

# Presentation to ANZA

*(Association of NZ Advertisers)*

by **Paul Gardiner** and **Julian Andrews** of the  
MPA Advertising Promotion sub-committee

September 2008



What Makes Magazines  
Different to other Media?  
It's all about engagement.



And we engage in many ways.



# Numbers

30

- The NZ average number of magazines each person buys in a year

# Numbers

\$8

- Is spent on magazines in New Zealand in retail every second.

# Numbers

23

- The American Average

# Numbers

25

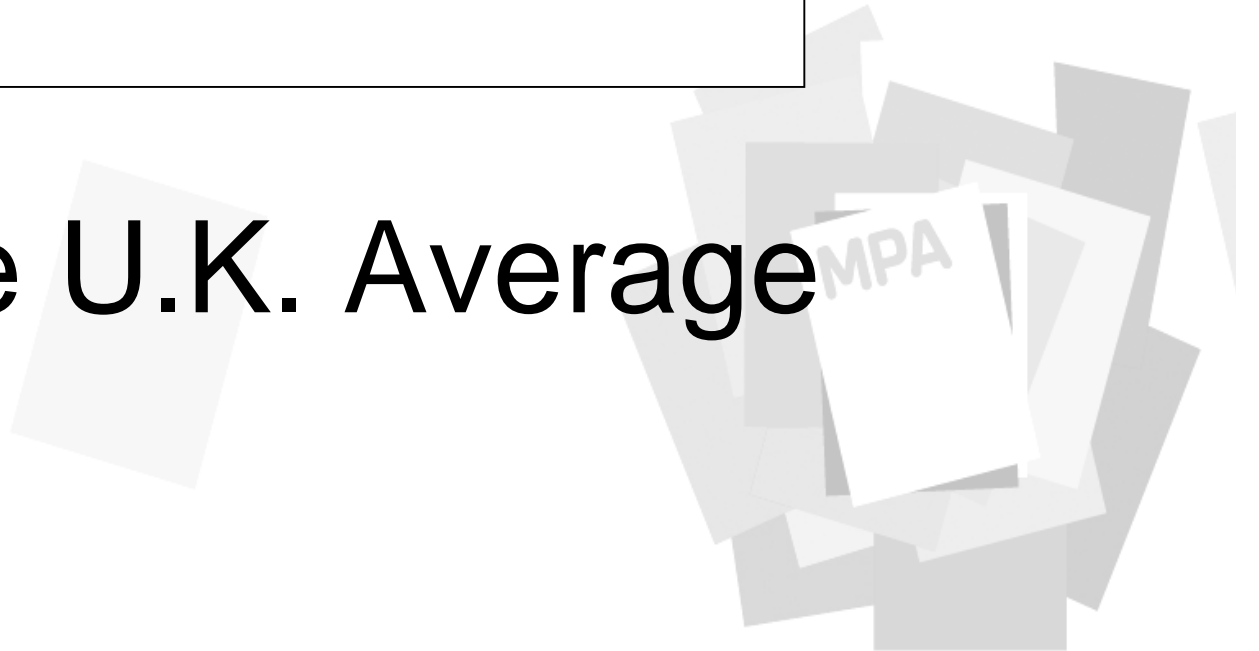
- The Australian Average

Source - FIPP

# Numbers

31

- The U.K. Average



# Numbers

700

- Titles published in New Zealand



# Numbers

3

- Pig Hunting Titles





# Numbers

67%

- Of New Zealanders have read a weekly magazine in the past week and on average, readers of weekly magazines will refer to that week's issue 3.7 times before potentially passing it on.

- Nielsen Media Research

# Numbers

75%

- On average New Zealanders have read a monthly magazine in the past month, and on average, readers of monthly magazines will refer to that month's issue 6 times before potentially passing it on.

# Numbers

75%

- Of all magazines sold in New Zealand are published locally.

