

Men's magazines show strong growth

The outstanding characteristic of the release this month of the new six-month total net sales magazine circulation figures for the period January to June 2002, by the Audit Bureau of Circulation (ABC), is that men's lifestyle magazines continue to grow strongly.

Year-on-year this hot magazine category grew by 13% in total, while it has grown by 30% over the last two years. This is excellent news for advertisers, as the men's lifestyle magazine category offer them a target market that is usually hard to reach cost-effectively.

Leading the growth in the category is FHM, which grew by 22% over the last year and by 65% over two years. FHM publisher Louis Eksteen attributes this strong growth to "an excellent magazine, marketed very well, consistently delivering exactly what guys want in a men's lifestyle publication".

FHM's new circulation figure for the period is 75 390, with further strong growth expected for the next six months. FHM increased its market share of the category to 39.06%, with Men's Health owning 41.85% and GQ bringing up the rear with a market share of 19.09%.

Men's Health posted a new circulation figure of 80 744 and GQ 36 849.

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