

TEN THINGS TO LOVE ABOUT MAGAZINES

1



Sources: NPS, ABC, PWC,
Wessenden Marketing

Magazines are thriving

- there are 3,212 consumer magazines in the UK
- they reach 87% of the total adult population
- UK consumers will spend £2.5bn on magazines this year

2



Sources: NPS, Dead Tree
Media

Magazines are adored by the youth market

- 15 to 24-year-olds are the age group most likely to read magazines
- 91% of this age group read magazines but are light users of broadcast media
- they read 24% more titles than the average British adult

3



Sources: Henley Centre

Magazines understand and meet consumers' needs

- magazines are seen as a trusted friend
- they are kept and referred to
- they are viewed as long term companions

4



Sources: Henley Centre

Magazines command trust and greater attention

- they spark conversations with friends, family and colleagues
- magazines are an advocate for communities of common interest
- they bring a halo effect to advertising featured alongside relevant content

5



Sources: PPA/BMRB

Magazines drive word of mouth

- magazines and television are the most effective media in driving word of mouth
- outperform newspapers, radio and the internet in 10 out of 11 categories
- magazines drive WOM among 57% of the population

6



Sources: Henley Centre

Magazines provide a bridge to further interaction

- they provide access to natural networks of common interest
- magazines stimulate interest in a topic and then direct readers to further avenues to explore
- they work hand in hand with digital because core magazine readers are techno-savvy

7



Sources: Stop/Watch

Magazines advertising is valued and absorbed

- the targeted nature of magazines means that ads are relevant
- they're not an interruption of content, but part of the offering
- as a result, there is no issue of advertising clutter in magazines

8



Sources: BMRB/TGI

Magazines drive online behaviour

- magazines are the primary driver of online purchase in 70% of product categories
- they are the most effective medium to drive online purchase of cosmetics, fashion accessories, toiletries, entertainment tickets, food, clothing, travel tickets, and holidays

9



Sources: PPA Sales
Uncovered

Magazines deliver more cost effective marketing

- they deliver a 79% ROI during the campaign
- expanding to 177% over a 12 month period

10



Sources: BMRB/ Mercury

Magazines can optimise audience reach

- at a 1/3 of the cost of television
- increasing the reach of light TV viewers by 50%
- increasing frequency by 25%