# Numbers

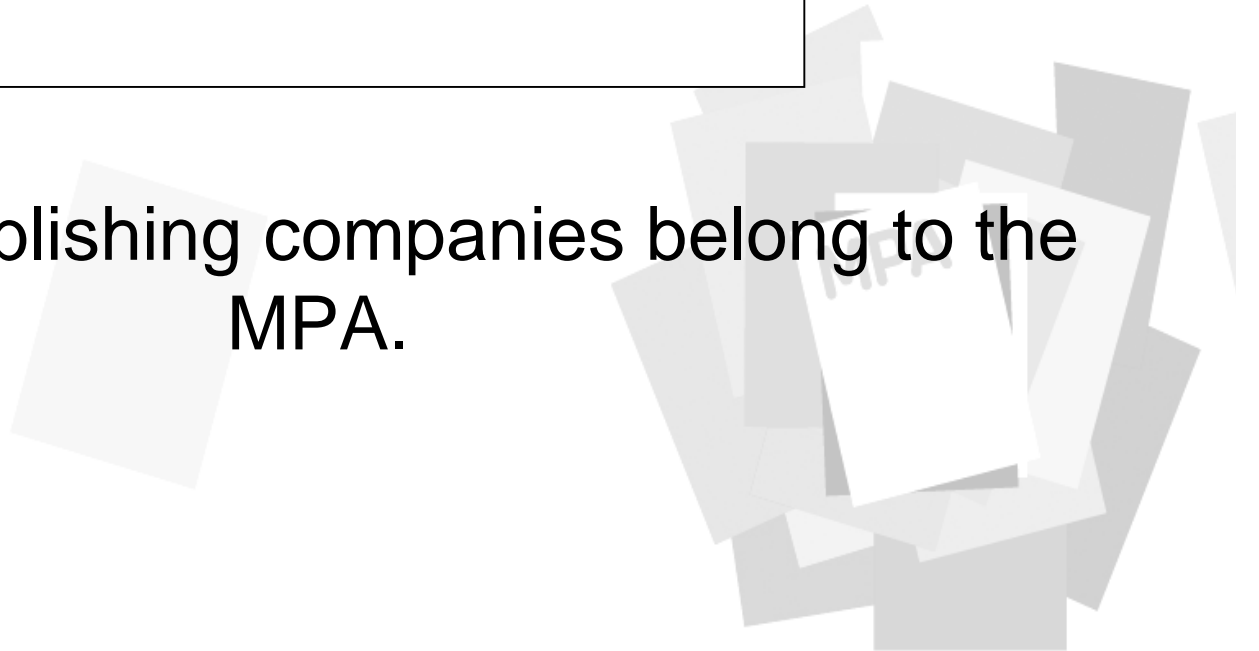
\$30

- Is the additional value of a basket with a magazine in compared to one without.

# Numbers

65

- Magazine publishing companies belong to the MPA.



# We also know

- Magazine advertising is more influential than TV and online ads.
- People recommended a product or service they saw advertised in:
  - Magazines 57%
  - Online 35%
  - Television 44%

- Source: Time inc. Magazine environmental tracking study 2006.



# How do we continue to engage.

- Growing the market
  - Title launches
  - Finding niches
- Innovation
  - Multiple touch points
  - New technology





**Taste promotion**  
 The Corbans Homestead range is featured within tailored and integrated advertorials with recipe development and design by Taste magazine

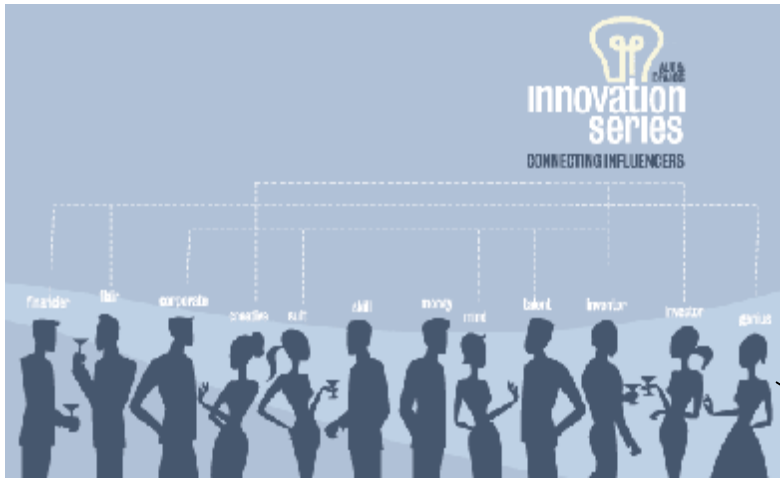


**Corbans Homestead & Taste Integrated campaign**  
 April & May 2008

**Retail promotion**  
 A nationwide retail promotion is conducted including tastings and a GWP "neck tag" recipe card set developed in association with Taste magazine

