

The Professional Publishers Association
Chancery House
Chancery Lane
London
WC2A 1QS

Rt Hon Lisa Nandy MP,
Secretary of State for Culture, Media and Sport
Department for Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ

Wednesday, 18 June 2025

Dear Secretary of State,

I am writing on behalf of the PPA (Professional Publishers Association), the representative body for magazine media and specialist publishing in the UK, to request a meeting to discuss the how the government can support the future of the media and publishing sector in the context of AI and the role of trusted editorial content in engaging communities.

We were encouraged by your recent remarks highlighting the need for greater collaboration between government and the media sector to tackle mis- and disinformation and promote high quality editorial content, particularly that which serves children and young people¹.

Specialist publishers have a longstanding and well evidenced reputation of being the most trusted form of media. Many of our members have spent more than a century building enduring relationships with their readers and are often the leading authority within their subject areas, helping to engage and inform distinct communities.

A number of our member brands, such as *The Week Junior*, *What on Earth! Magazine*, and *National Geographic Kids*, are recognised leaders in producing trusted and engaging content for younger audiences, supporting both general literacy and media literacy from an early age. Titles such as *Stylist* also play an important role in giving

¹ Gov.uk (2025). *Lisa Nandy speech at Media & Telecoms 2025 and Beyond Conference*. 3 June 2025 ([Link to quote](#))

voice to issues affecting young women and girls, as demonstrated through its recent campaign exploring what it means to be a girl in 2025.²

Our B2B publishers reach businesses and professionals across every sector of the UK economy, with particular value in highly regulated industries—such as agriculture and healthcare—where trusted, specialist content acts as a vital intermediary between policy and practice.

We strongly support your view that the creative and cultural sectors are central to the economic life of this country and others globally³. The magazine industry alone is worth £4.4 billion to the UK economy⁴, employs 55,000 people⁵ and consists of multi-platform touchpoints that reach over 38 million adults each month⁶.

The PPA, as the collective voice of the sector, is central to the discussions about monetisation. As you rightly mentioned within the speech, the advertising ecosystem is a vital enabler of media sustainability⁷. Yet publishers face growing challenges, particularly in light of AI developments that threaten key revenue streams. Content scraped from behind paywalls undermines subscription models, while AI-generated responses risk displacing search traffic, weakening advertising income. We believe your department would benefit from direct engagement with PPA member publishers who can provide first-hand sectoral feedback to support the economic sustainability of the media.

² Stylist (2025) “Nowhere feels safe” – what it’s like to be a girl in 2025 ([Link](#))

³ Gov.uk (2025). Lisa Nandy speech at Media & Telecoms 2025 and Beyond Conference. 3 June 2025 ([Link to quote](#))

⁴ Thomas, Lawrence “Magazine Publishers in the UK- Market Research Report (2014-2029)” 2024. [Link](#).

⁵ PPA “Sector Insight Report” 2022.

⁶ PAMCo H2 2024 Jun’22 – Jun’24 print data fused with Jun’24 Ipsos iris data.

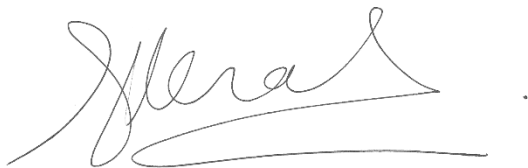
⁷ Gov.uk (2025). Lisa Nandy speech at Media & Telecoms 2025 and Beyond Conference. 3 June 2025 ([Link to quote](#))

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As the Government moves forward with the formation of working groups to develop technical solutions to issues surrounding AI and copyright, we believe it is essential that the publishing sector, both B2B and B2C, is represented in these discussions to ensure the industry's interests and unique challenges are properly reflected, for the reasons outlined in this letter.

We would be grateful for the opportunity to meet and discuss how the PPA can support your wider strategy of integrating industry voices into shaping policy. We look forward to hearing from you.

Kind regards,

A handwritten signature in black ink, appearing to read 'Sajeeda Merali', followed by a period.

Sajeeda Merali, CEO, PPA