

November 2007

Regional Newspapers - UK

In an increasingly crowded environment, there is a spirit of optimism in the regional press.

National Newspapers - UK

As all media jostle for attention in an increasingly crowded and varied environment, newspapers are losing copy sales while other media like the Internet and radio are gaining users.

July 2007

Books - UK

Time spent in transit by public transport is the ideal opportunity to enjoy a good read, and Mintel's research finds that one in five adults already read a book when commuting or travelling generally.

Broadcast Sponsorship - UK

This report assesses the size and shape of the UK television and radio sponsorship market and examines consumer attitudes towards it, both in isolation and in comparison to their attitudes towards broadcast advertising. It assesses the factors that are influencing current trends in the market, identifies where these may lead ...

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Multichannel Consumers - UK

Mintel's Leisure Intelligence series is currently divided into three sectors: