

Passion

Passion Content Launch

Findings

Client Magazine Publishers of Australia (MPA)

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Survey flow

SECTION	KEY QUESTIONS	OBJECTIVE	SAMPLE
Screenener (10 mins)	<ul style="list-style-type: none"> Screening on demographics and readership of key magazines Media consumption and attitudes to media channels 	<i>Understand role of magazines in a broad media context</i>	N=2,276 Female Australians <i>(nationally representative on age and location)</i>
Attitudes and Behaviour (5 mins)	<ul style="list-style-type: none"> Attitudes to magazines read Readership behaviour 	<i>Understand engagement with each title/category</i>	
Brand metrics (10 mins)	<ul style="list-style-type: none"> Awareness, consideration and feeling towards all of the brands featured in the campaigns 	<i>Collect brand health metrics for analysis</i>	N=2,013 Female Magazine Readers
Ad recall (10 mins)	<ul style="list-style-type: none"> Recall of each ad exposed to Claimed call to action of each ad recognised 	<i>Collect ad recall for analysis</i>	
Demographics (2 min)	<ul style="list-style-type: none"> Additional demographics 	<i>For profiling</i>	

MEDIA CONSUMPTION AND ATTITUDES TO MEDIA CHANNEL QUESTIONS REMOVED AFTER THE FIRST 2,276 INTERVIEWS TO REDUCE SURVEY LENGTH

Print magazines included in this research

Magazines were grouped by category for analysis

Home



Lifestyle



Health



Fashion



Food



Weeklies



Online magazines included in this research

Websites were grouped by category for analysis

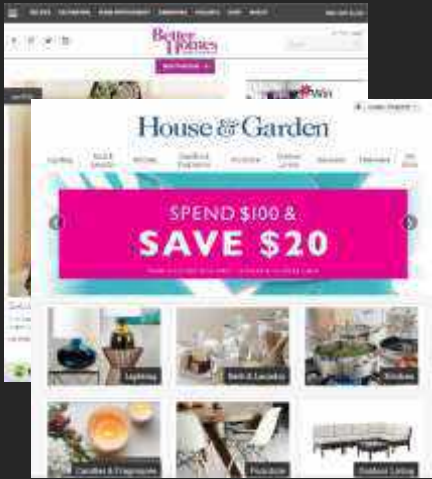
Home

Lifestyle

Health

Fashion

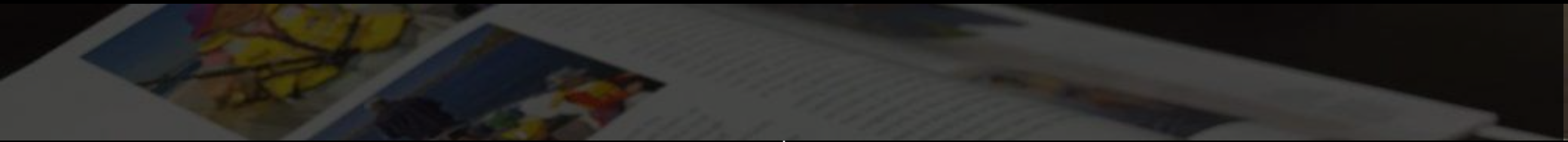
Food



Weeklies



Category Sample Size



	Total Readers	Print Readers	Online Readers
Food	1,019	486	907
Lifestyle	734	563	358
Fashion	499	343	352
Home	697	535	379
Health	244	158	120
Weeklies	1,228	1,162	458



MAGAZINES REACH YOUR MOST VALUABLE CUSTOMERS

PASSION FOR MAGAZINES DRIVES RESPONSE

MAGAZINES ARE THE MOST TRUSTED SOURCE OF INFORMATION ON BRANDS AND PRODUCTS

MAGAZINE BRANDS ARE NO LONGER JUST PRINT

MAGAZINES REACH YOUR MOST INFLUENTIAL CUSTOMERS

MAGAZINES DELIVER CURATED CONTENT THAT INSPIRES AND INFLUENCES

MAGAZINES BUILD BRANDS AT ALL STAGES OF THE CUSTOMER JOURNEY

MAGAZINES PROVIDE A DEEPLY ENGAGED AUDIENCE FOR YOUR BRAND

Magazines transcend boundaries: monthly

77%

of those who claim to read an
online magazine once a month,
also claim to read a
print magazine once a month

63%

of those who claim to read a
print magazine once a month,
also claim to read an
online magazine once a month



BASE: NATIONALLY REPRESENTATIVE SAMPLE OF FEMALE AUSTRALIANS

Magazines transcend boundaries: weekly

63%

of those who claim to read an **online magazine once a week,** also claim to read a **print magazine once a week**

56%

of those who claim to read a **print magazine once a week,** also claim to read an **online magazine once a week**



BASE: NATIONALLY REPRESENTATIVE SAMPLE OF FEMALE AUSTRALIANS

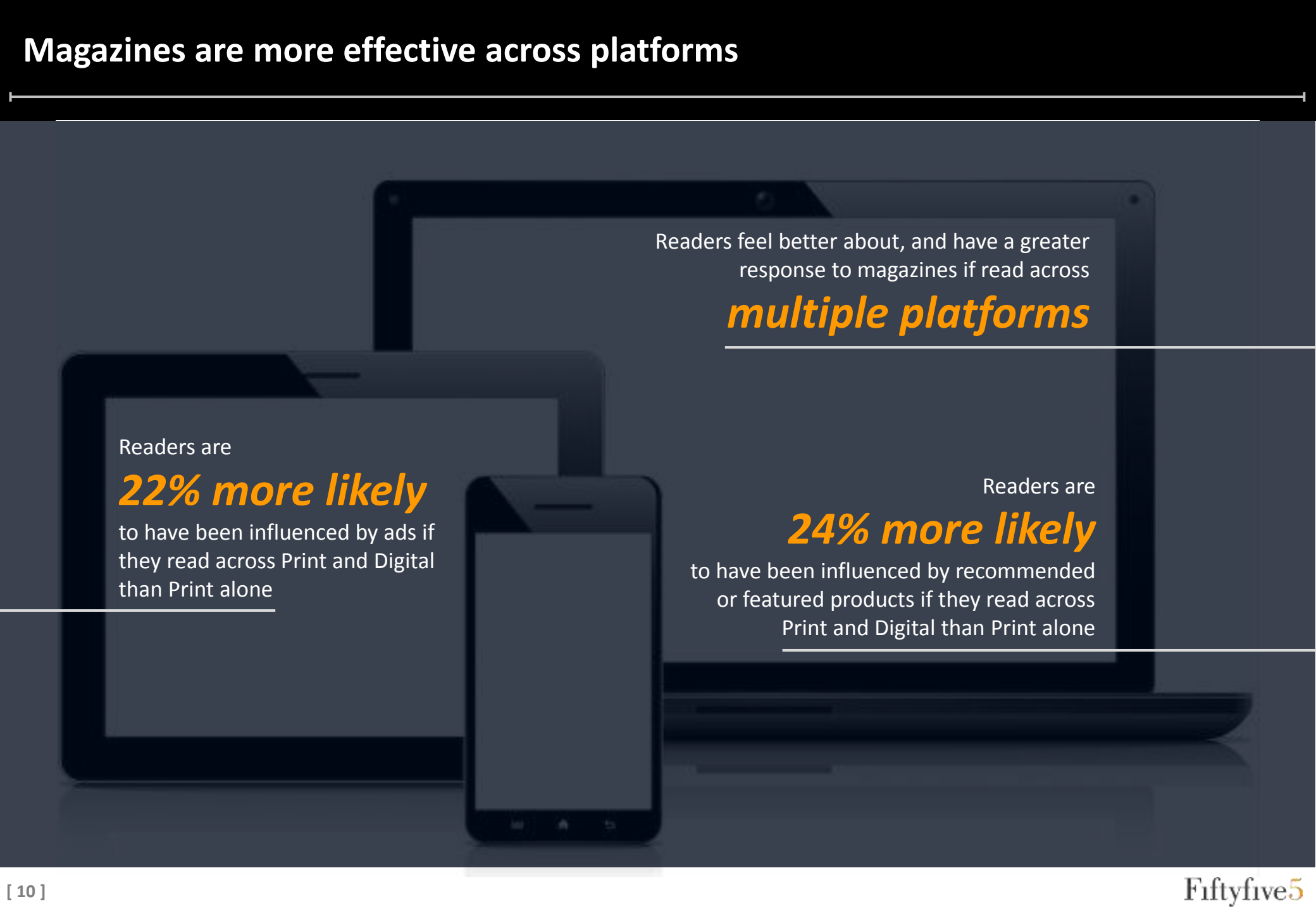
Magazines transcend boundaries

46%

of print magazine readers went online after reading - either to visit the magazine's online elements or search for more information about products they'd seen



Magazines are more effective across platforms



Readers feel better about, and have a greater response to magazines if read across

multiple platforms

Readers are

22% more likely

to have been influenced by ads if they read across Print and Digital than Print alone

Readers are

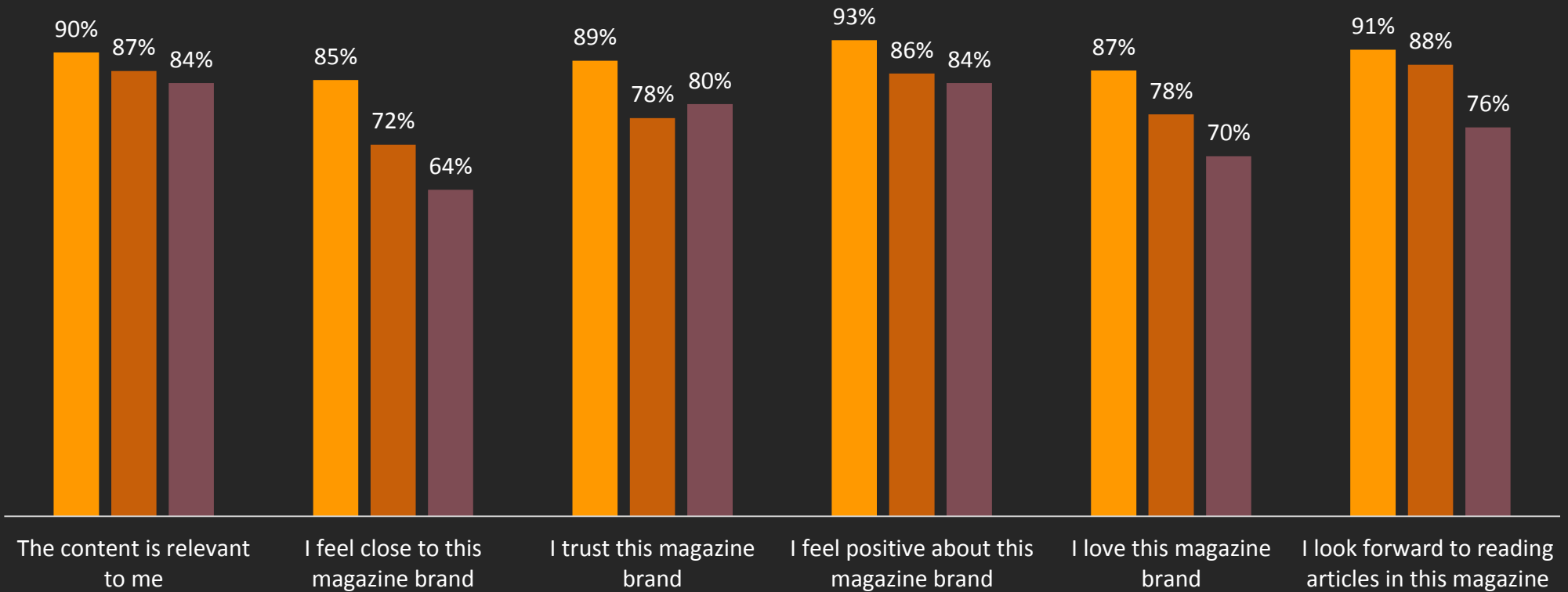
24% more likely

to have been influenced by recommended or featured products if they read across Print and Digital than Print alone

Readers feel better about magazines if read across multiple platforms

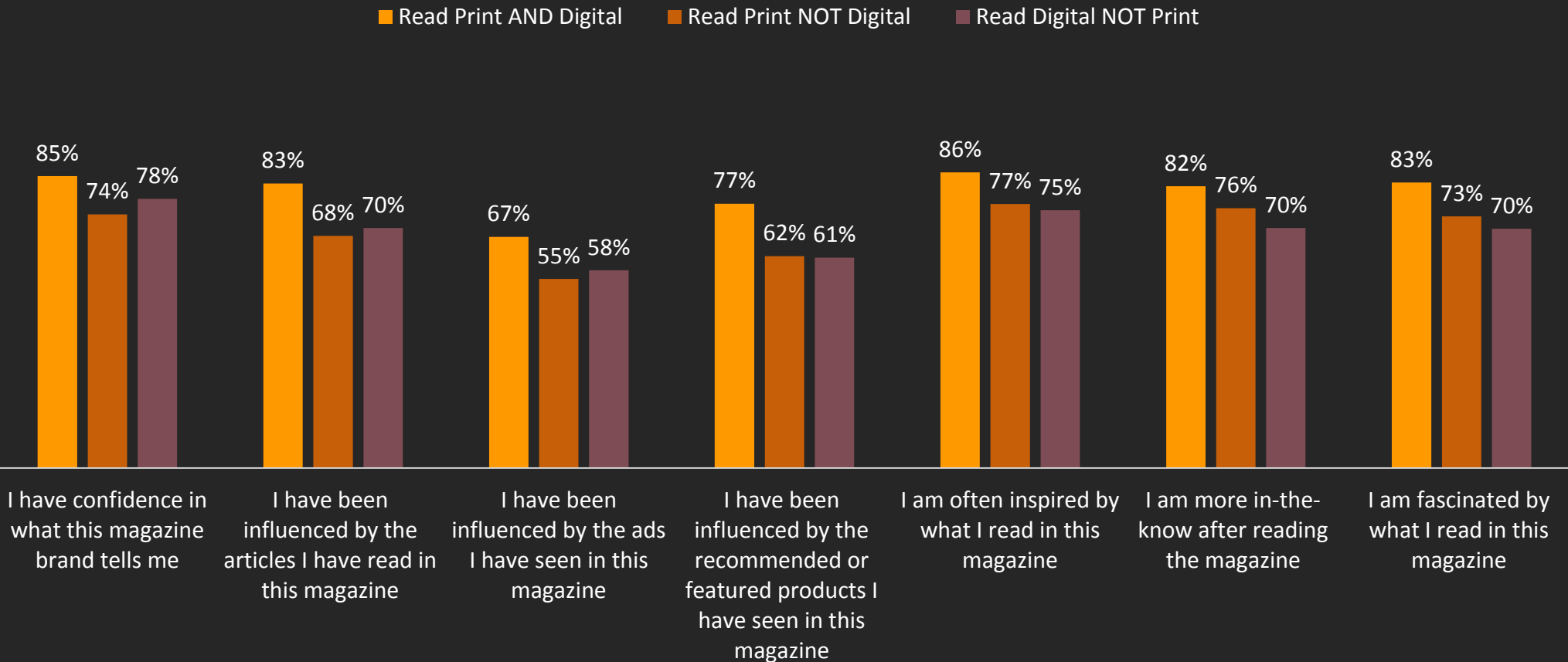
Attitude to magazines

■ Read Paper AND Digital ■ Read Paper NOT Digital ■ Read Digital NOT Paper



Readers have a greater response to magazines if read across multiple platforms

Attitude to magazines



Magazines reach your most valuable consumers



Magazine readers spend

29%

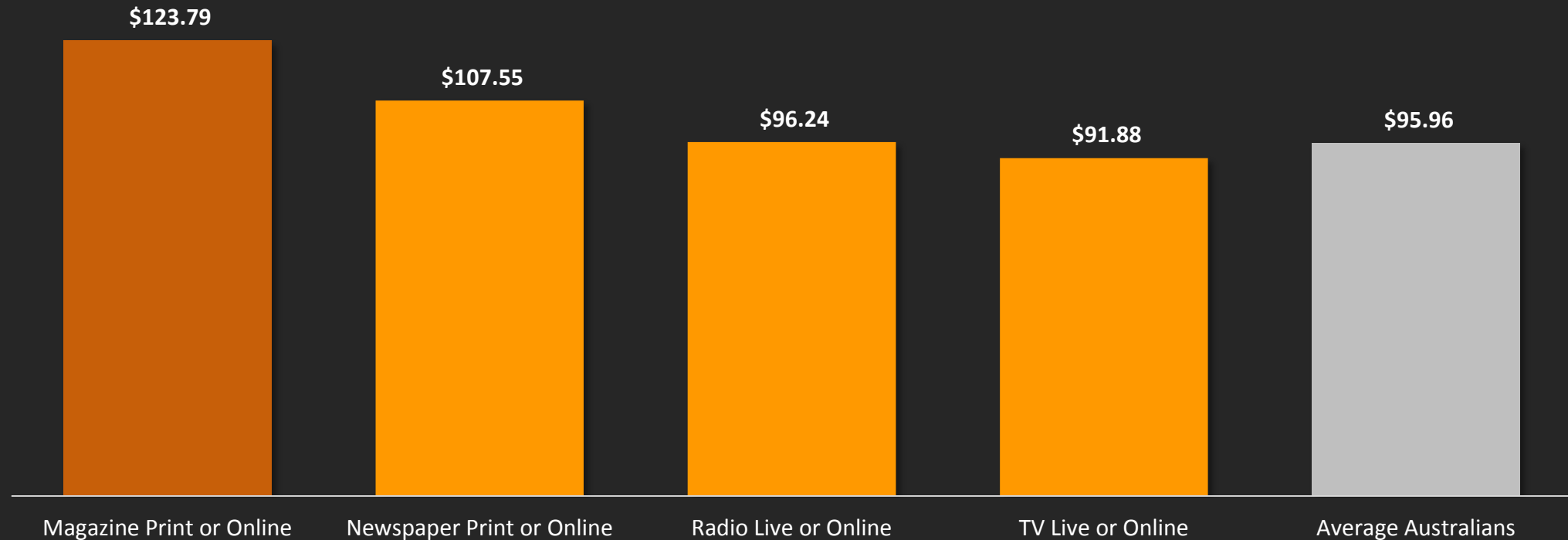
more on their interests
than the **average**
Australian

Online magazine readers
are particularly valuable –
spending **40%** more on
their interests than the
average Australian

Magazine readers (print or online) spend 29% more on their interests than the average Australian

Average monthly spend on interests

Average spend on interests by media users
(once a week or more often)

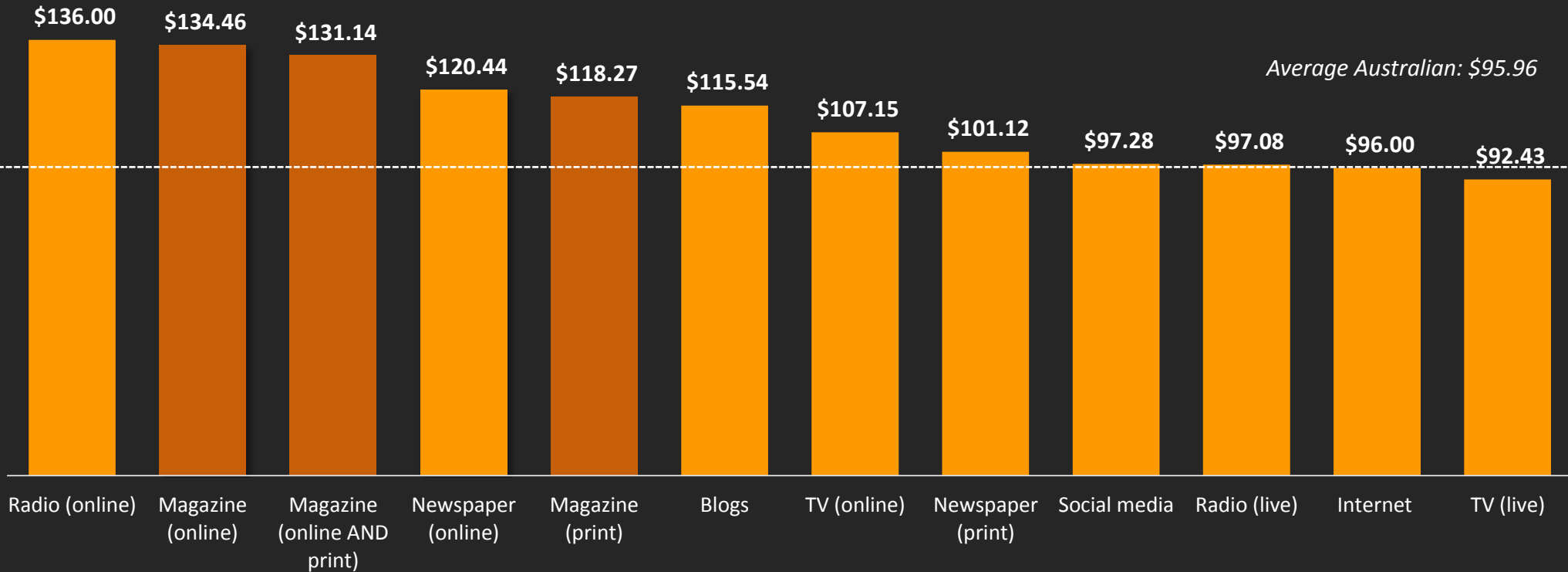


Magazine readers also spend 25% more on their interests than newspaper (print or online) readers

BASE: AMONGST WEEK USERS OF EACH MEDIA

Online magazine readers are particularly valuable – spending 40% more on their interests than the average Australian

Average monthly spend on interests



And 16% more than those who visit blogs

BASE: AMONGST WEEK USERS OF EACH MEDIA

Magazines reach the most influential consumers

Magazine readers are

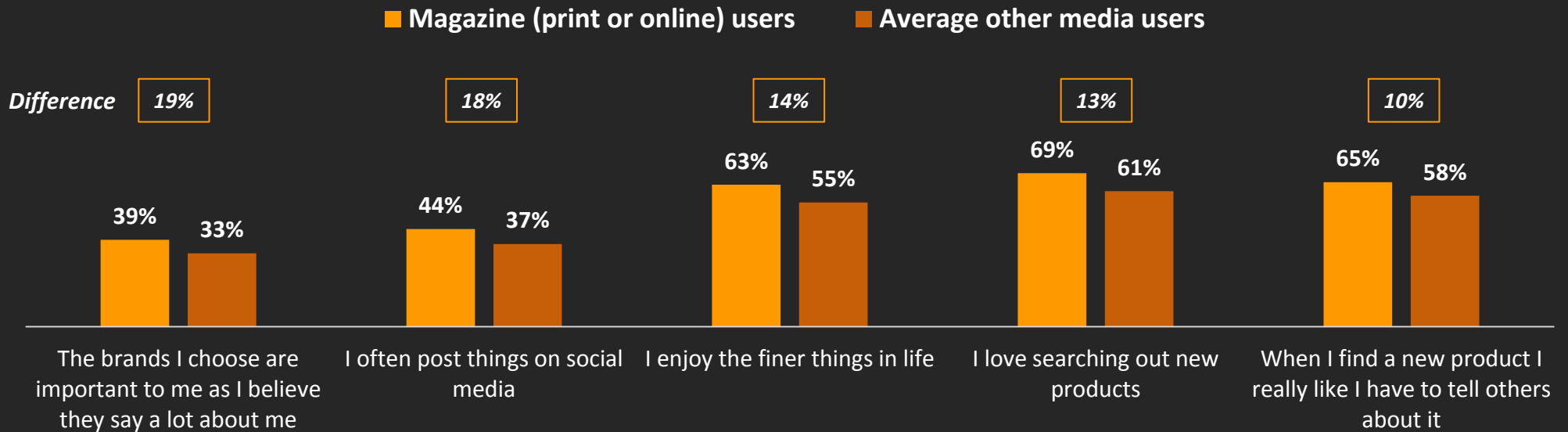
18%

more likely to post on social media versus other media users



Magazine readers are more likely to be lead consumers than other media users

Top 2 box agreement by media users (once a week or more often)



BASE: AMONGST WEEK USERS OF EACH MEDIA

Online magazines most effective at reaching influential consumers

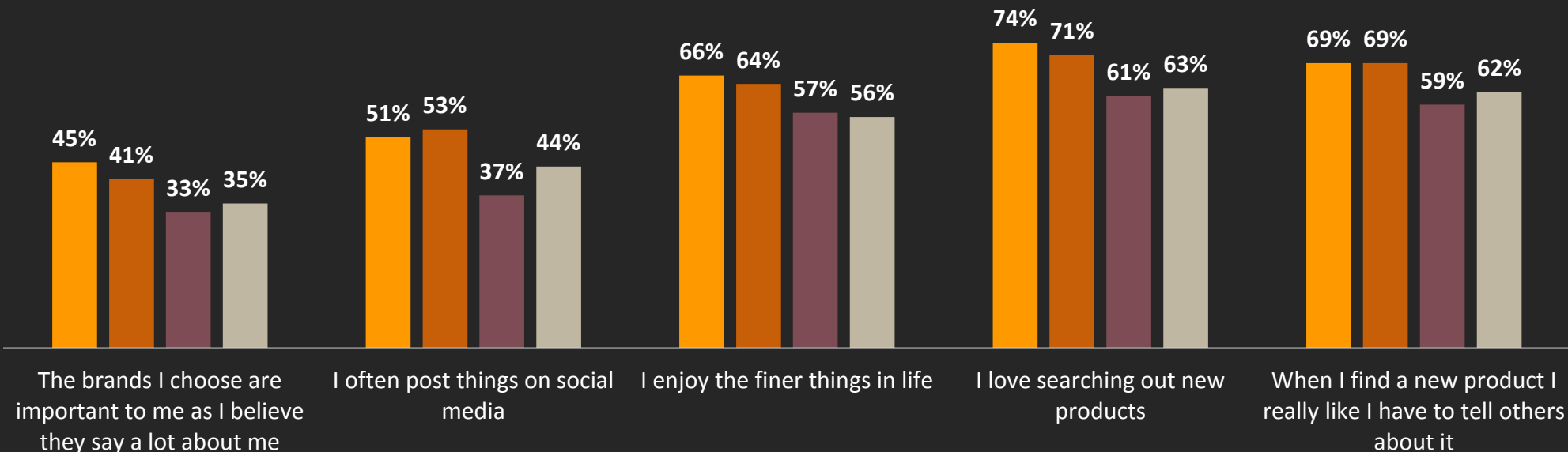
Online magazine readers are more active online and vocal about new products than other internet users:



Online magazine readers are 38% more likely post on social media than other internet users

Top 2 box agreement by media users (once a week or more often)

■ Magazine (online) users ■ Blog users ■ Internet users ■ Social media users



Online magazine readers are just as likely to be early adopters as blog visitors

BASE: AMONGST WEEK USERS OF EACH MEDIA

Magazines provide a deeply engaged audience for your brand



print magazine readers spend
on average

1 hour 17mins

reading each edition, with
2 in 3 reading

at least 70%

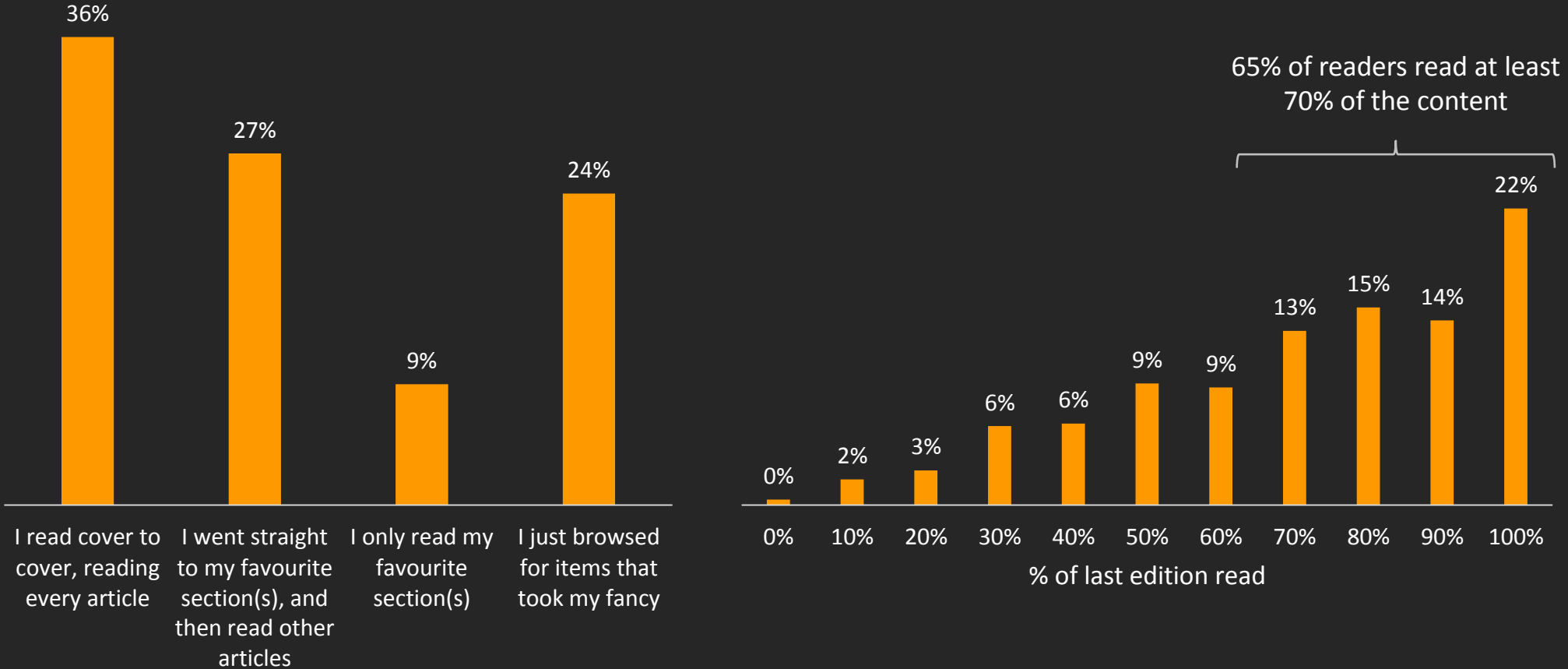
of the content

Time spent with magazines is
treasured, providing a 'welcome
break'

for 82% of readers

Print magazine readers spend on average 1 hr 17mins reading each edition, with 2 in 3 reading at least 70% of the content

Reading behaviour – print Magazines



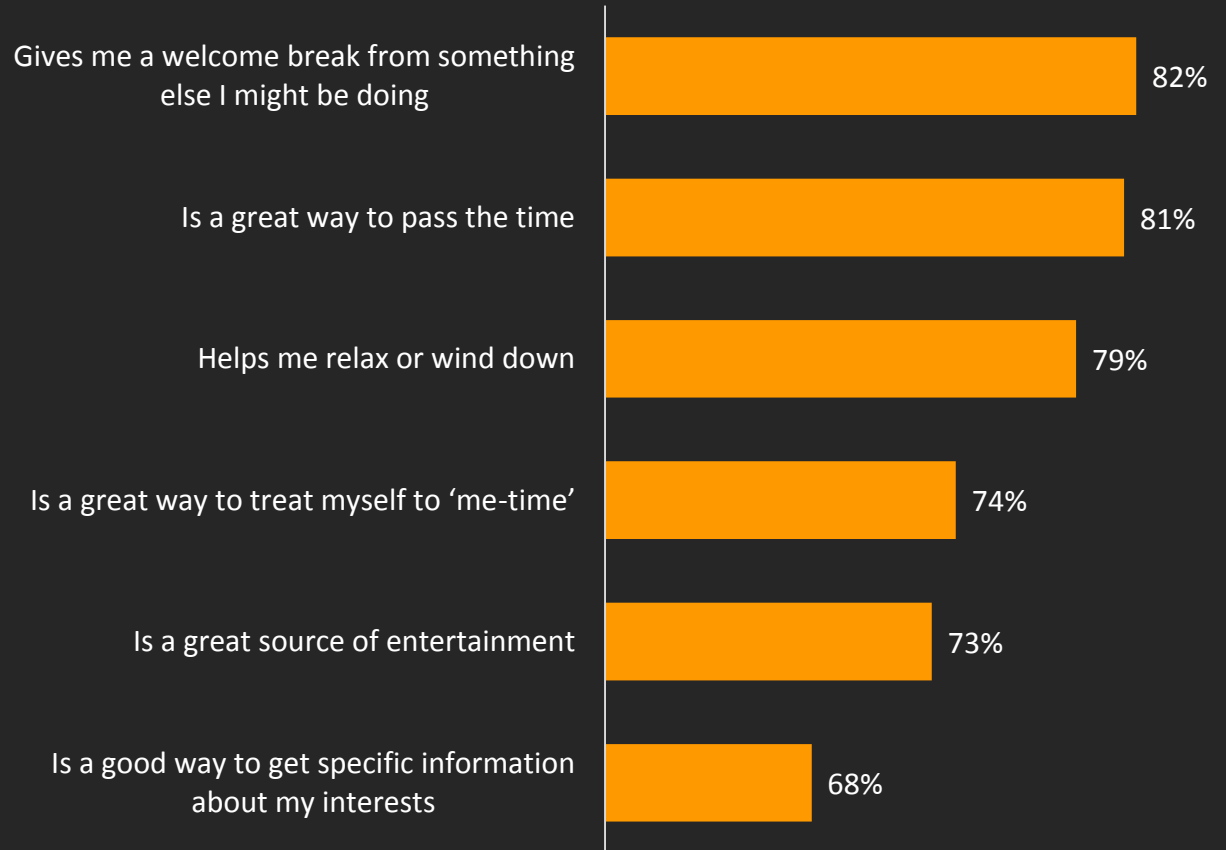
Average time spent reading each edition: 1 hr 17mins

Time spent with magazines is treasured

% Top 2 box agreement with magazines (online or print)

- Magazines give 82% of readers a welcome break and 74% read magazines to treat themselves to some 'me time'

- 79% print readers say it helps them relax or wind down



BASE: AMONGST WEEKLY USERS OF EACH MEDIA

Magazines provide a captive audience for your brand



Online magazine readers browse for an

average of 42 minutes,

reading on average

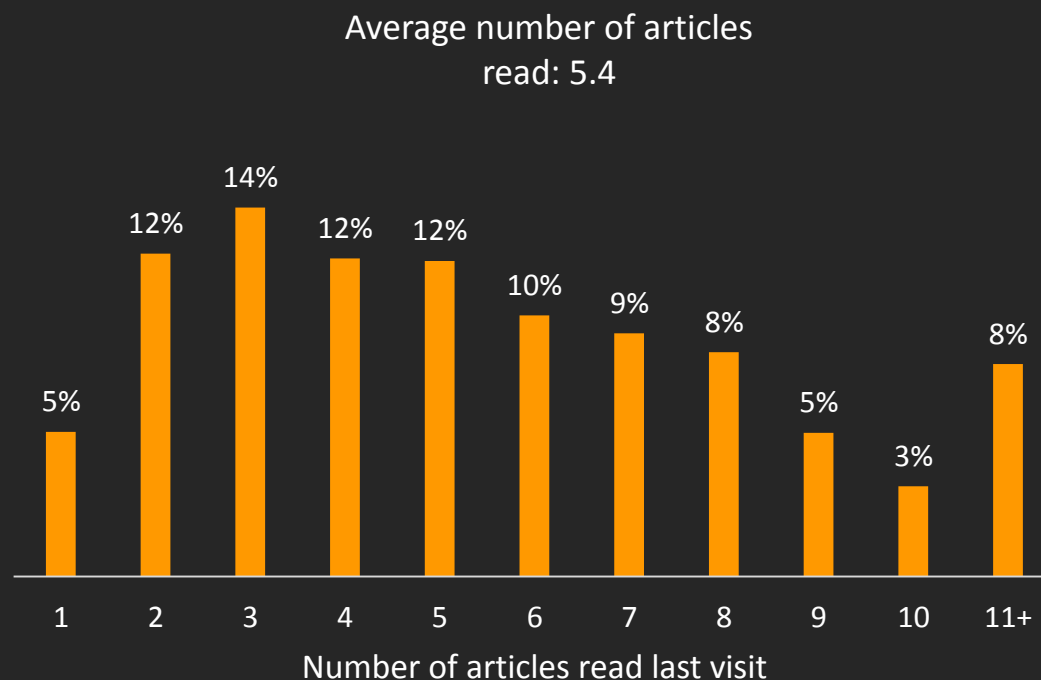
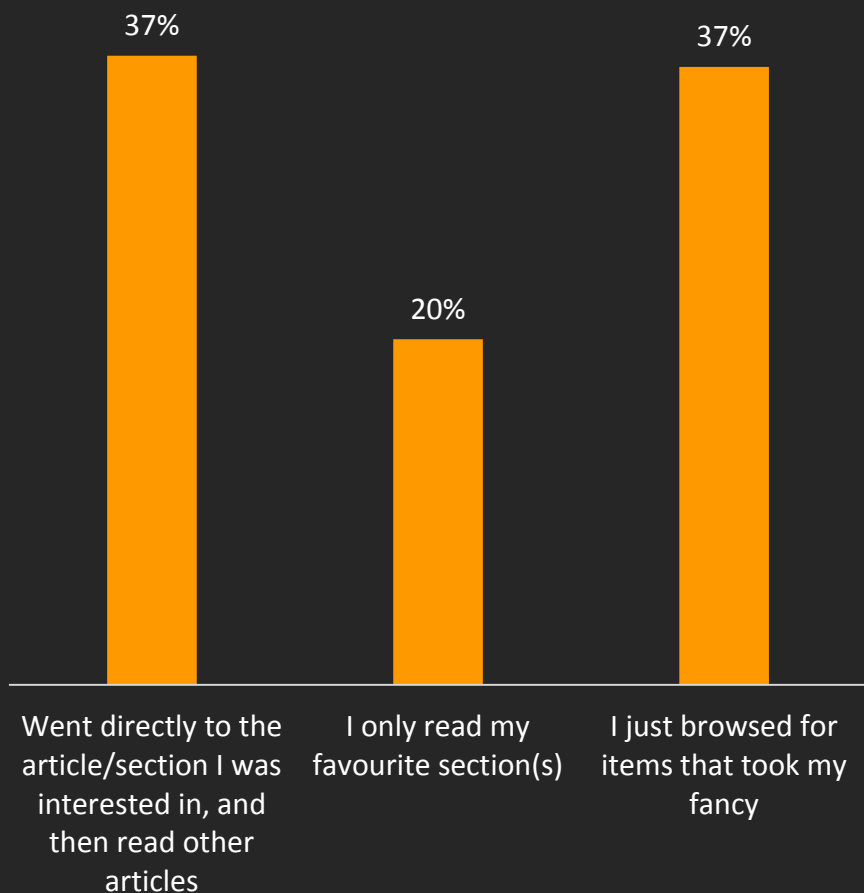
5.4 articles per visit

74% of online magazine readers
browse beyond their initial interest



Online magazine readers browse for an average of 42 mins, reading on average 5.4 articles per visit

