

Anatomy **of** MAGAZINE ENGAGEMENT



PROOF^{OF} PERFORMANCE

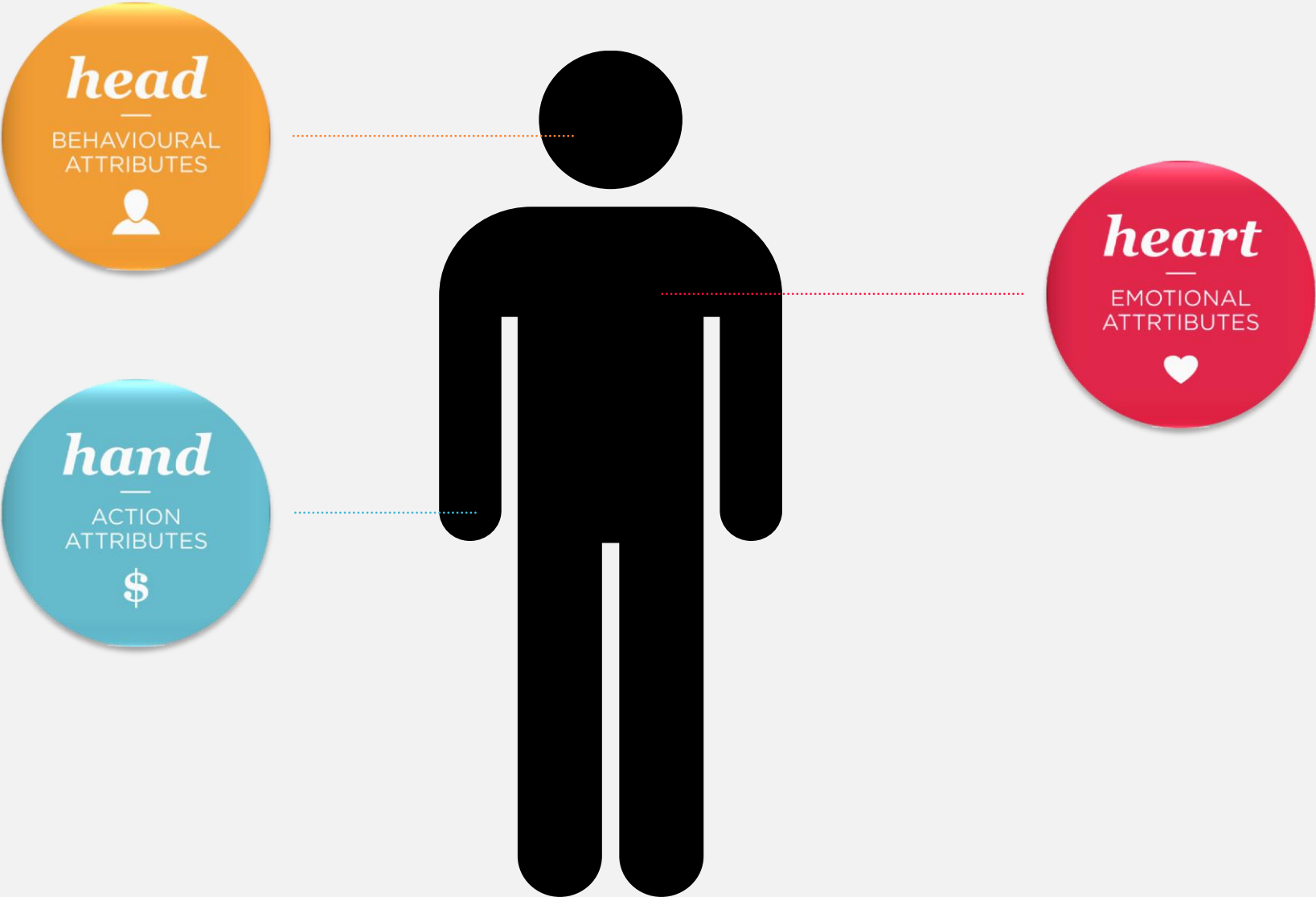


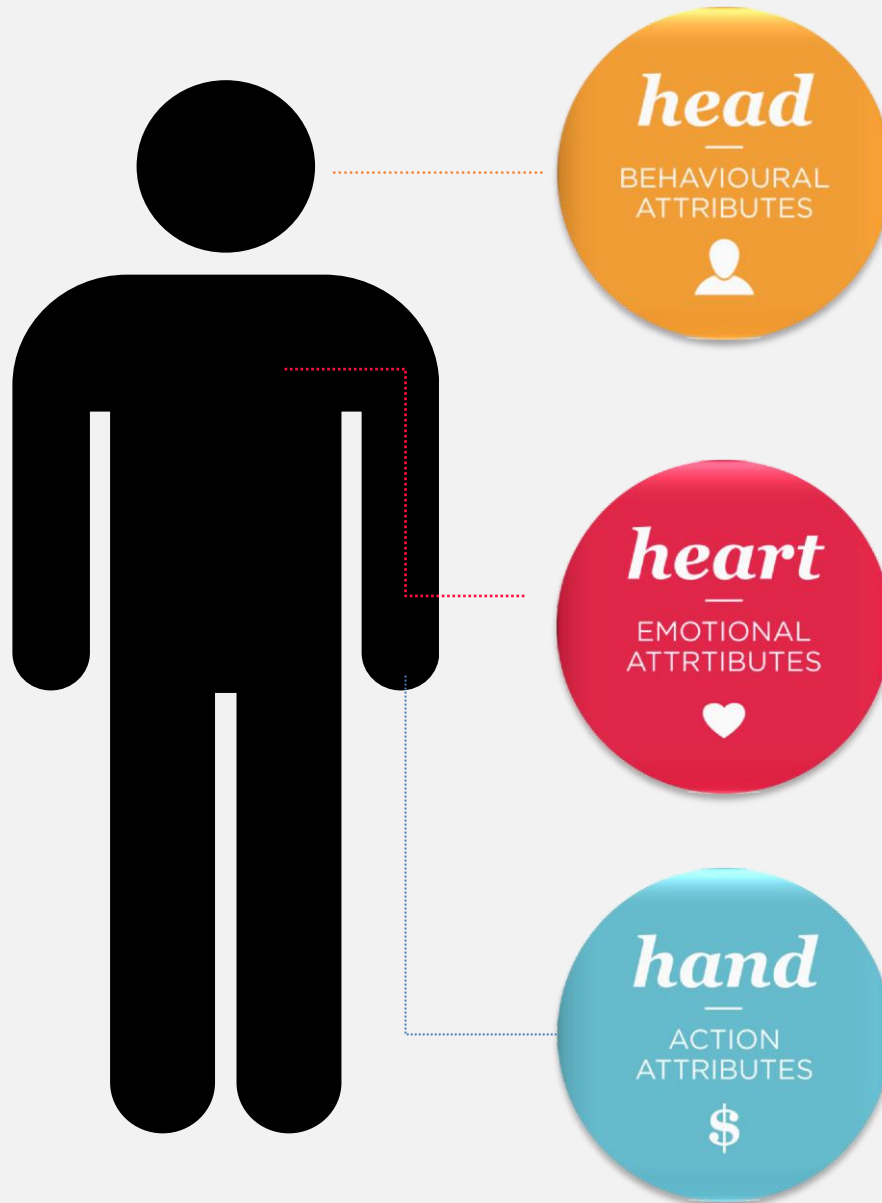
GUY CONSTERDINE

fipp

nielsen
.....

AN UNCOMMON SENSE
OF THE CONSUMER™





- How many?
- When was it read?
- How was it obtained?
- Endurance of message?
- How long was the exposure?
- Intellectual connection

ENGAGEMENT/INTENSITY

- Aspiration/Inspiration
- Emotional connection

ANTICIPATION/CONNECTION

- Recommendation/WOM
- Purchase consideration/purchase
- Household expenditure
- Online Activity
- Interaction

