

MAGNETIC

Innovation in publishing – three ways in which magazine media is evolving

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Publishing has come a long way since being solely a newsstand issue sold once a week/month, and developed into a cross channel, multimedia brand. It is no longer a fight for off the shelf sales and more to do with audience reach and touchpoints to help engage further with the consumer and gain a deeper understanding of their interests and loyalties.

Since the decline of newsstand sales, publications have had to look into new ways to increase distribution and get eyes on the publication, this has been successfully achieved by publications such as Forever Sports, whose partnership with Sports Direct not only puts them in an environment perfect for their target audience but helps them distribute across hundreds of stores around the country along with an option on all online orders, increasing their pool of consumers. This model not only increases the distribution but gives magazines a 100% share of voice in an environment that can sometimes be cluttered with competitors.

The development of digital media has sometimes been called the death of print, but this is not the case, in fact it has offered publications the chance to expand and move away from the old school model and develop a more inclusive brand across multiple touchpoints. When digital media first erupted onto the scene people were obsessed with MPUs, Leaderboards and standard traditional formats that can sometimes take away from the content created. With advances in the digital space and volumes of data, publishing brands can now look to position themselves as a way to reach an audience, such as any other digital platform and not focus purely on certain content strands. For example, across the Haymarket portfolio they have developed set audiences ranging from the broader spectrum of motoring to niche B2B audiences for those interested in certain professions (even those interested in wind farms).

Innovation in publishing is not just about increasing distribution or adapting to the digital age, but also finding new ways to interact with the consumer. Media can often be seen a distant figure that churns out content but with the growth of social media, brand engagement is becoming a bigger focus point across the whole media spectrum. This space is being explored further with the development of events and exhibitions put on by publications. A lot has been mentioned about loyal audiences, but also being a trusted brand helps build the credentials to host events such as

awards and exhibitions – where consumers look towards their favourite publications for guidance and advice on anything from home improvements, tech, caravans, etc. Hosting these events allow 1 to 1 interaction with consumers and offers the chance for your readership to experience the title first hand, this not only builds an alliance and stronger emotional connection to the brand but also a chance to hear what your audience thinks about you, adding further insights into a constantly evolving industry.

We have seen publishers adapt and evolve tenfold over the past decade as new challenges and opportunities are presented on a regular basis. Although the industry can be seen as a diminishing product from the outside, it is clear to see that from challenges come new opportunities and its obvious the publishing world is making the most of this.