Reading behaviour – Online magazines



Average time spent visiting the website: 42 mins

Magazines allow you to reach people on multiple occasions, building ad recall



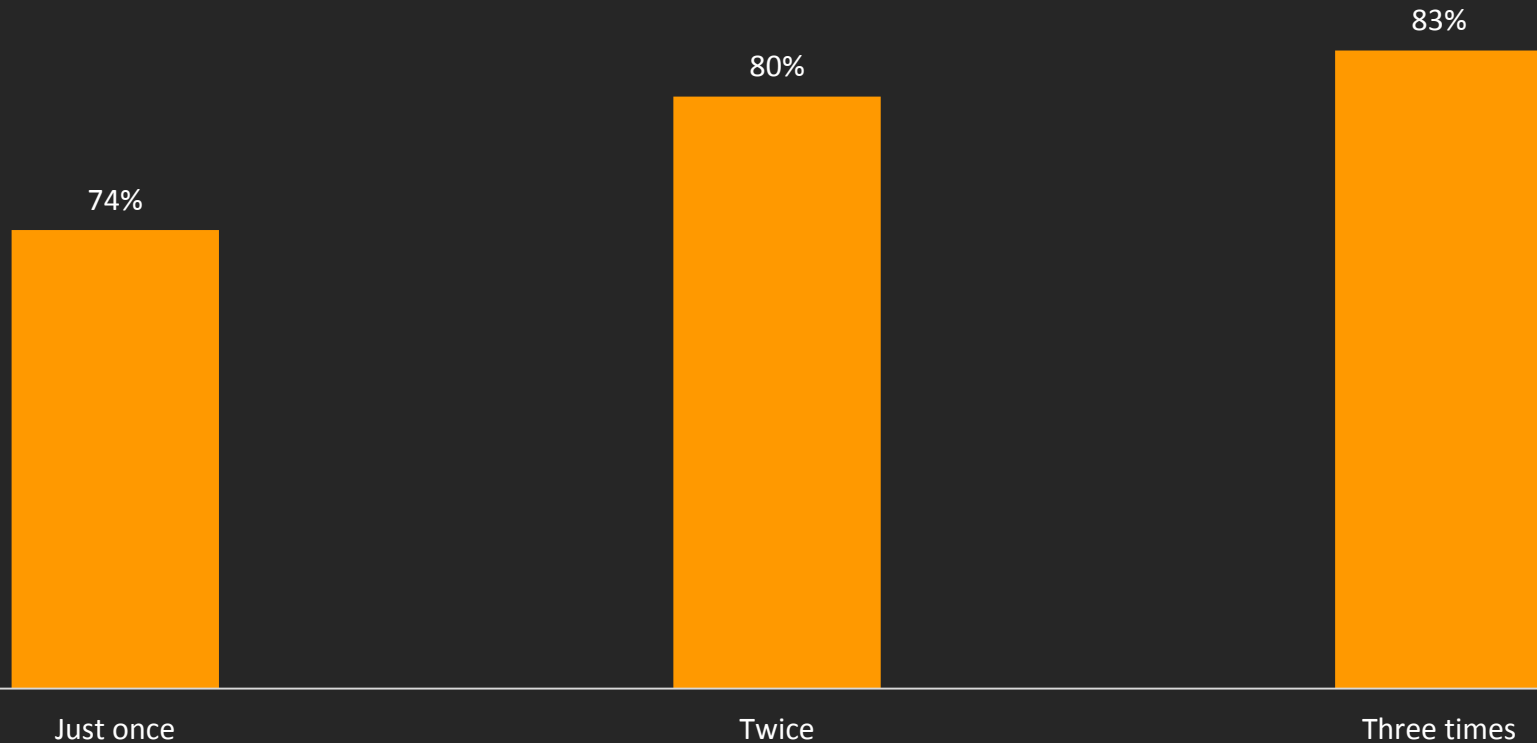
Each edition of a magazine is picked up and read on

average
2.7 times

The more a magazine is picked up and read, the higher the ad recall

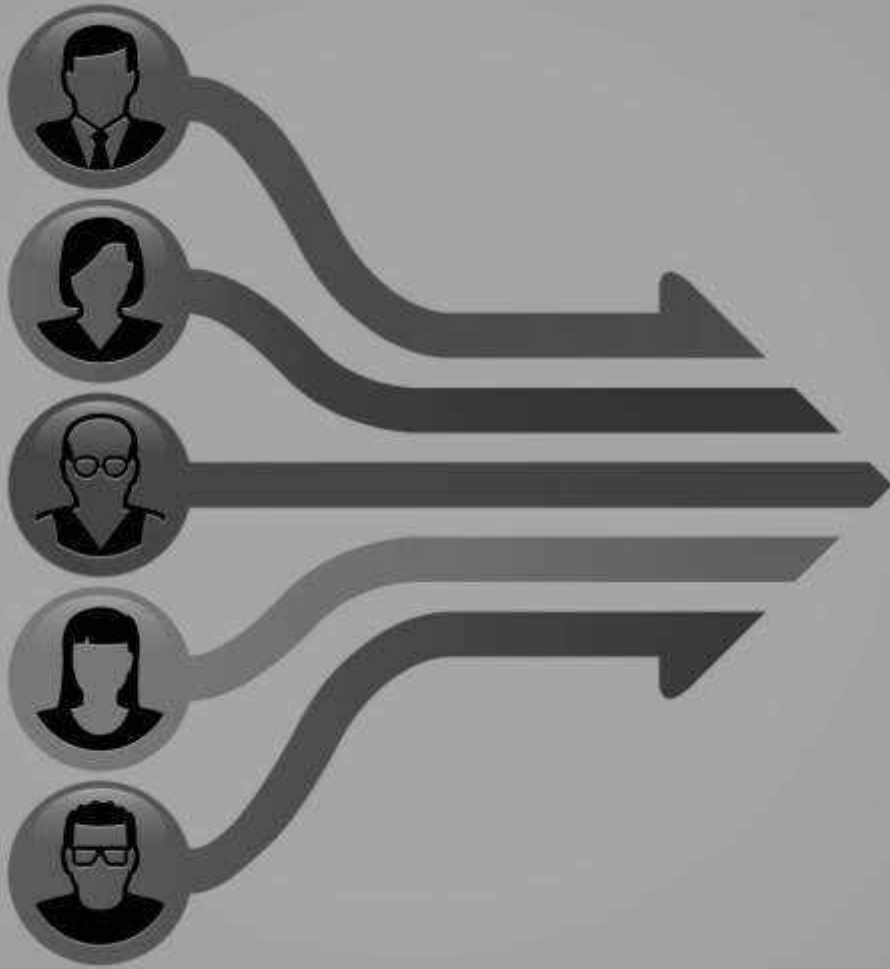
The more often a magazine is picked up and read, the higher the ad recall

% recall at least one ad (from print magazine)



Number of times picked up and read last edition

Magazines deliver curated content that inspires and influences



81%

of magazine readers believe the content is curated for people like them

78%

of magazine readers are inspired by the content

72%

of readers have been influenced by the content

Curation drives willingness to pay for content, both in print and online

Print magazine readers are

1 ½ times

more willing to pay for their content than other media users

Readers are

33% more willing

to pay for their content in print magazines, than in print newspapers

1 in 3

online magazine readers are willing to pay for the content they read

Online magazine readers are

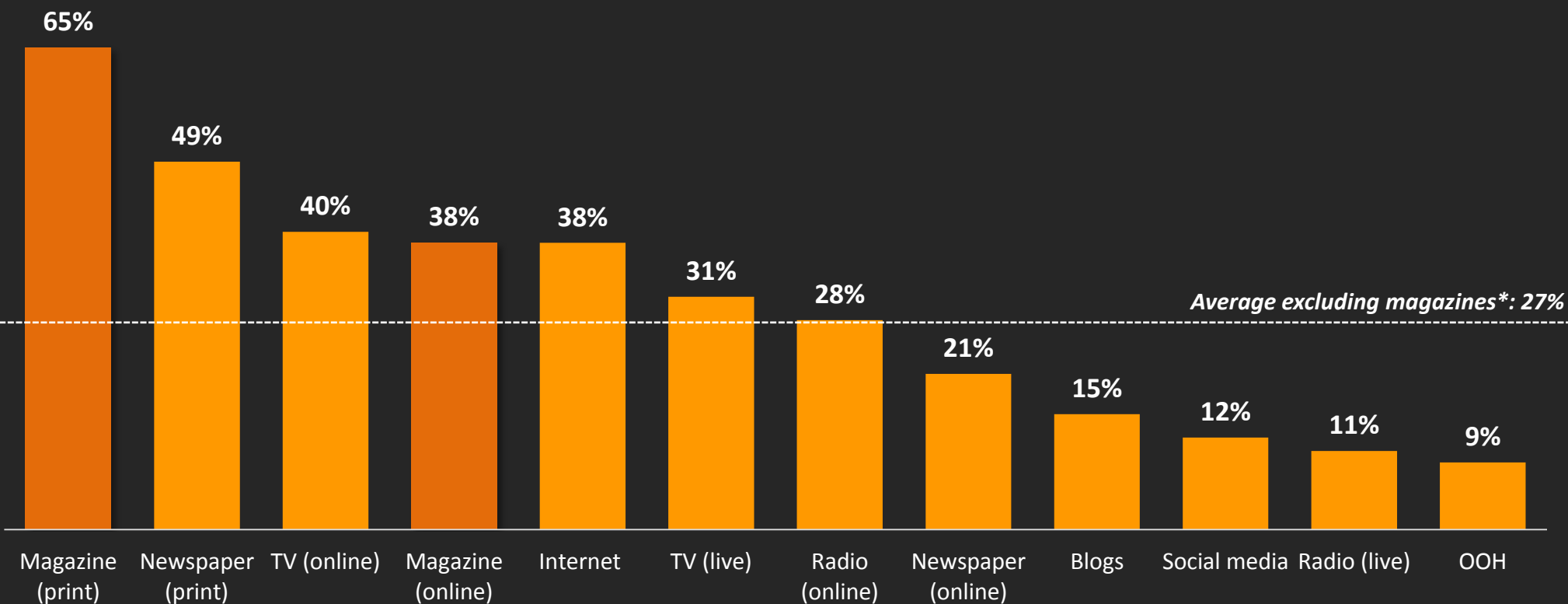
1 ½ times more willing

to pay for their content versus blog or social media visitors

Magazine readers are 1 ½ times more willing to pay for their content than other media

% Top 2 box agreement

Is something I'm willing to pay for



Online magazine readers are also 1.5 times more willing to pay for their content versus blog or social media visitors

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Curation of content drives trust and passion for magazines

Magazines are the most trusted source of information on

brands and products

Magazine readers are more than

twice as likely

to trust what they read and see in magazines (print or digital) than on social media

61% of readers

believe magazines provide them with information they trust on trends, brands or products

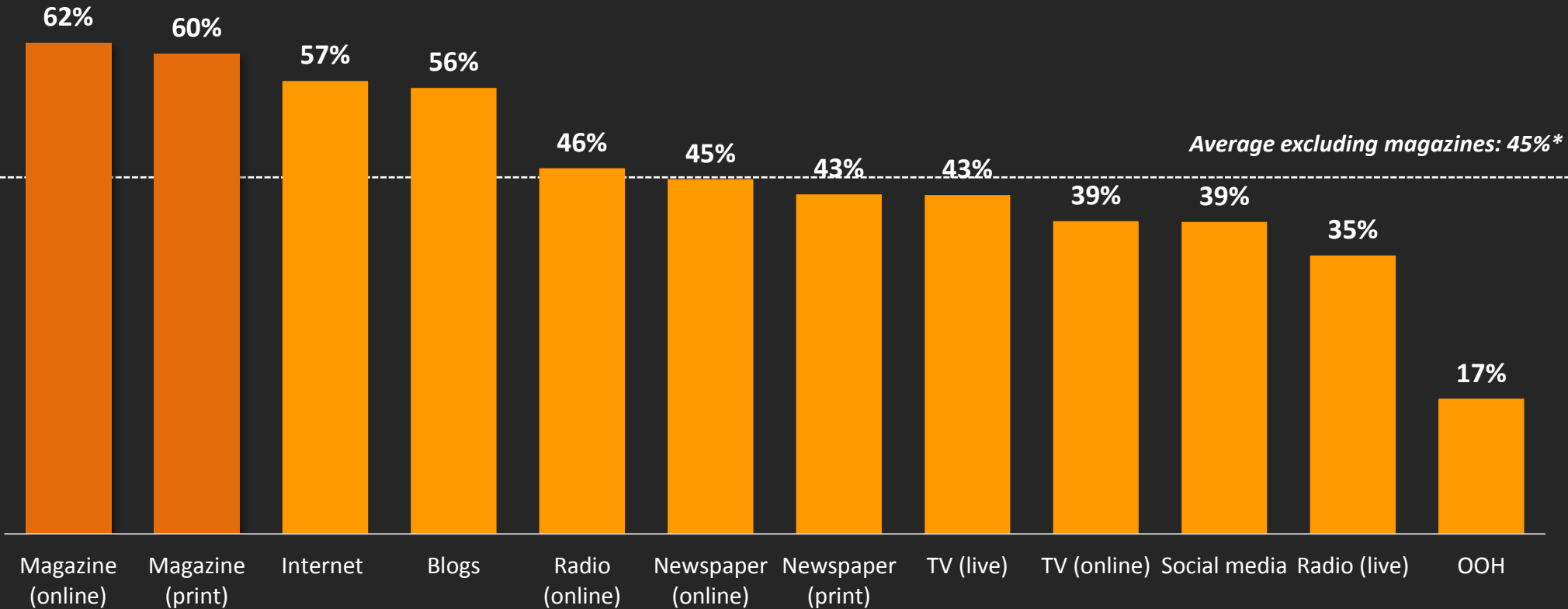
Readers **feel more passionately**

towards magazines (print) than any other media

Magazines are the most trusted source of information for brands and products

% Top 2 box agreement

Provides me with information I trust on trends, brands or products



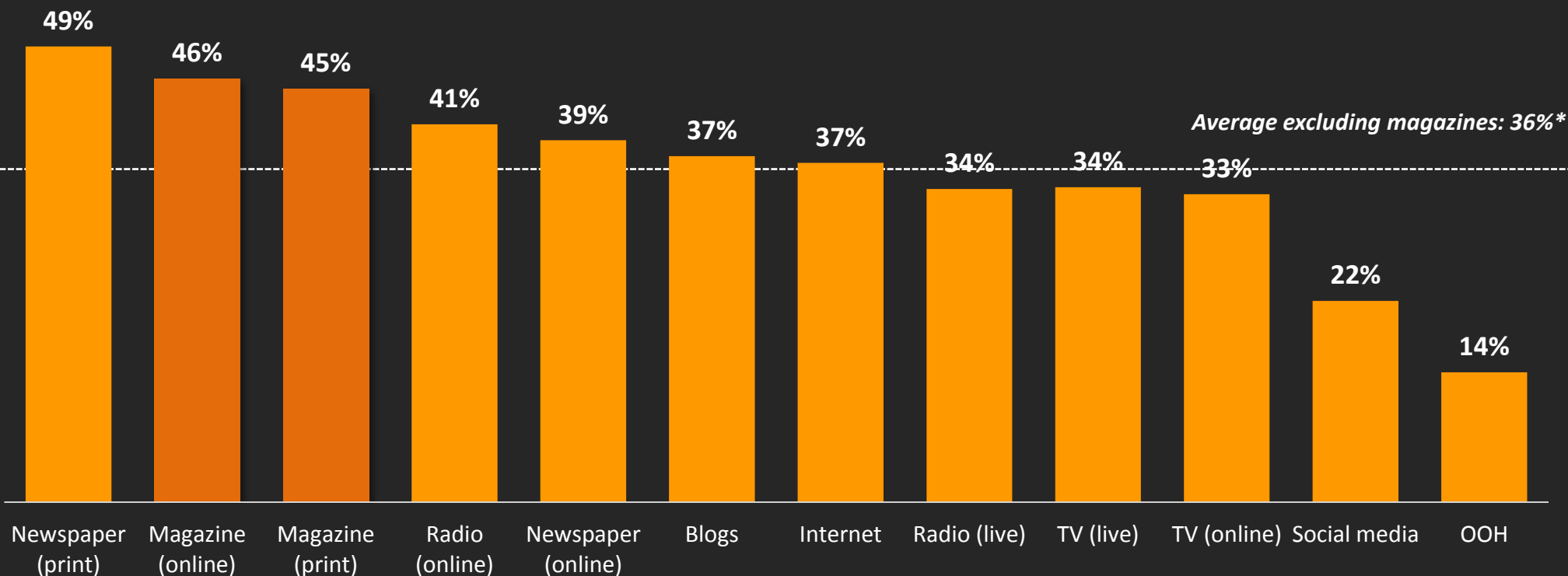
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Magazine readers are more than twice as likely to trust what they read and see in magazines than on social media

% Top 2 box agreement

I trust what I read/see/hear



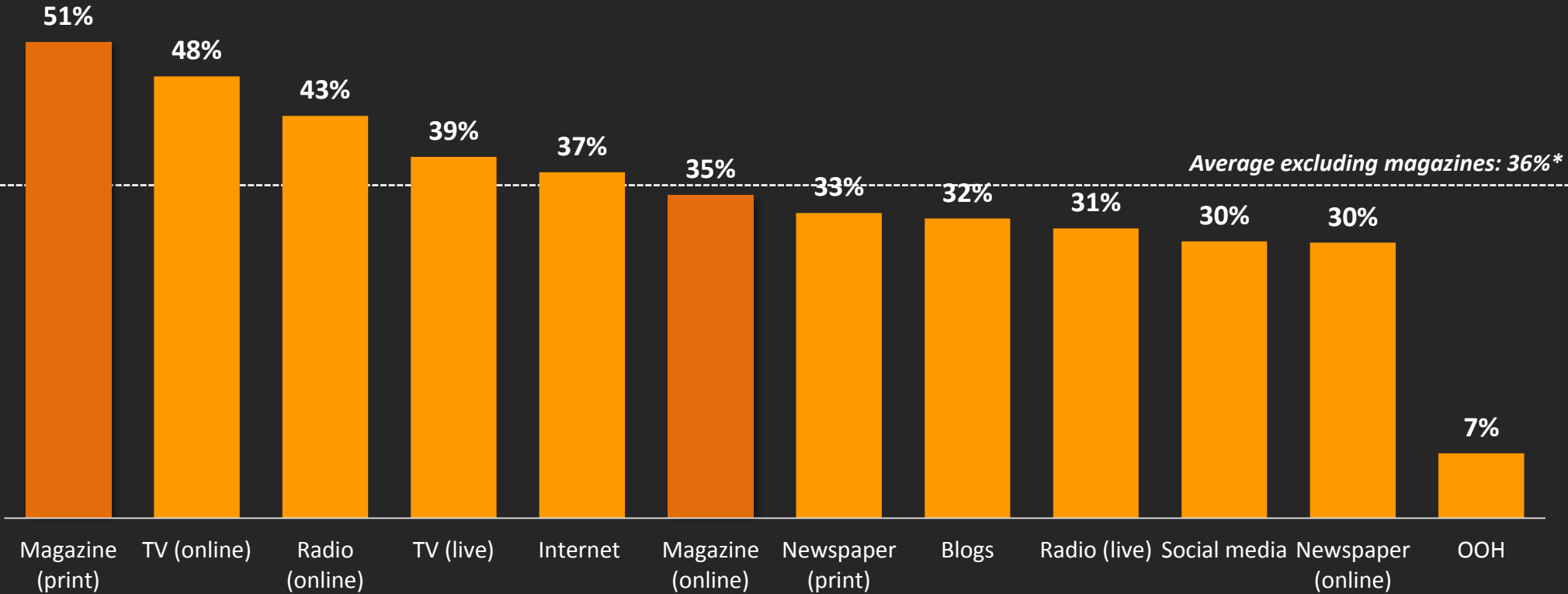
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Readers feel more passionately towards magazines (print) than any other media

% Top 2 box agreement

I feel passionately about it



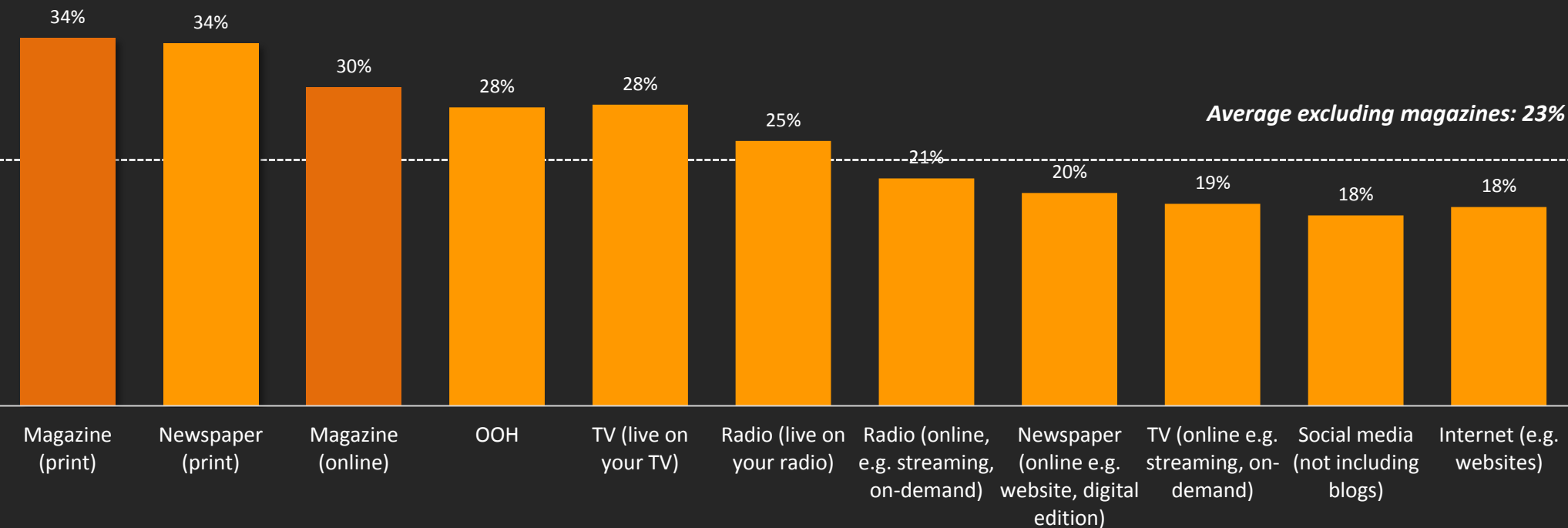
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Magazines significantly more likely to be associated with advertising new products/services

% Top 2 box agreement

Ads show me new products/services



BASE: AMONGST WEEKLY USERS OF EACH MEDIA

Magazines curated content halos onto advertising...

73%

of magazine readers believe the featured and recommended products are curated to suit them

65%

of readers have been influenced by the recommended or featured products

68%

of magazine readers believe the ads have been curated

59%

of readers have been influenced by the ads

...as trust in magazines halos onto brands featured, driving confidence and encouragement

Magazines encourage

two-thirds

of readers to consider products featured

Magazines are

77% more critical

to building confidence in products than social media

Magazines (print and online)

significantly more likely

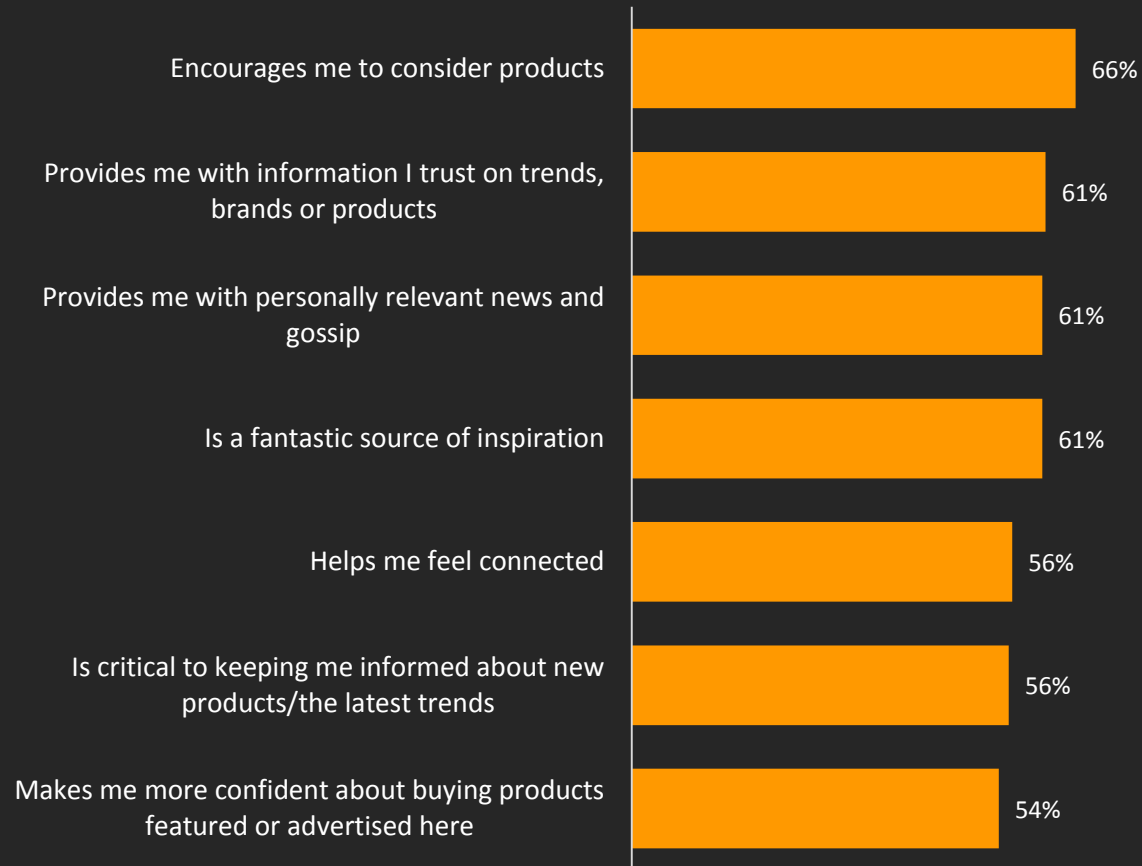
to be associated with brands people trust than other media channels

Magazines **critical to guiding purchase**

by driving discovery, building confidence and encouraging purchase

Magazines critical to guiding purchase by driving discovery, consideration and building confidence

% Top 2 box agreement with magazines (online or print)



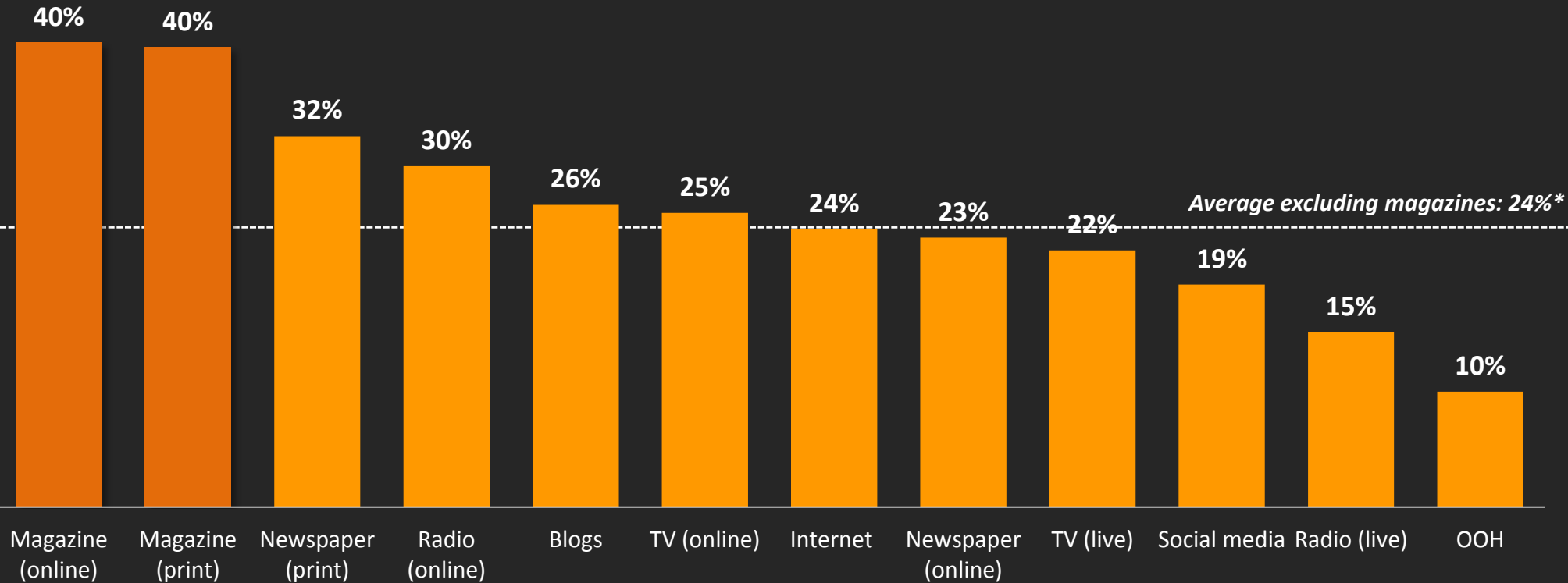
Magazines encourage two-thirds of readers to consider products featured

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

Magazines significantly more likely to be associated with brands people trust than other media channels

% Top 2 box agreement

Is only associated with brands I trust



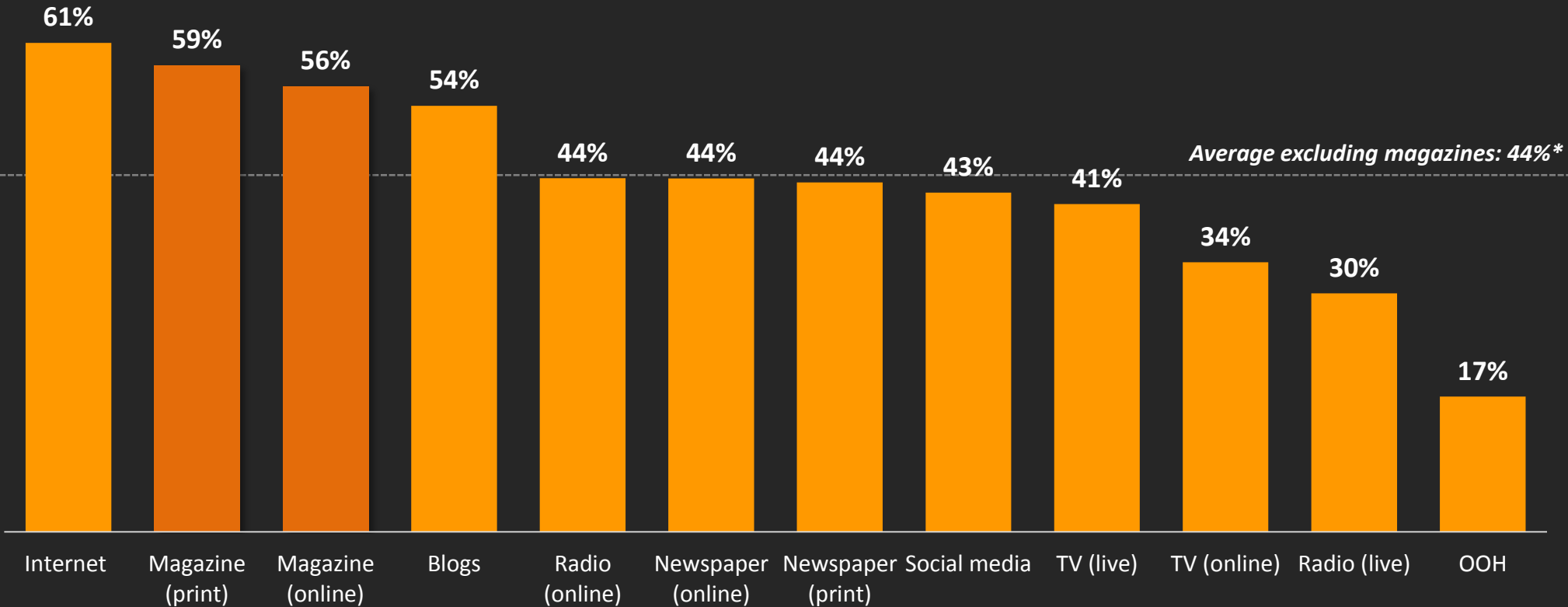
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Magazines are 30% more critical to keeping shoppers informed than social media

% Top 2 box agreement

Is critical to keeping me informed about new products/the latest trends



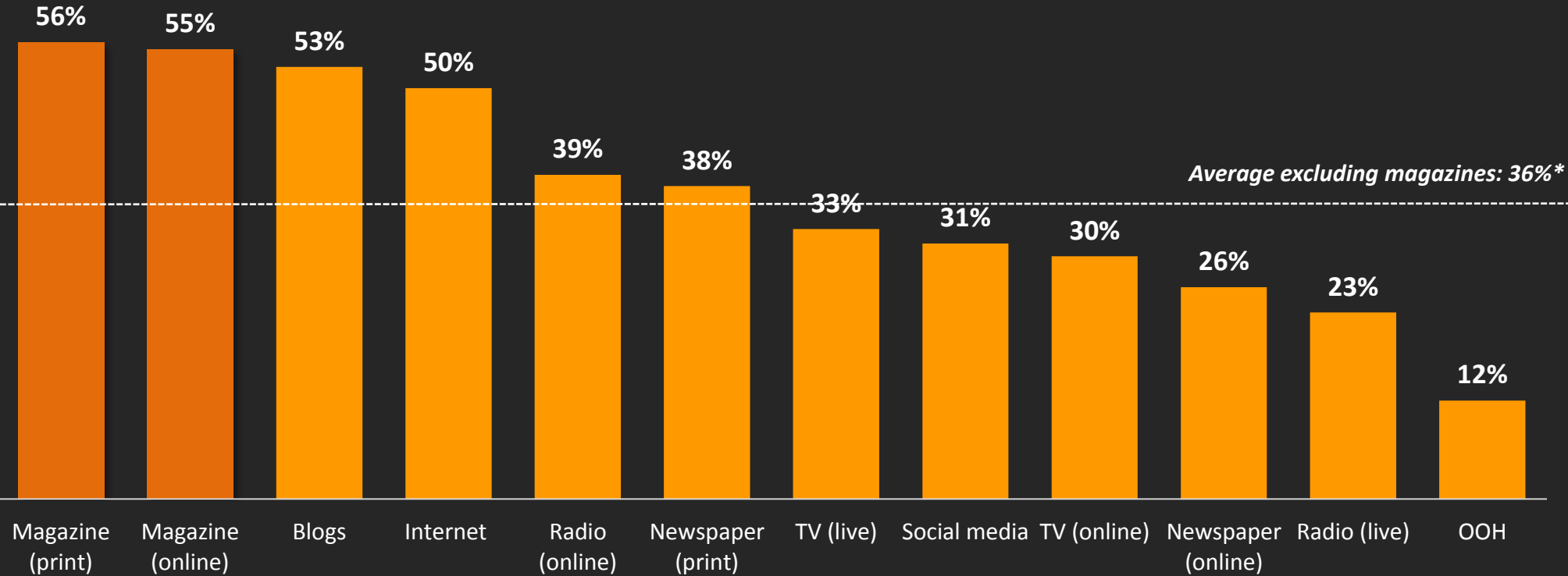
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ASLO EXCLUDING OOH

Magazines are 77% more critical to building confidence in products than social media

% Top 2 box agreement

Makes me more confident about buying products featured or advertised here



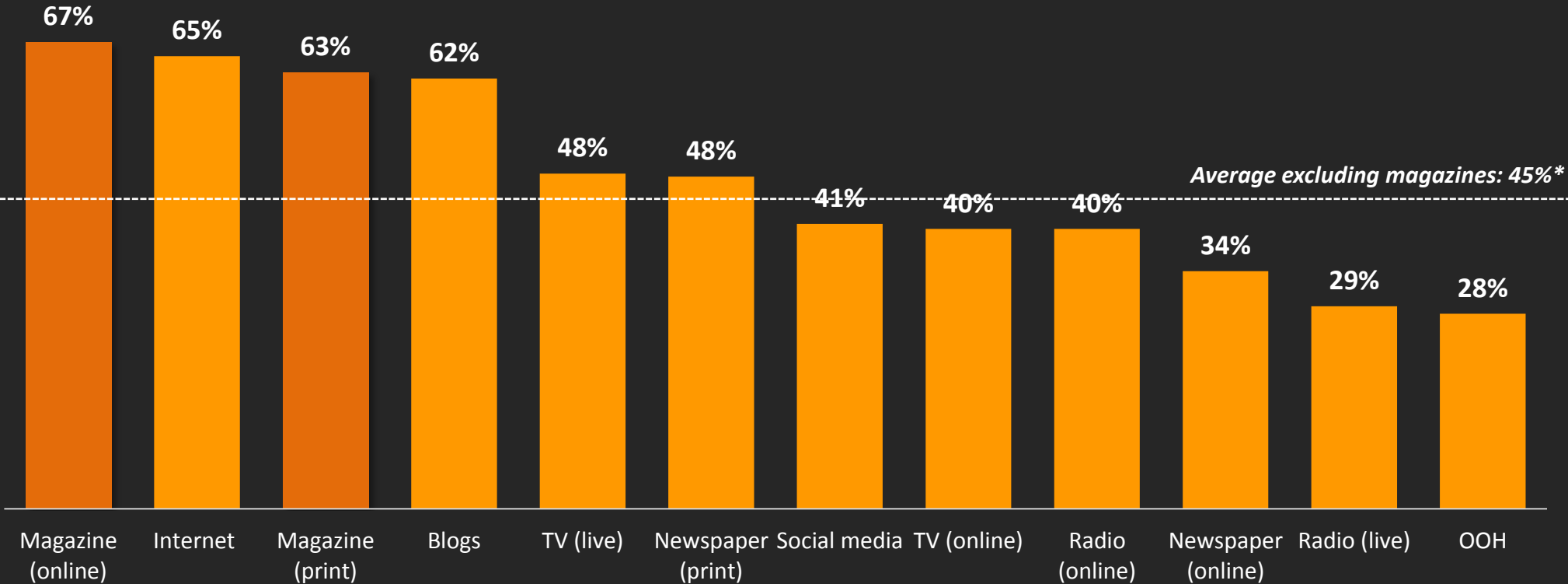
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Two-thirds of magazine readers are encouraged to consider products featured in magazines

% Top 2 box agreement

Encourages me to consider products



BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH

Passion drives greater response

THOSE WHO FEEL PASSIONATELY
ABOUT MAGAZINES VS. THOSE DON'T

8 x

more likely to trust the brands featured
in magazines

4 x

more confident about buying products
featured or advertised in magazines

4 x

more willing to pay for content

3 x

more informed about new
products/the latest trends

2 x

as likely to feel encouraged to consider
products featured

Passion drives greater response

% Top 2 box agreement

	I FEEL PASSIONATELY ABOUT MAGAZINES		
	Strongly/Slightly Agree	Strongly/Slightly Disagree	Difference
Is only associated with brands I trust	61%	7%	777%
I trust what I read/see/hear	68%	14%	387%
Is something I'm willing to pay for	72%	18%	295%
I look forward to spending time with it	85%	22%	284%
Makes me more confident about buying products featured or advertised here	79%	21%	282%
Helps me feel connected	73%	24%	206%
Is critical to keeping me informed about new products/the latest trends	72%	24%	201%
Provides me with information I trust on trends, brands or products	84%	29%	185%
I enjoy the experience of interacting with this media	87%	33%	165%
Is a fantastic source of inspiration	84%	33%	156%
Encourages me to consider products	84%	38%	121%
Provides me with personally relevant news and gossip	76%	36%	110%
Is a great way to treat myself to 'me-time'	88%	52%	68%
Is a great source of entertainment	89%	53%	68%
Is a good way to get specific information about my interests	84%	50%	67%
Helps me relax or wind down	90%	60%	50%
Gives me a welcome break from something else I might be doing	91%	70%	30%
Is a great way to pass the time	88%	71%	25%