RECOMMENDATION/ ACTIVATION



Section 1: Magazines Build Powerful Relationships



We choose magazines in the same way we choose our friends

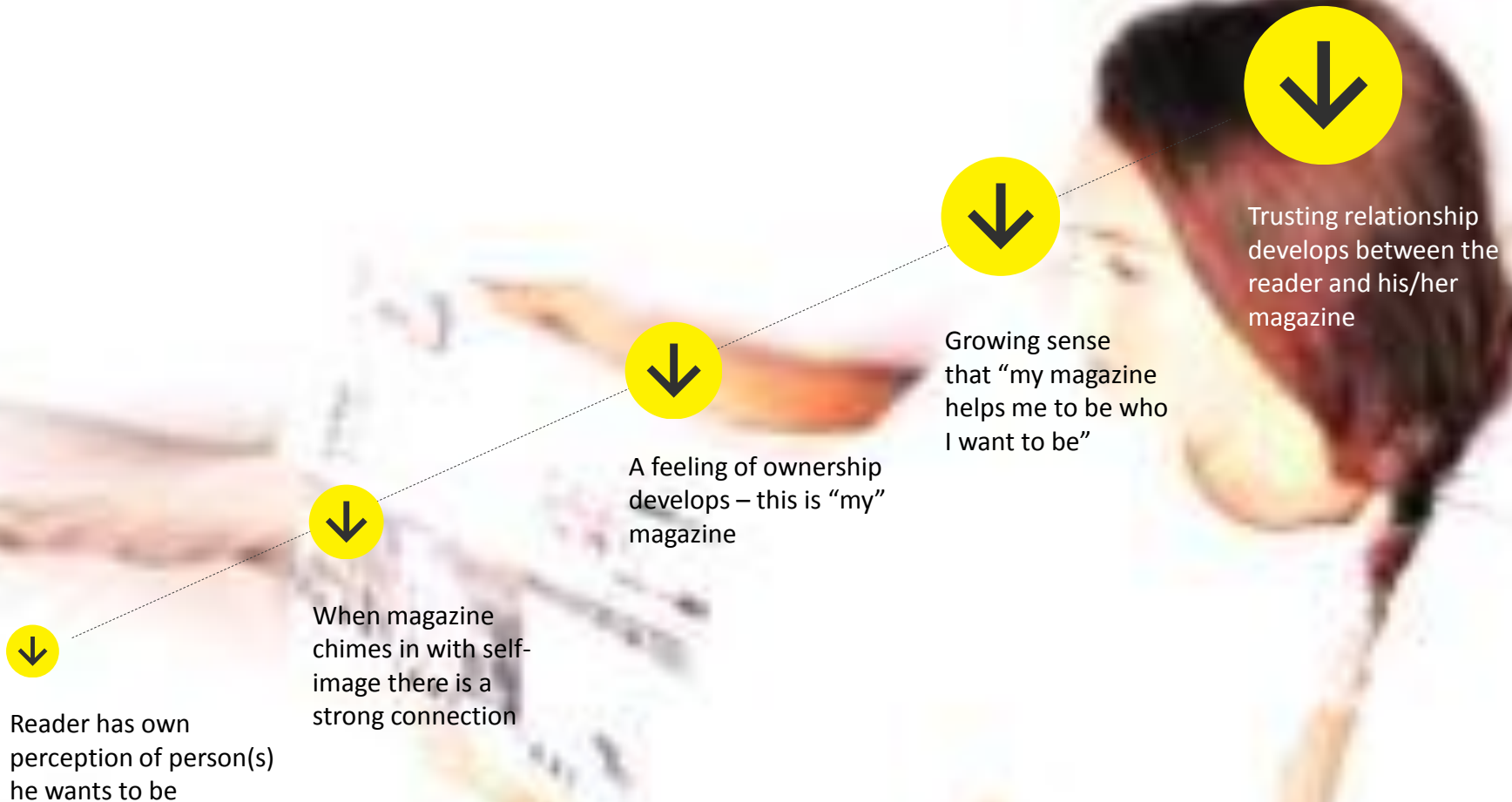


1. We look for shared values, interests and aspirations
2. A deep, personal connection is established

Resulting in

A “Best Friend” who is entertaining,
inspiring and trustworthy

“Friending Magazines” – How it works



