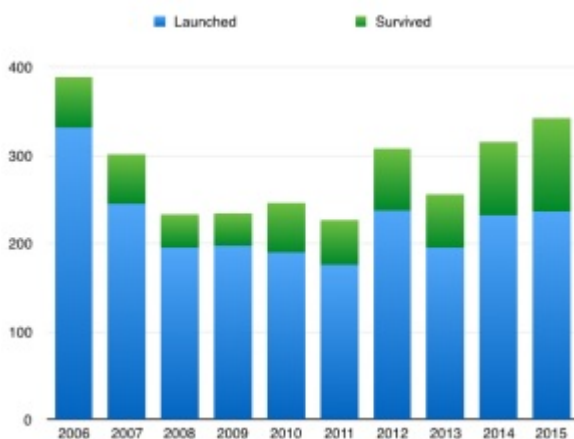


Mr. Magazine's™ Study Shows An Increase In Survival Rates Of Magazine Launches 2006 – 2015



New Magazines Are Here To Stay

Survival rates of new [magazines](#) are on the up. More magazines are remaining in business after ten years of publishing despite all the news of doom and gloom some try to project.

Almost two out of every ten new magazines launched ten years ago are still in business today. That rate of survival has been the domain of magazines launched four years ago. The survival rate after four years is now at three out of ten titles remain in business.

The chart below looks at all the new magazine launched since 2006 until the end of 2015 with an intended frequency of four times or more (needless to say I have them all and they all fit my definition of what is a magazine, yes, you guessed it, ink on paper...)

Samir "Mr. Magazine™" Husni's

New Magazine Launches and Survival Rates 2006 – 2015*

Year	Total	Total	Survival
Launched	Launches	Survived	Percentage
2006:	332	57	17.17%
2007:	245	56	22.86%
2008:	195	38	19.49%
2009:	197	37	18.78%
2010:	190	56	29.47%
2011:	176	51	28.98%
2012:	237	71	29.96%
2013:	195	61	31.28%
2014:	232	83	35.78%
2015:	236	106	44.92%

Total:	2235	616	27.57%
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*Source: Samir "Mr. Magazine™" Husni's Guide to New Magazines and Mr. Magazine's Launch Monitor.

Numbers above represent magazines that were launched since 2006 with an intended frequency of 4 times or more. The survival numbers reflect those magazines that are still being published as of August 15, 2016.