Passion drives greater response

Readers are **57% more likely** to have purchased products advertised in magazines they trust

Readers are **29% more likely** to have purchased products advertised in magazines they have confidence in

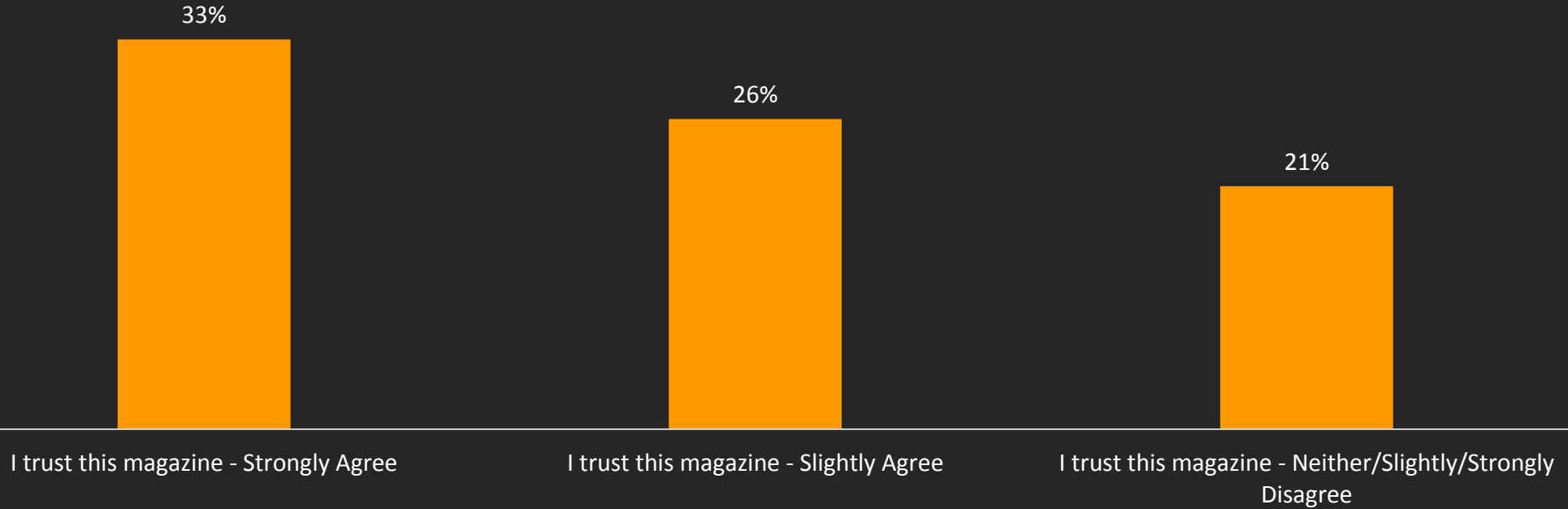
Readers are **20% more likely** to have purchased products advertised in magazines they love



Readers 57% more likely to have purchased products advertised in magazines they trust

Impact of trust on purchase

% Bought products or services mentioned in the magazine/website

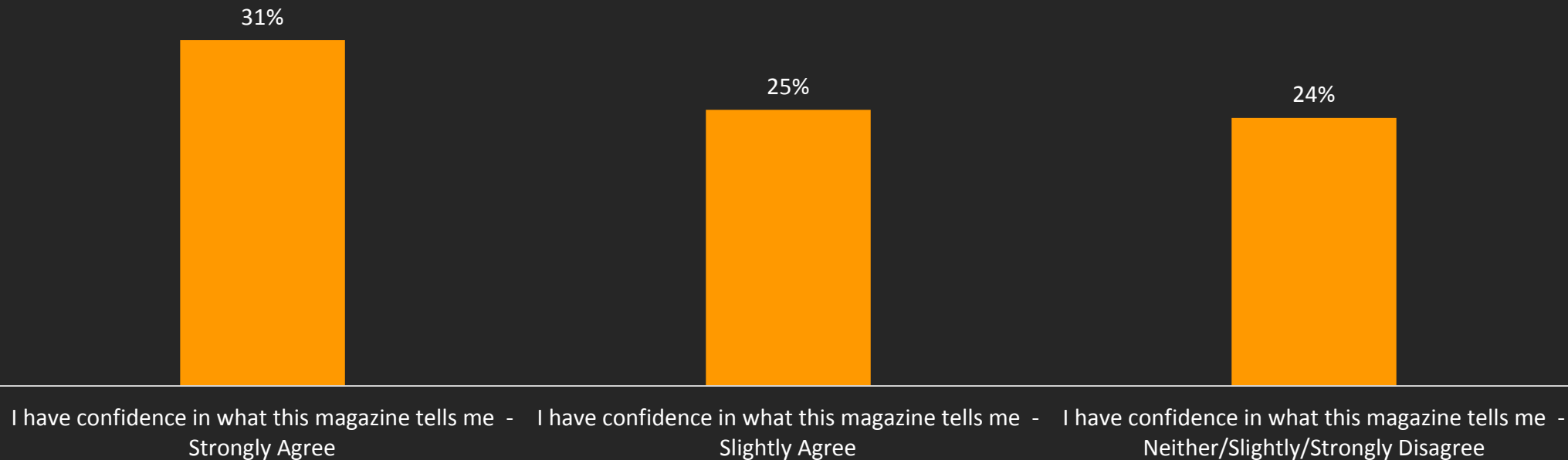


BASE: STRONGLY AGREE (N=172), SLIGHTLY AGREE (N=290), NEITHER/SLIGHTLY/STRONGLY DISAGREE (N=390)

Reader 29% more likely to have purchased products advertised in magazines they have confidence in

Impact of confidence on purchase

% Bought products or services mentioned in the magazine/website

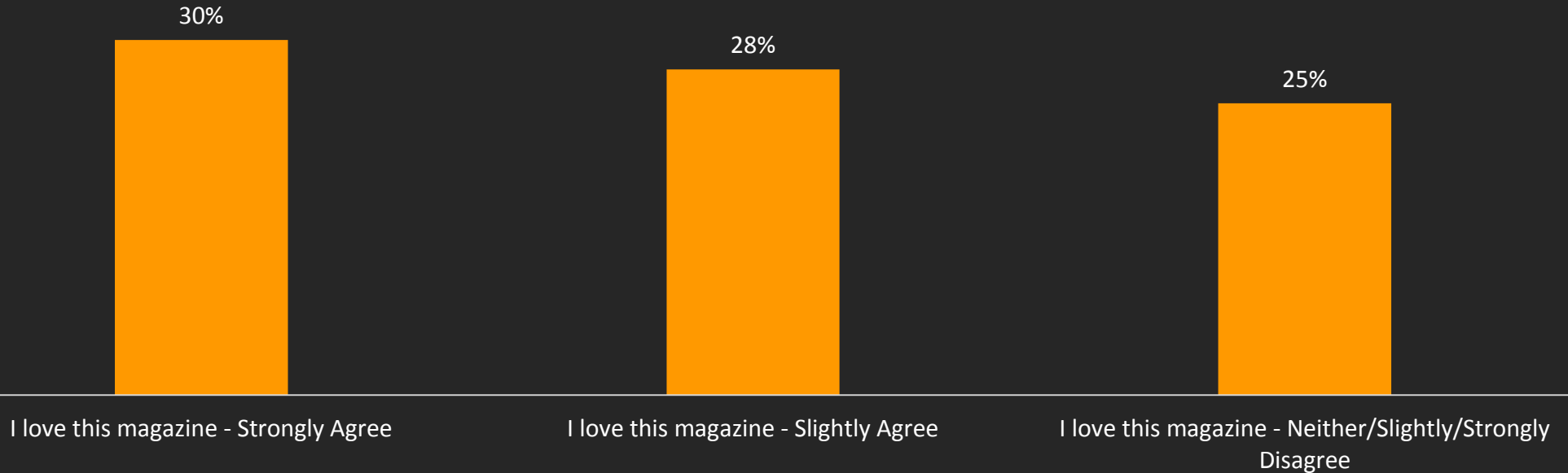


BASE: STRONGLY AGREE (N=180), SLIGHTLY AGREE (N=283), NEITHER/SLIGHTLY/STRONGLY DISAGREE (N182)

Readers 20% more likely to have purchased products advertised in magazines they love

Impact of passion on purchase

% Bought products or services mentioned in the magazine/website



BASE: STRONGLY AGREE (N=199), SLIGHTLY AGREE (N=277), NEITHER/SLIGHTLY/STRONGLY DISAGREE (N175)

Perceived curation of ads drives contextual relevance



Travel the World in DC.

Immigrants from all over the world now make up 17 percent of Washington's metropolitan population. Ranging from Latin America to Asia, Europe and Africa, Washington's family-owned stores and markets are great places to experience the world.

Learn more at www.wmtd.com.



Washington Metropolitan Area Transit Authority

Most ads seen to have a **natural fit**

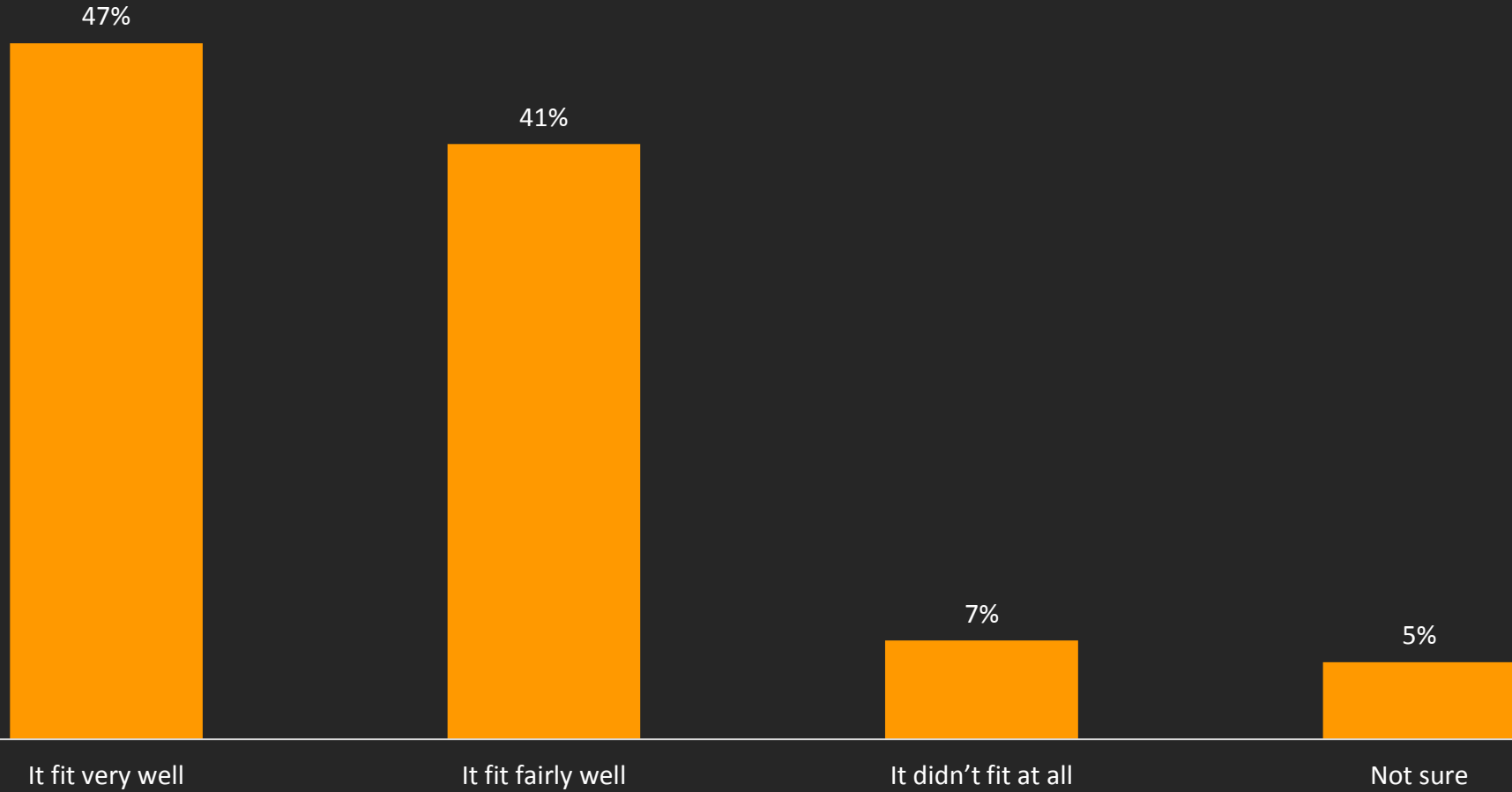
with the magazines they feature in:

47% believe the ad(s) fit very well

41% believe the ad(s) fit fairly well

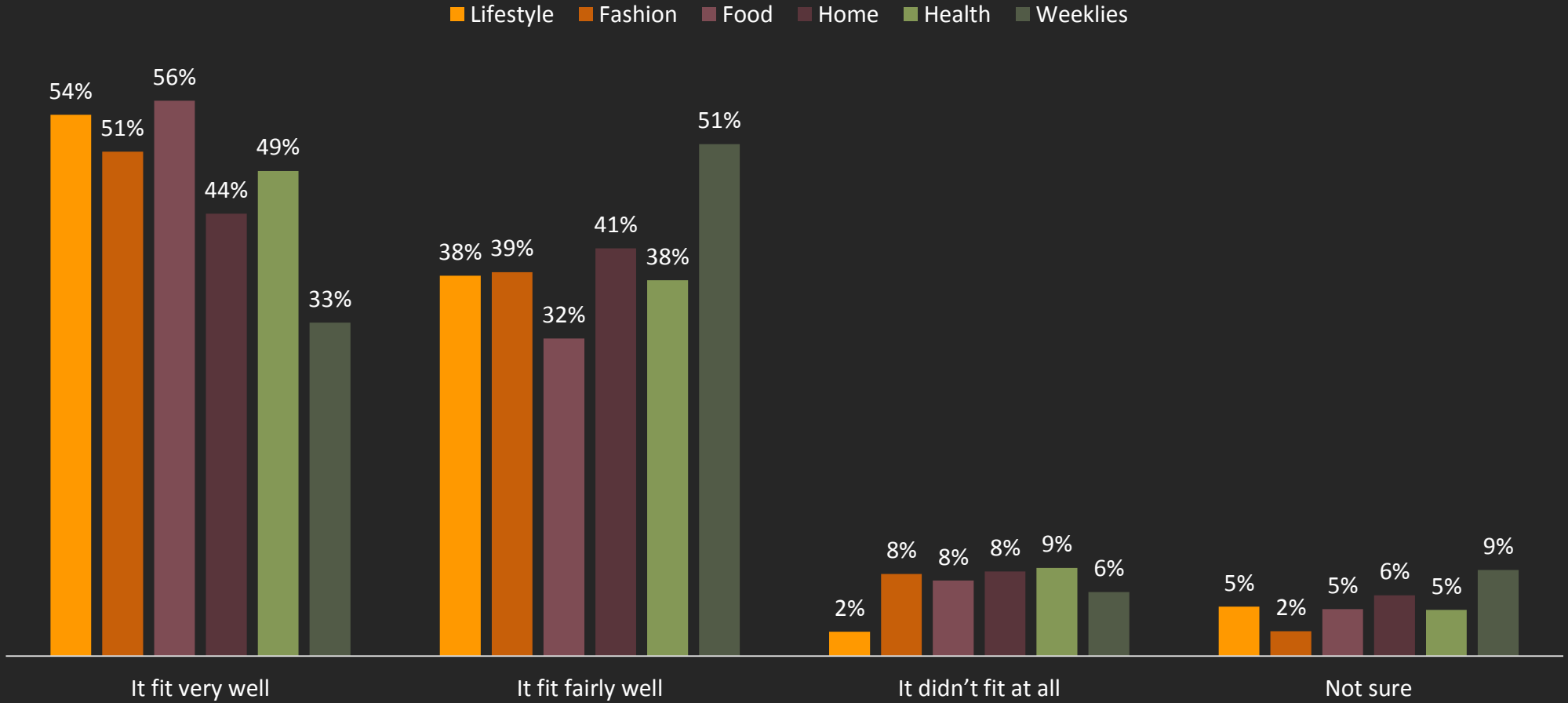
Most ads seen to have a natural fit with the magazine it featured in

Fit of ads with magazines

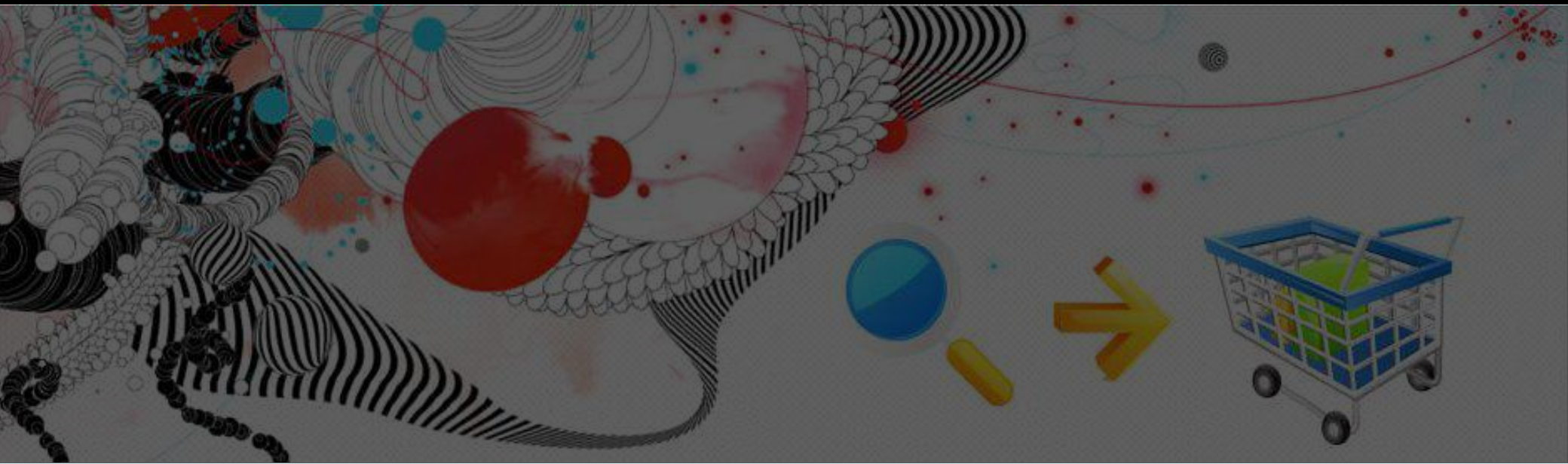


Ads featured in Food and Lifestyle magazines seen to have the most natural fit

Fit of ad with magazine type



Contextual relevance drives impact



Ad fit with magazine drives:

Desire to buy/use the advertised product by **61%**

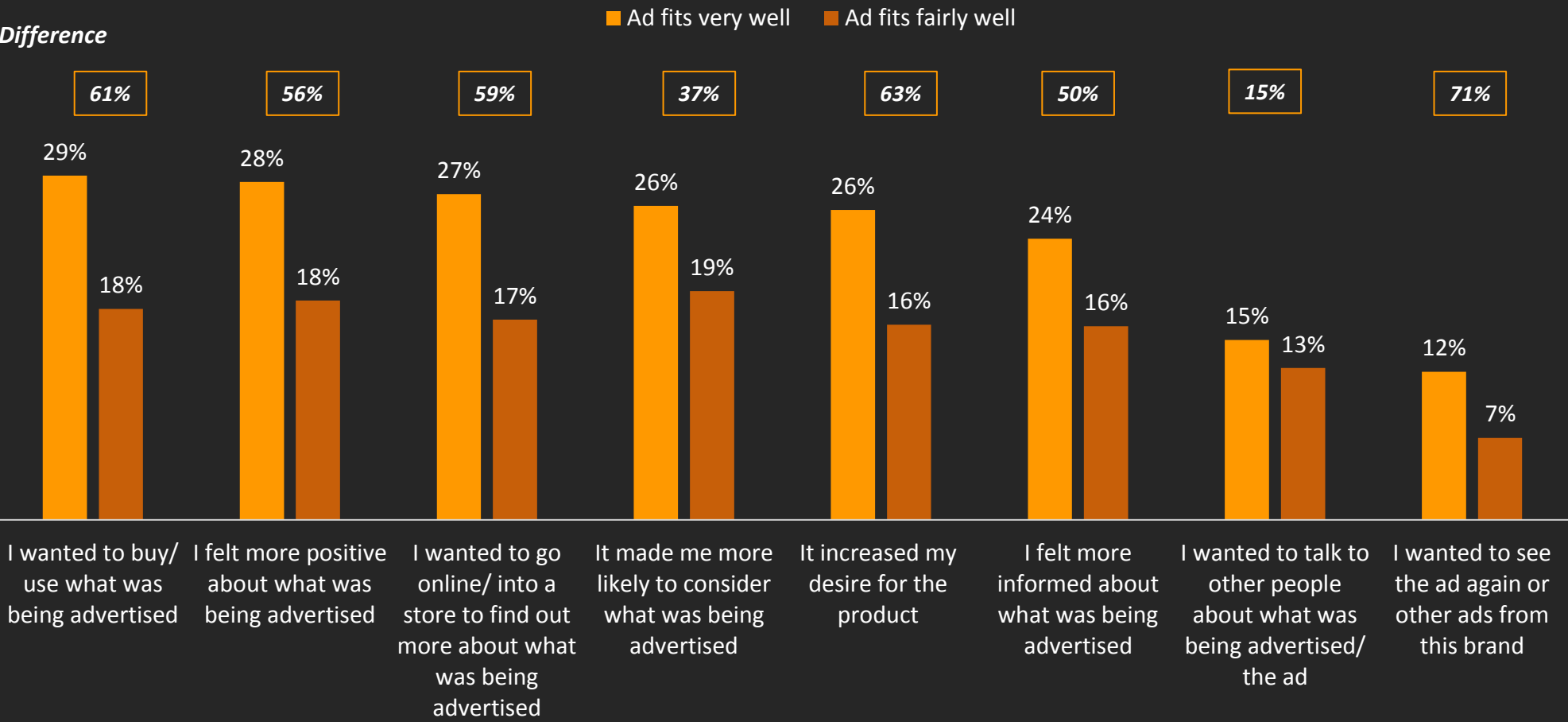
Desire to find out more about the product by **59%**

Desire to buy/use OR find out more about the advertised product by

65%

Contextual relevance important to driving impact

Response to advertising by claimed fit



Magazines build brands at all stages of the customer journey



Magazines establish the presence of brands

Drive brand discovery by 40%

Build familiarity by 56%

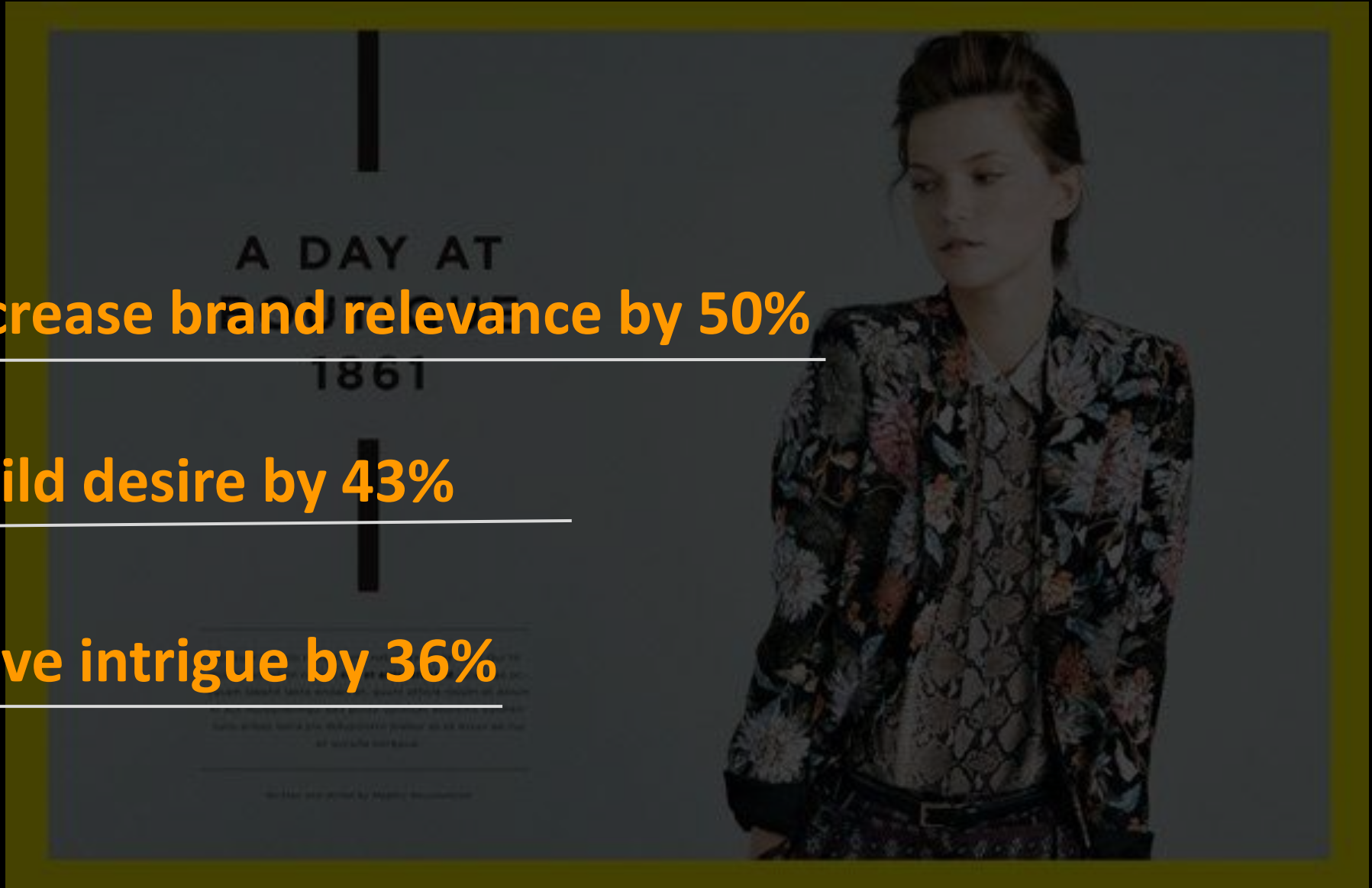


Magazines build desire for brands

Increase brand relevance by 50%

Build desire by 43%

Drive intrigue by 36%



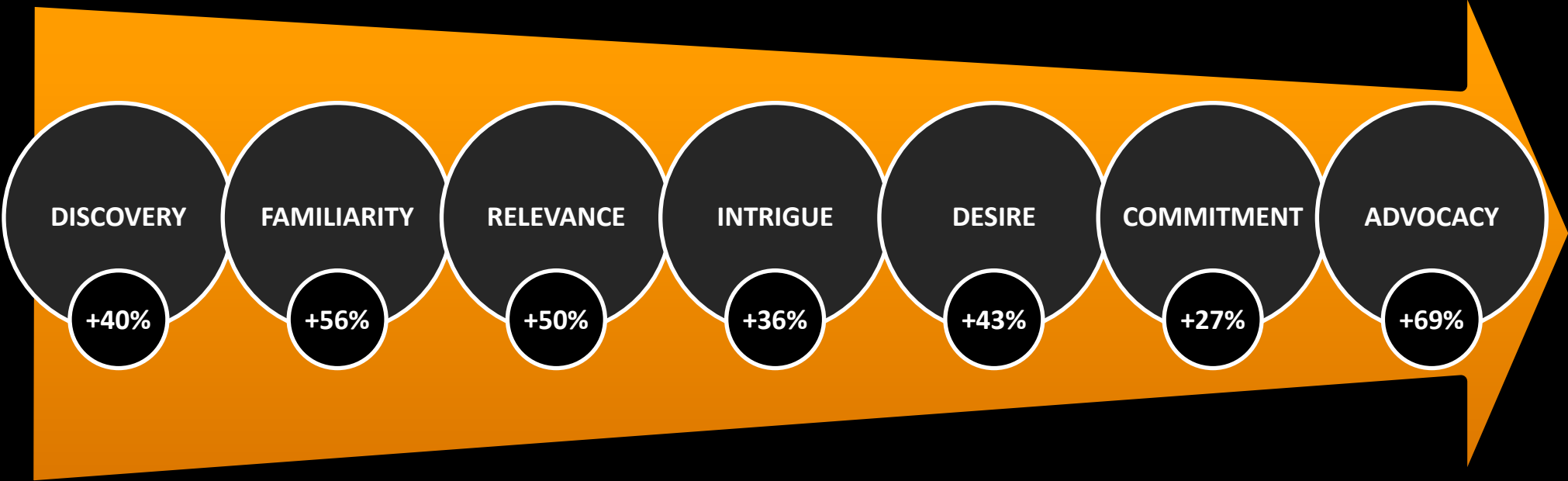
Magazines drive purchase and amplify brands

Build commitment to purchase by 27%

Drive advocacy by 69%

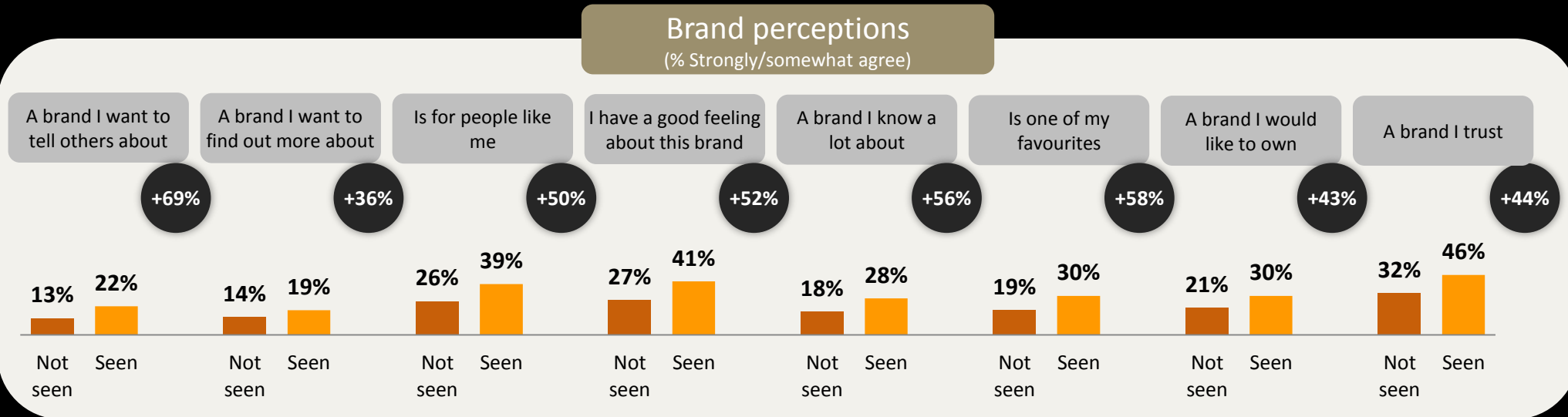
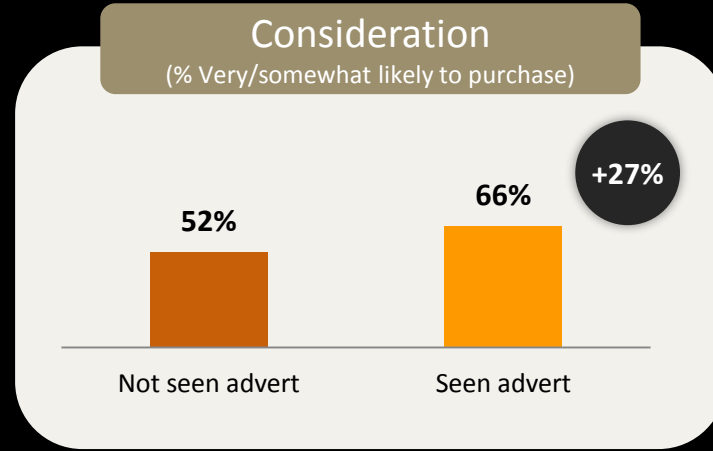
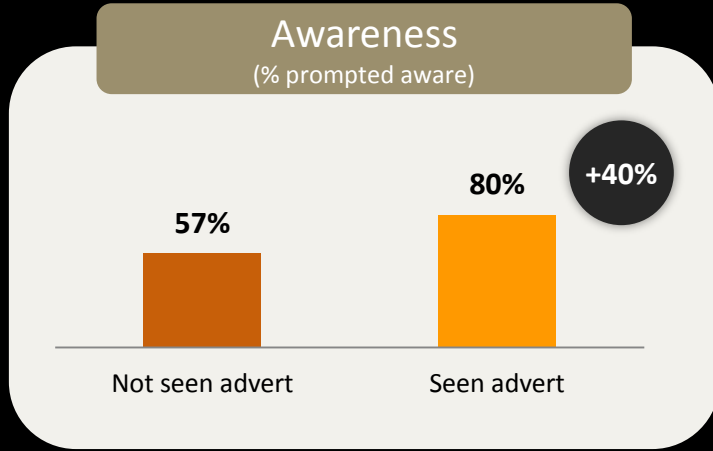
Not only does magazine advertising drive discovery, it builds intrigue, desire, commitment and advocacy

Impact of magazine advertising



Not only does magazine advertising drive discovery, it builds intrigue, desire, commitment and advocacy

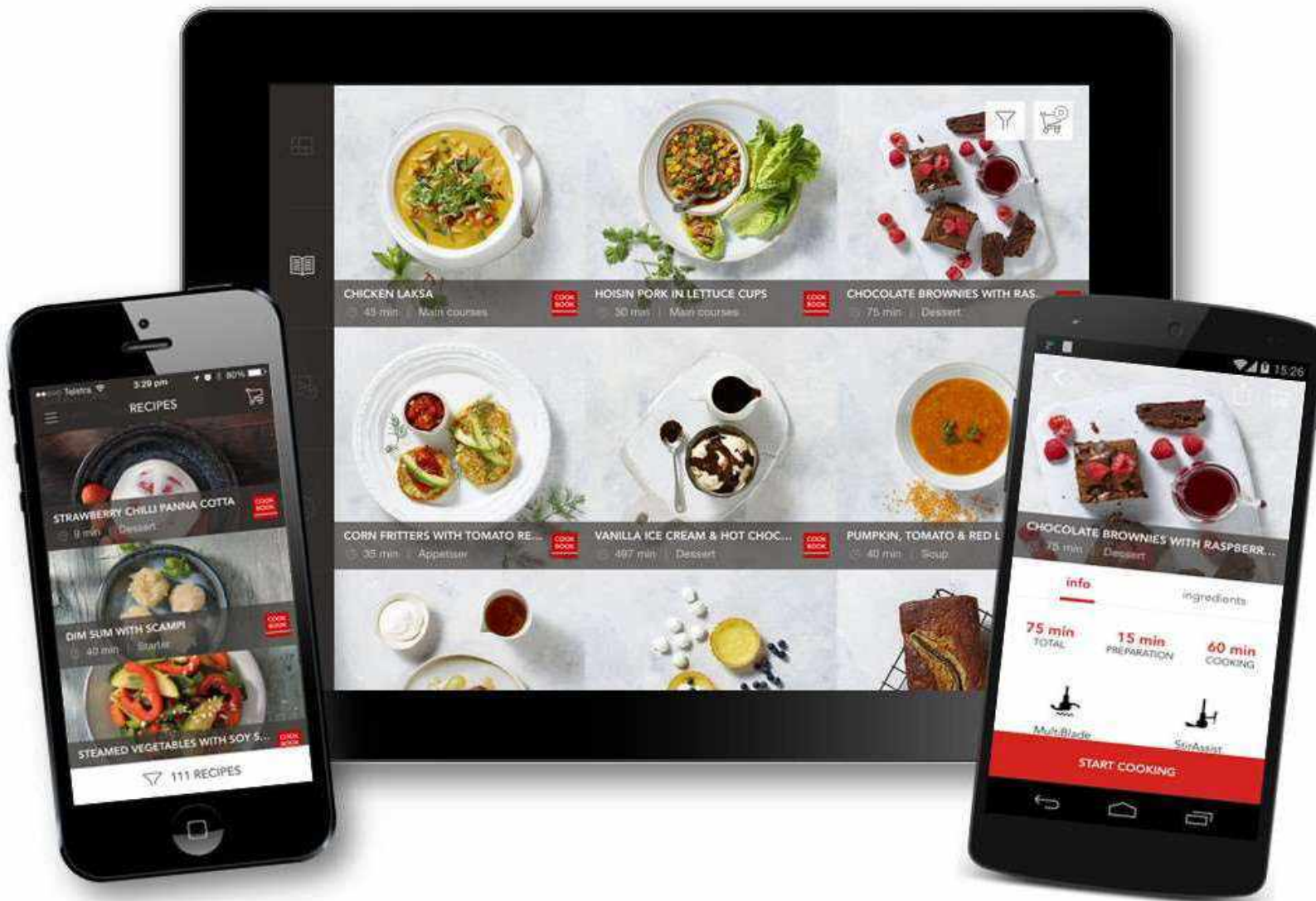
Impact of magazine advertising





FOOD





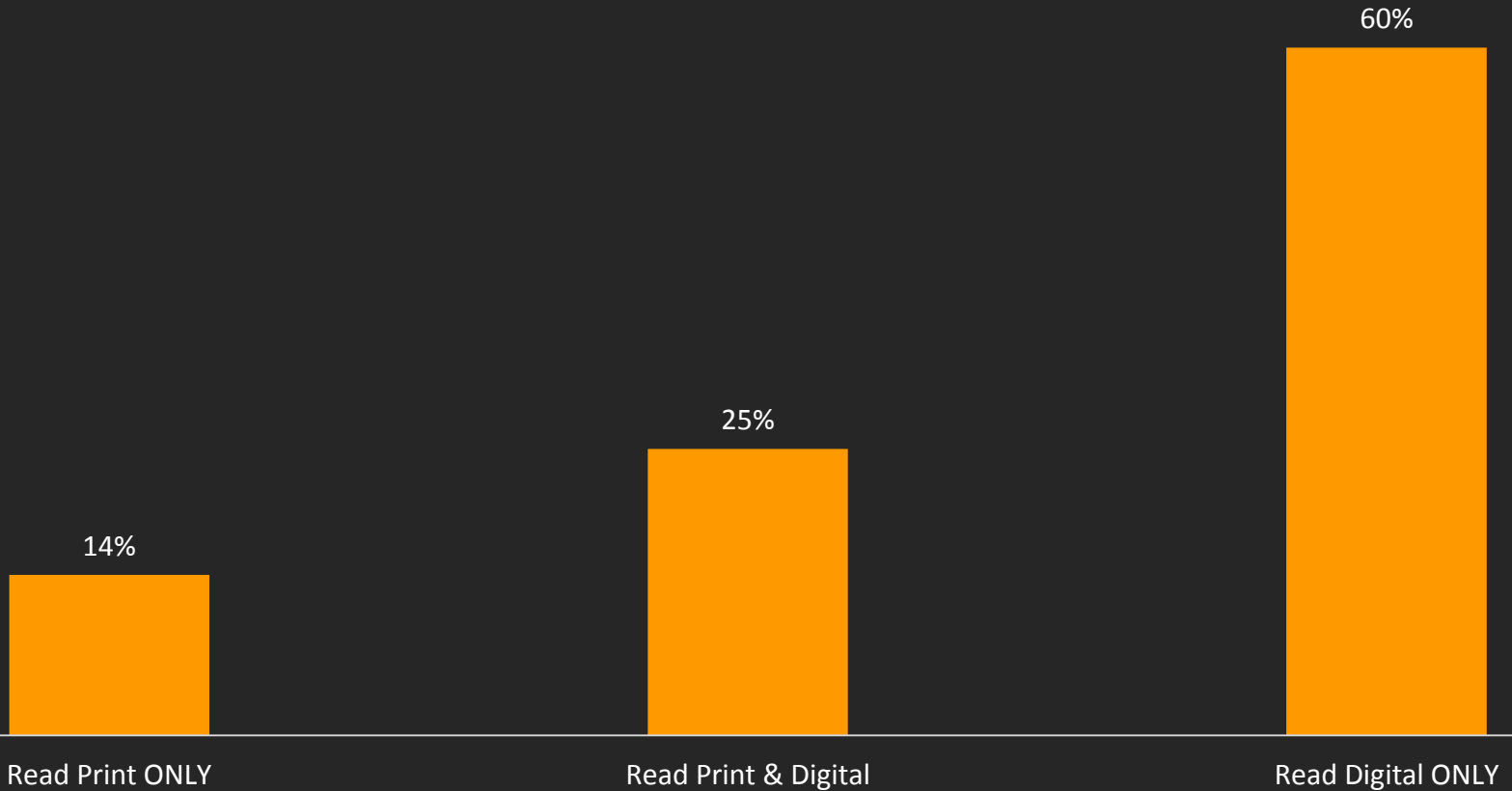
85%

of food magazine readers regularly read online magazines

85% of food magazine readers read online magazines



Cross Readership



1 in 5 readers turn to magazines for cooking confidence

82% of readers are influenced by the content in food magazines

1 in 3 readers learnt something new or surprising last time they read a food magazine