Magazine readers are connected to and inspired by the titles they love



“My magazines are relevant” – 77%

“I feel connection with writers of magazines I regularly read” – 42%

“Magazines influence my thinking” - 52%

“I get value for my time with magazines” – 81%

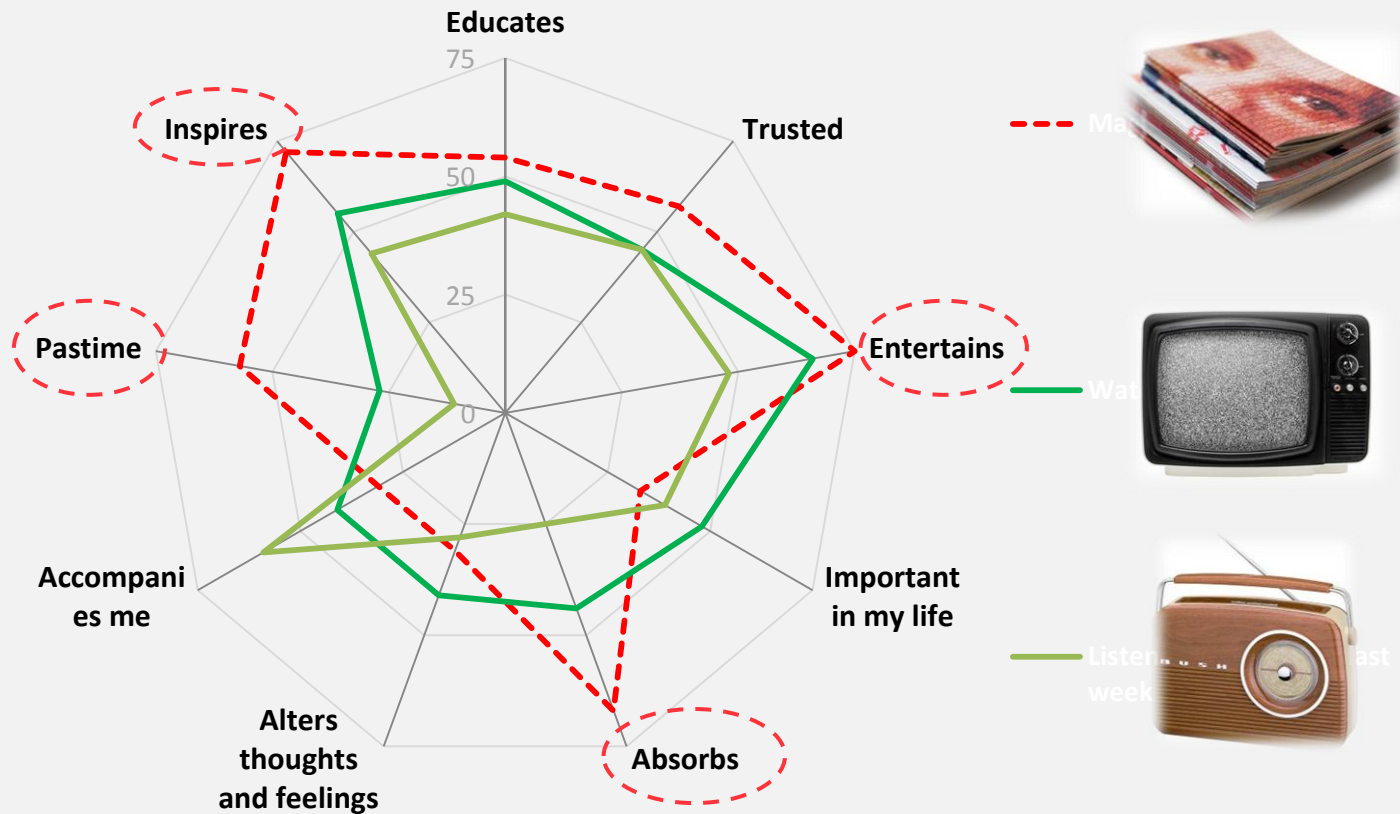
“I am often inspired by stories and columns in magazines” – 75%

