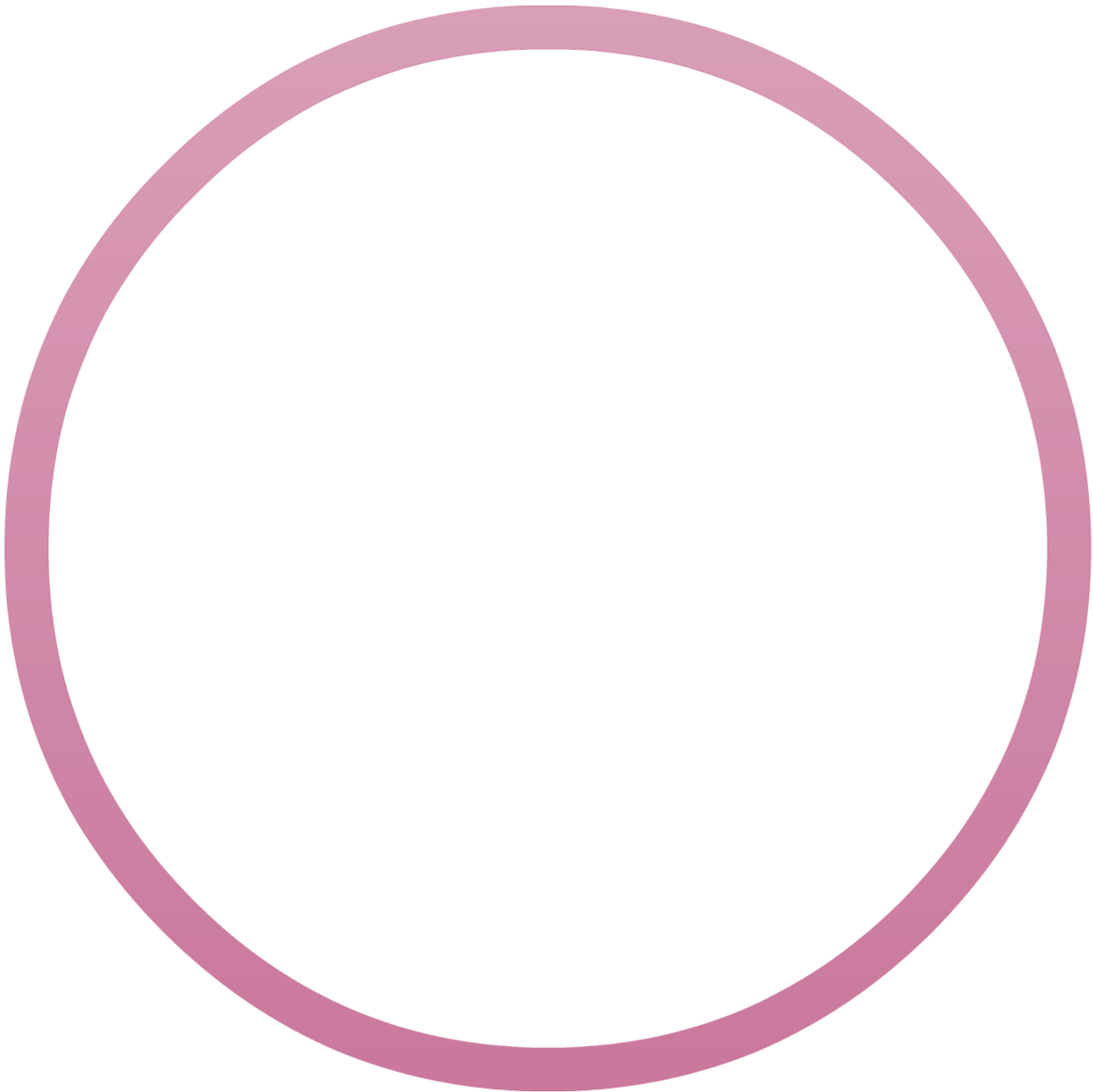
IPC was formed in the 1960's by the merger of Britain's three largest magazine publisher: Newnes, Odhams and Amalgamated.

### **National Magazine Co Ltd**

National magazine is a wholly owned subsidiary of US group Hearst and adopted the parent's moniker as its trading name in 2011. In January 2011, Hearst agreed to pay £599m to buy the Hachette Filipacchi magazine from the French group Lagardere and merged the UK arm into NatMags.

Natmags tried to establish a new publishing model for digital magazines with Jellyfish launched in 2007. Initially, this was focused on the upper teen market served by Cosmo girl.







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