**Taste.co.nz**  
 An integrated online campaign including email newsletter promotion to 14,000 subscribers, banner campaign and promotional page





**idealog**  
MAGAZINE

**Idealog TV**



**The AUT-Idealog Innovation Series Plus**



**Idealog blog**



**The Idealog directory**





**But it's not all about numbers!**

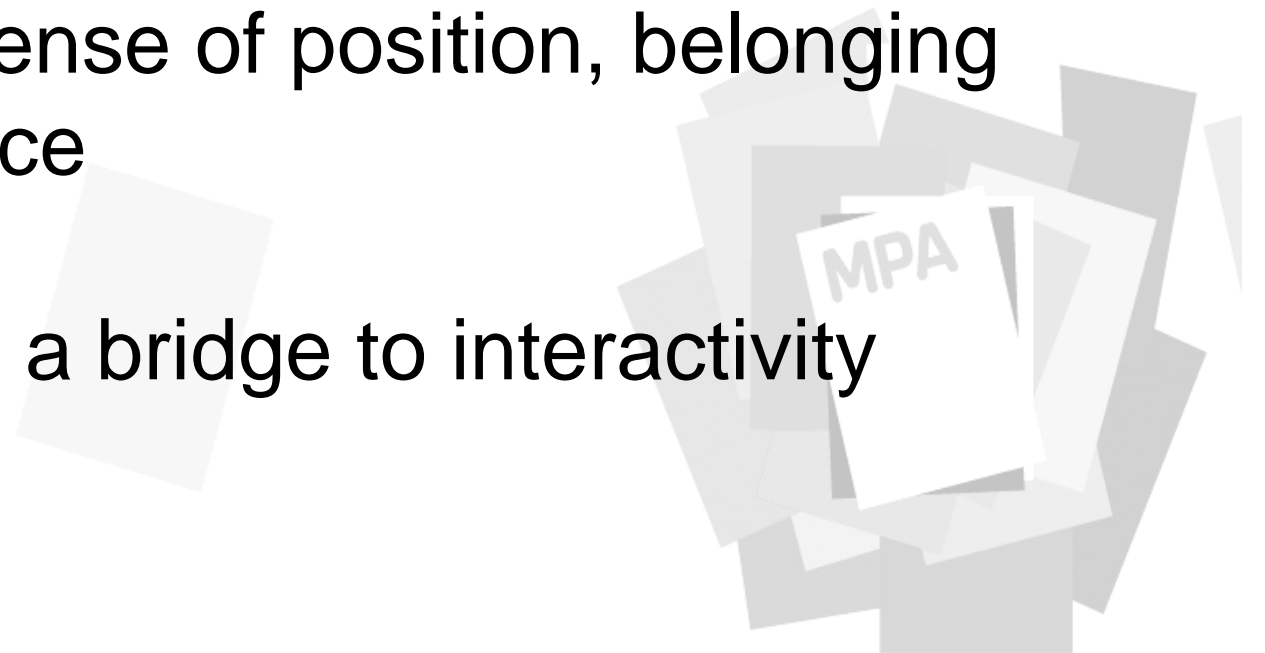


Trust: a friend and advocate

Support: help in managing our lives

Status: our sense of position, belonging  
and confidence

Participation: a bridge to interactivity



And people like the ads as  
well!