“My magazines cover the issues I am most interested in” – 78%

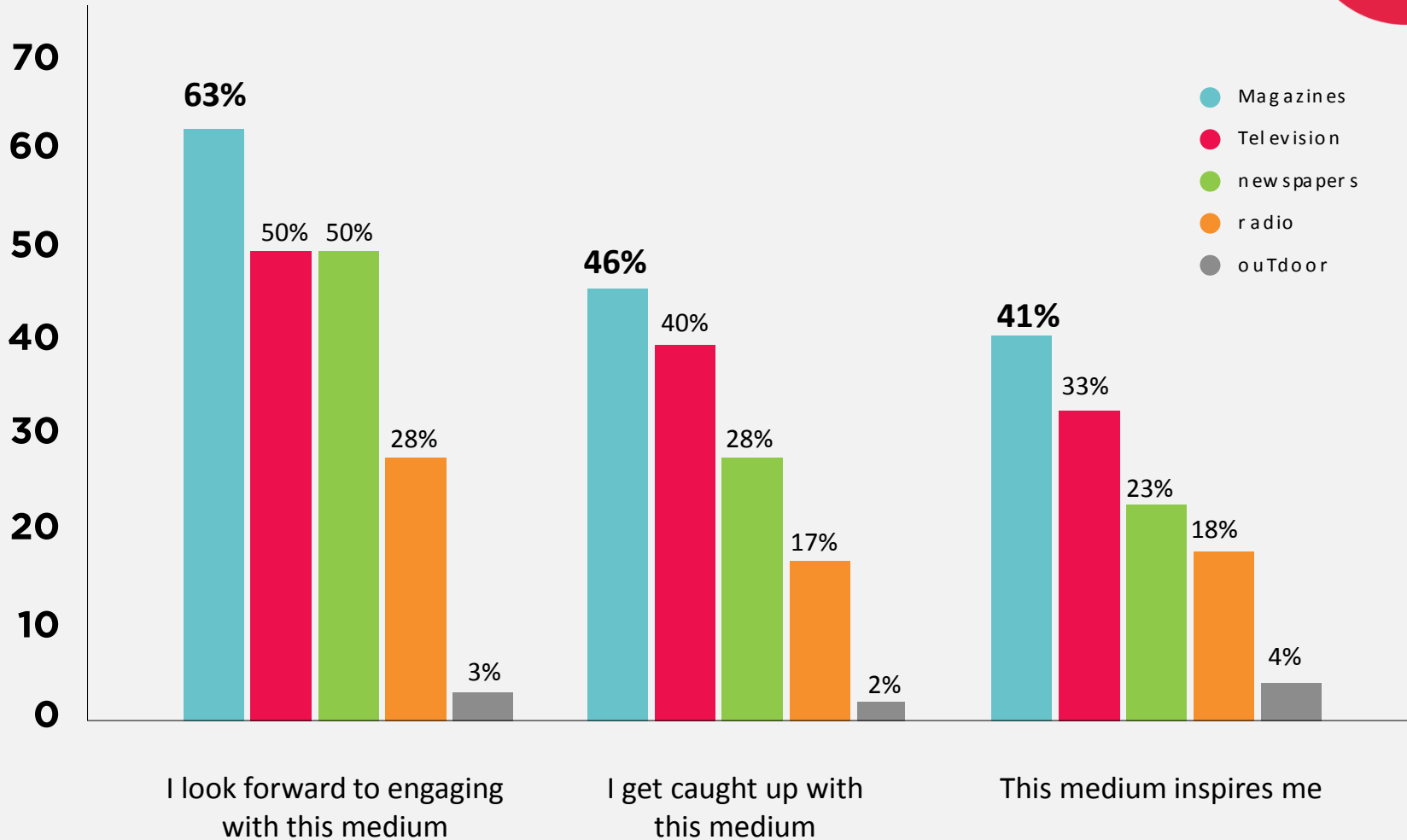
“I often reflect on things I read in magazines” – 74%



Magazines are more entertaining, absorbing and inspiring



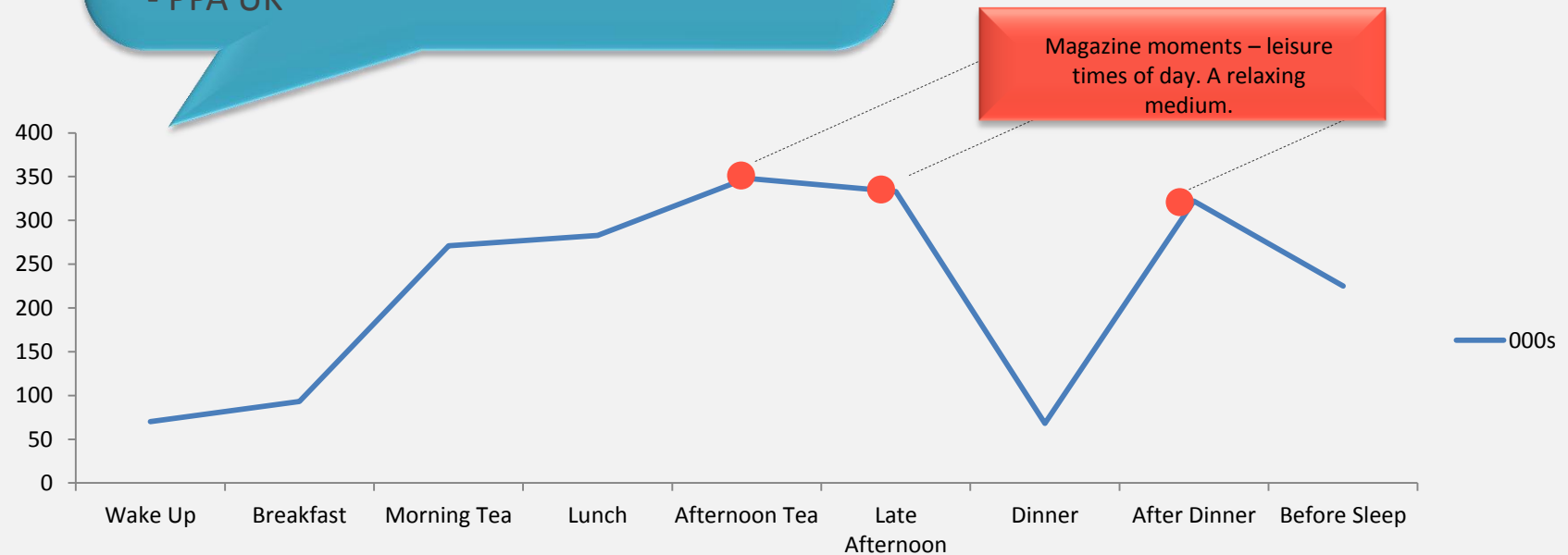
Resulting in an engaged readership



The “Magazine Moment...”