84% of readers are inspired by food magazines

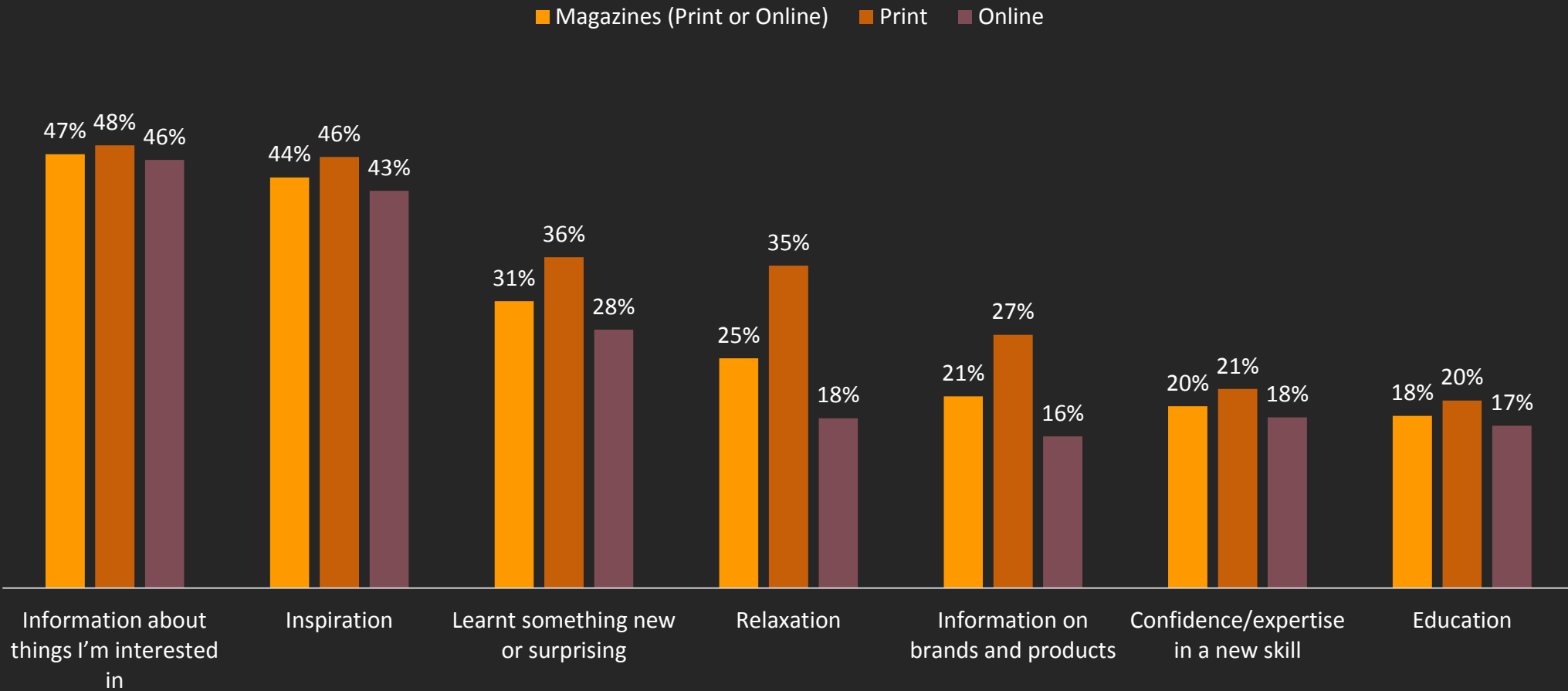
1 in 5 bought products featured in the latest food magazines

Category attitudes



1 in 3 readers learnt something new or surprising last time they read a food magazine

Outcome from reading Food magazine

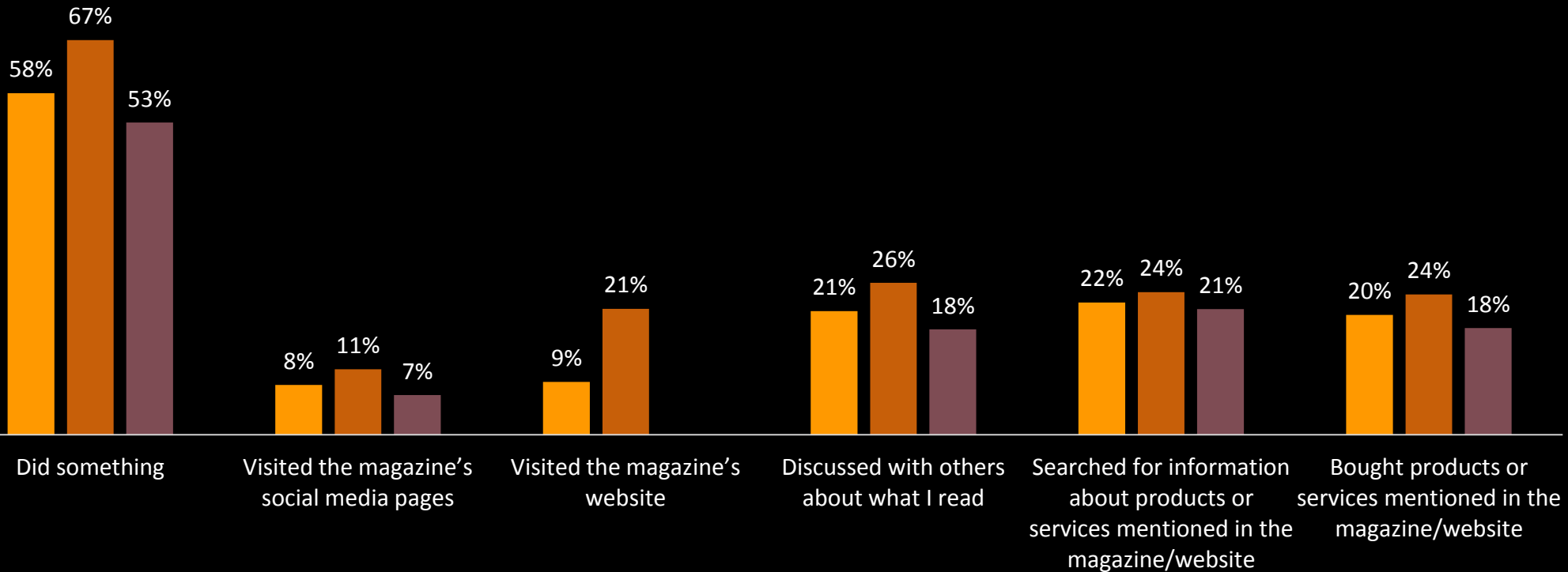


1 in 5 have bought products featured in the latest food magazines



Call to action

■ Magazines (Print or Online) ■ Print ■ Online





85%

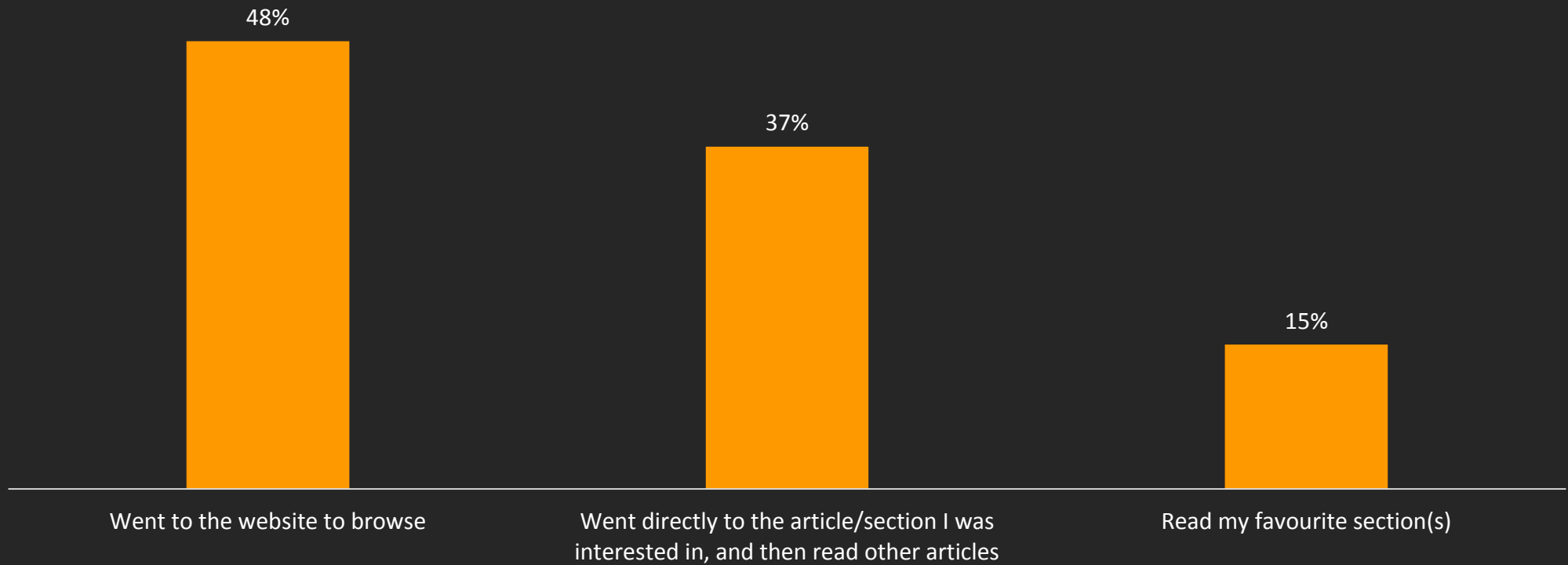
of online readers browse food magazines, spending

on average 37.7mins

per visitation

Website interaction

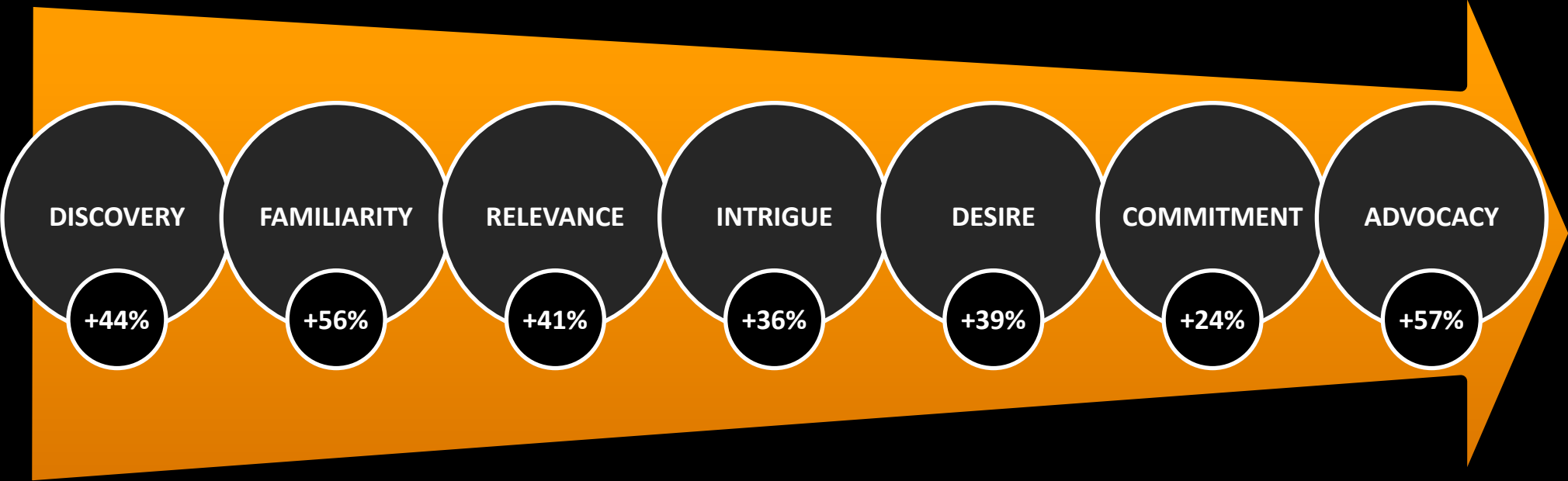
Average time spent: 37.7mins



Drive brand discovery by 44%

Build familiarity by 56%

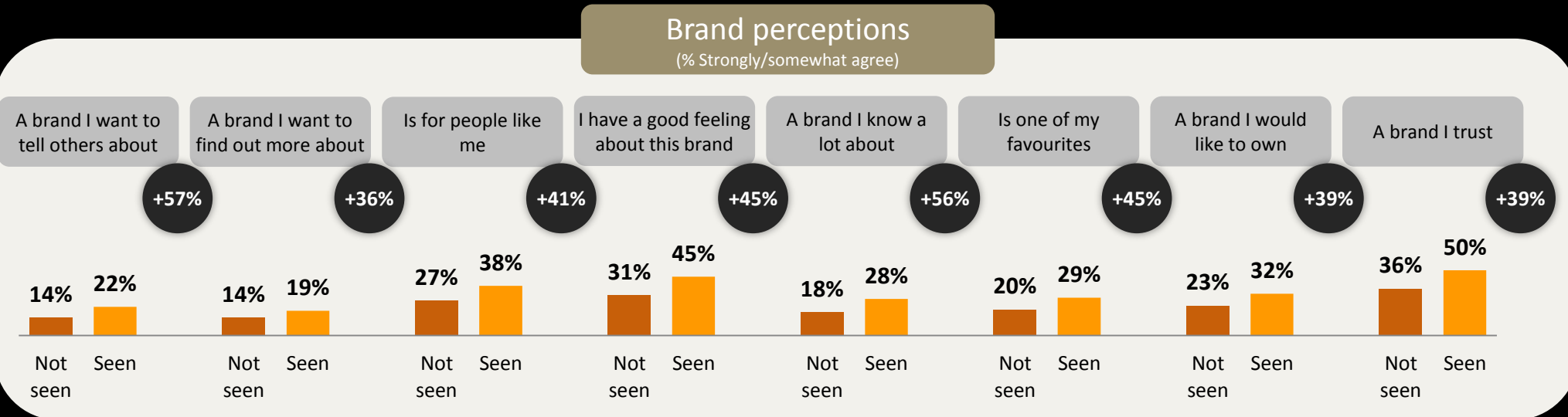
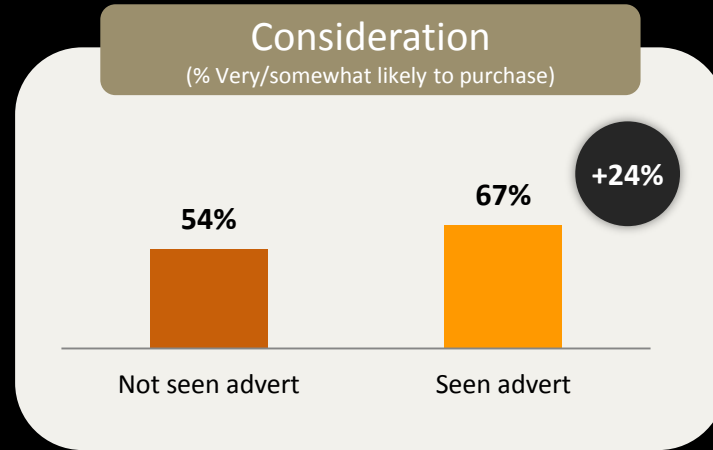
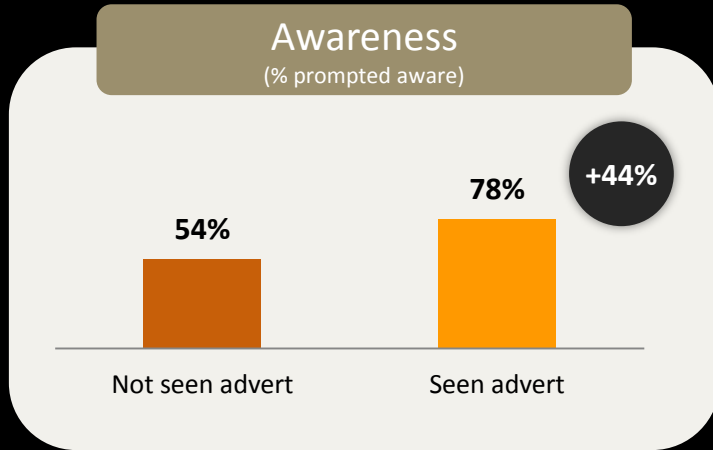
Impact of advertising in Food magazines on consumer journey



Total Magazines



Impact of advertising in Food magazines on consumer journey





LIFESTYLE





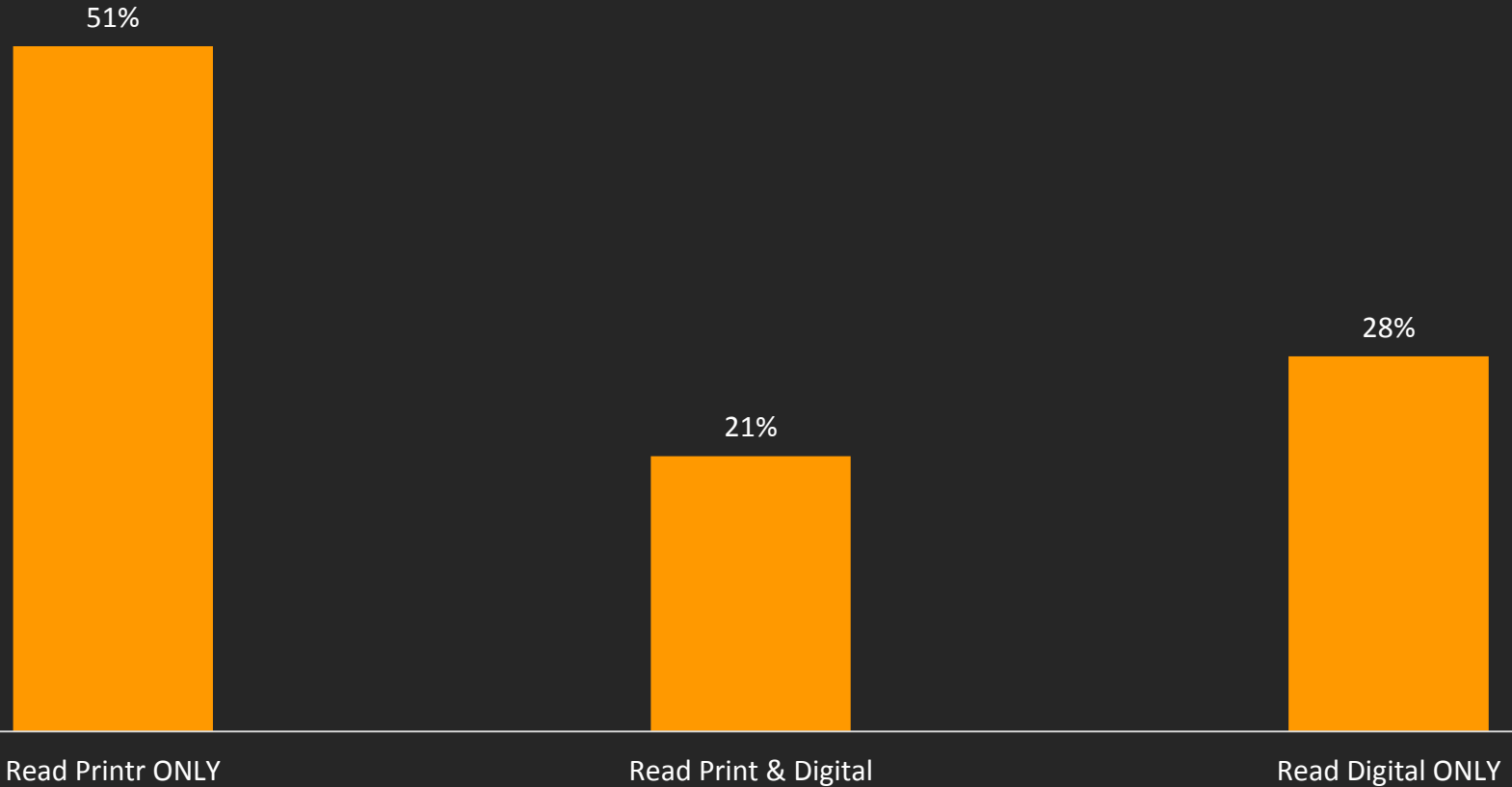
Half of Lifestyle magazine readers read online magazines

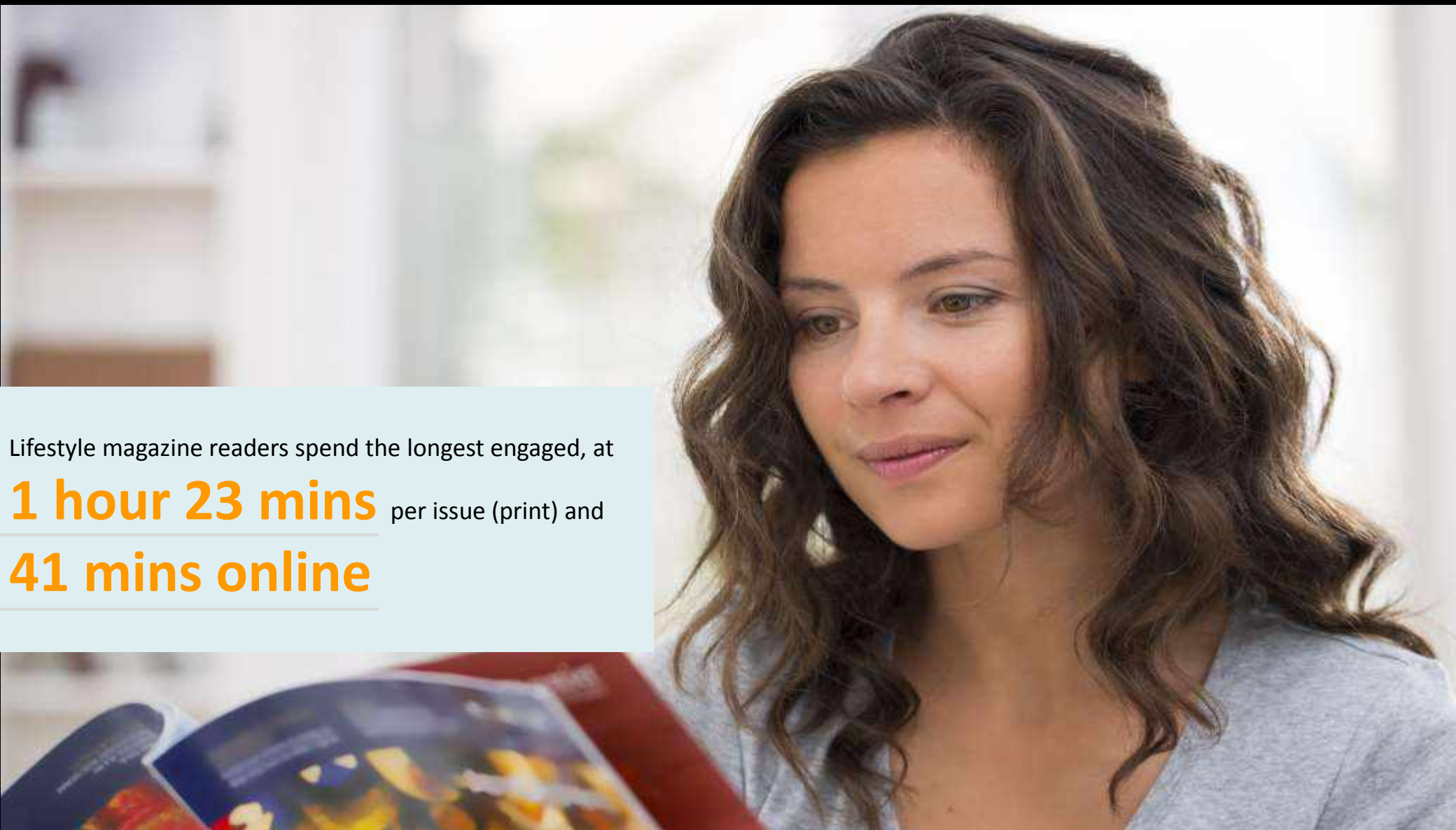
Half of Lifestyle magazine readers read online magazines



Lifestyle

Cross Readership





Lifestyle magazine readers spend the longest engaged, at

1 hour 23 mins per issue (print) and

41 mins online



Lifestyle magazines a primary source of

entertainment and relaxation

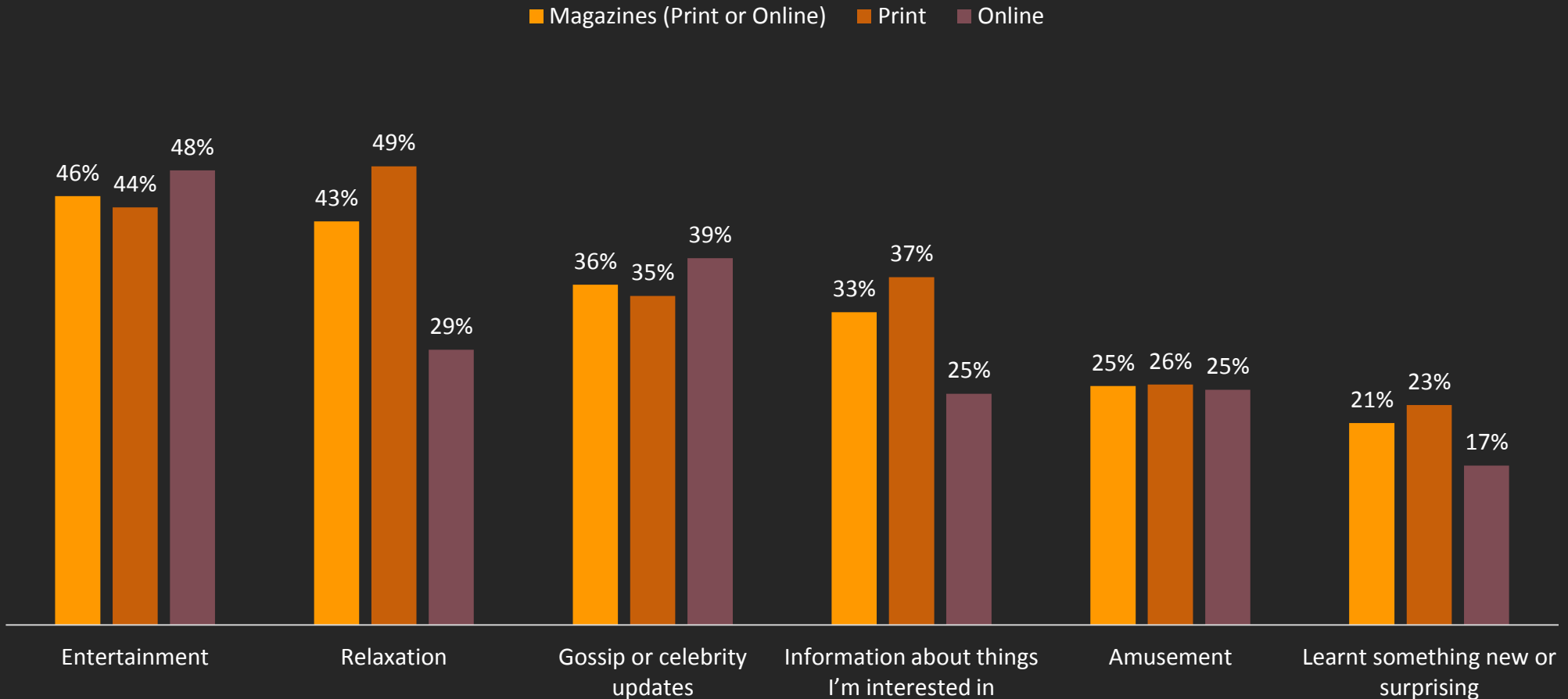


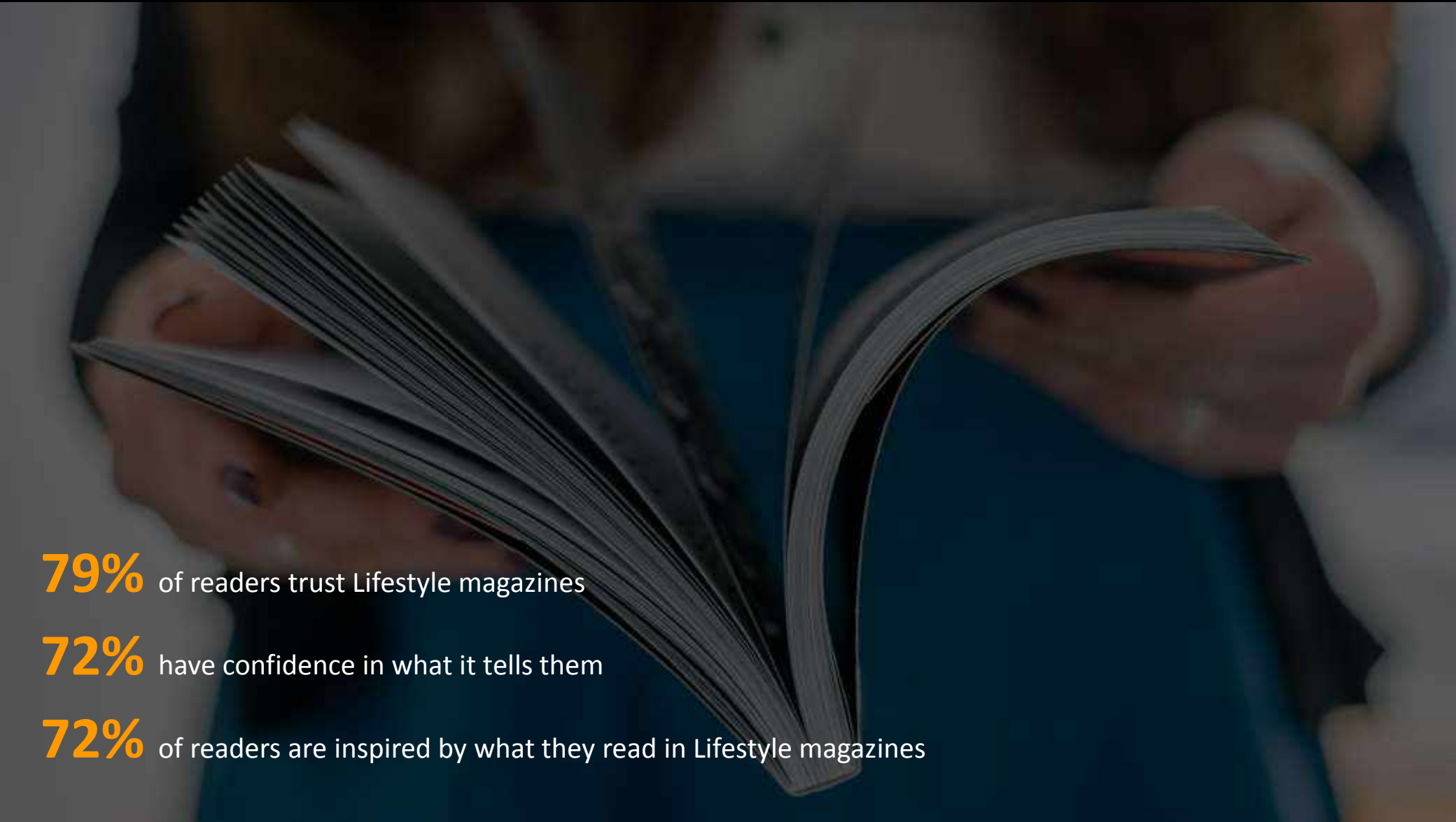
of readers look forward
to reading the articles



Lifestyle magazines a primary source of entertainment and relaxation

Outcome from reading Lifestyle magazine





79% of readers trust Lifestyle magazines

72% have confidence in what it tells them

72% of readers are inspired by what they read in Lifestyle magazines

Lifestyle magazines highly trusted and inspiring



Lifestyle

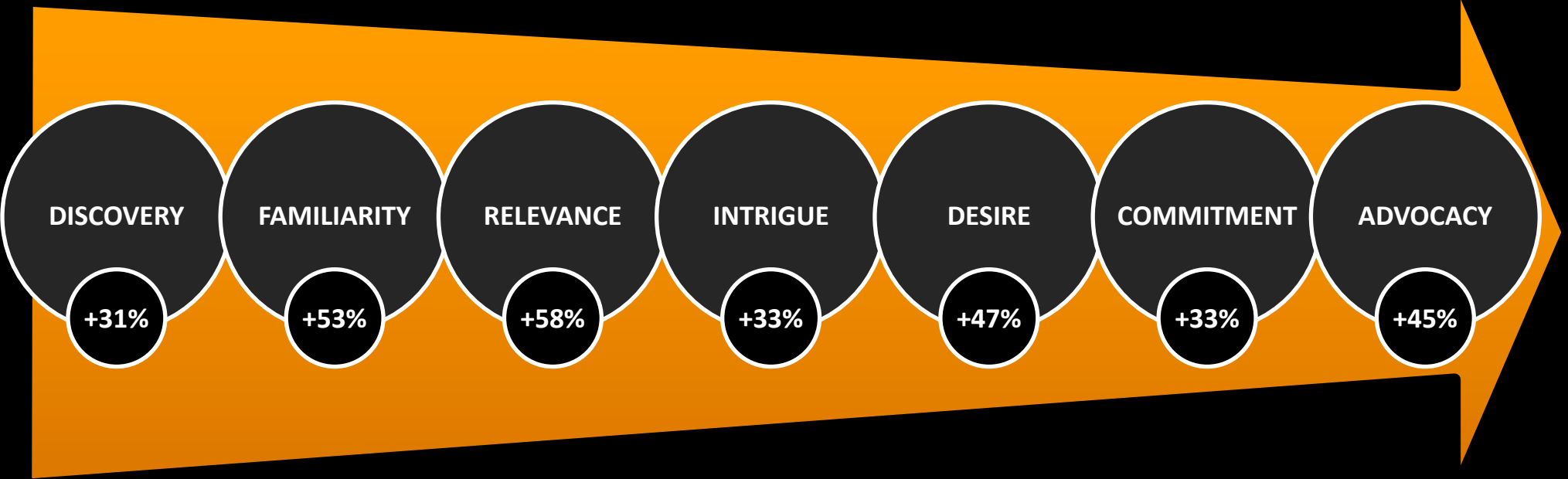


Increase brand relevance by 58%

Build desire by 47%



Impact of advertising in Lifestyle magazines on consumer journey



Total Magazines

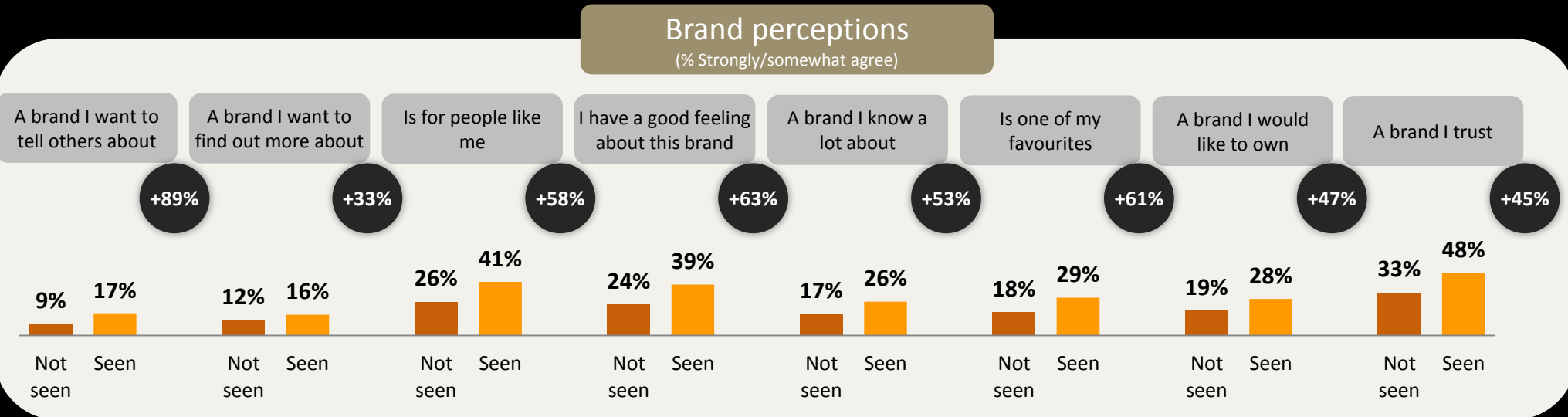
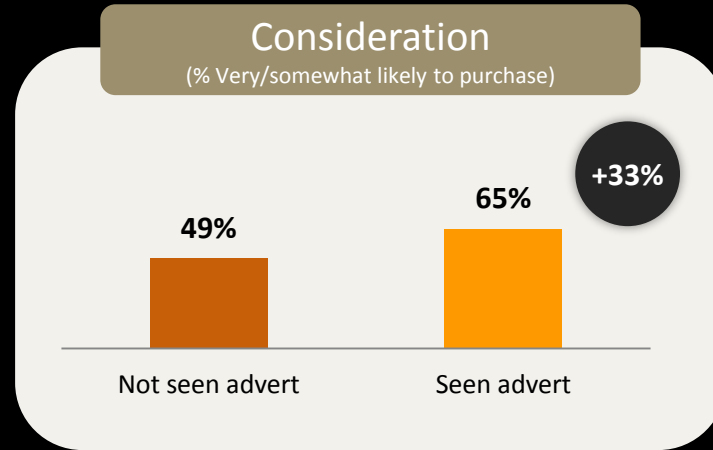
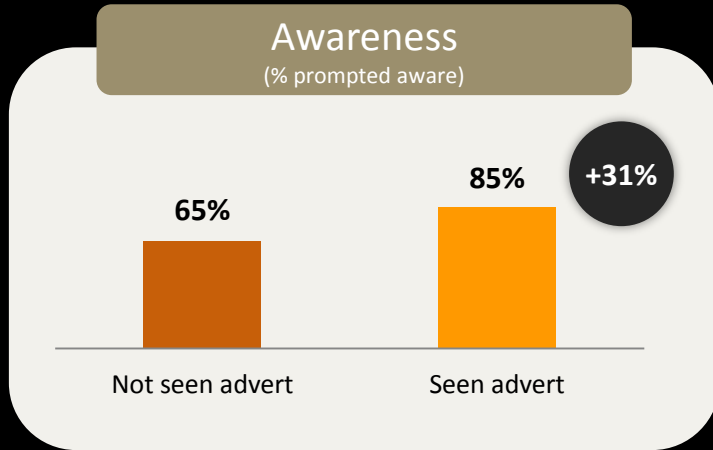


