

Business press become business information providers...

Key Note Market Report

Over the next few years, there is likely to be an accelerated move into the provision of specific business intelligence products for the markets served by the leading business press publishers. This development in the market is one of the trends examined in *Business Press*, a new market report from market intelligence providers Key Note.

The report identifies a major shift by business press publishers towards the provision of more wide-reaching business information. This trend was aptly illustrated when VNU, one of the world's largest media companies, announced the sale of its business media arm – Business Media Europe – to Incisive Media PLC, and then rebranded itself as The Nielsen Company, a global marketing and media information specialist.

Whilst this trend does not indicate the end of printed business and professional magazines – 2006 witnessed a small increase in the number of titles published – it does signify the need for publishers to expand their product portfolios in order to compensate for the constantly declining advertising revenues that magazines are continuing to experience. This market challenge, along with that of rising distribution costs, has led publishers to invest resources into online and digital content. Indeed, this trend has been endorsed by the Audit Bureau of Circulations, who allowed the inclusion of digital sales in the topline circulation figures for business publishers.

2006 was a record year for the business information industry in terms of merger and acquisition activity, with all of the acquisitions indicative of the trend towards serving specific market sectors through a broad range of business information services.

With business information now being seen as a new global currency, business publishers are uniquely positioned to exploit their traditionally strong market

knowledge. Both businesses trading in the UK and those overseas need to understand global trends and global market opportunities, and they will increasingly pay for this information.

Ends

Press enquiries: Lisa Ivey at Key Note at livey@keynote.co.uk or 020 8481 8750. Press/review copies of the report are available on request.

Notes to editors:

Key Note's ***Business Press*** Market Report analyses the business and professional magazine sector in the UK, and covers business and professional publications in both print and online formats. Providing a thorough examination of the market by size and sector, the report is a detailed study of the issues facing this rapidly evolving industry.

Key Note Ltd has been providing commercially relevant market information to libraries, academia and businesses for almost 30 years. With over 1,000 titles available across 29 market sectors, and new or updated titles published every month, Key Note is one of the UK's most prolific and respected business information providers. Within the range, some reports are written in response to particular market conditions, whereas other reports will be produced regularly year on year.

The ***Business Press*** Market Report 2007 is available to purchase from Key Note on 020-8481 8750, by e-mail at sales@keynote.co.uk or at www.keynote.co.uk, priced £440.