*“The magazine moment was described **warmly and positively** by all respondents. It was **treasured**, as a break from work/housework/homework/etc., a totally different activity which **transported the readers from their everyday situation...**”*
- PPA UK

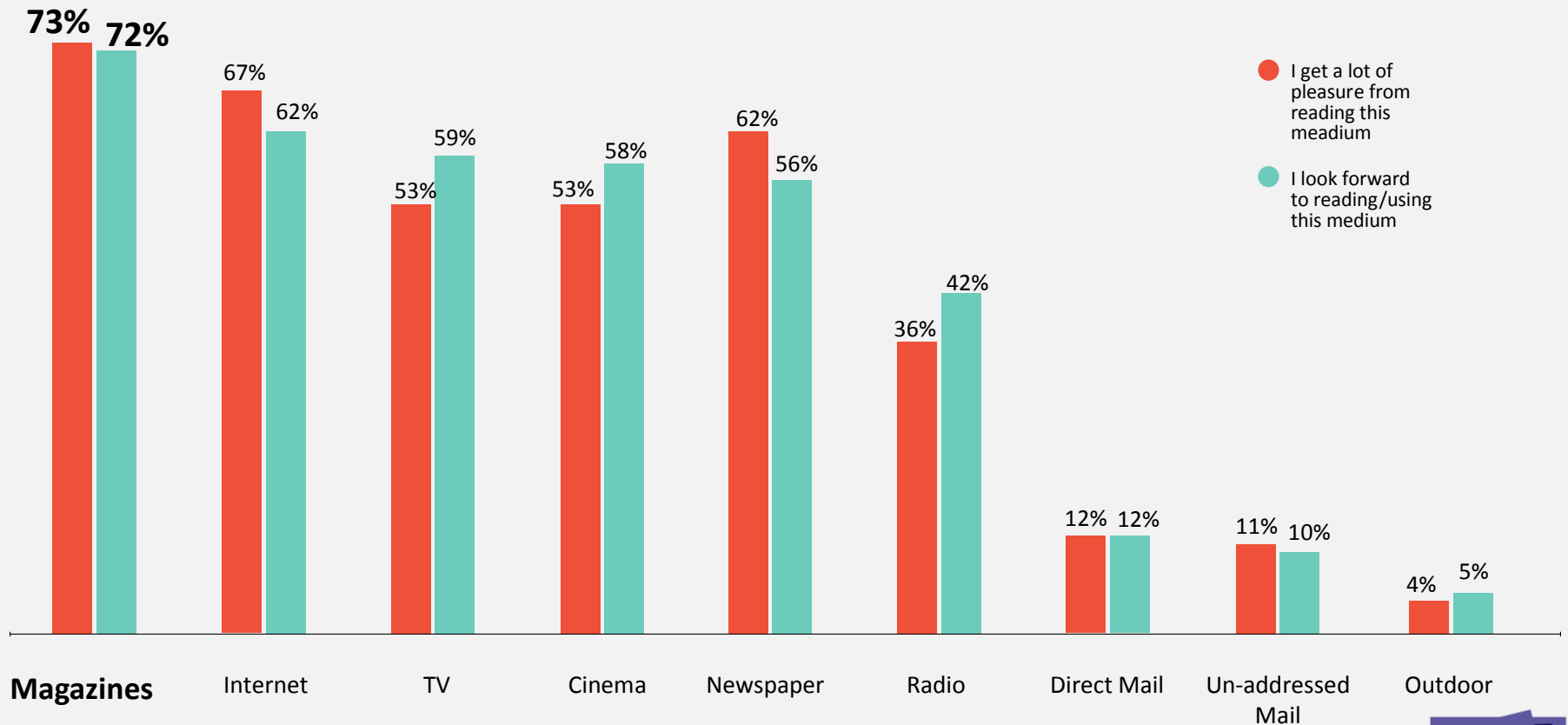


...provides “me” time, something to look forward to...



- 64% say they “like to use this medium **by myself**”
- 55% say it is their **personal treat**
- 73% say they **look forward to engaging** with this medium
- 54% say they **get caught up** with this medium
- 72% say they **get a lot of pleasure** from this medium

...making magazines the top ranking medium for pleasure and anticipation



Source: Nielsen CMI Q2 2012 – Q1 2013
Base 15+, magazine readers



So readers dedicate time to reading them



Time spent reading & pick ups

	AP 10+	THHS	Top NZ Earners	Working Mothers
Average Time Spent Reading by Primary Reader	77.9	79.4	72.1	80.5
Average Pick Ups by Primary Reader	5.7	5.7	5.2	5.2

Primary readers put aside time to read, spending an average of an **hour and 20 minutes** reading a single issue.

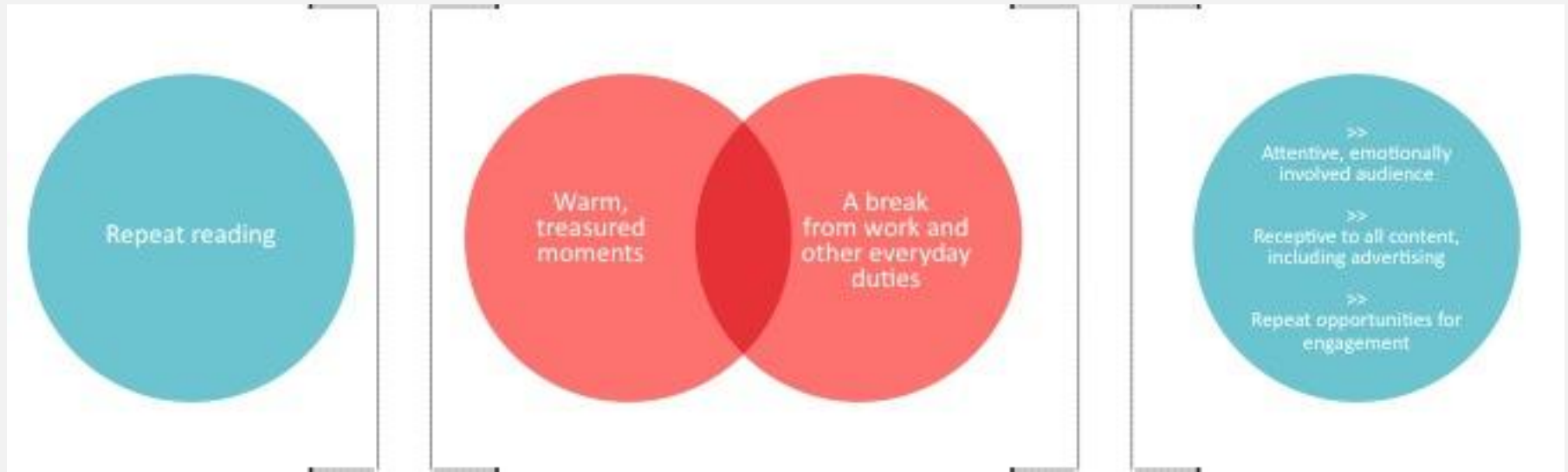
They come back to their magazines again and again, picking them up almost **6 times** in an average issue period.