Lifestyle magazines drive brand relevance and desire



Lifestyle

Impact of advertising in Lifestyle magazines on consumer journey



CATEGORY



FASHION





65%

of Fashion magazine readers
regularly read online magazines

39%

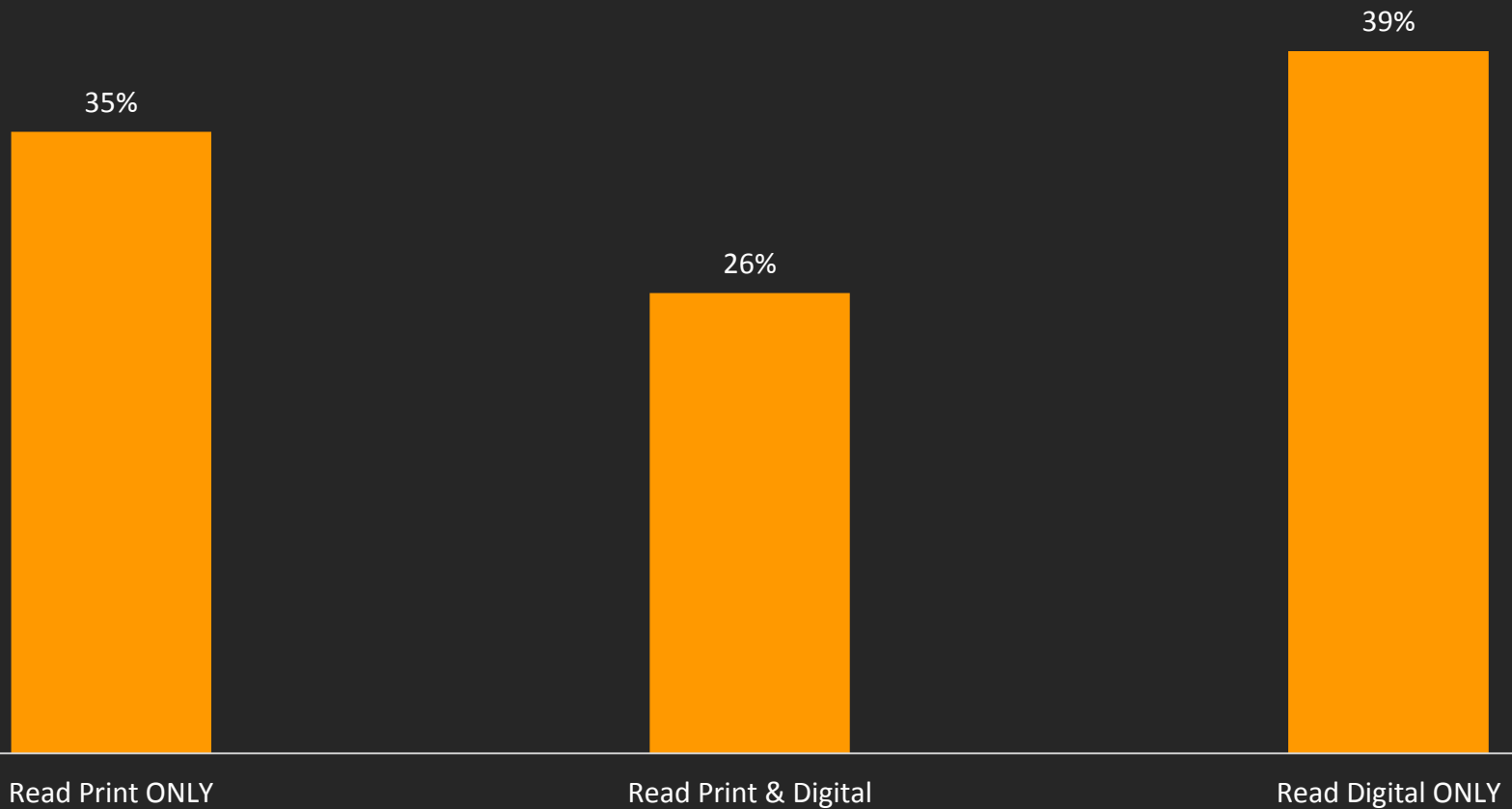
of Fashion magazine readers only
read online

Half of Lifestyle magazine readers read online magazines



Fashion

Cross Readership





3 out of 4

readers are inspired by Fashion magazines

77%

of readers are more informed after reading Fashion magazines

68%

of readers have been influenced by ads in Fashion magazines

72%

of readers have been influenced by recommended or featured products

Fashion decisions are inspired and influenced by magazines



Fashion





Fashion magazines drive

1 out of 4

readers to search for your brand

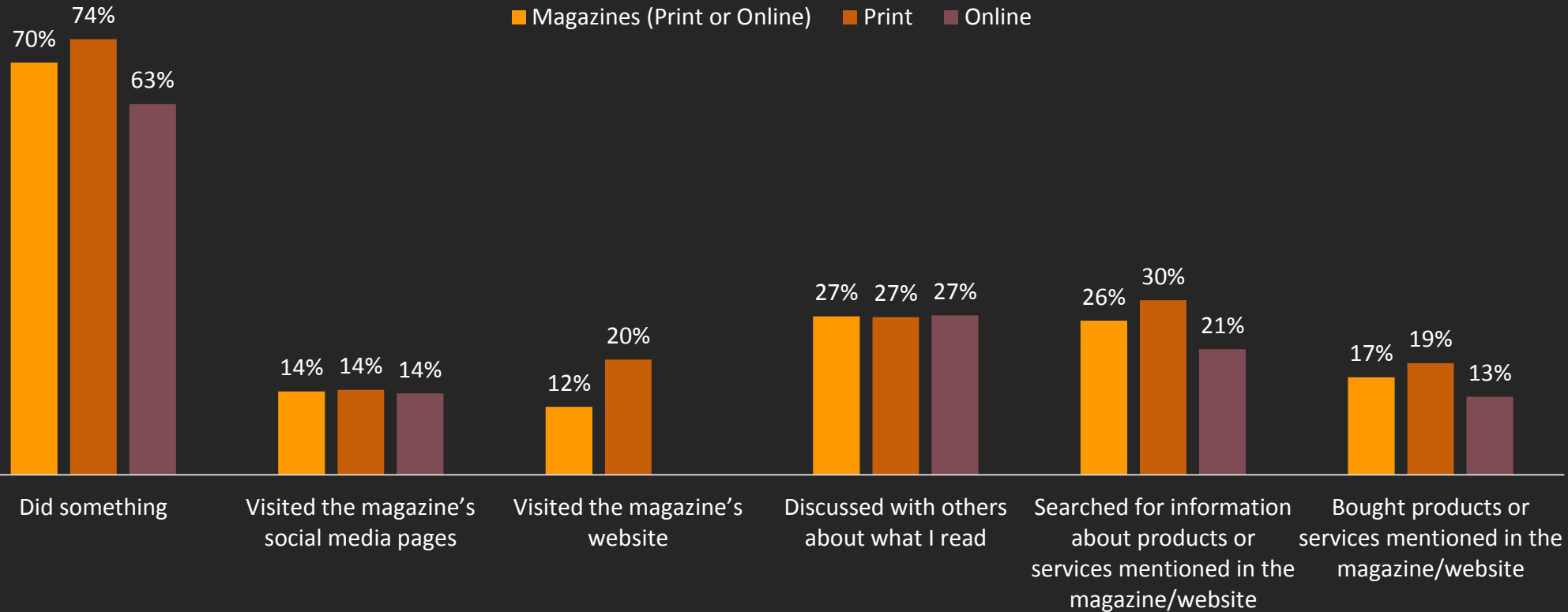


Fashion magazines drive 1 out of 4 readers to search for you brand



Fashion

Call to action



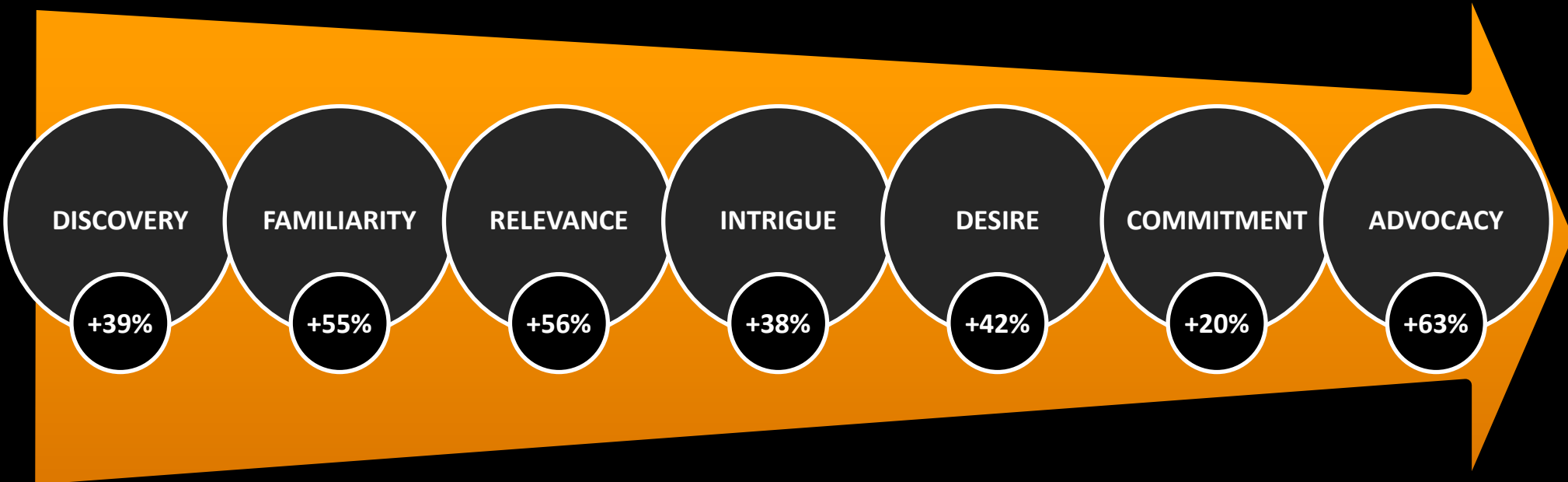


Build desire by 42%

Drive advocacy by 63%



Impact of advertising in Fashion magazines on consumer journey

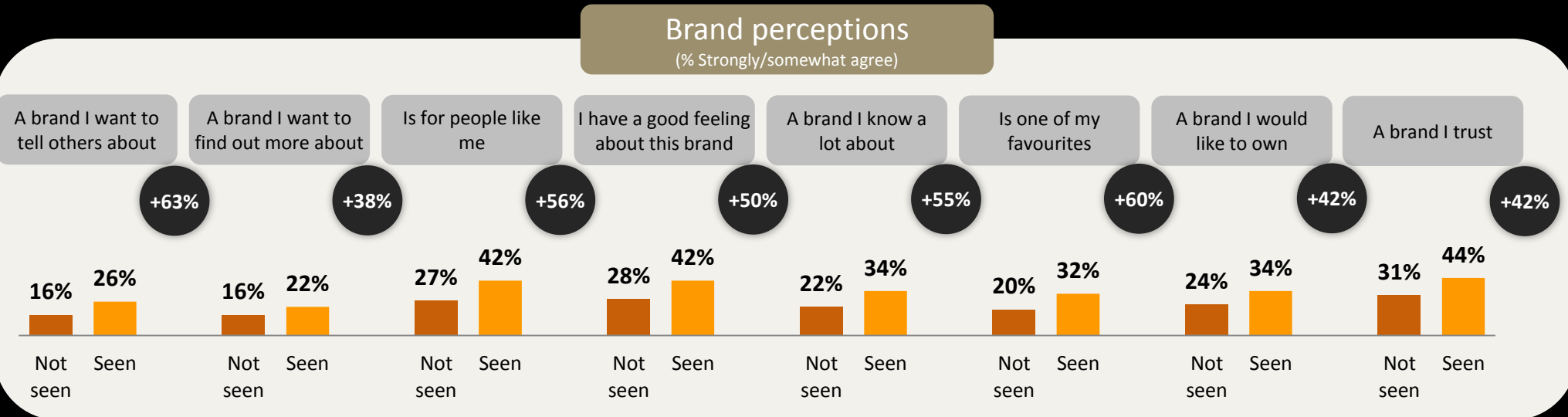
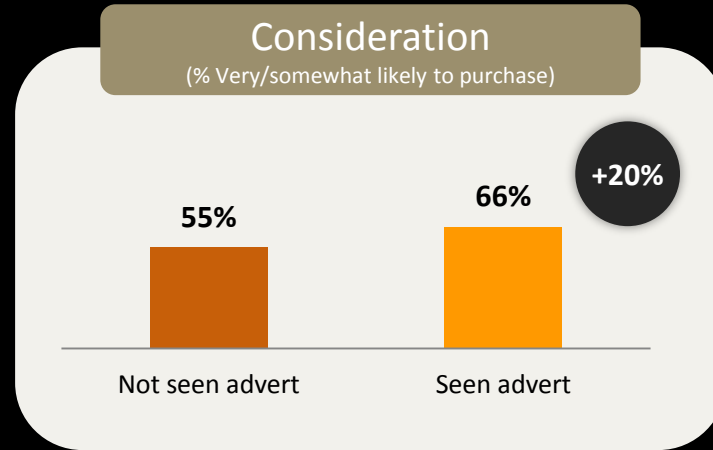
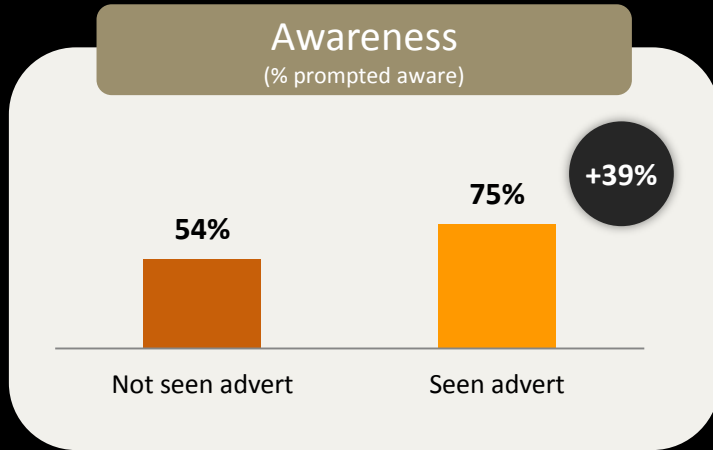


Total Magazines





Impact of advertising in Fashion magazines on consumer journey





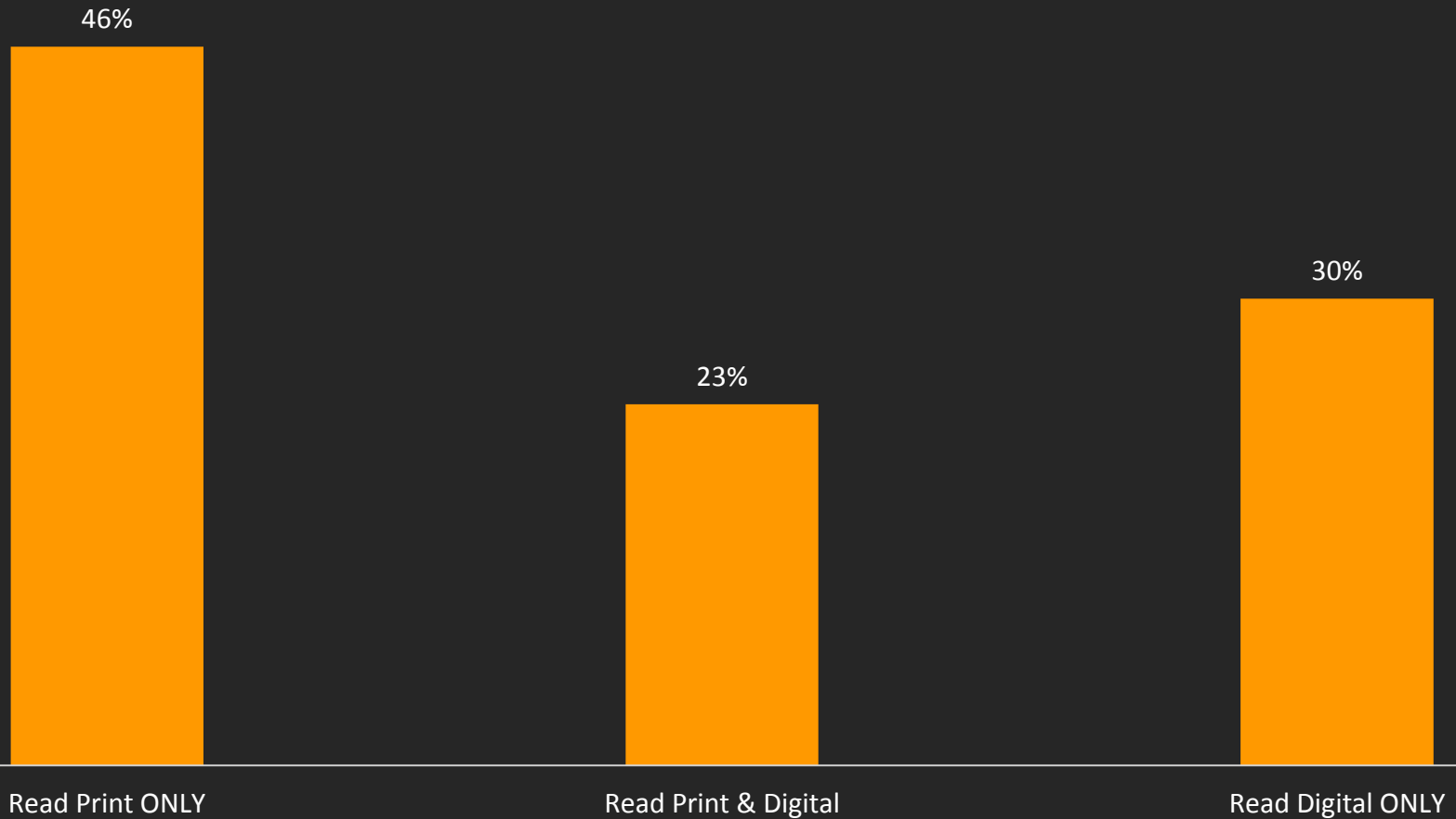
HOME



Half
of home magazine readers
regularly read online magazines



Cross Readership



85%

of readers love Home magazines

88%

of readers are inspired around the home by magazines

83%

of readers are fascinated by the content in Home magazines

3 out of 4

readers have been influenced by the recommended or featured products

84%

of readers are influenced by Home magazines

2 out of 3

readers have been influenced by the ads

84% of readers are influenced by Home magazines



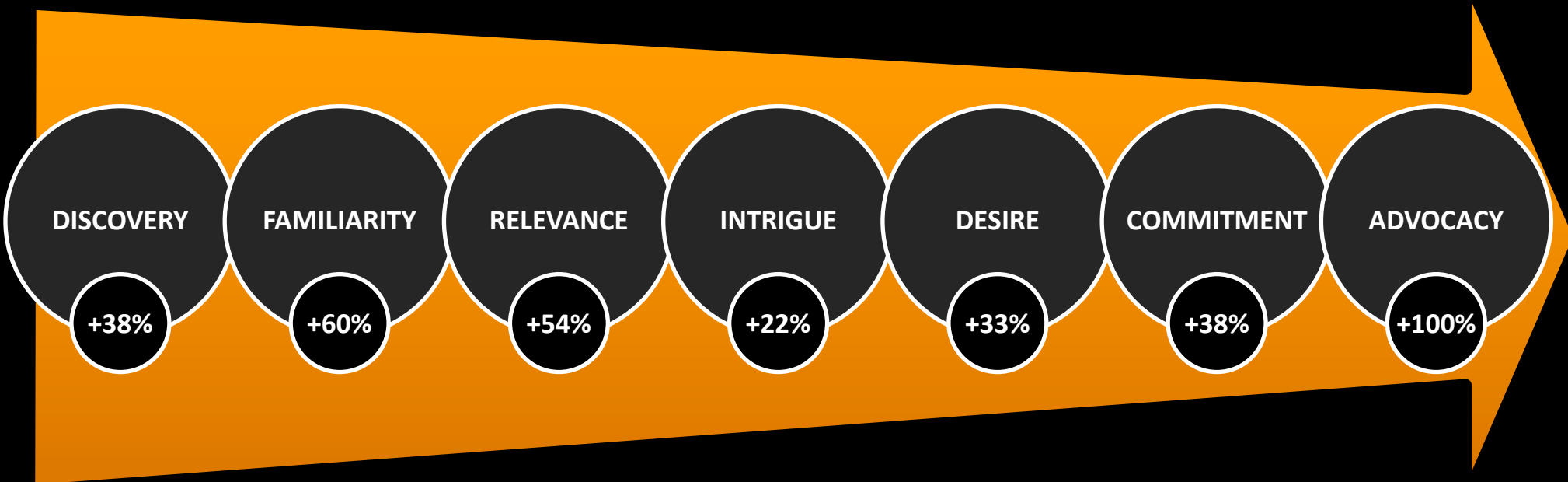
Double your brand advocacy

Build familiarity by 60%

Build commitment to purchase by 30%



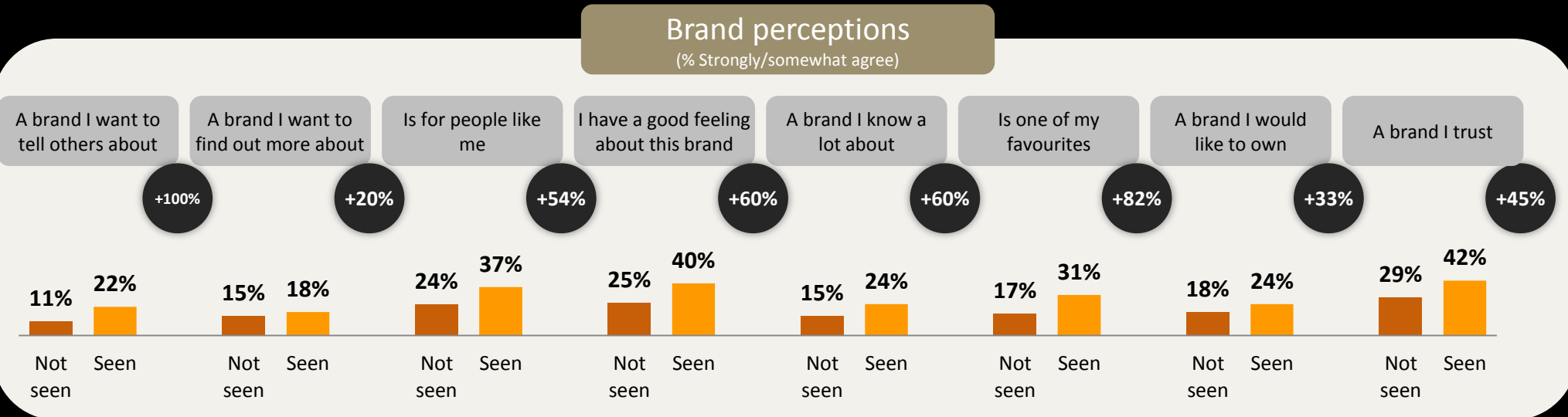
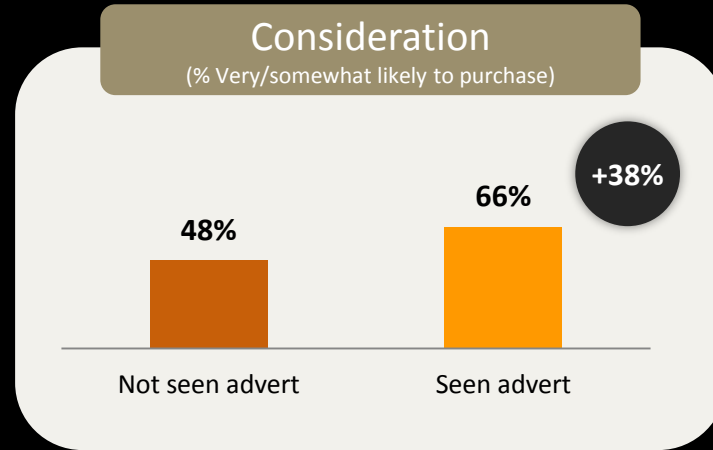
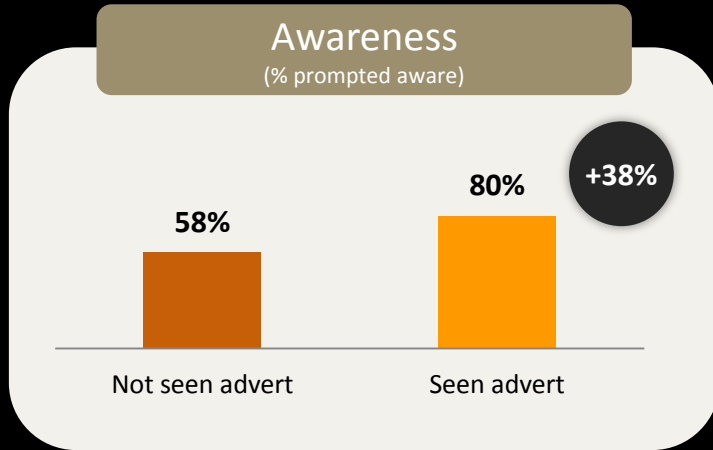
Impact of advertising in Home magazines on consumer journey



Total Magazines



Impact of advertising in Home magazines on consumer journey





HEALTH



Half of Health magazine readers regularly read online magazines



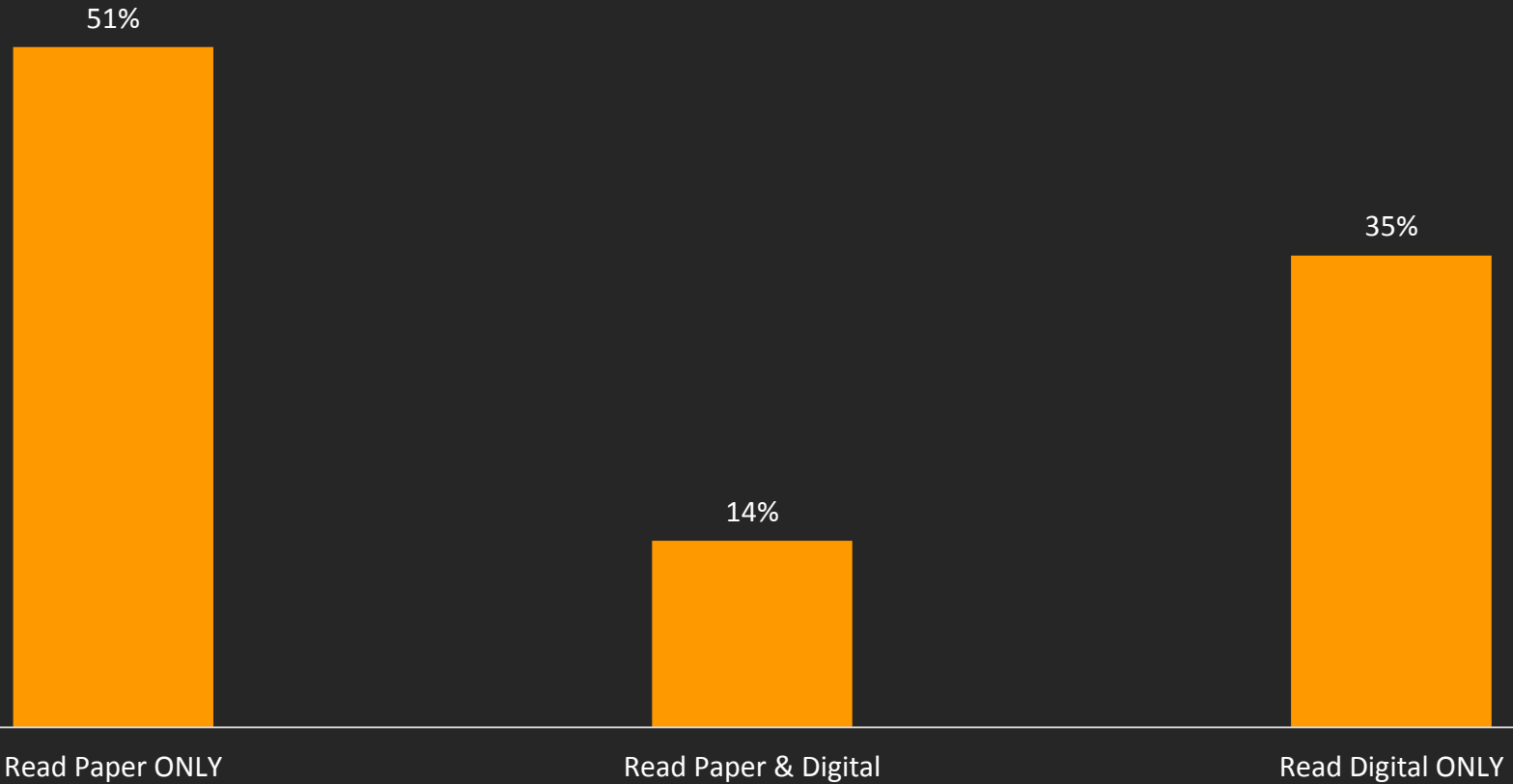
1 in 3 read online only

Half of Health magazine readers read online magazines



Health

Cross Readership



84% of readers trust the advice in Health magazines

80% of readers have confidence in what Health magazines tell them

81% of readers feel more informed after reading Health magazines





79% of readers believe the ads are curated to suit them

2 out of 3 are influenced by the ads in Health magazines

79% of readers believe the ads are curated to suit them, and so 2 out of 3 are influenced by the ads in Health magazines



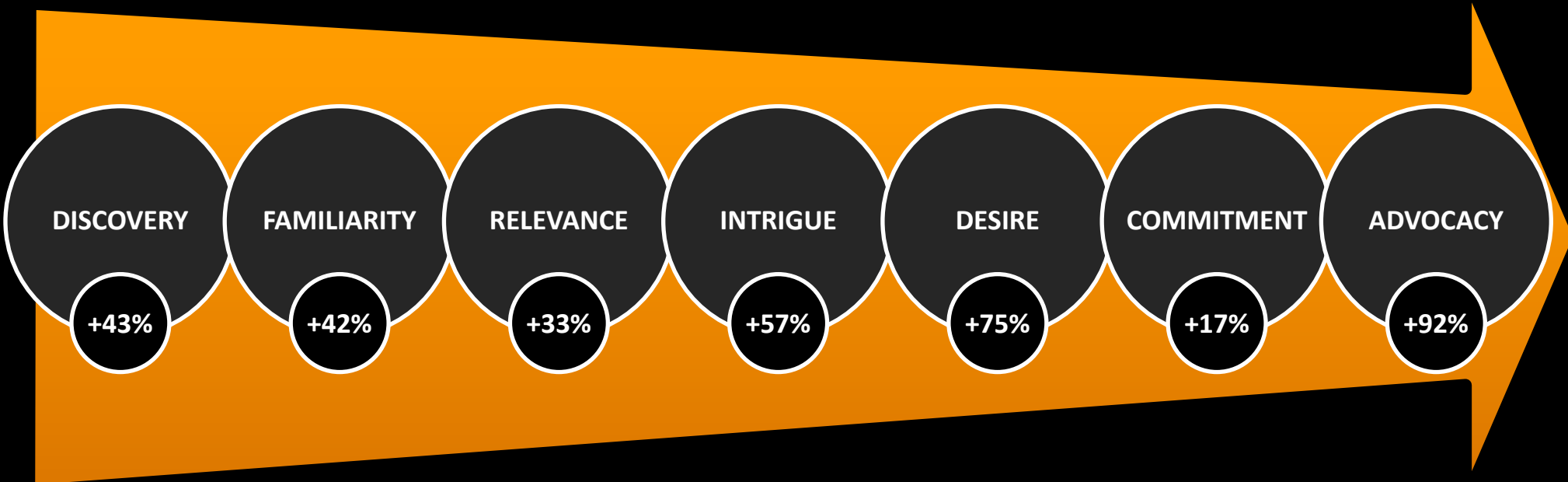


Build desire by 75%

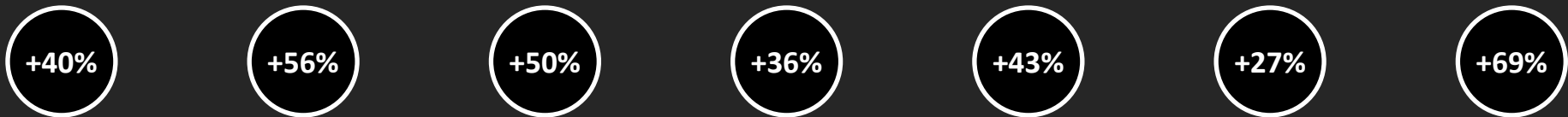
Drive intrigue by 57%

Drive advocacy by 92%

Impact of advertising in Health magazines on consumer journey

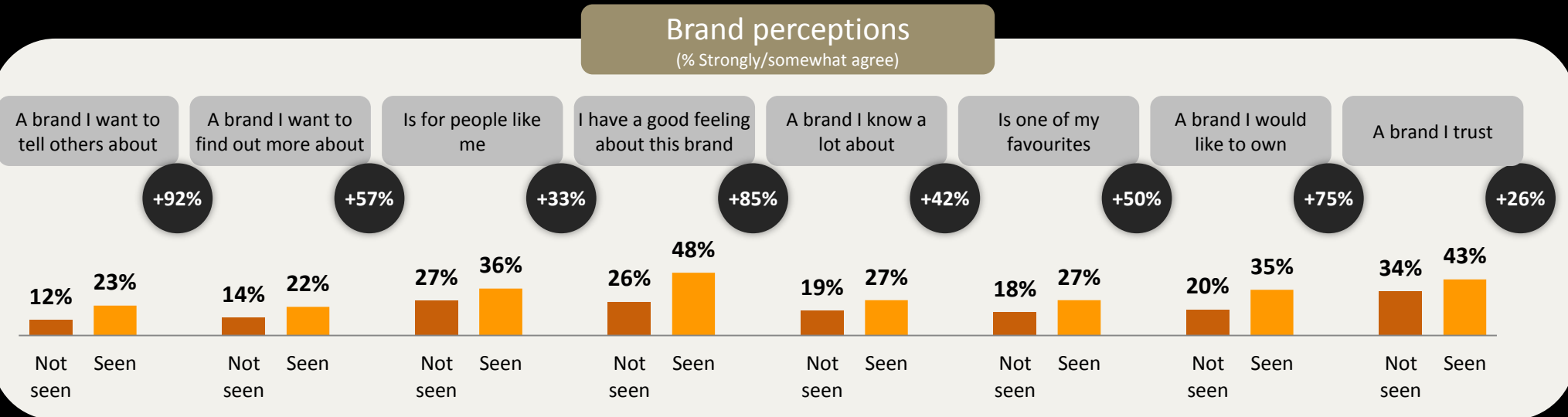
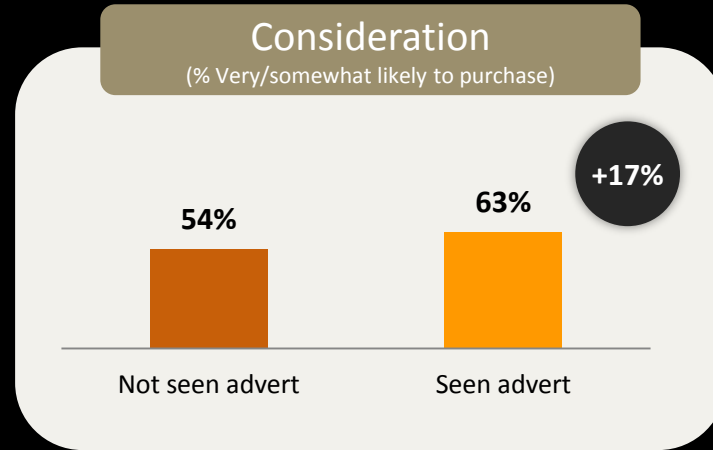
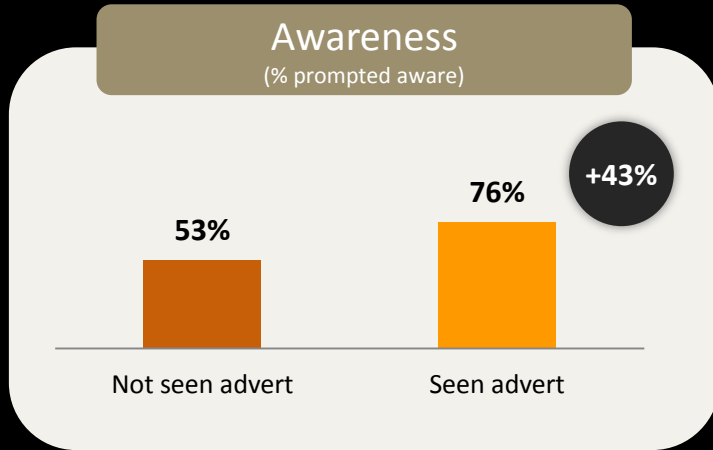