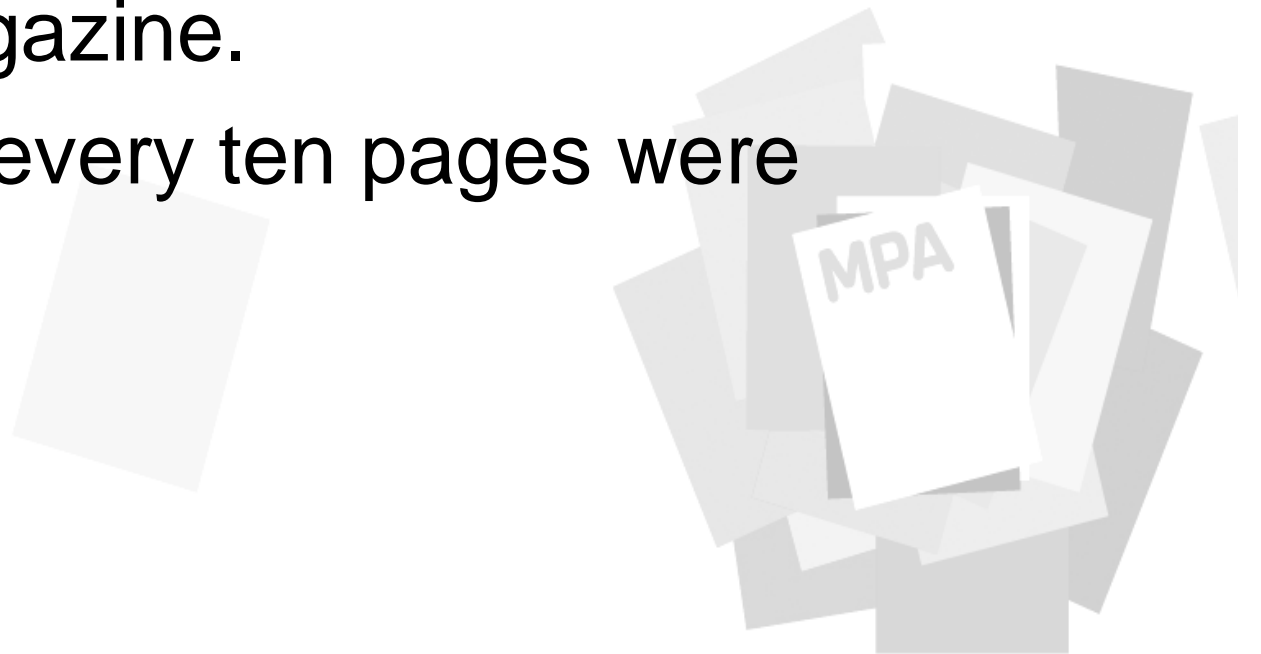
“Good magazine advertising is compelling to audiences and good for brands. Or in other words, it’s good for business. When a magazine ad enthrals and entertains the reader, it’s like a Booker Prize novel: it sells and sells and sells.”

Sharon Henderson Group Managing  
Director DDB New Zealand



Magazine advertising is considered valuable content.

- Starcom (USA)
- Readers were asked to pull out ten pages that best demonstrate the essence of their favourite magazine.
- Three out of every ten pages were adverts.



- IPC's Media Values research:
- 65% of readers regard adverts as an essential part of their reading experience.



So how do you get cut through?