Source: Nielsen CMI Q2 2012 – Q1 2013
Base 15+, magazine readers

* Average Time Spent reading a typical issue; Average times pick up an issue



What does that mean to advertisers?



Readers are in control
of what and when they
read

They create 'magazine
moments' to engage with
their magazines

Implications for
advertisers



Section 2: Magazines Drive Action



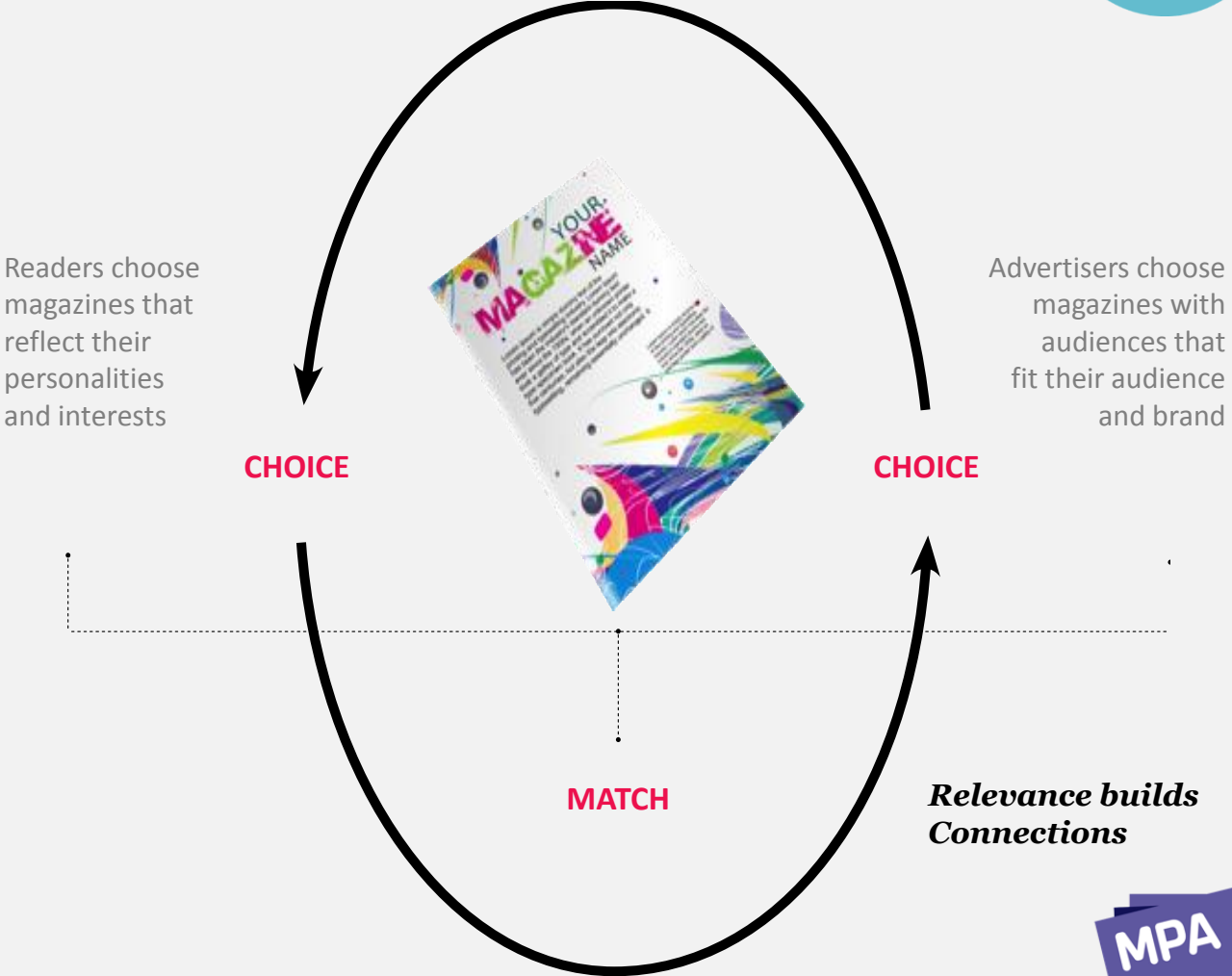
The perfect dating arrangement



Magazines are unique in the extent to which ads are welcomed by the audience

It's a virtuous circle

Media Matchmaker: It's About Relationships. Magazine Publishers of Australia 2009



This makes our readers more receptive to advertising messages



76%

of Magazine readers agree “I find magazine advertising less intrusive than TV or radio”

