

MAGNETIC

The role of magazine media in a 24/7 connected world

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We do indeed live in a connected, 24/7, 365 world today. Technology's prevalence in our lives is greater than ever before and constantly growing, be it in personal devices, advertising, travel, food or entertainment. We're exposed to a rapid succession of up to 5,000 adverts and brands a day, a startling amount by any measure, and one that is set to grow as technology's grip on our lives strengthens and it continues to develop ever more inventive avenues for ad delivery.

Magazine brands have adapted to a rapidly evolving marketplace with slick online offerings and offline events, providing engaging content across different mediums to new and existing audiences, whilst simultaneously diversifying their revenue streams. However, whilst keeping up with the market is important for brand survival, the real value, and pleasure of magazine brands still lies in their physical embodiment on the newsstand.

Magazines are the vinyl of the media world: glossy, weighty and involving. 'Involvement' is what provides real value from an advertiser's perspective. Consumers view magazines as 'me' time and tend to give them more of their full and undivided attention than any other media. This is in stark contrast to other channels such as TV, where dual screening is now so common, or social media where the consumers' attention span is now estimated to be just less than 3 seconds. Research from Adobe Systems shows us that magazines command the highest levels of attention from consumers, whereas digital channels, particularly social media, rank most poorly.

This heightened level of attention and engagement translates to greater influence over consumers, their brand perceptions, and ultimately their purchase decisions. The fragmentation of readership, listenership and viewership within the traditional broadcast channels has caused upheaval throughout media and advertising. New channels, new platforms and new ways of advertising have all contributed to the increase in 'ad clutter'.

Clutter is a huge problem for the industry. Consumers are bombarded, advertisers find it more difficult to 'cut-through', and communications themselves generally become less and less effective. Adverts today can often be unwelcome; consequently consumers are avoiding them, particularly online where Ad blocking has increased 47% YoY since 2010. As consumers tire of unwanted advertisements,

and become better at dodging them, magazine brands continue to hold their position as the most welcome place for advertising from a consumer's perspective.

The new role of magazines is to offer consumers a respite; a break from a constant stream of requests, prompts and messages. This niche has been carved out by the qualities magazines, which have always had: targeted, quality content presented by trusted brand. The value exchange here is unlike almost any other channel. The consumer values the 'me time' that magazines can provide, and brands get the opportunity to communicate one on one with their chosen audience; something that has become a rare commodity in today's 24/7, connected world.