# National World bucks industry trend with revenue growth in newspaper sector



**Yorkshire Post Owner Sees Revenue Growth Amid Sector Decline**

National World, the owner of The Yorkshire Post and The Scotsman, reported a significant increase in revenues despite a general decline in the newspaper industry. From January to May 25 of this year, the company's total group revenues rose to £39.5 million, an increase of 18% compared to the same period in the previous year.

The company experienced a 12% increase in circulation, an 11% rise in digital revenues, and a more than 20% boost in print advertising. This growth comes at a time when many media organizations are facing reduced consumer demand and have had to cut news teams and content.

David Montgomery, Chairman of National World, highlighted the company's push towards full automation in newspaper production. He noted that this move towards automation, along with a focus on highly monetizable specialist content like video and business information, positions National World as an innovative leader.

Additionally, National World has expressed confidence in continued profitability through these technological advancements and cost savings. The company has also shown interest in acquiring The Telegraph, which is currently up for sale after a previous deal with Abu Dhabi-backed RedBird IMI fell through. Following the revenue announcement, shares in National World rose by 6%.