

Mr. Magazine™ Counts At Least 845 New Magazines Appearing In 2016

222 Magazines Published With Regular Frequency



2016 continued the healthy growth of new magazines reaching the marketplace, both in frequency titles and specials, annuals and bookazines. The year ended strong, with at least 845 new titles, which is 31 titles more than 2015.

The total number of new magazines with regular frequency was 222, a decrease of 14 titles, compared to 2015. What follows is a month by month preliminary numbers of new magazine launches in 2016 compared to 2015.

January 2016:

Frequency – 21

Specials – 56

Total – 77

January 2015:

Frequency – 14

Specials – 43

Total – 57

February 2016:

Frequency – 12

Specials – 57

Total – 69

February 2015:

Frequency – 16

Specials – 49

Total – 65

March 2016:

Frequency – 7

Specials – 46

Total – 53

March 2015:

Frequency – 15

Specials – 54

Total – 69

April 2016:

Frequency – 21

Specials – 50

Total – 71

April 2015:

Frequency – 20

Specials – 50

Total – 70

May 2016:

Frequency – 25
Specials – 43
Total – 68

May 2015:

Frequency – 28
Specials – 53
Total – 81

June 2016:

Frequency – 13
Specials – 45
Total – 58

June 2015:

Frequency – 25
Specials – 45
Total – 70

July 2016:

Frequency – 10
Specials – 50
Total – 60

July 2015:

Frequency – 11
Specials – 70
Total – 81

August 2016:

Frequency – 19
Specials – 47
Total – 66

August 2015:

Frequency – 20
Specials – 39
Total – 59

September 2016:

Frequency – 13

Specials – 46

Total – 59

September 2015:

Frequency – 11

Specials – 42

Total – 53

October 2016:

Frequency – 32

Specials – 91

Total – 123

October 2015:

Frequency – 21

Specials – 41

Total – 62

November 2016:

Frequency – 26

Specials – 49

Total – 75

November 2015:

Frequency – 23

Specials – 56

Total – 79

December 2016:

Frequency – 23

Specials – 43

Total – 66

December 2015:

Frequency – 32

Specials – 36

Total – 68

2016 Totals:

Frequency: 222

Specials: 623

2016 Total: 845

2015 Totals:

Frequency: 236

Specials: 578

2015 Total: 814

To see the images of each new magazine cover, visit the [Mr. Magazine™ Launch Monitor](#).