Total Magazines





Impact of advertising in Health magazines on consumer journey





WEEKLIES

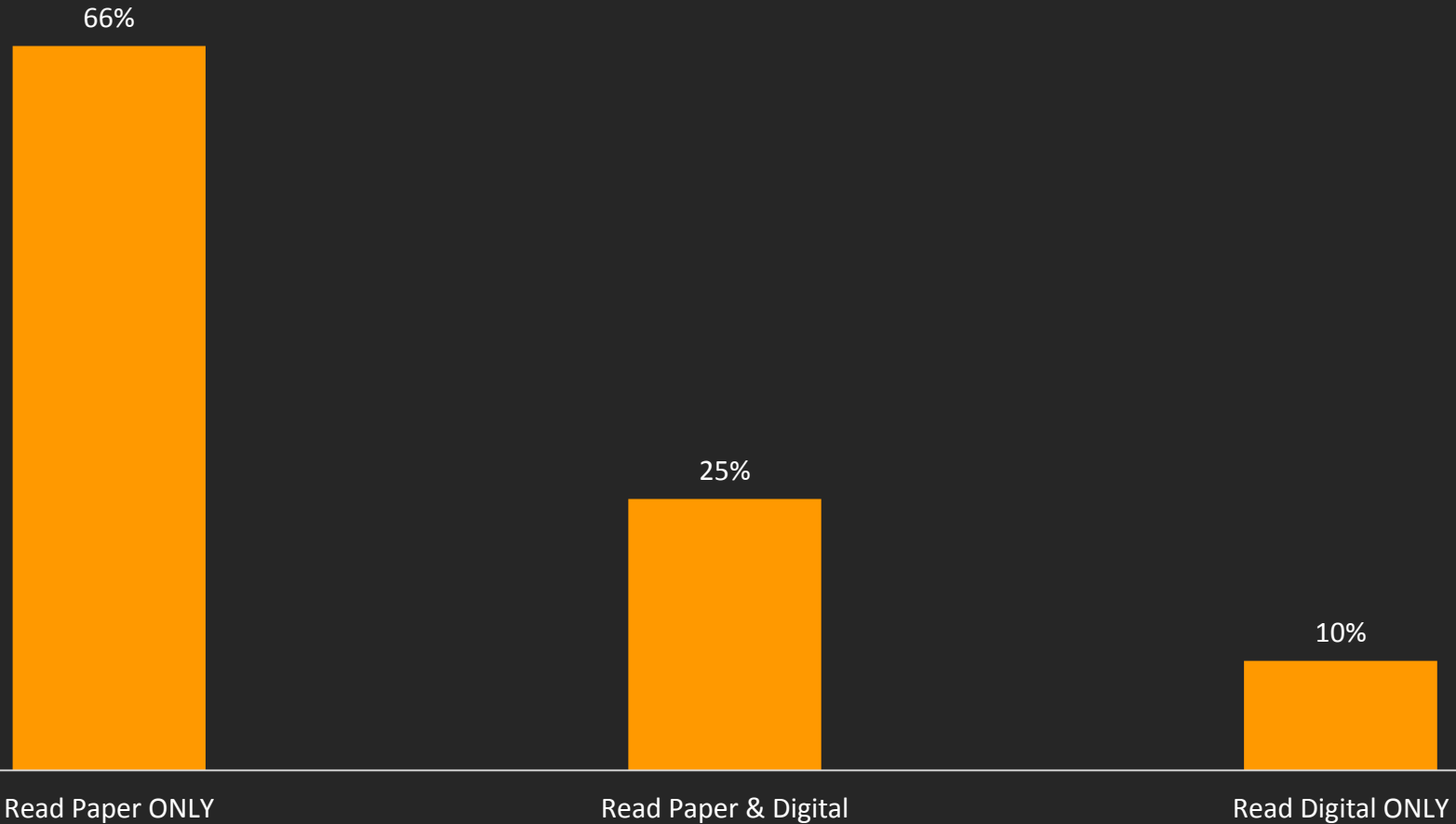


1 in 3 weekly magazine readers read online magazines



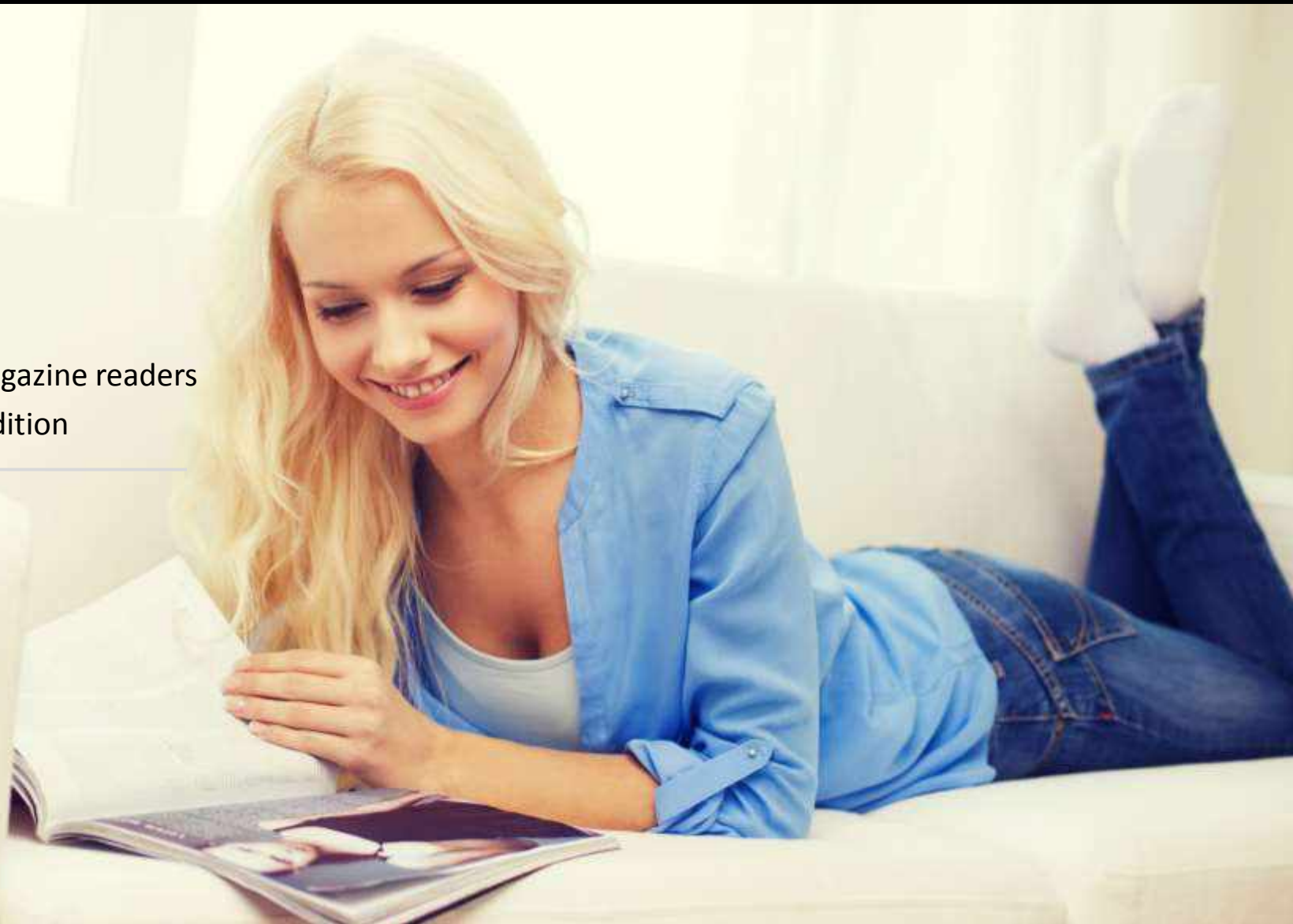
Weeklies

Cross Readership



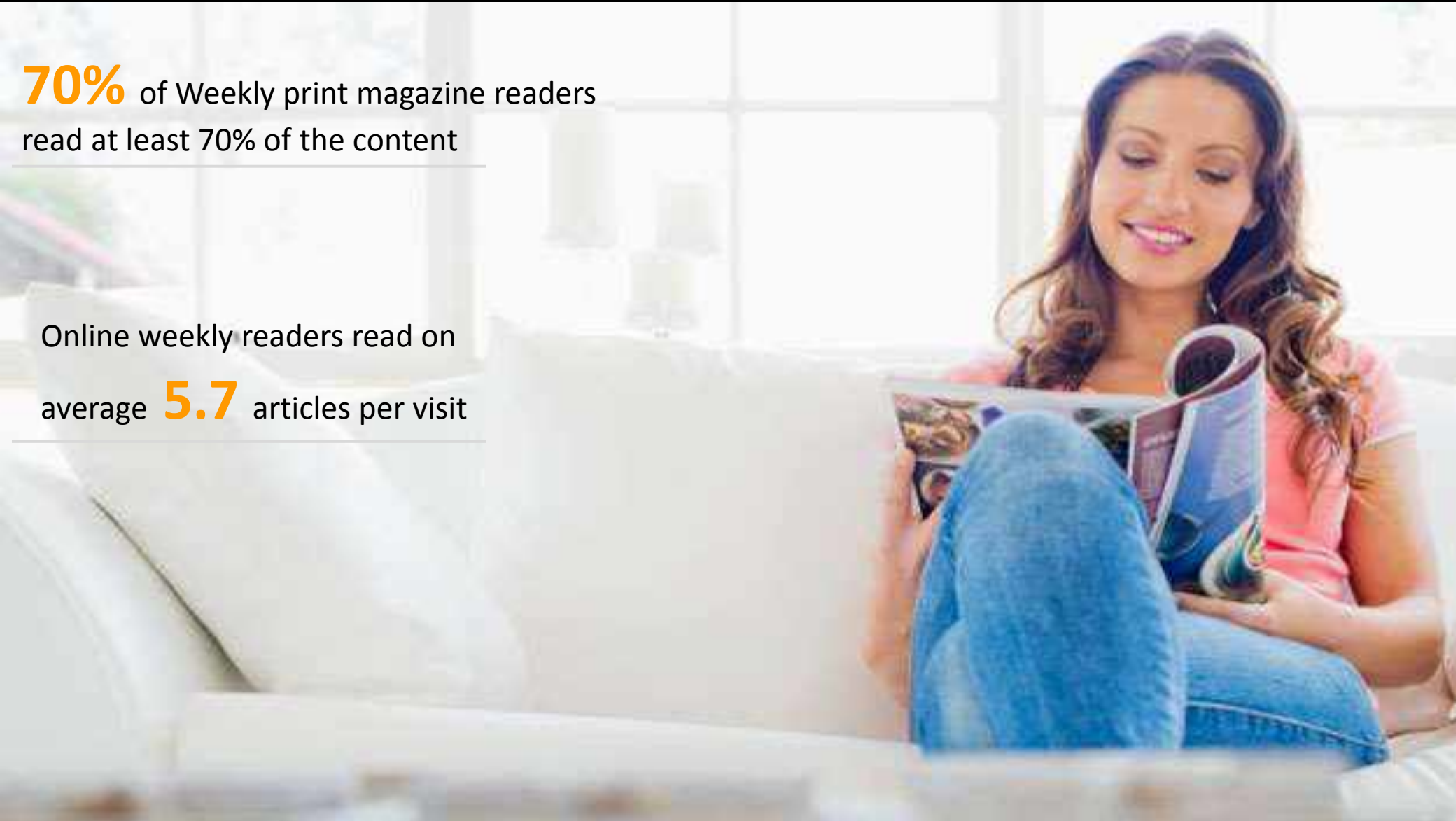


89% of Weekly magazine readers
look forward to each edition



70% of Weekly print magazine readers read at least 70% of the content

Online weekly readers read on average **5.7** articles per visit



89% of Weekly magazine readers look forward to each edition



Weeklies



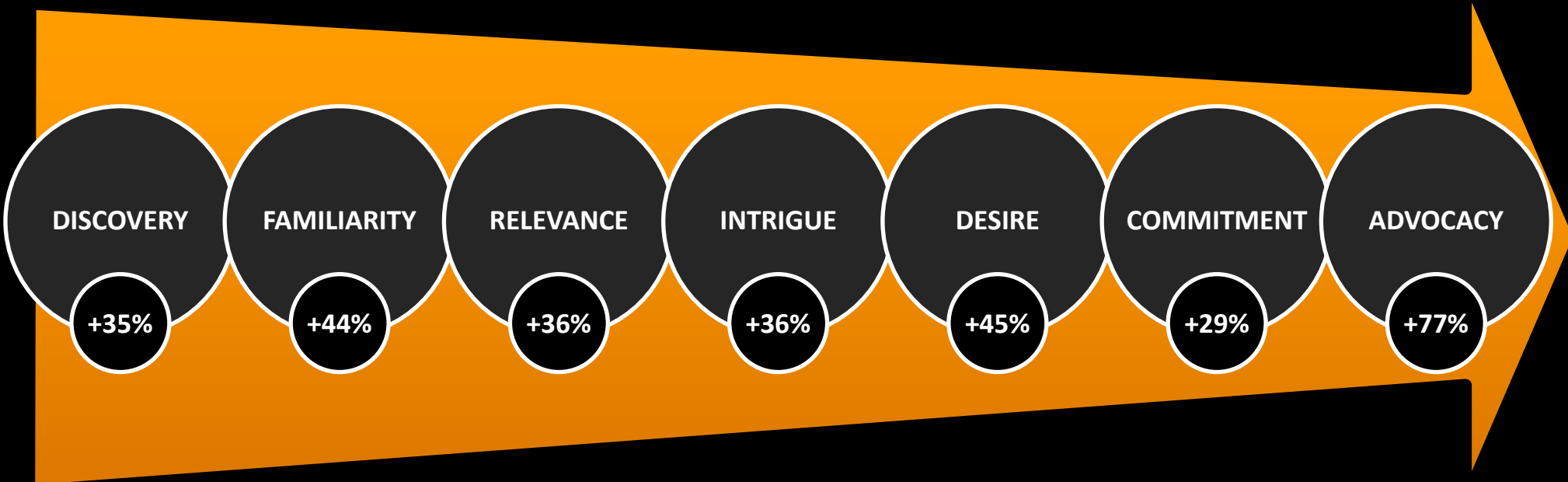


Build desire by 45%

Drive advocacy by 77%



Impact of advertising in Weekly magazines on consumer journey

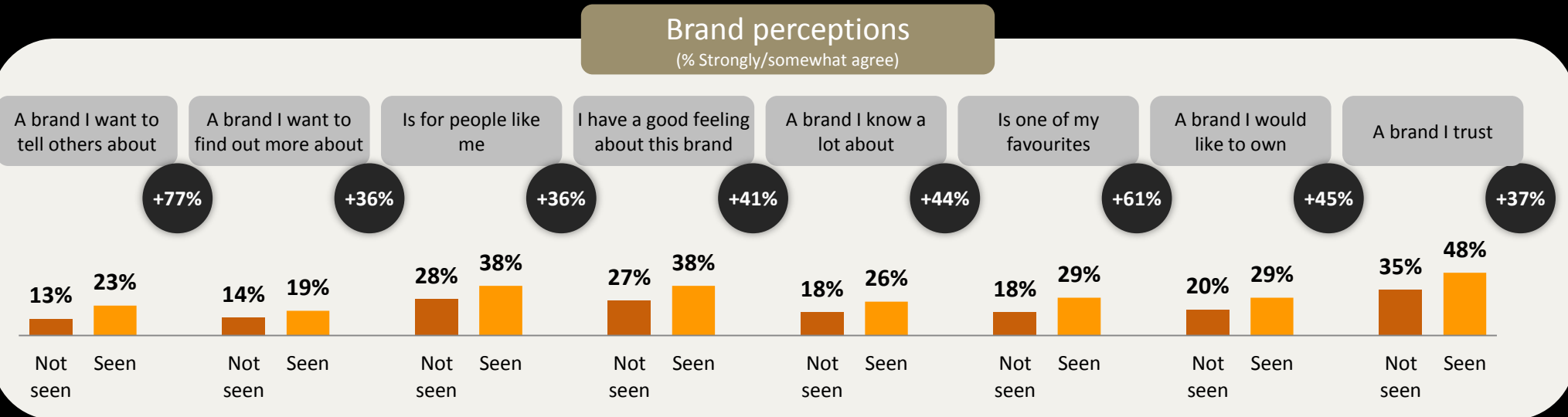
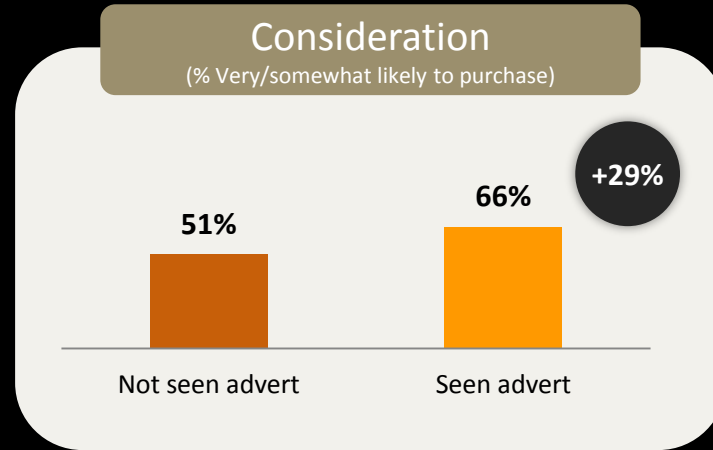
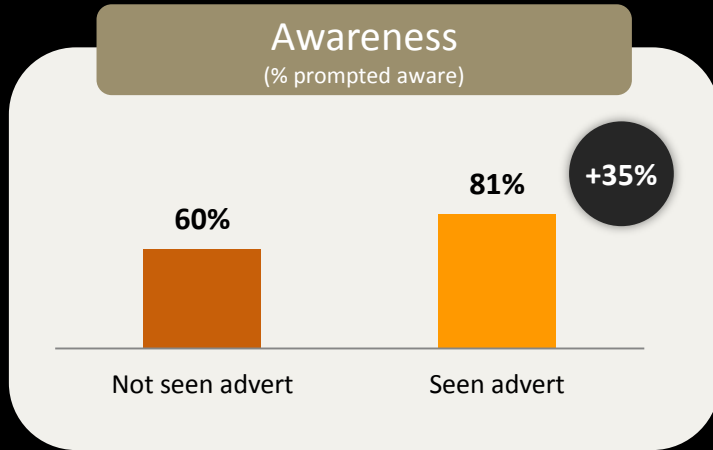


Total Magazines





Impact of advertising in Weekly magazines on consumer journey



MAGAZINES REACH YOUR MOST VALUABLE CUSTOMERS

PASSION FOR MAGAZINES DRIVES RESPONSE

MAGAZINES ARE THE MOST TRUSTED SOURCE OF INFORMATION ON BRANDS AND PRODUCTS

MAGAZINE BRANDS ARE NO LONGER JUST PRINT

MAGAZINES REACH YOUR MOST INFLUENTIAL CUSTOMERS

MAGAZINES DELIVER CURATED CONTENT THAT INSPIRES AND INFLUENCES

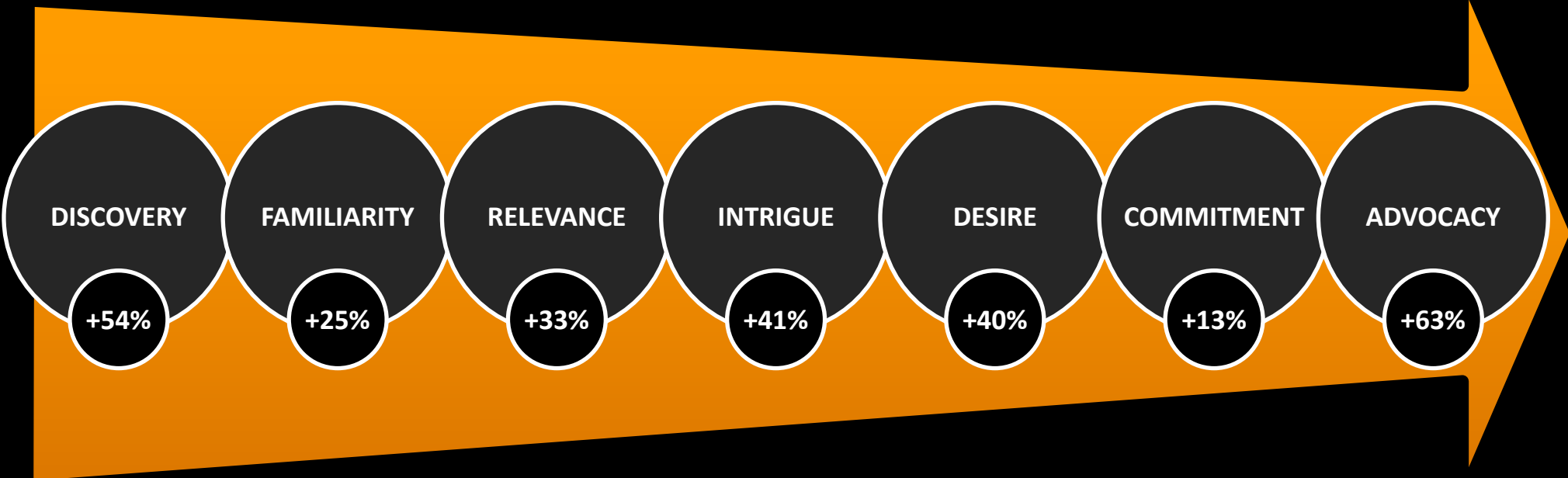
MAGAZINES BUILD BRANDS AT ALL STAGES OF THE CUSTOMER JOURNEY

MAGAZINES PROVIDE A DEEPLY ENGAGED AUDIENCE FOR YOUR BRAND

Impact by advertising type

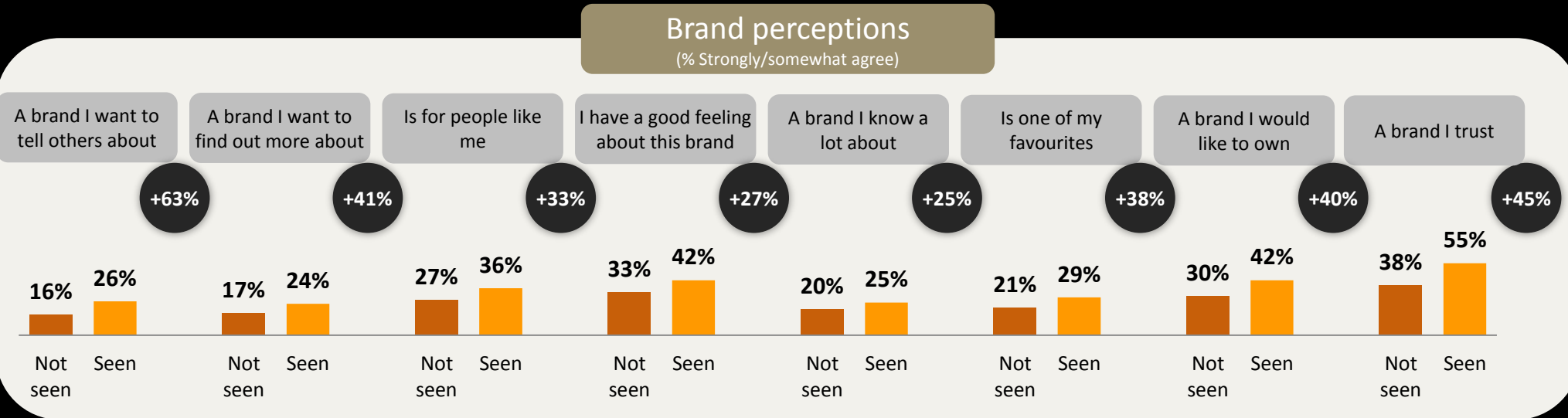
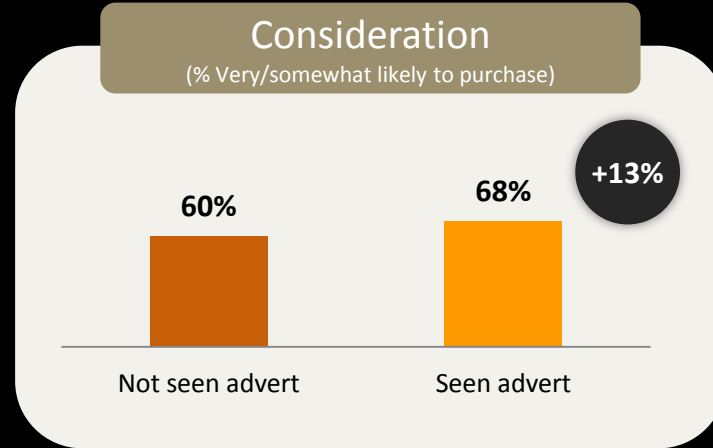
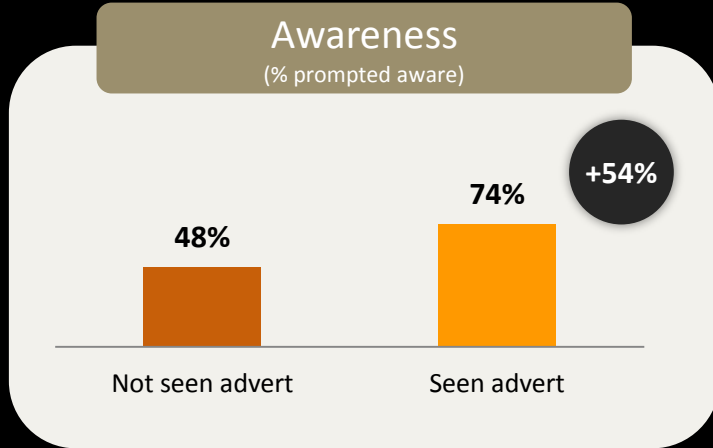
Magazine advertising for appliances drives intrigue and desire, as well as initial discovery

Impact of magazine advertising - Appliances



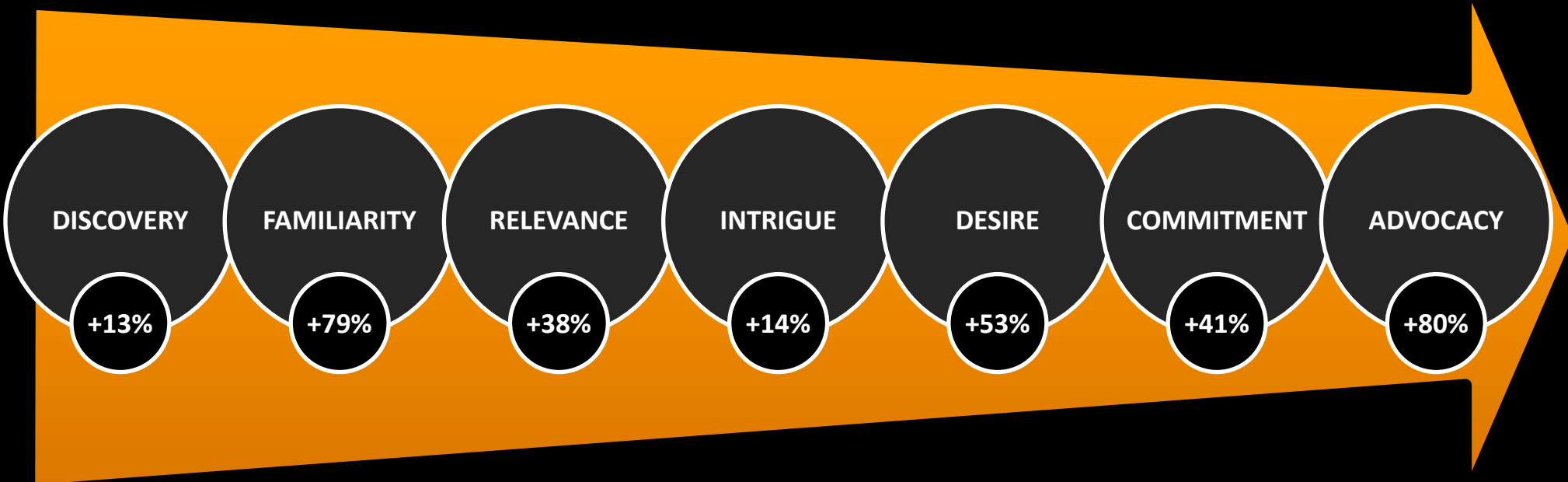
Magazine advertising for appliances drives intrigue and desire, as well as initial discovery

Impact of magazine advertising - Appliances



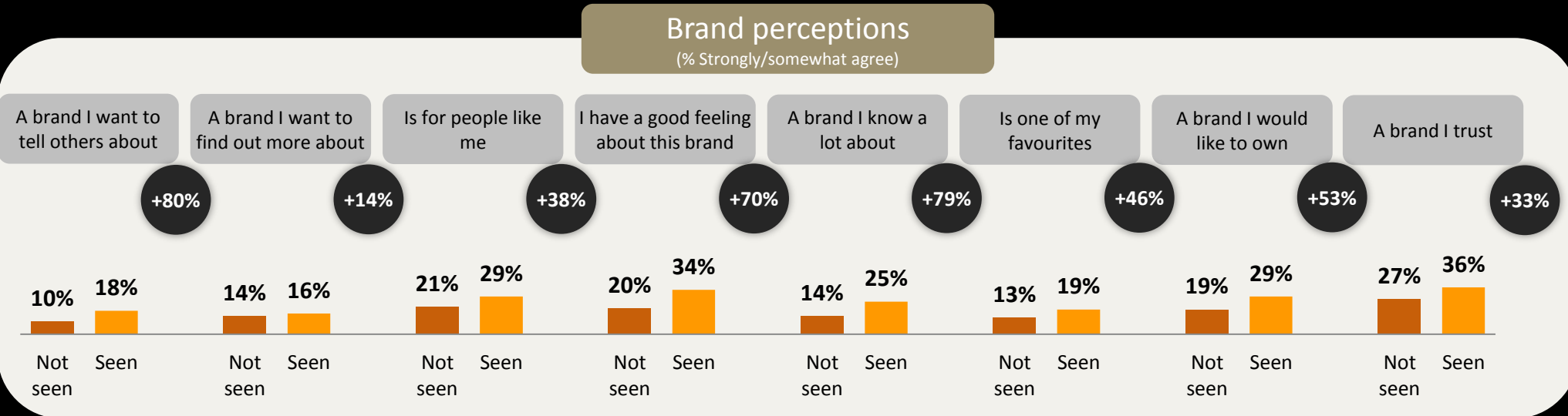
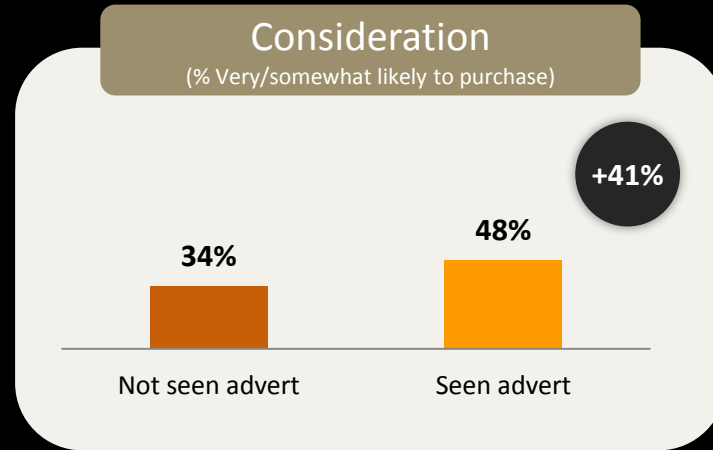
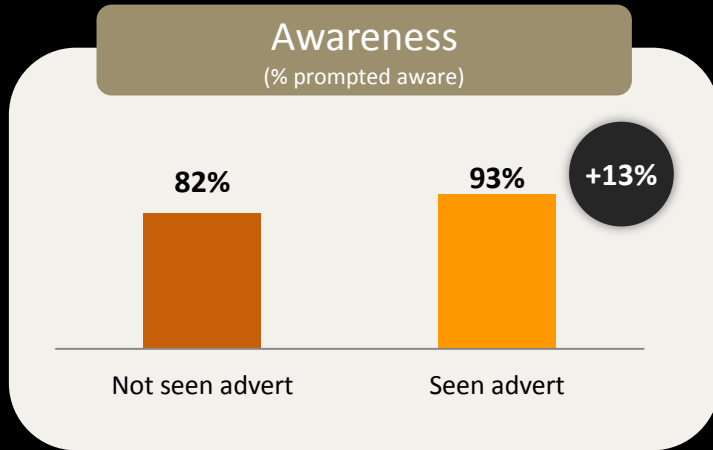
Advertising cars via magazines builds familiarity, desire and commitment to purchase, as well as advocacy for the brand

Impact of magazine advertising - Automotive



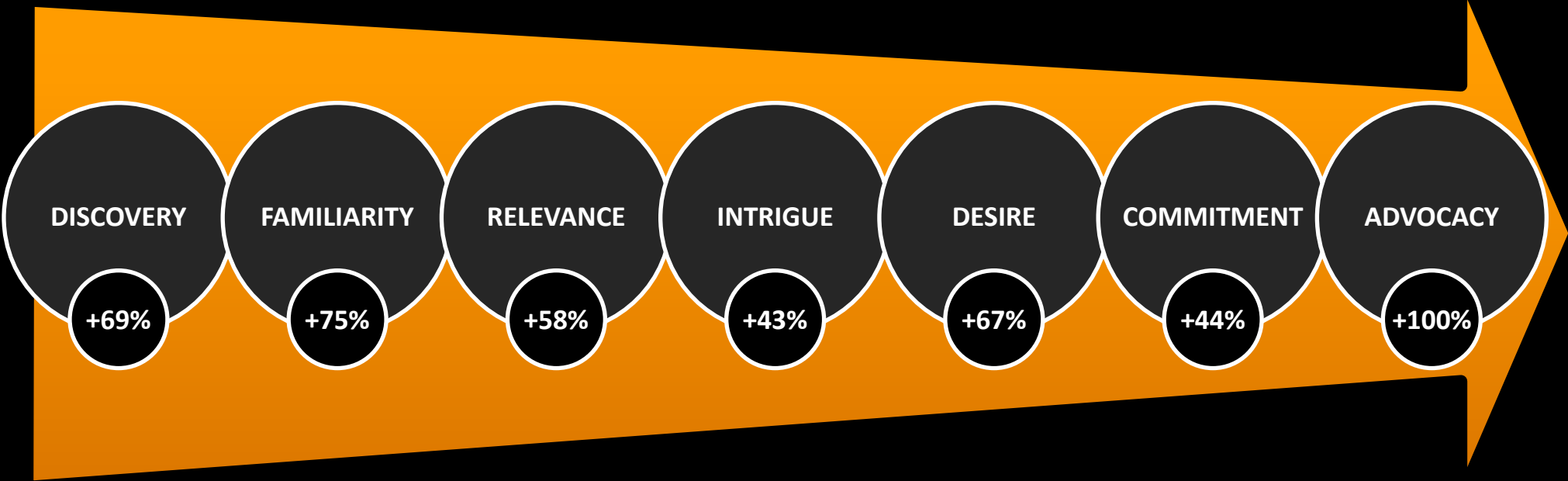
Advertising cars via magazines builds familiarity, desire and commitment to purchase, as well as advocacy for the brand

Impact of magazine advertising - Automotive



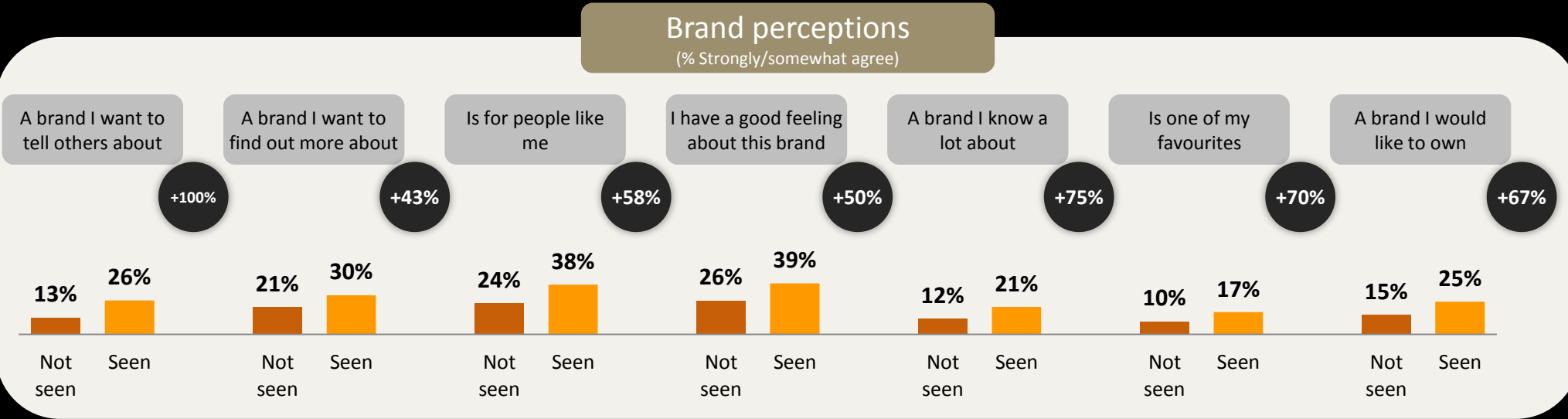
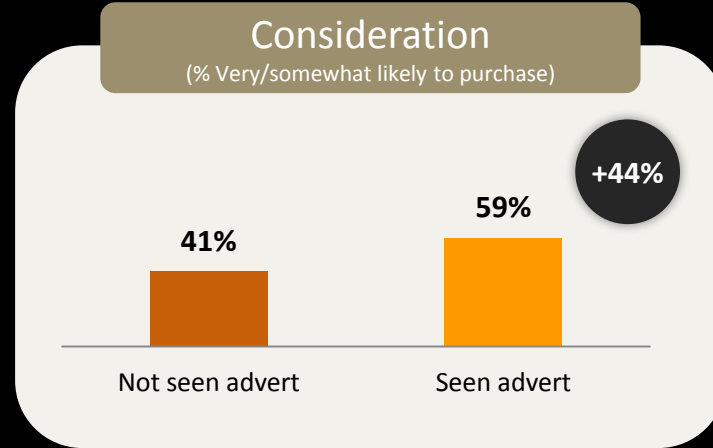
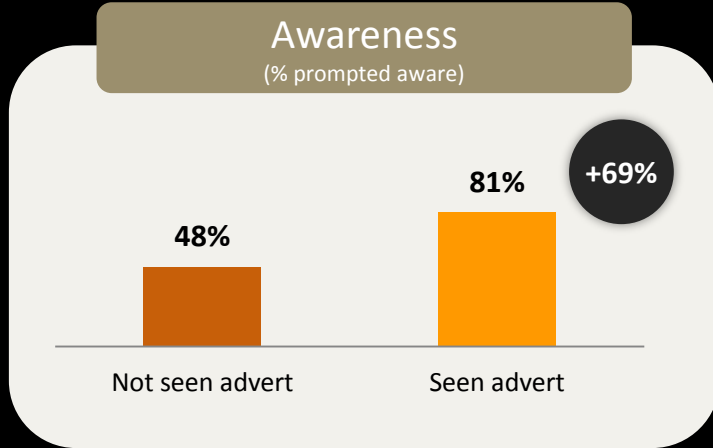
Magazine advertising of entertainment products (i.e. books, DVDs, events) impacts at all stages of the consumer journey

Impact of magazine advertising - Entertainment



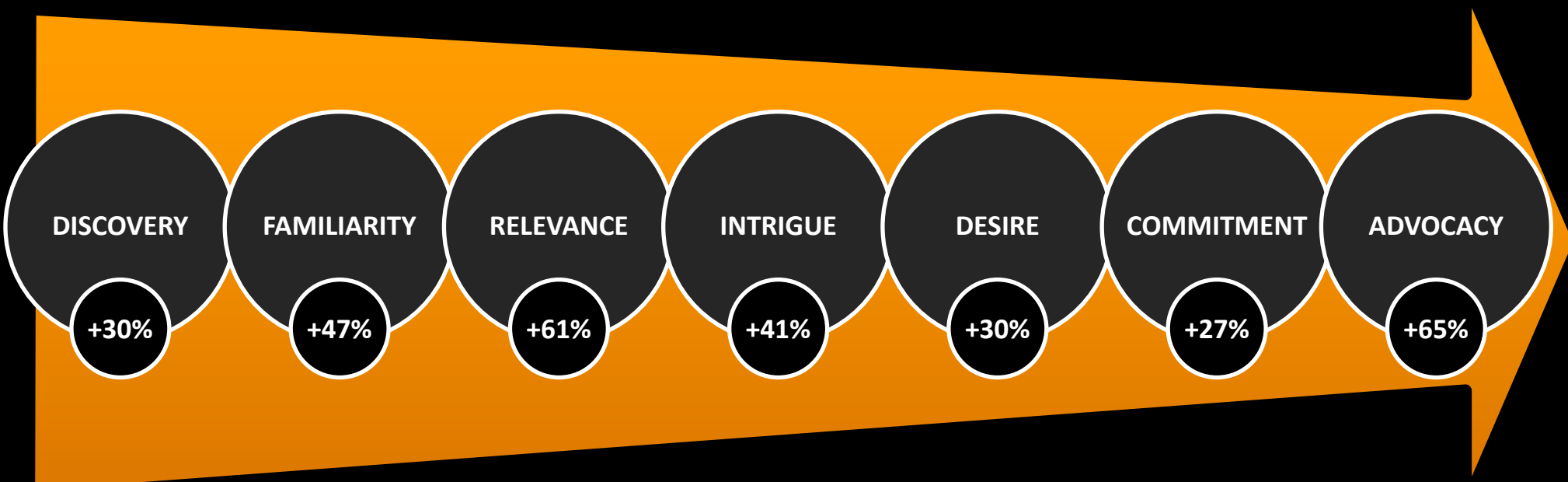
Magazine advertising of entertainment products (i.e. books, DVDs, events) impacts at all stages of the consumer journey