Even when compared to other media



54%
agree

“Information I get from this medium is trustworthy”
- 6 times more than OOH

45%
agree

“I don’t mind the ads so much in this medium”
- 2 times more than Television

31%
agree

“Ads in this medium are relevant to me”
- 72% more than Online

Leading to purchase consideration and actual purchase



68% of magazine readers
will buy something as a result of
reading a magazine

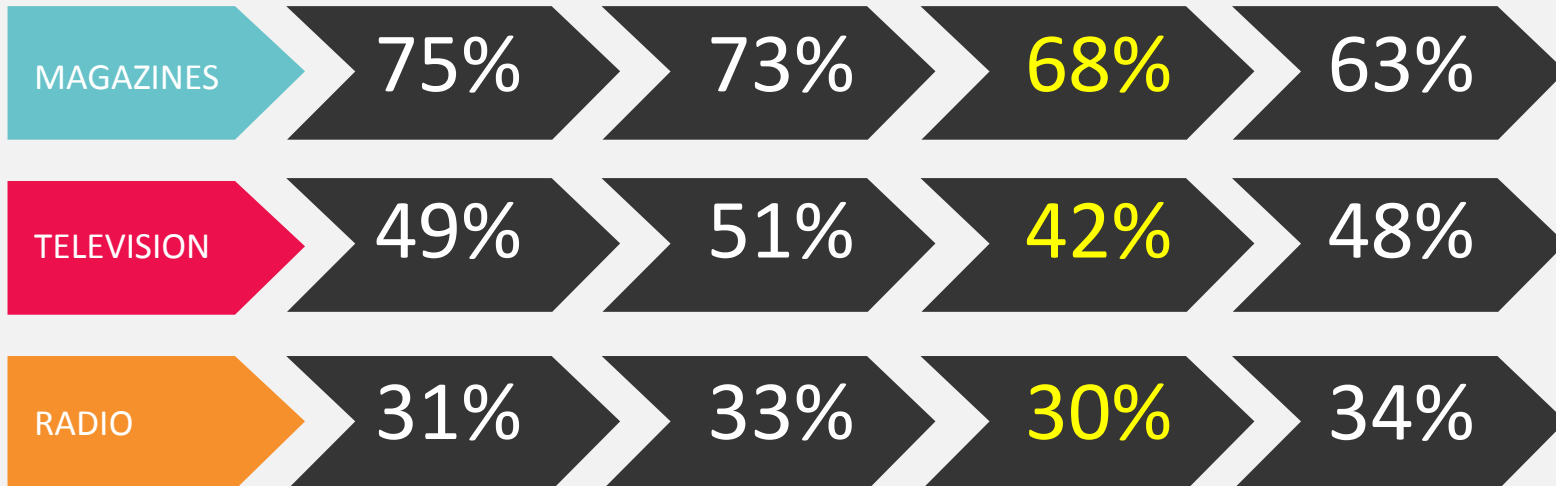


Consider
Purchase

Decide where
to buy

Actual
Purchase

Talk to
someone about
advertisement



... which is 62% greater than purchases
resulting from TV viewing

So magazine purchasers are higher spenders



Average Spend at Supermarket



Magazine buyers spend an average of \$27 more at supermarket

Magazines are also effective at driving online research



48% of TV viewers visited
a website after seeing TV
advertising

.....
**COMPARED
TO**
.....

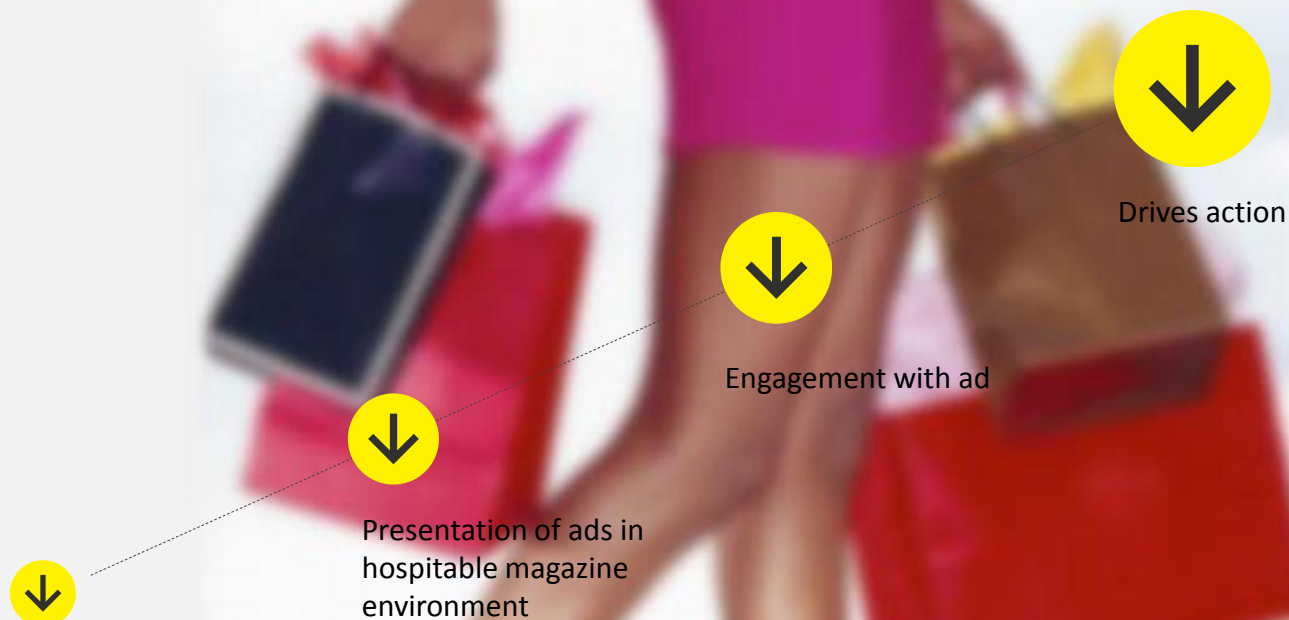
76% of magazine readers
(index 158)