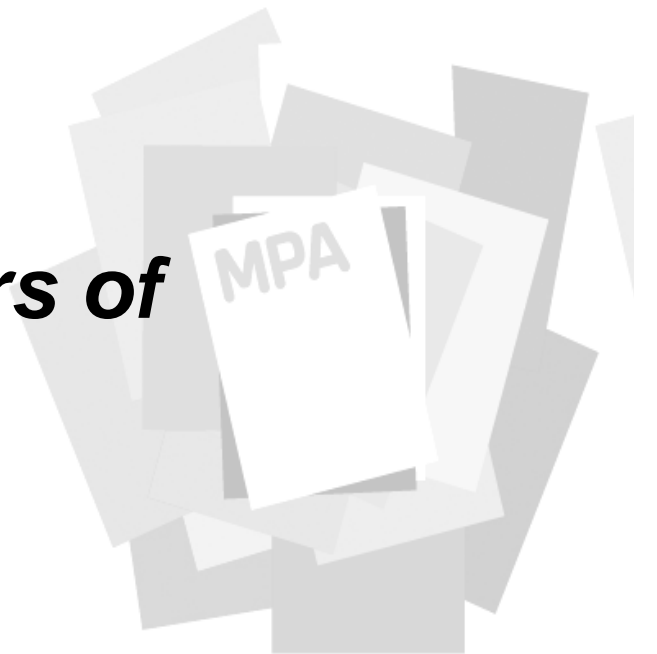


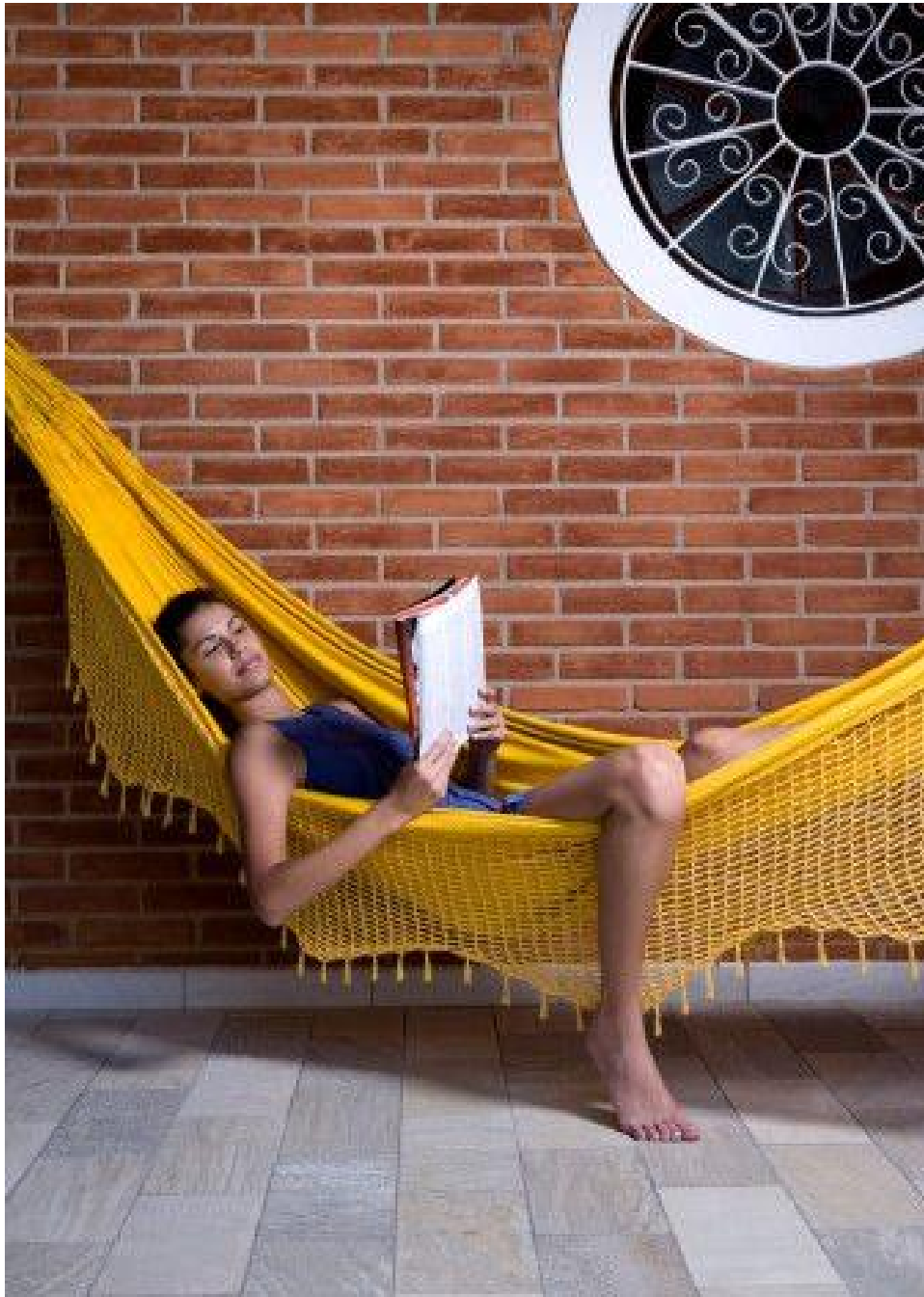
The market has changed.



***“in an age of interruption, when consumers are rejecting commercial messages with the click of a mouse or the push of a button, magazines are the medium of engagement”***