Impact of magazine advertising - Entertainment



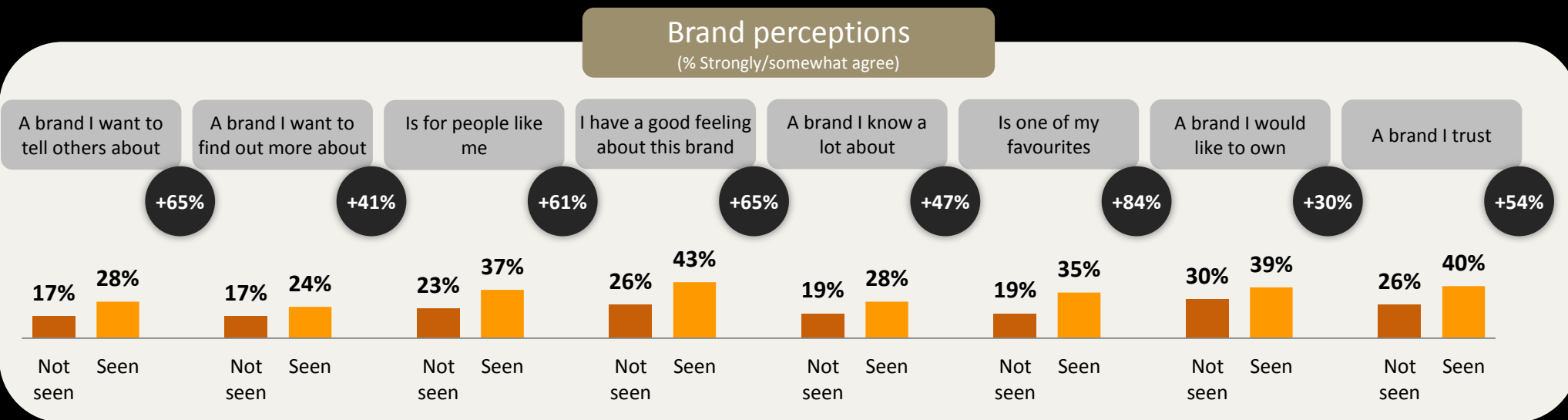
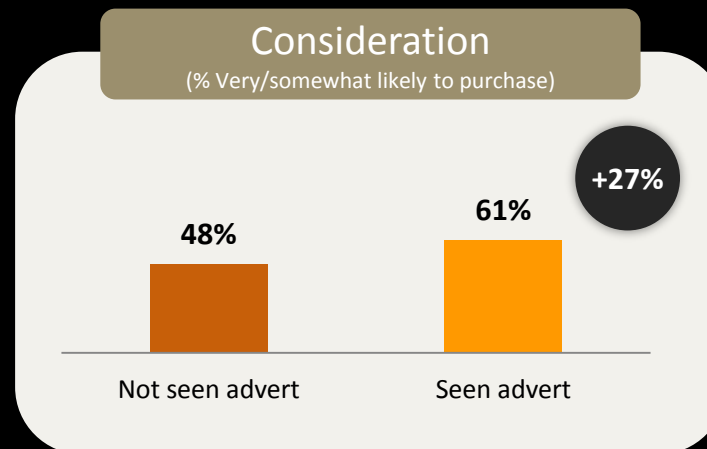
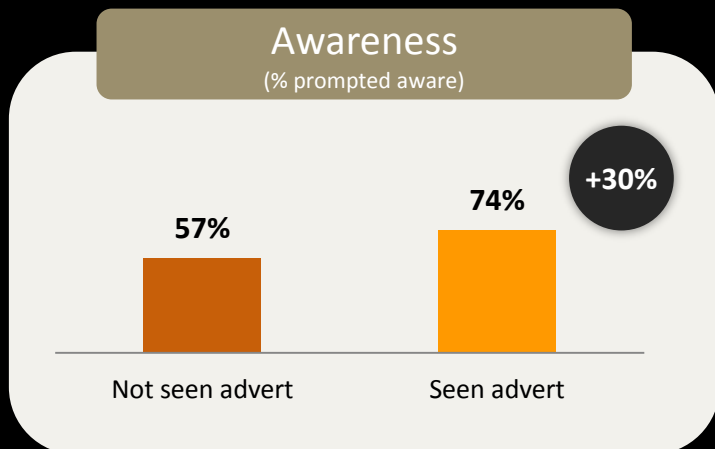
Advertising fashion and jewellery in magazines drives relevance and intrigue for your brand

Impact of magazine advertising – Fashion & Jewellery



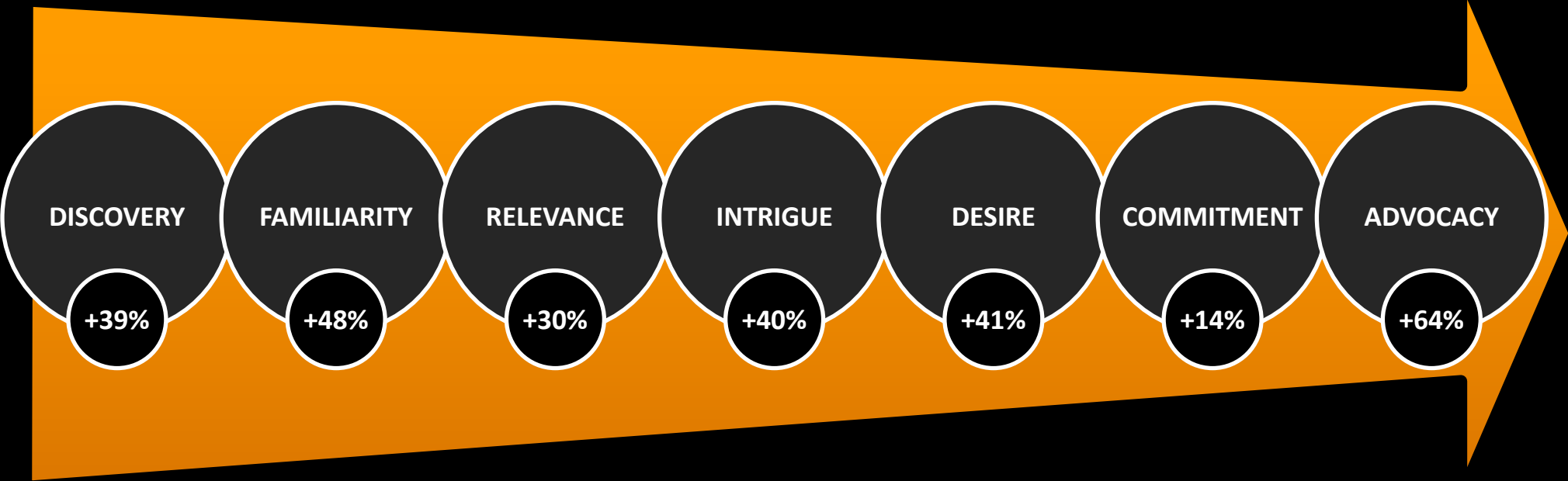
Advertising fashion and jewellery in magazines drives relevance and intrigue for your brand

Impact of magazine advertising – Fashion & Jewellery



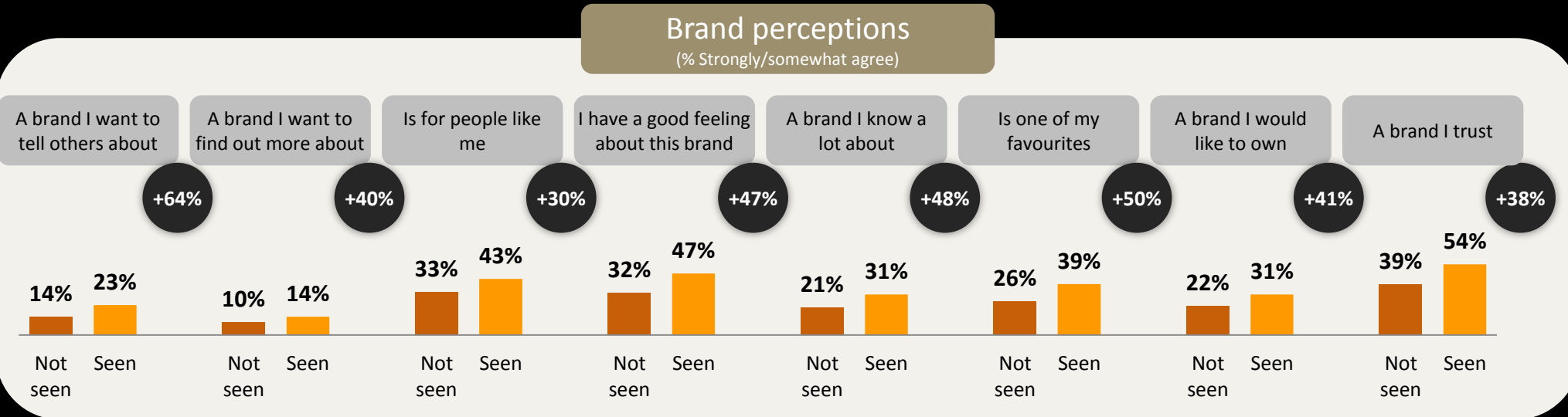
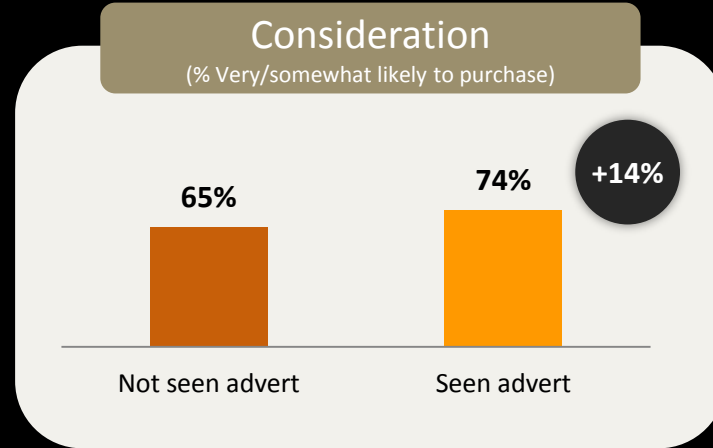
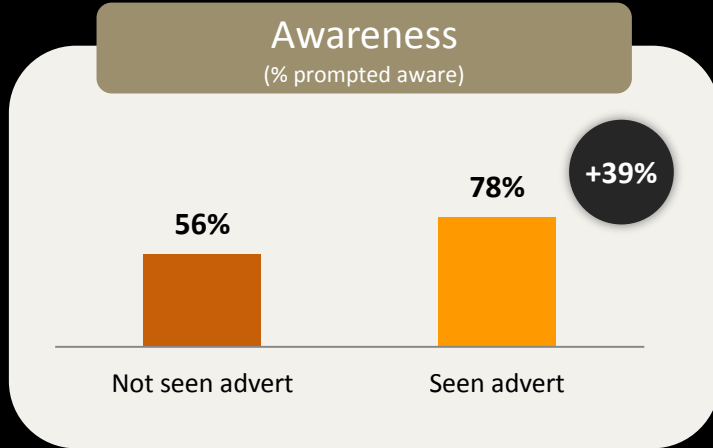
Magazine advertising of food and drink builds familiarity, intrigue and desire

Impact of magazine advertising – Food & Drink



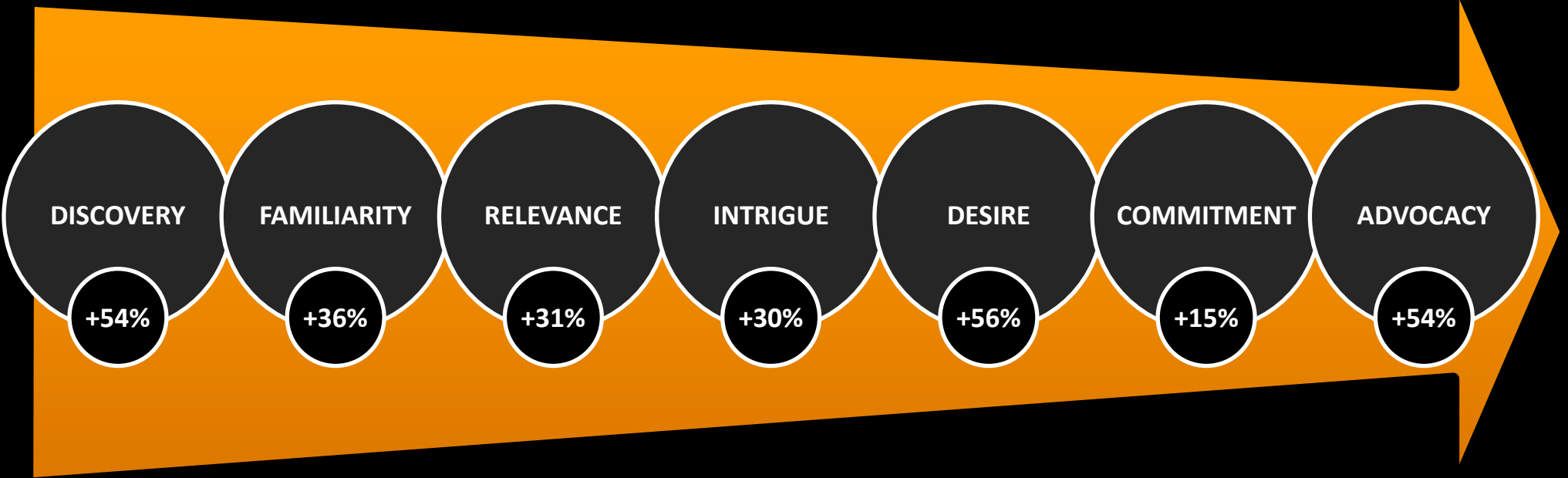
Magazine advertising of food and drink builds familiarity, intrigue and desire

Impact of magazine advertising – Food & Drink



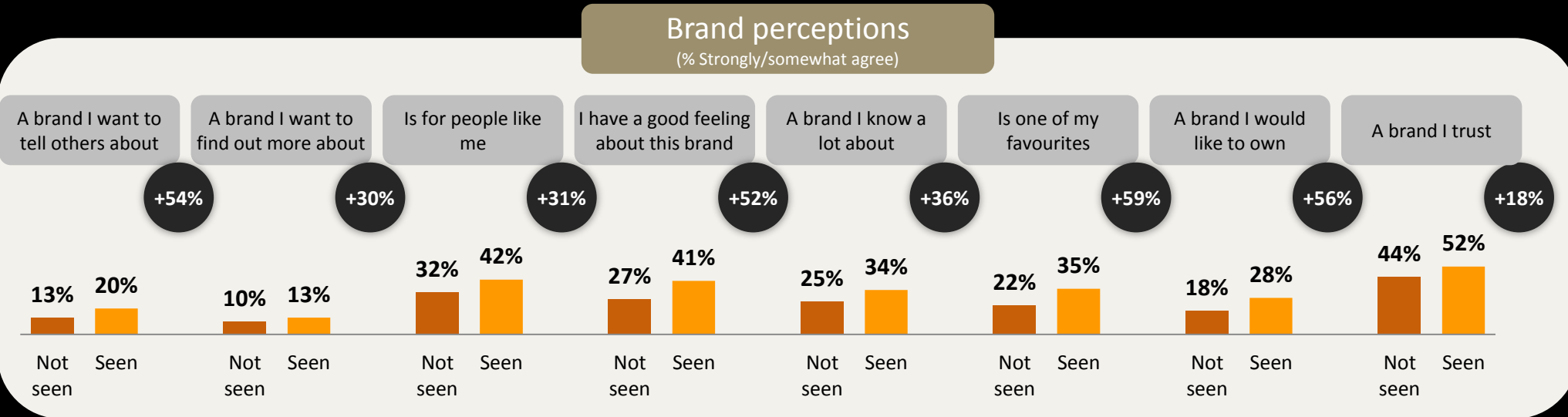
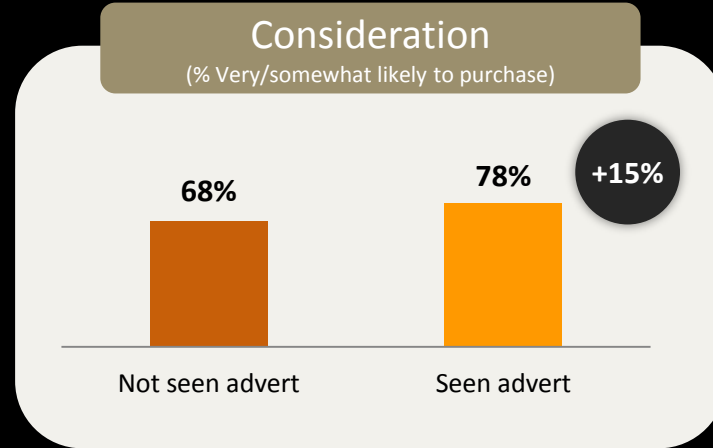
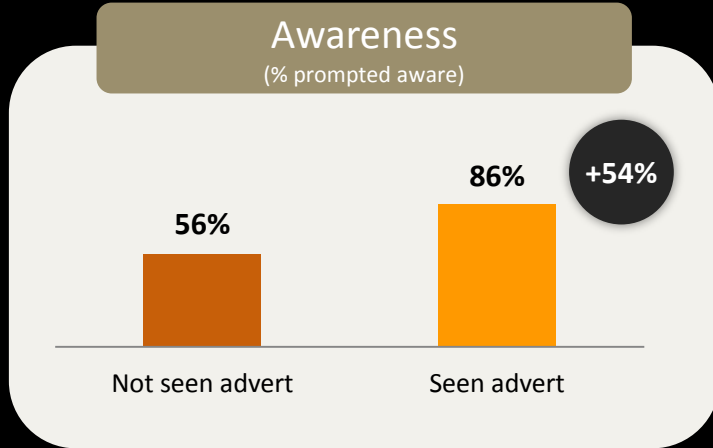
Advertising healthcare products in magazines aids discovery and desire

Impact of magazine advertising – Healthcare



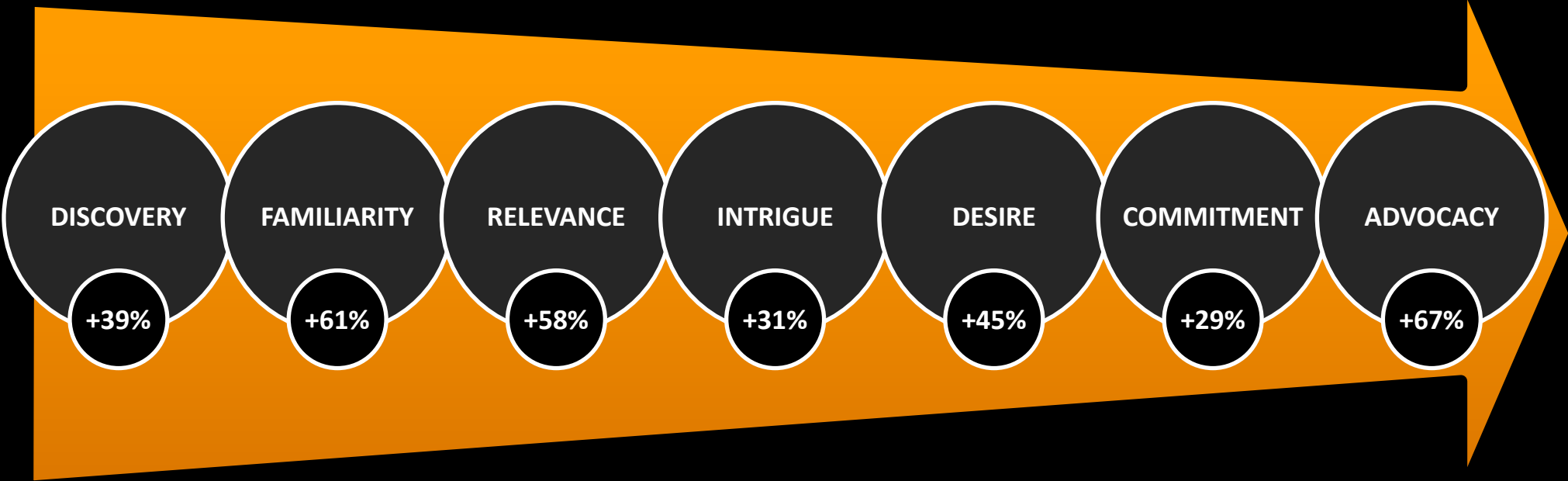
Advertising healthcare products in magazines aids discovery and desire

Impact of magazine advertising – Healthcare



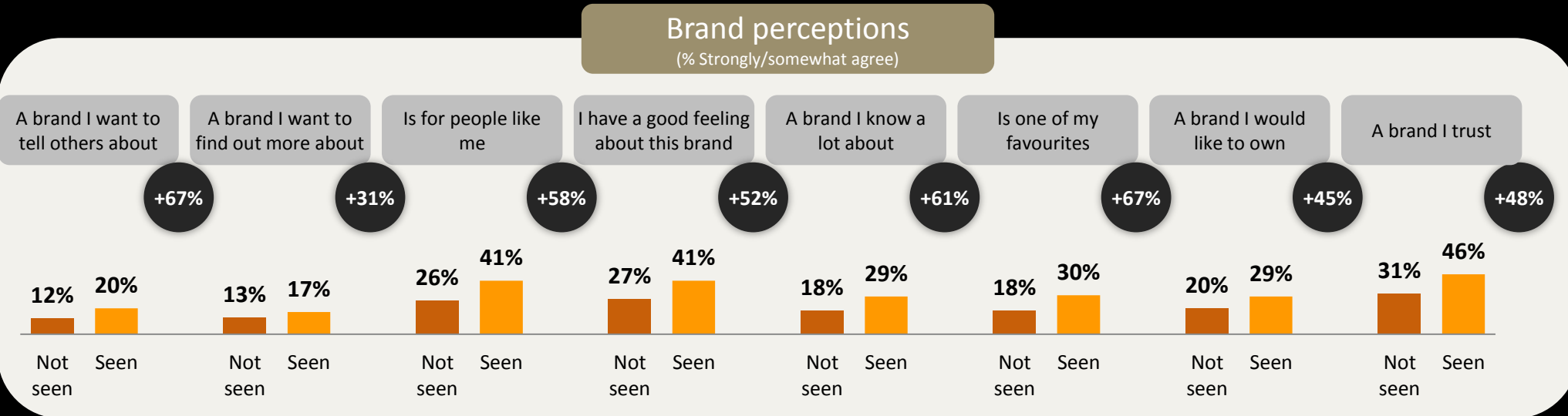
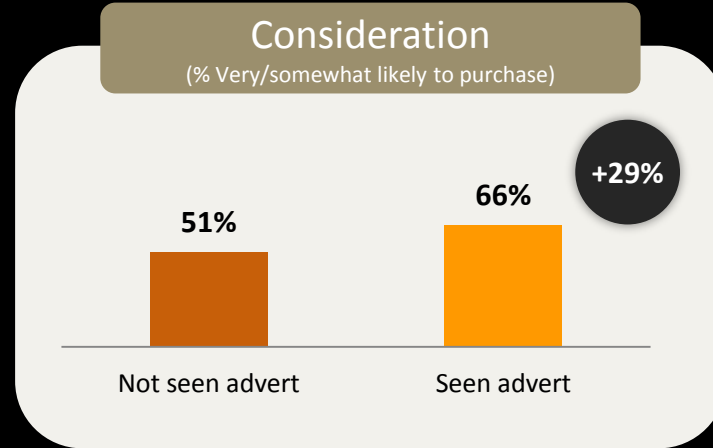
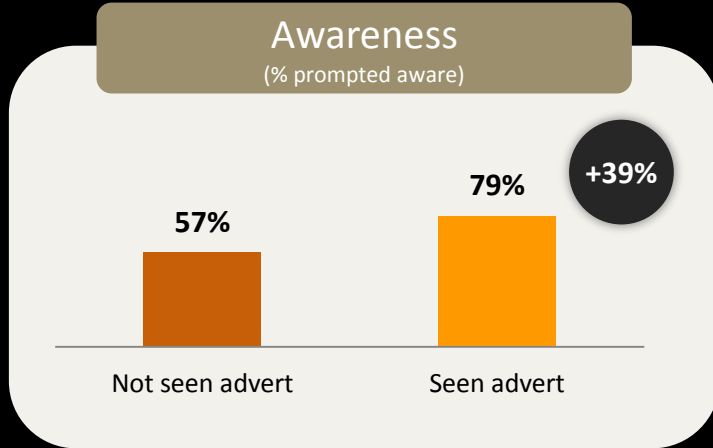
Advertising skincare products in magazines drives commitment to purchase

Impact of magazine advertising – beautycare



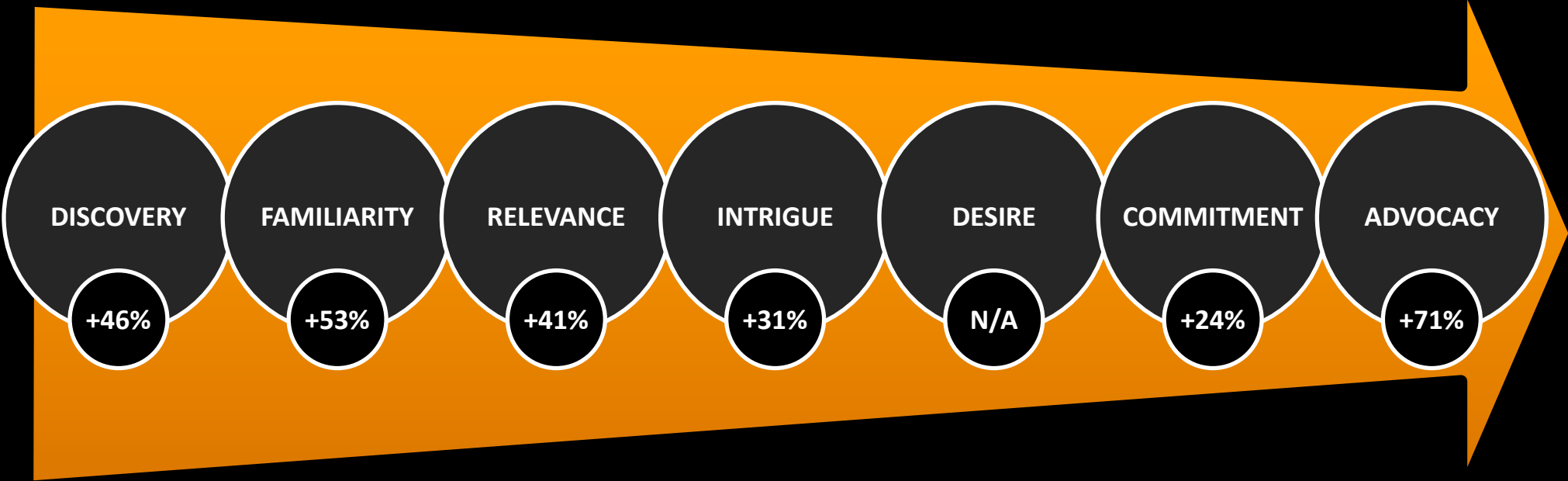
Advertising skincare products in magazines drives commitment to purchase

Impact of magazine advertising – Skincare



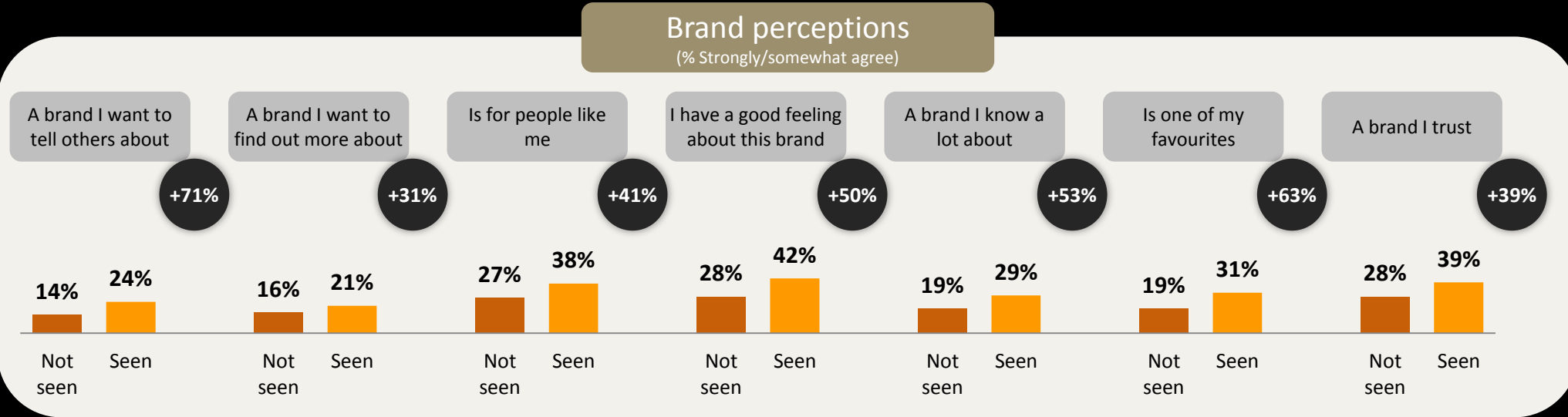
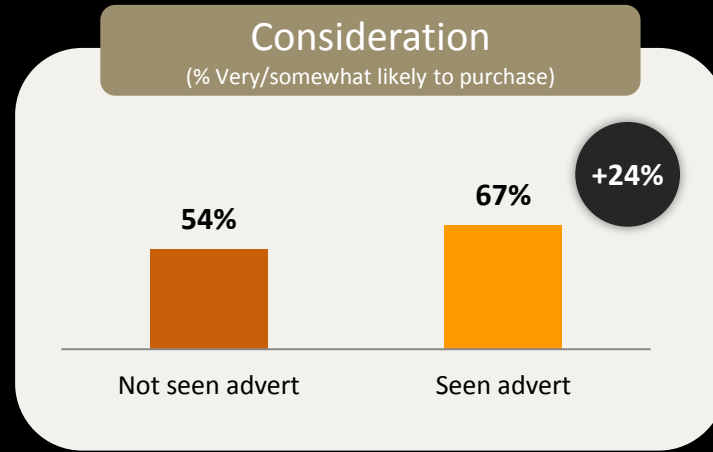
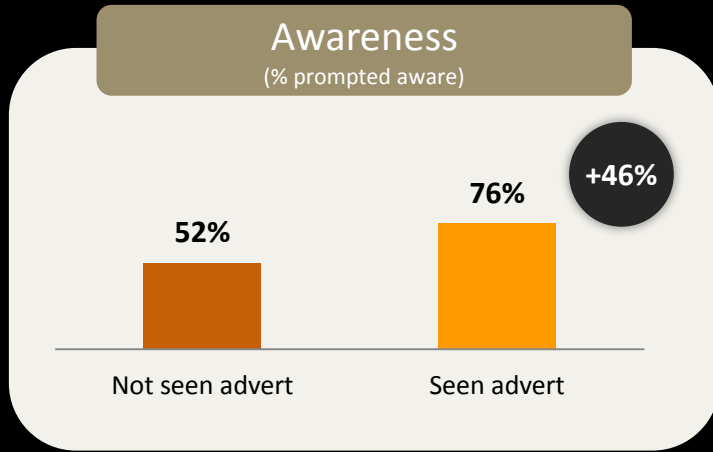
Advertising online/stores in magazines drives commitment and advocacy

Impact of magazine advertising – Retailers



Advertising online/stores in magazines drives commitment and advocacy

Impact of magazine advertising – Retailers

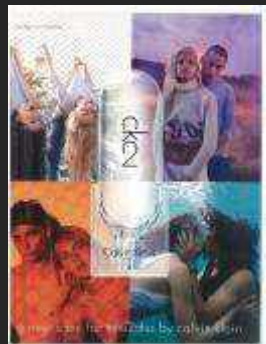
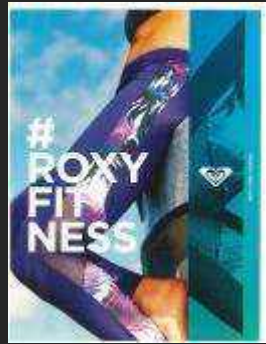


Adverts included in the study

Adverts from Australian House & Garden



Adverts from Cosmo



Adverts from Women's Weekly



NIP TITERS ZANNE TARGET HEADACHES AT THE SOURCE OF PAIN FAST!

RESCUE

NEW Damaged and weak nails?

NEW Complete Care 7 IN 1

Sally Hansen

DEPRESSED WITH FULLY REHEARSED HAIR? SWITCH TO ELVIVE. THE WHITE ONE!

ELVIVE

LOREAL

DEPRESSED WITH EXTRAORDINARY HAIR? SWITCH TO ELVIVE.

ELVIVE

LOREAL

CHALLENGED AUSTRALIAN WOMEN TO PUT #1 ANTI-WRINKLE MOISTURER TO THE TEST.

REVLON

LOREAL

CHOOSE YOUR MATCH

REVLON

Blue-Dot

Nature's Way

Cranberry

Nature's Way

Green's

We love biscuits

Green's

WORRY-FREE PADS FROM CAREFREE!

Carefree

Enjoy the little things every day

English Breakfast

NISSAN PULSAR SERIOUS HEADROOM

NISSAN

NISSAN PATHFINDER GETS BIG FAMILIES

NISSAN

Lighter soaps that both cleanse and hydrate skin.

simple

THE RESULTS ARE IN: SCARS LOVE HIRUSCAR

97% SATISFACTION

Hiruscar

silky veils of shimmer for a sun-lit glow

NATIO

APT

APT

THE difference was **AS IRRESISTIBLE AS YOU!**

MICHELLE BRIDGES

MAKE IT HAPPEN

NEW BOOK OUT NOW

SCENIC

SCENIC

BOOK A 2017 EUROPE RIVER CRUISE NOW AND BE REWARDED

SCENIC

Adverts from Women's Health



remescar
Deodorant and body lotion

51% MORE DEODORANT

Washcloths designed for the Single collection

Simple

Wella

NEW **COLLECTION**

GET EXPONENTIAL GORGEOUS WAVES

CHOOSE YOUR MATCH

REVLON

EXPERIENCE THE ZIP EFFECT

DRINKING WATER FOR MORE MUSCLE

PERFORMANCE

HYDRATE. REPLENISH. CONTROL.

ENERGIZING

LOW-CARB

LOW-CARB SATISFACTION

Low Carb Protein Bars

TRAVEL

"Travel Macc's. A great way to start the day!"

Travel Macc's

While you're fast asleep, your body is hard at work.

Life Vitals

Canon

Pro-Magnified Vision

Hindol

heals bruises fast

NUTRIBULLET

TAKE CHARGE OF YOUR HEALTH

chloe

Let's make dinner time matter.

ZIP

Aveeno

NISSAN

NISSAN PATHFINDER GETS THE PALM BEACH

DISCOVER YOUR DISAPPOINTMENT AND WHAT IT'S ALL ABOUT

SUV

Tucson

SUV

Santa Fe

Dove

Experience the soft, smooth, and sooth skin care

Swisse

POWERING UP YOUR DREAMS

"I need to be ready to perform at my best."

Discover a whole new world in just 2 DAYS

It's really AC.

Brush

Whiten

Go

Colgate

MICHELLE BRIDGES

MAKE IT HAPPEN

WITH BODY COUTURE

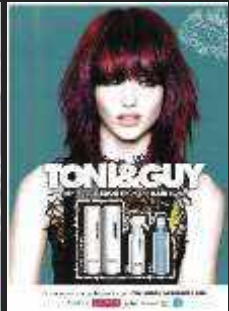
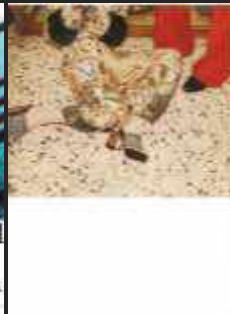
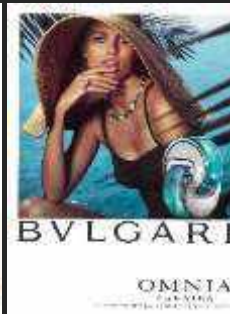
PREYDA

THIRD & SEVEN

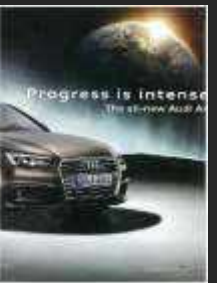
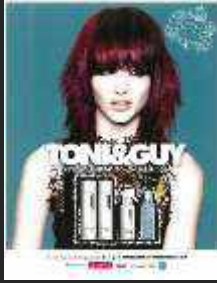
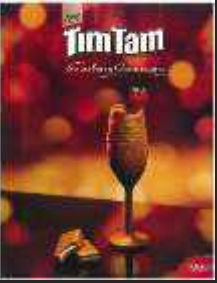
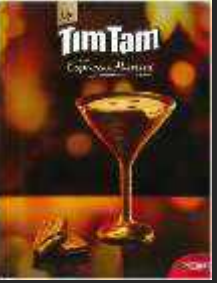
PREYDA

THIRD & SEVEN

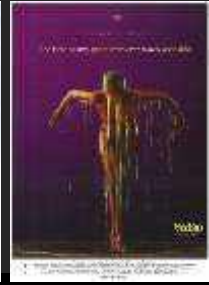
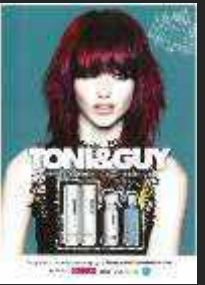
Adverts from Elle



Adverts from InStyle



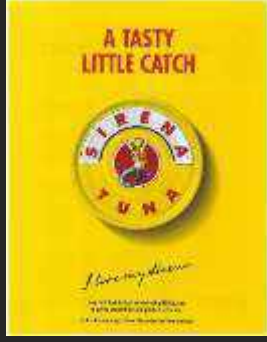
Adverts from Marie Claire



Adverts from Vogue



Adverts from Delicious



Adverts from Gourmet Traveller



Adverts from Taste



CHRISTMAS TURKEY
Steggle's Turkey Steaks
 SERVES 4-6 (1000g)

1 x 1kg turkey
 2 x 100g butter
 2 x 100g olive oil
 2 x 100g honey
 2 x 100g mustard
 2 x 100g Worcestershire sauce
 2 x 100g soy sauce
 2 x 100g black pepper
 2 x 100g salt
 2 x 100g garlic
 2 x 100g onion
 2 x 100g carrot
 2 x 100g celery
 2 x 100g mushrooms
 2 x 100g potatoes
 2 x 100g bread
 2 x 100g cheese
 2 x 100g herbs
 2 x 100g spices

bamix
 of Switzerland

THE WORLD'S MOST FAMOUS KITCHENHAND

bamix.com.au

Biggest Morning Tea

With over 100 recipes to inspire your morning tea.

