

05

OVERVIEW

7



TIPS ON MAGAZINE MEDIA



Tip 1



| Readers develop *a personal relationship* with their favourite magazines



Connections

- *Readers find titles which connect with the personal self*
- *When a magazine closely chimes in with a reader's self-image, there is a high level of identification with the magazine*





Ownership and trust

- *There is a feeling of ownership, that this is “my magazine”, an informed friend, and “That my magazine helps me to become the type of person I want to be...”*
- *Readers therefore have a powerful trusting relationship with their chosen magazines*



The 'magazine moment'

- *Readers savour the “magazine moment” – this is “me time”, a treasured, absorbing and usually relaxed experience*
- *There is focused attention, considerable time is spent with issues and issues are picked up several times*
- *The reader is in control and can dwell on anything as long as they desire*





Tip 2



| Readers have more positive and welcoming attitude to ads in their magazines than is the case with users of other media



The perfect dating arrangement



- *Readers choose magazines which match their own interests and outlook*
- *Only those advertisers whose products fit in with a magazine's editorial content and audience choose to advertise there*
- *Therefore the carefully selected ads are likely to be of interest to the readers*



Magazine ads: UNIQUE!

- *Magazine ads are perceived by readers to be relevant, appealing, inspirational and useful in deciding what to do and buy*
- *Consequently magazines are the one medium for which ad avoidance is not a problem*
- *Nor is ad clutter a problem*
- *Nor is high ad ratio*



Tip 3



| *Readers are stimulated to take action in response to seeing ads which strike a chord*



Mag ads stimulate action

Among those noting an ad, many are stimulated to take some kind of further action.

- Discussing the product with someone
- Cutting out/saving the ad
- Going online to look for more information
- Looking out for the product when visiting a shop
- Thinking about purchase
- Purchase



Consumer purchase journey

Thus :

- *Magazines have a major contribution to make in nudging consumers along their journey to purchase*
- *Whether it is a magazines-only campaign or magazine media are used as part of a multi-media campaign*





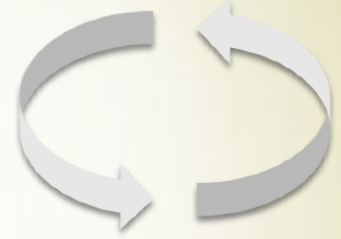
Tip 4



- | *Combination of print, digital editions and websites gives readers an involving, interactive and entertaining range of magazine experiences*
- | *It's the beginning of a golden age*



Websites and print



- *Websites and print are complementary. Readers find it natural to use both platforms of a magazine brand, looking for different kinds of information on each*
- *The distinction (in part) lies in printed magazines being used for pleasurable relaxation and inspiration, and websites for targeted information-seeking and news*



Digital editions

- *Readers of digital editions present a highly desirable audience: above average incomes and well educated*
- *Considerable time is spent reading digital editions*
- *Interactive elements enhance readers' involvement and experience*
- *Consumers are receptive to advertising relevant to them*
- *Consumers are intrigued and excited by ads which take advantage of a tablet's capabilities, such as video, pop-up recipes, games and animation*



Tip 5



| *The best advertising campaign strategy is to use a combination of media - and the strengths of magazines give them a valuable role to play within the mix . . .*



Mixing media strengths

- *All media have their strengths, and consequently it is a mix of several media which produces the most complete communication*
- *In comparison with other media, magazines are effective in driving the audience to take action after seeing ads, including persuading consumers to go online for further information, and generating recommendations and word of mouth communication*



Magazine power: inspiration and assistance

- *Some of magazines' strengths – compared with TV, internet, radio and newspapers – are to do with engagement and inspiration*
- *Factors such as involvement, self-recognition, stimulation, keeping readers informed of trends, enthusiasm, indulgence and enjoyment*
- *Another kind of strength is practical use*
- *New credible information, tips, and motivation to do something*
- *The combination of inspiration together with practical assistance to put inspiration into effect is a very positive one for advertisers*



Tip 6



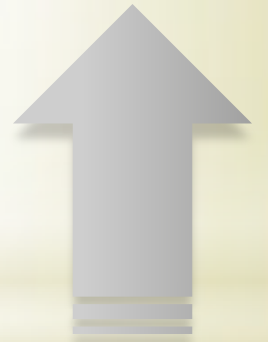
| Magazines can create uplifts in sales or other KPIs, and magazines achieve a high ROI - often better than that of TV



Creating sales uplifts

- *Multi-brand studies have shown magazine-only campaigns creating average sales uplifts of 10%-12%*
- *Some of the brands have increased sales primarily through increasing the weight of purchase by existing customers, while for other brands the sales uplifts have mainly been through bringing in new customers to the brand*

10%-12%





It's in the mix

The statistics demonstrate the powerful incremental effect of adding magazines to TV and online advertising in :

- Brand awareness/familiarity
- Advertising awareness
- Message association
- Favourable attitudes to the brand
- Purchase intent
- Sales



Combining mags and TV



- *Advertisers frequently over-invest in TV advertising. Re-allocating a portion of the TV spend into magazines, or increasing the investment in magazines, would pay dividends by increasing sales*
- *Diminishing returns applies to media as well as to many other fields*
- *It means that when campaigns spend nearly all the budget in TV, the last tranche of TV money is likely to be yielding much lower returns than if that money was spent in magazines*



Tip 7



| *Econometric modelling*



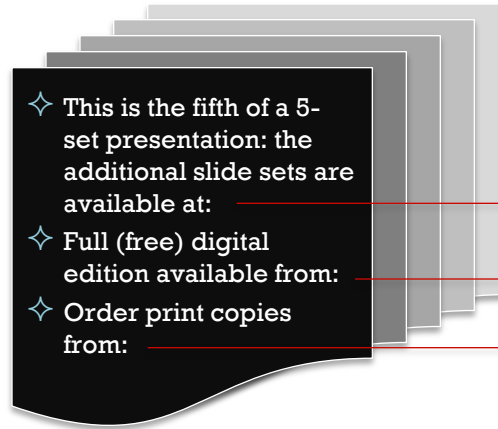
A friend to magazine media

- *Econometric modelling can identify the best ways of using magazines for each specific advertiser, and provide proof of the strengths and effectiveness of magazines*
- *It is imperative that appropriate data on magazines is fed into the models – particularly readership accumulation data – in order to correctly distribute magazine exposures through time*
- *Then the reported connection between weekly sales and weekly magazine advertising will be accurate. This will show that magazine media have a powerful role to play in multi-media campaigns – and can yield impressively high returns on investment*



PROOF OF PERFORMANCE

- *110 evidence-based studies*
- *23 countries*
- *116 pages*



- ❖ This is the fifth of a 5-set presentation: the additional slide sets are available at:
- ❖ Full (free) digital edition available from:
- ❖ Order print copies from:

www.fipp.com/POP