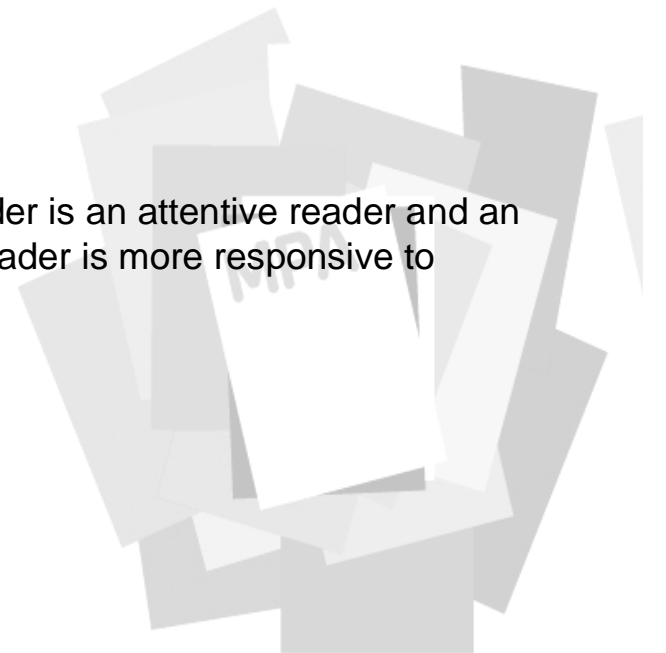
***CEO of Magazine Publishers of America (MPA)***





A revolutionary medium  
that gets the **undivided  
attention of your  
audience.**

A print reader is an attentive reader and an  
attentive reader is more responsive to  
advertising.

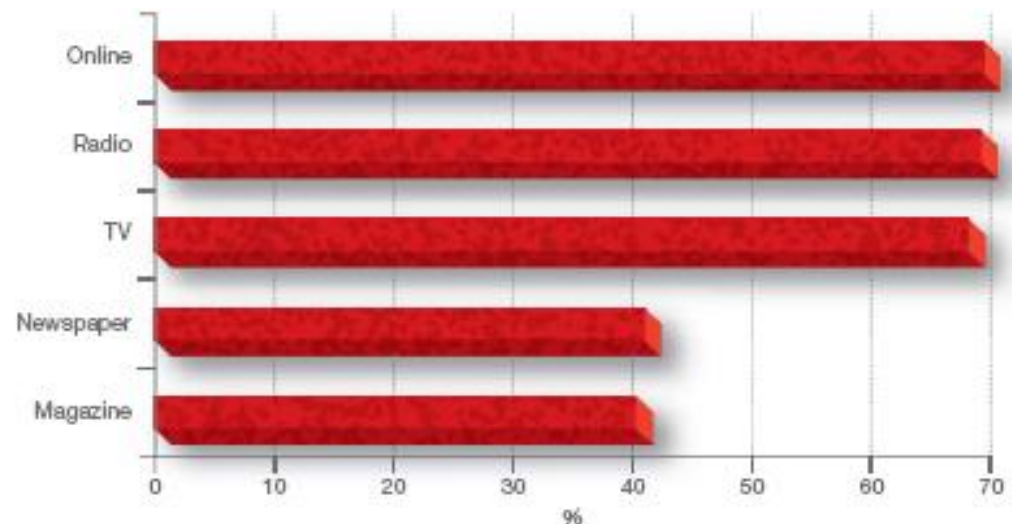


You can't cook and read, you can't iron and read, you can't read the newspaper and read a magazine...

when online or watching TV 70% of consumers say they are also doing something else...



Percent who say they multitask media use and life activities



Base: Age 18+ Source BIGresearch SIMM VI, 2005

A revolutionary medium that  
people opt into – not  
out of.

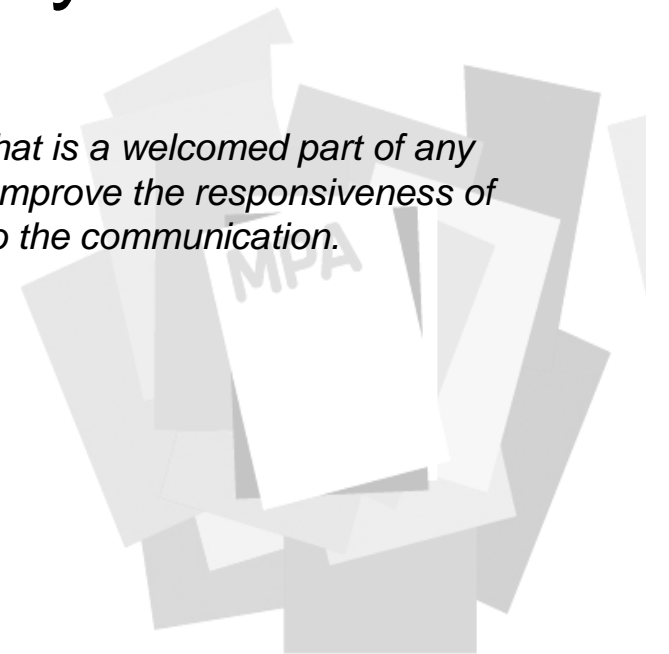
The ability of a medium to deliver an engaged  
audience depends on the consumer opting  
into the medium in the first place.