Demonstrating that magazines are highly
effective when paired with digital

Magazine advertising drives action

hand

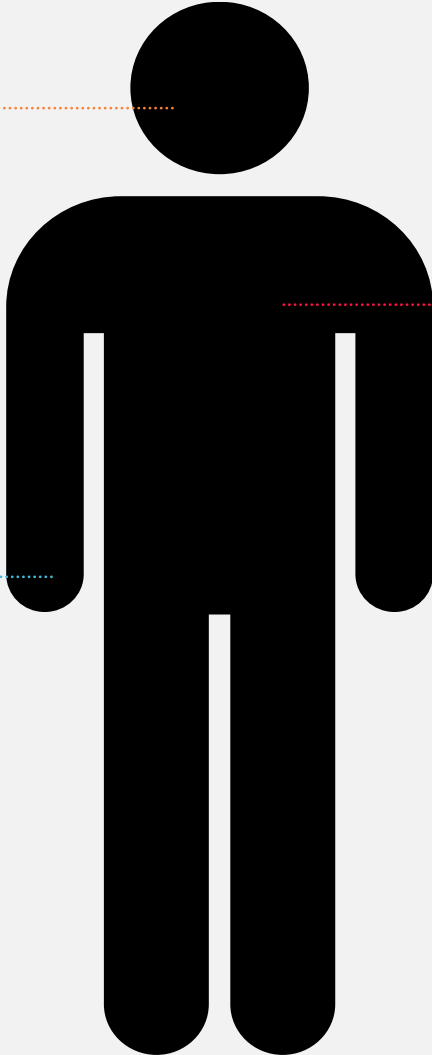
ACTION
ATTRIBUTES



ACTIONS:

- Information gathering
- Purchase consideration
- Purchase
- WOM
- Drive to online





4 Points to Remember:

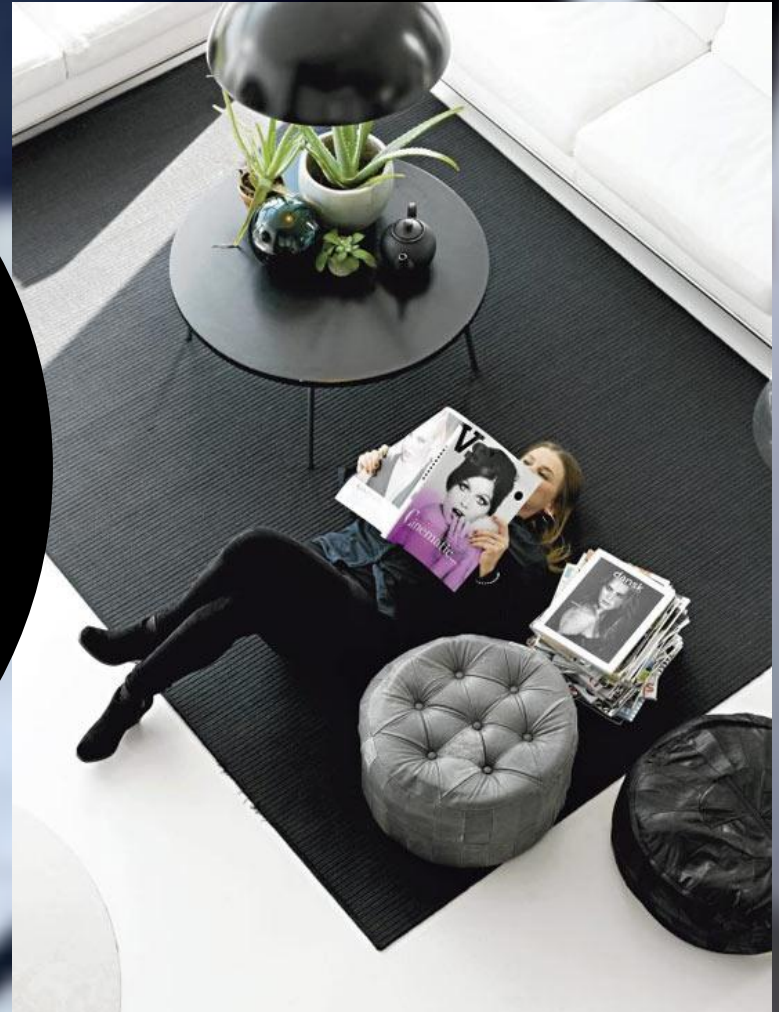
1. We choose our magazines the way we choose our friends, so trust develops
2. Focused time is given to reading, which means readers are highly engaged
3. Shared interests and trust results in a more receptive advertising environment
4. This in turn drives action, resulting in research, WOM and sales!



If you need more, get in touch:
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Anatomy **of** MAGAZINE ENGAGEMENT



APPENDIX:



PROOF^{OF} PERFORMANCE



GUY CONSTERDINE

FIPP

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

- Collated from 110 pieces of evidence-based global research
- Distilled down to create a case for magazine media which will apply in any country
- “It doesn’t apply here” Really?

- New model media engagement
- 24 engagement statements
- How media influence purchase decisions
- Deep dive into magazine engagement
- 3,000 respondents
- Fused with CMI

From statements to dimensions

Educates	<p>Good for finding out what's new</p> <p>It gives me useful information</p> <p>Information I get from this medium is trustworthy</p> <p>Information I get from this medium is credible</p> <p>It helps me form opinions</p>
Trusted	<p>Information I get from this medium is trustworthy</p> <p>Information I get from this medium is credible</p>
Entertains	<p>I get a lot of pleasure from this medium</p> <p>It is good entertainment value</p> <p>It puts me in a good mood</p> <p>I look forward to using this medium</p>
Important in my life	<p>This medium is important in my life</p> <p>I could not do without this medium</p>
Absorbs	<p>I look forward to using this medium</p> <p>I get caught up with this medium</p> <p>It demands my attention - difficult to do other things</p> <p>I like to experience this medium by myself</p>
Alters thoughts and feelings	<p>It often changes the way I feel</p> <p>It can make me feel happy or sad</p> <p>It often changes the way I think</p>
Accompanies Me	<p>It is easy to do other things while using this medium</p>
Pastime	<p>It is my personal treat</p>
Inspires	<p>I think this medium is pretty cool</p> <p>This medium often inspires me</p>