Fancy Feast
 FOR 4-50

All available variety in one convenient package

WE FEAST ON DELICIOUS

All available variety in one convenient package

Fancy Feast
 FOR 4-50

Transform your kitchen
 with **Harvey Norman**

Harvey Norman

Easter

Recipes for Easter cakes and treats.

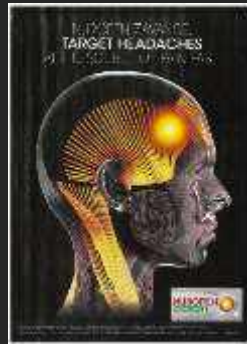
Capram

This is a fresh, sun-ripened olive, renowned for its...

BELIEVE

Believe in the power of nature.

Adverts from Woman's Day



Adverts from Who



naturally YOU
 EXACTLY HOW IN A MERE 15 MINUTES ALL DAY LONG

NATIO

OUR NEW REVOLUTIONARY
REVITALIZING SERUM

ESTÉE LAUDER

A LETTER FROM Dove

Dear Madeline,
 I'm so glad you're taking the time to read this letter. I hope you're enjoying the new Dove products we've just launched. We're so excited to share them with you. We've spent a lot of time perfecting these products, and we think you'll love them. We're so proud of you for taking care of your skin, and we hope these products will help you feel even better about yourself. We're so glad you're taking the time to read this letter, and we hope you'll love the new Dove products we've just launched. We're so excited to share them with you. We've spent a lot of time perfecting these products, and we think you'll love them. We're so proud of you for taking care of your skin, and we hope these products will help you feel even better about yourself.

OMGel!

2X

BodyGlow

nude by nature

Meet your
Match

BodyGlow

BodyGlow

Take your
 skin's hydration

Neutrogena

the new
productiv

Clear skin
confident

Neutrogena

White Glo

MISS UNIFORM AUSTRALIA'S SMILE
 POWERED BY WHITE GLO

White Glo

"JUSTICE, I LOVE MY DAUGHTER THAT'S
 WHY I'M WATCHING YOU AND YOUR FRIENDS."

SECRET IN THEIR EYES

OWN IT EARLY ON
 DIGITAL MARCH 10th
 OR ON Blu-ray &
 DVD MARCH 25th

**REVEAL
 ON YOUR LOOK**

Neutrogena

Take your
 skin's hydration

Neutrogena

SUV **SUVii**

TRACER **SANITAFE**

ZOOPIA

IN CINEMAS NOW

We're
 bringing
 dinner

PEPPER LEAF

1. 25% OFF
 2. FREE DELIVERY
 3. FREE PIZZA

pepperleaf.com.au to discover your offer

Where will your tea take you?

Peppermint

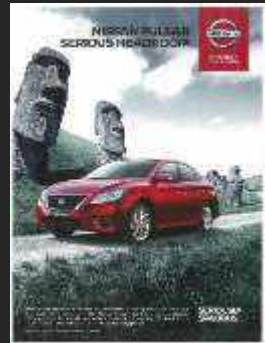
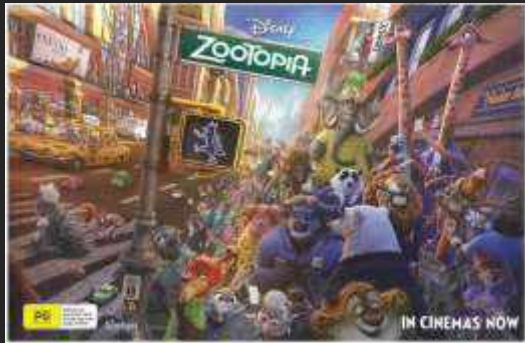
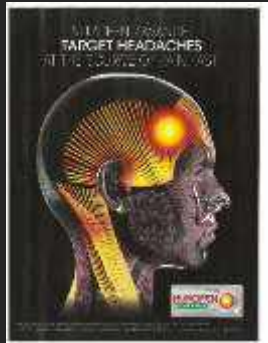
Tim Tam
 Chocolate

Tim Tam

Tim Tam
 Espresso Martini

Tim Tam

Adverts from That's life



Appendix

Appendix: Data to support passion = engagement

Top 2 Box Agreement

	Feel Passionately about Magazines (Print or Online)	Don't Feel Passionately about Magazines (Print or Online)	% Difference
I trust what I read/see/hear	75%	27%	174%
Is only associated with brands I trust	62%	28%	121%
Is a fantastic source of inspiration	89%	45%	98%
Is something I'm willing to pay for	76%	38%	97%
Helps me feel connected	88%	45%	96%
I enjoy the experience of interacting with this media	89%	51%	75%
Provides me with information I trust on trends, brands or products	85%	50%	70%
Is critical to keeping me informed about new products/the latest trends	76%	45%	68%
I look forward to spending time with it	84%	55%	52%
Is a good way to get specific information about my interests	86%	57%	51%
Encourages me to consider products	81%	56%	45%
Makes me more confident about buying products featured or advertised here	74%	51%	45%
Helps me relax or wind down	94%	67%	41%
Is a great source of entertainment	88%	69%	28%
Is a great way to treat myself to 'me-time'	92%	73%	26%
Gives me a welcome break from something else I might be doing	88%	72%	22%
Provides me with personally relevant news and gossip	80%	66%	20%
Is a great way to pass the time	88%	87%	1%

BASE: FEEL PASSIONATELY - STRONGLY/SLIGHTLY AGREE (N=51), DON'T FEEL PASSIONATELY - STRONGLY/SLIGHTLY DISAGREE/NEITHER (N=74)

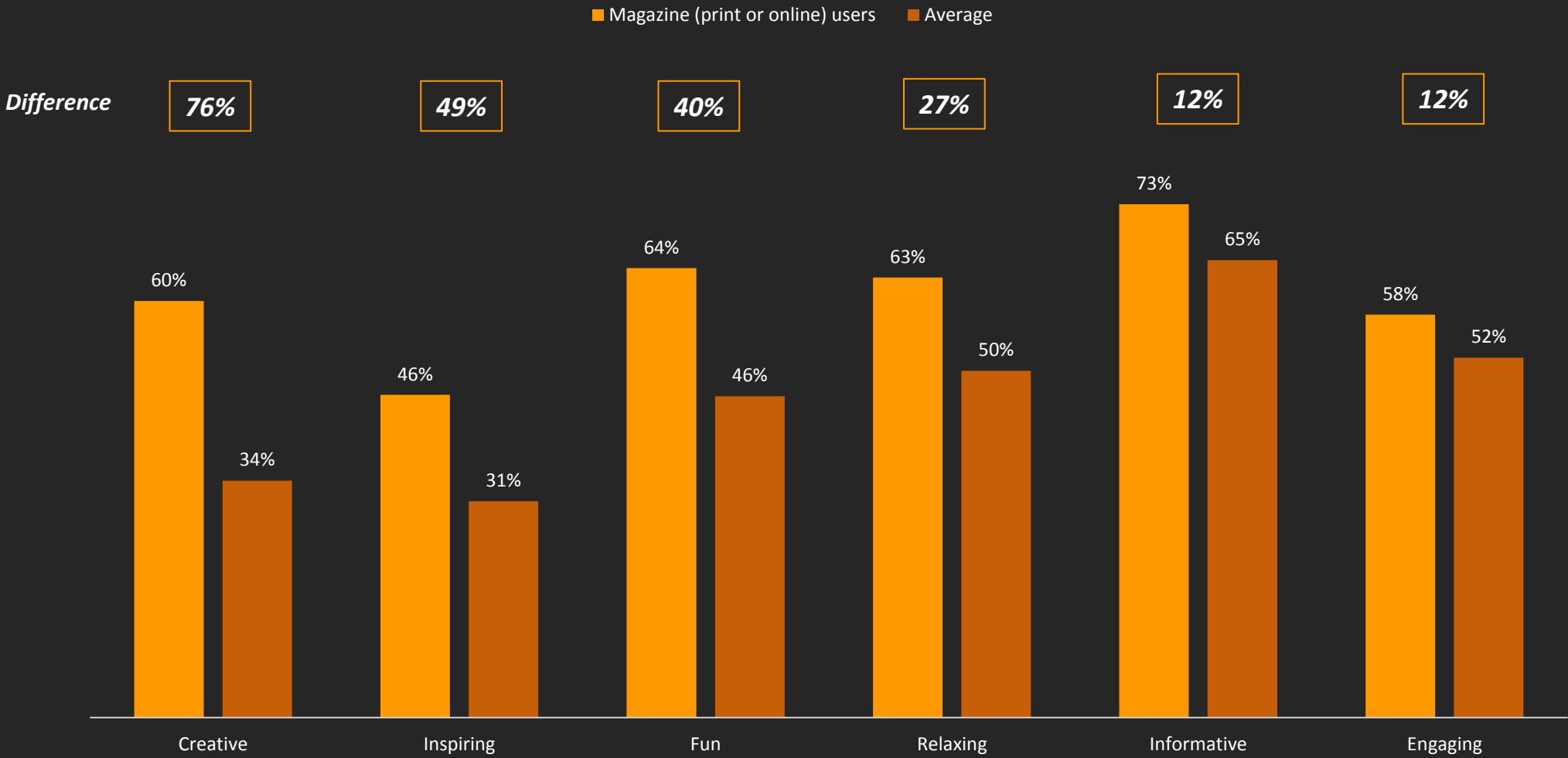
Appendix:

Response to magazines by readers



Magazines are associated with creativity, inspiration and fun

Words associated with magazines (online or print)
– difference vs average of other media



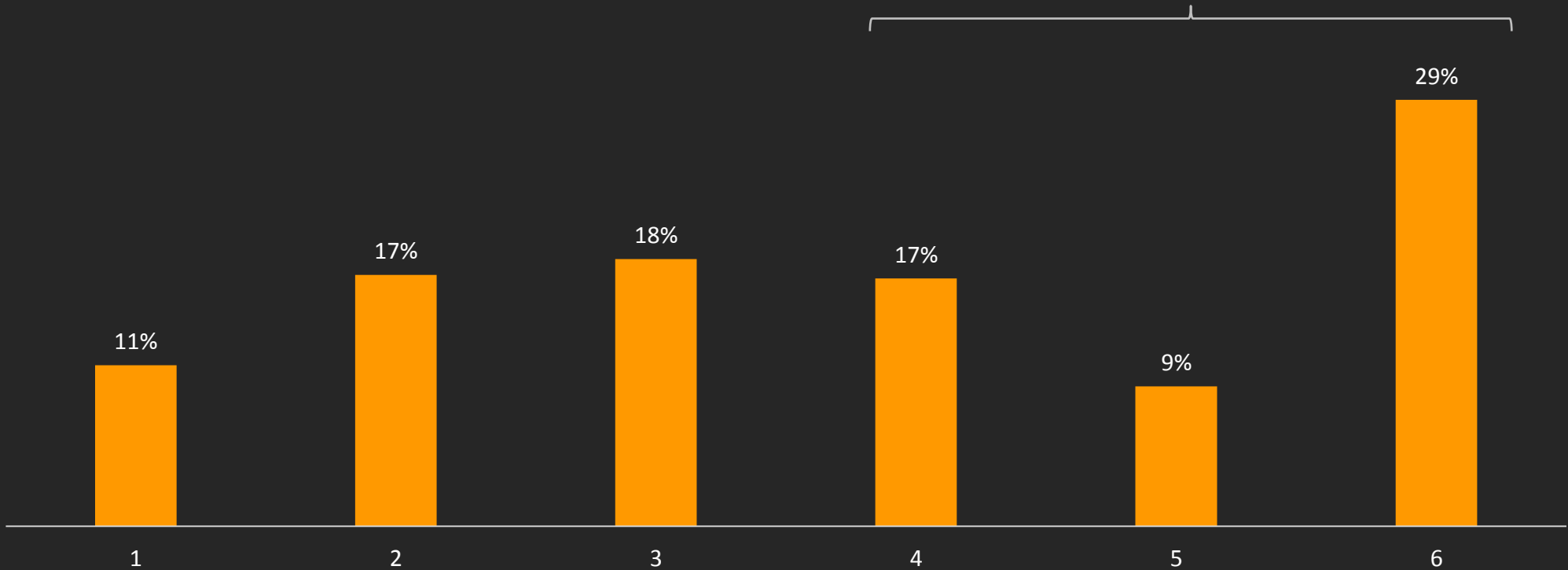
BASE: AMONGST WEEKLY USERS OF EACH MEDIA

On average print magazine readers have read 4 out of 6 of the last editions of their favourite magazines

Average: 3.8

4 or more

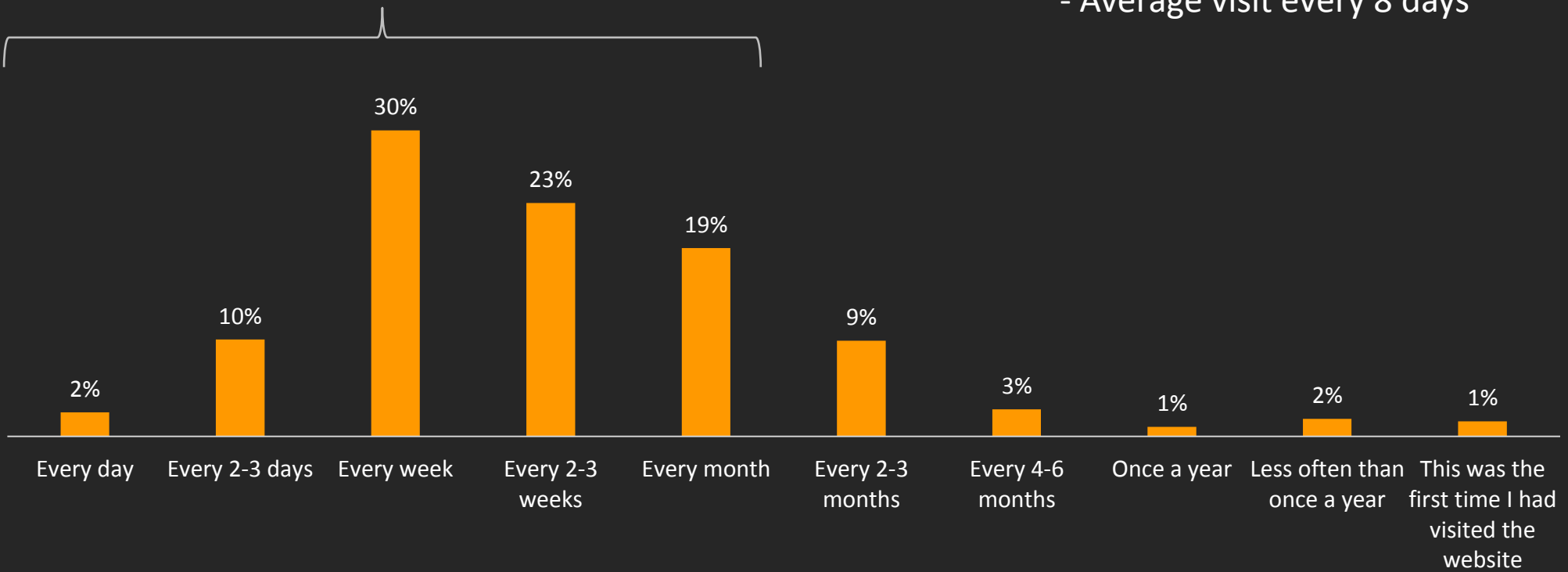
55%



NUMBER OF ISSUES READ OUT OF LAST 6

84% of online magazine readers visit at least once per month

Monthly: 84%

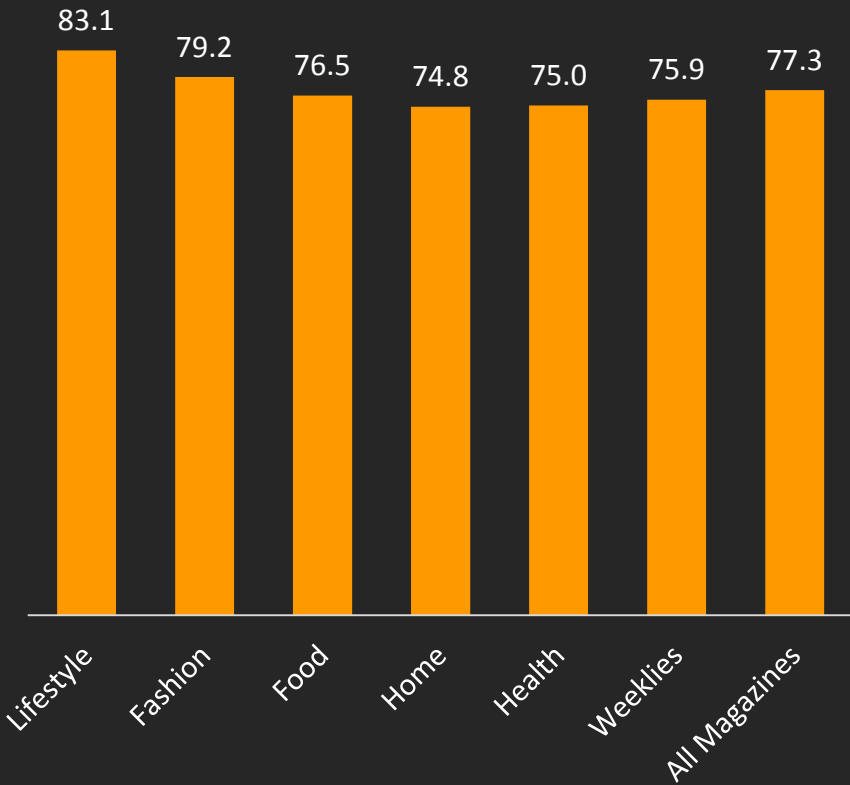


Average number of days visit per year: 45.9
- Average visit every 8 days

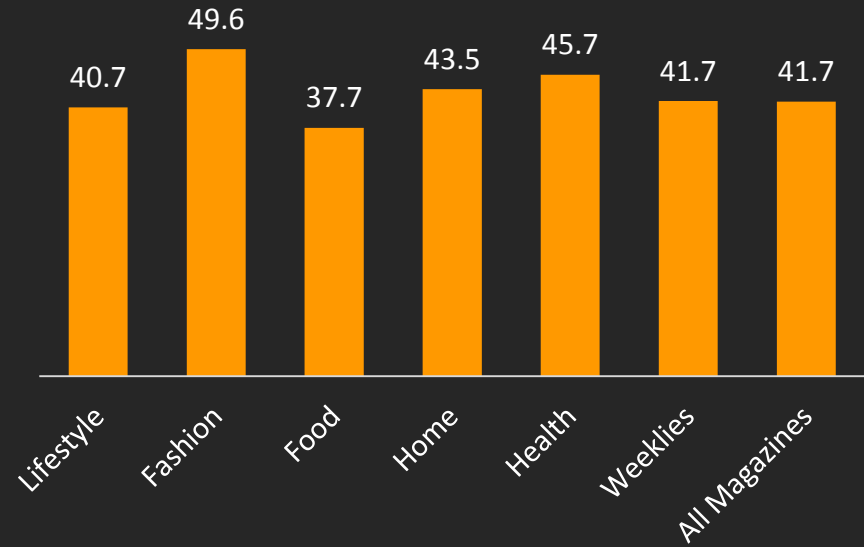
Readers are highly engaged

Average length of time read/visited (minutes)

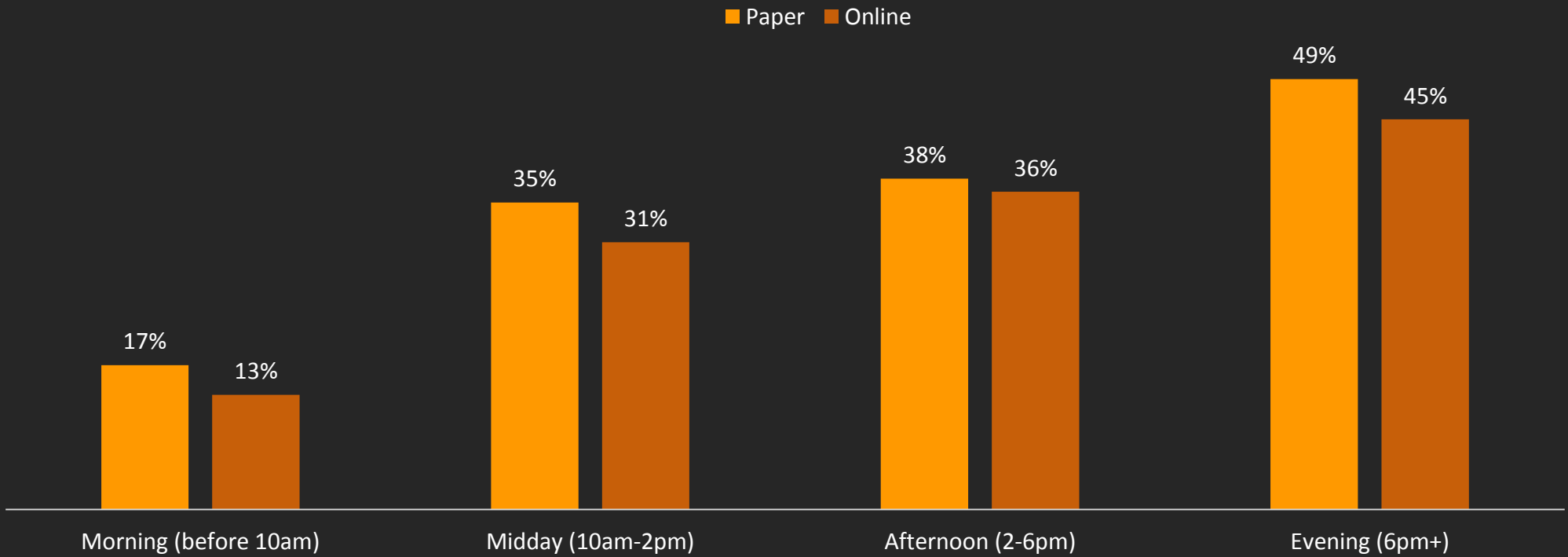
Print Magazines



Online Magazines

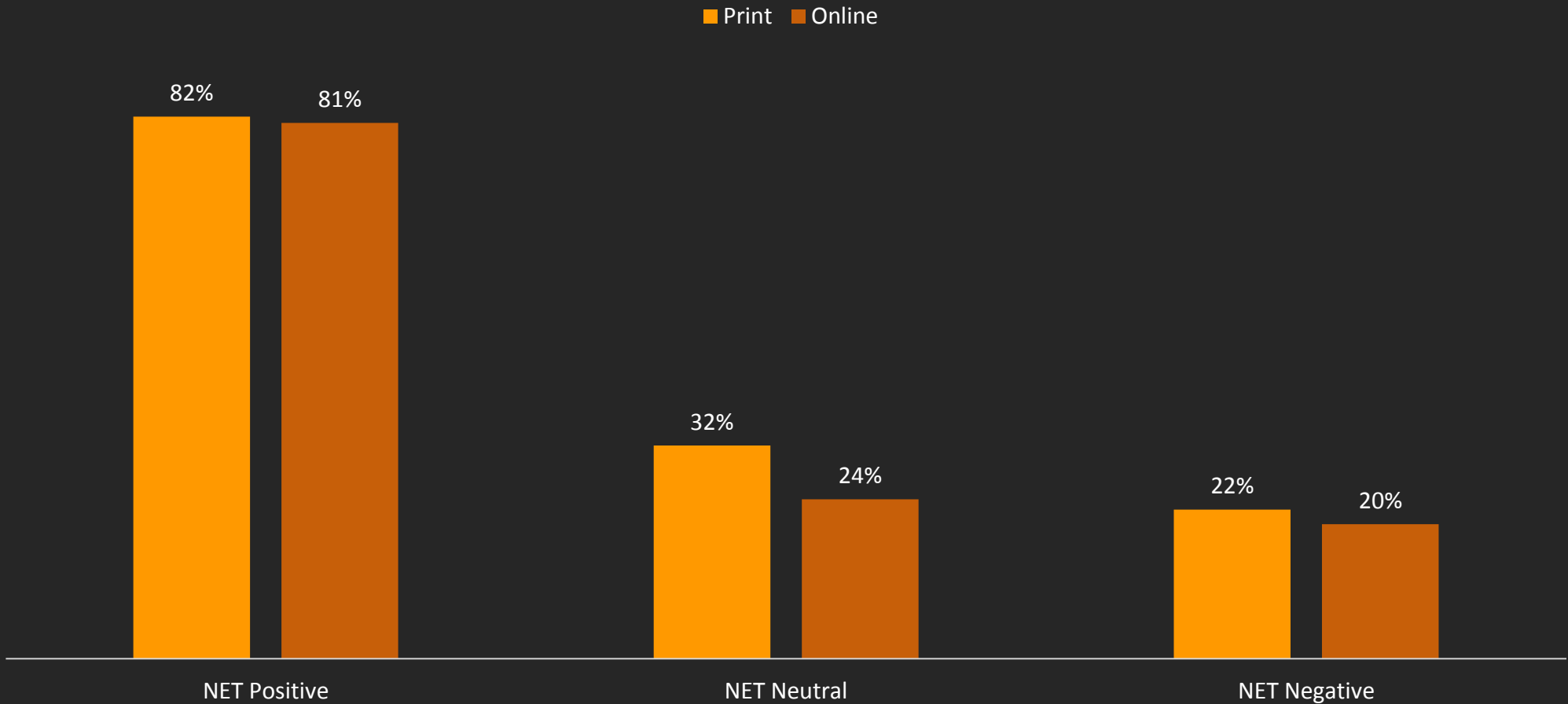


Magazines allow you to reach people on multiple occasions



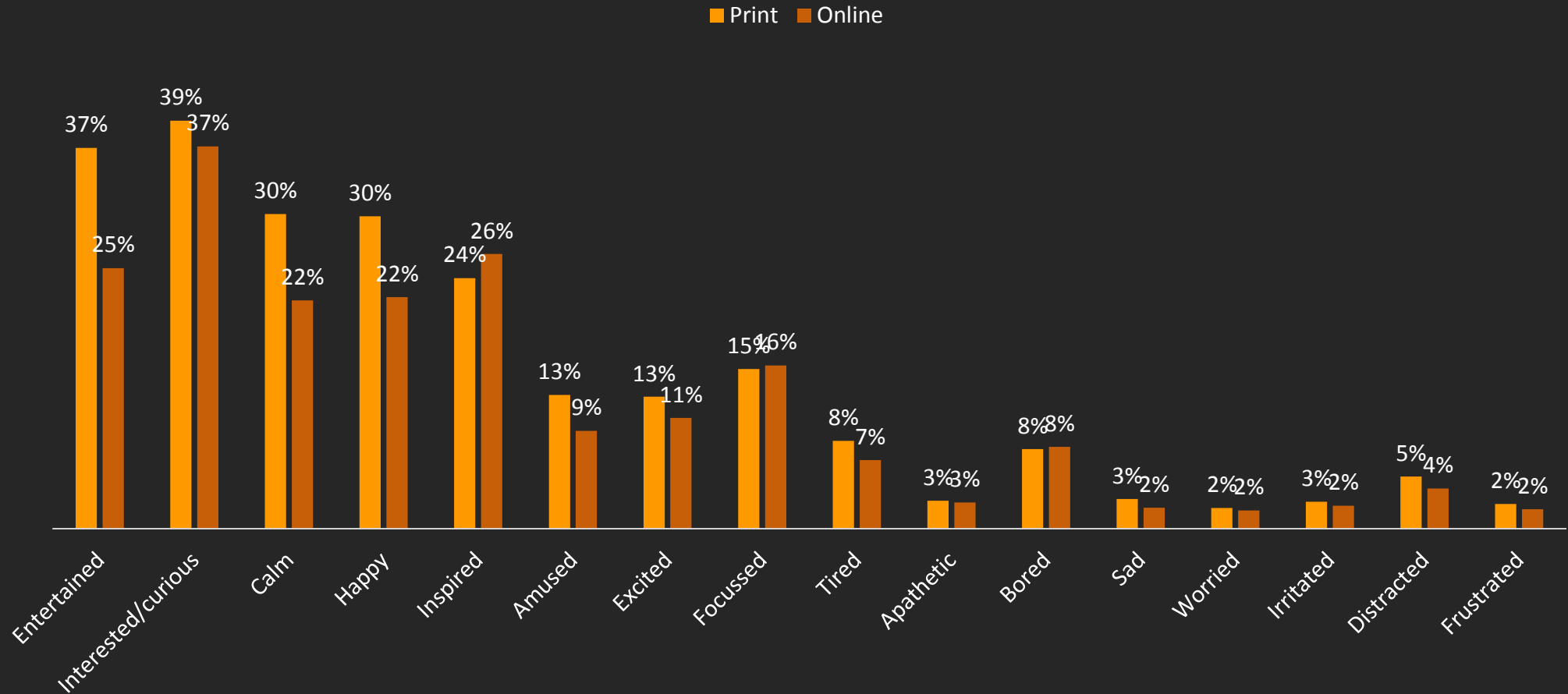
Magazines evoke a positive response amongst readers

Emotions felt whilst reading magazines



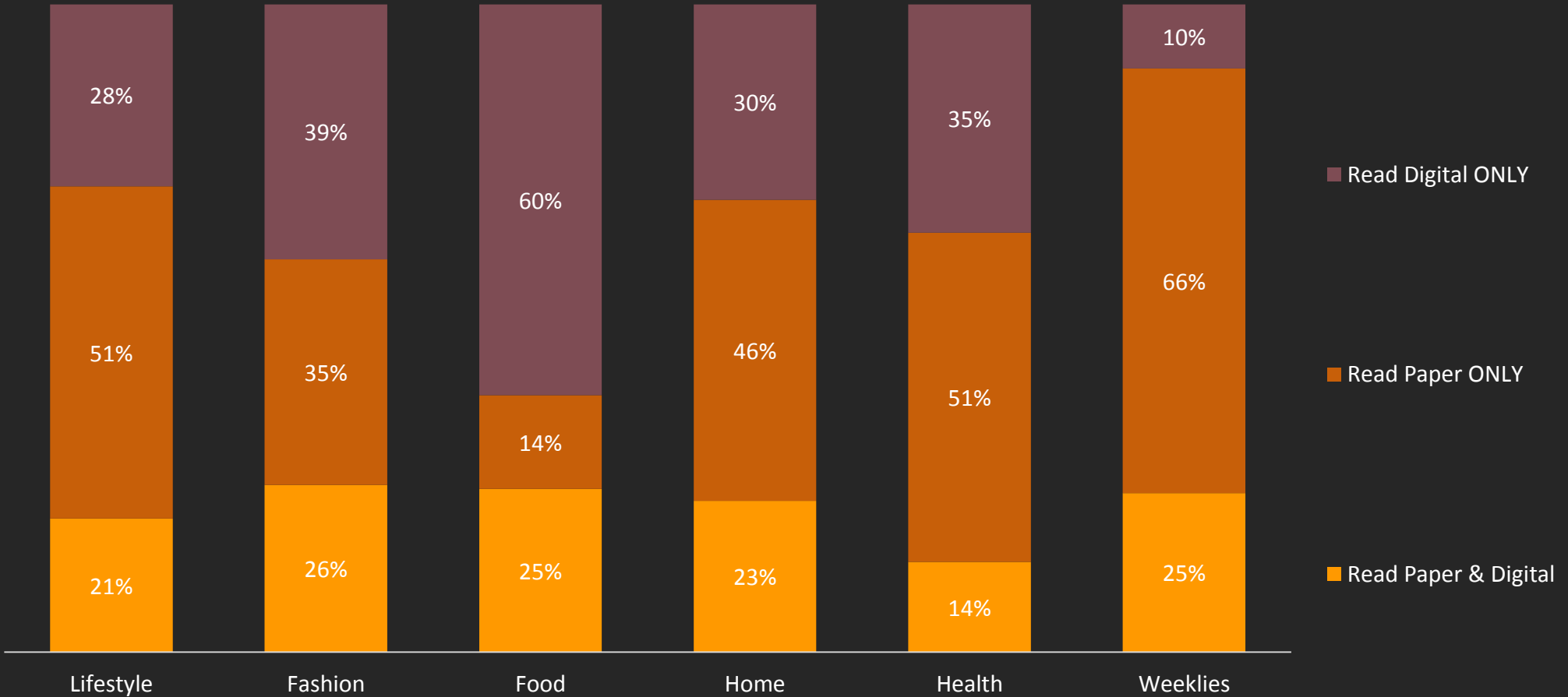
Entertained, interested, calm and happy primary emotions

Emotions felt whilst reading magazines



Magazine brands are not just print

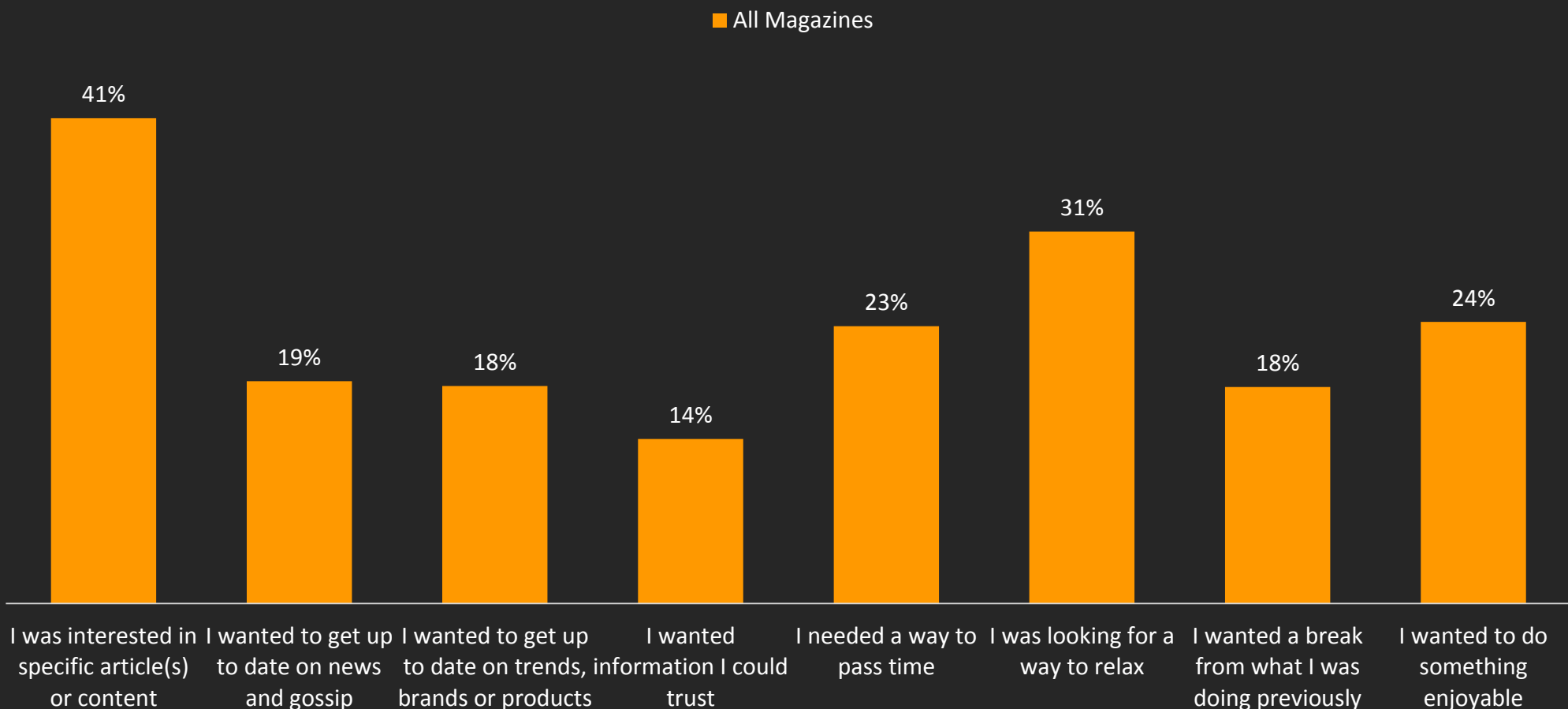
Cross Readership by Category



BASE: READ CATEGORY.

Almost half of all readers doing so for specific content. 1 in 3 use magazines as a way to relax

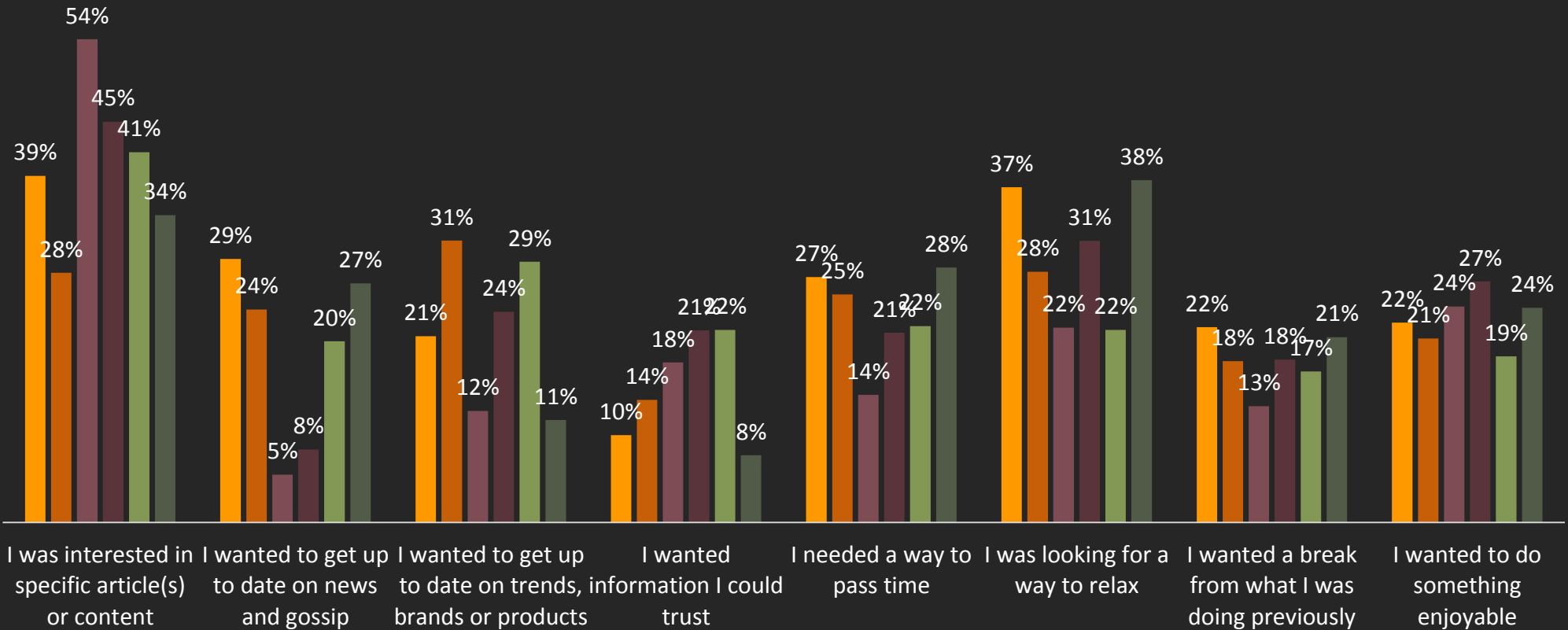
Reasons for reading (Print or Online)



Specific content driving consumption of food magazines more so than others

Reasons for reading (Print or Online)

■ Lifestyle
 ■ Fashion
 ■ Food
 ■ Home
 ■ Health
 ■ Weeklies



Fiftyfive5
creates opportunities for growth