A revolutionary medium **where**  
**advertising is**  
**actually welcomed.**

*Advertising that is a welcomed part of any  
medium will improve the responsiveness of  
consumers to the communication.*



When asked what they loved most in a magazine, one in three times readers will point to an ad.



A revolutionary medium that delivers engagement and reach at the same time





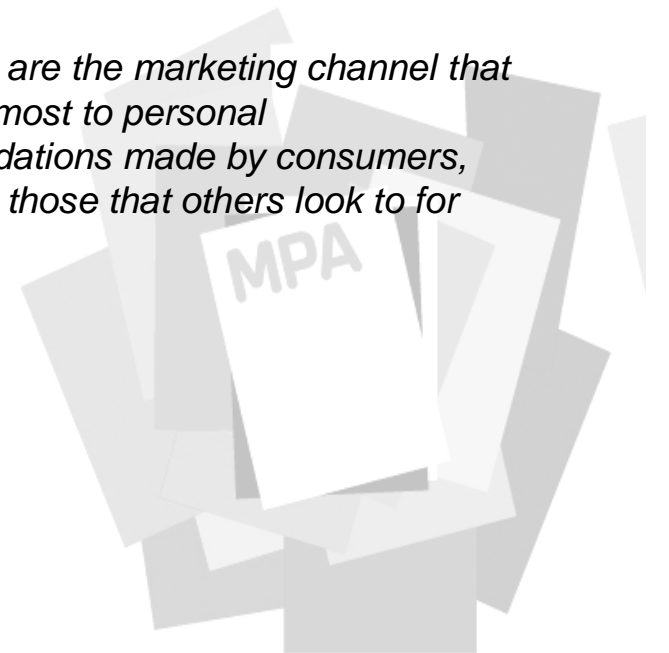
1 insertion in 3 of our titles reaches more people than 1 insert in all four metropolitan newspapers





A revolutionary medium that's invaluable at promoting word of mouth

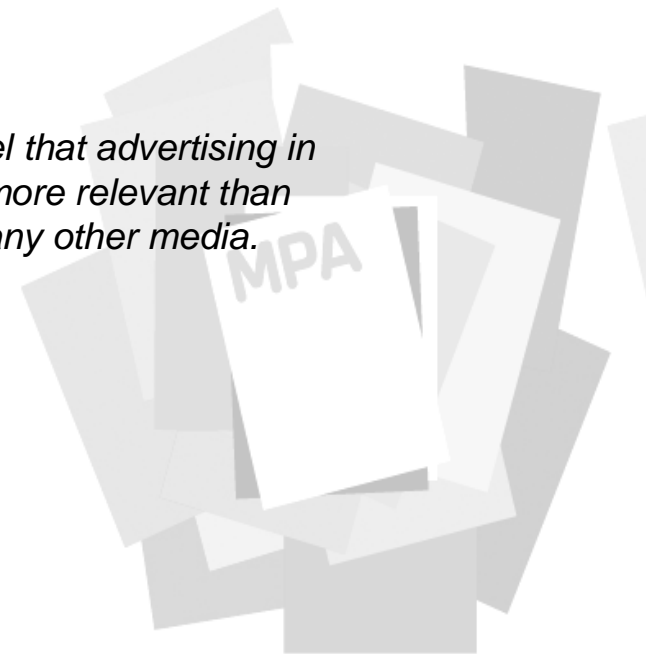
*Magazines are the marketing channel that contribute most to personal recommendations made by consumers, particularly those that others look to for advice.*





A revolutionary medium where advertising is more relevant than any other media.

*Consumers feel that advertising in magazines is more relevant than advertising in any other media.*



A revolutionary medium that  
delivers your highest  
spending customers

*In almost any market you could  
mention, magazines effectively  
target the most valuable customers.*



# The future



We have brands, not just  
magazines.



# CLEO

# MiNDFOOD



runway  
reporter  
.co.nz

THE ONLINE HOME OF  
FASHION QUARTERLY

# COSMOPOLITAN

# Taste

