

A glowing lightbulb with a shattered glass top, set against a teal background. The lightbulb is the central focus, with its glass top broken into many sharp, jagged pieces that are floating around it. The base of the lightbulb is visible at the bottom. The background is a solid, vibrant teal color.

MYTH BUSTING

MAGNETIC



MYTH

PEOPLE
DON'T READ
MAGAZINES
IN PRINT
ANYMORE

M

29m

ADULTS
READ PRINT
MAGAZINES
EACH MONTH



MYTH

UNDER 35s DO
NOT CONSUME
MAGAZINE
MEDIA

M

76%

OF MILLENNIALS
CONSUME MAGAZINE
MEDIA EACH MONTH



52%



19%

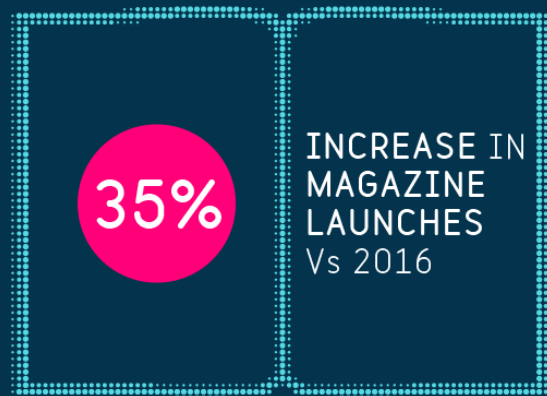
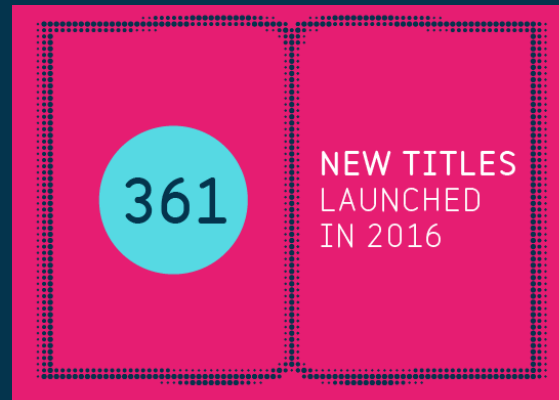
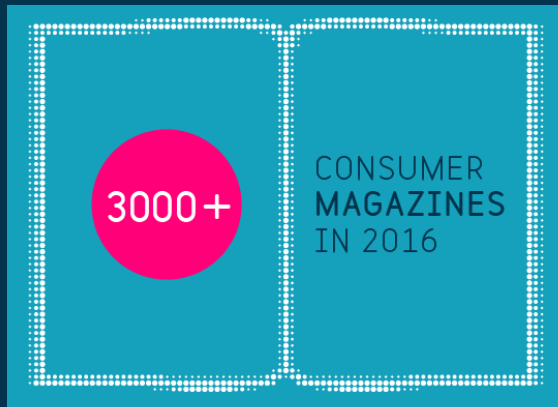


46%



MYTH

MAGAZINES
ARE IN
DECLINE





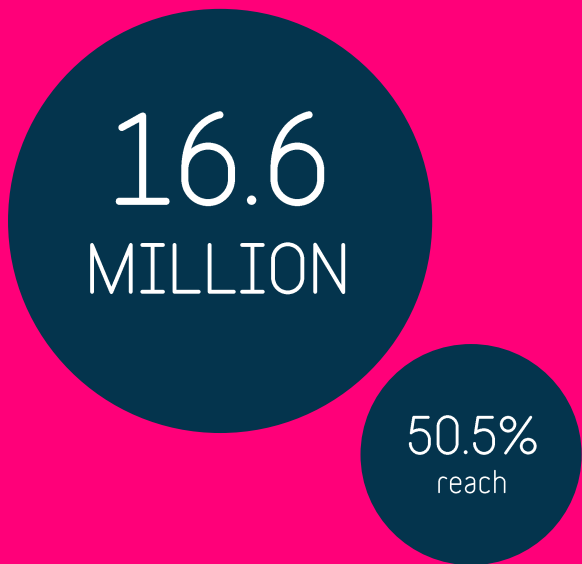
MYTH

MAGAZINE
PUBLISHERS
DON'T HAVE
STRONG DIGITAL
PLATFORMS



MOBILE MAGAZINE MEDIA CONTENT REACHES OVER 50% OF THE MOBILE POPULATION

MOBILE NET REACH



DIGITAL REACH IS GROWING



DIGITAL



MOBILE

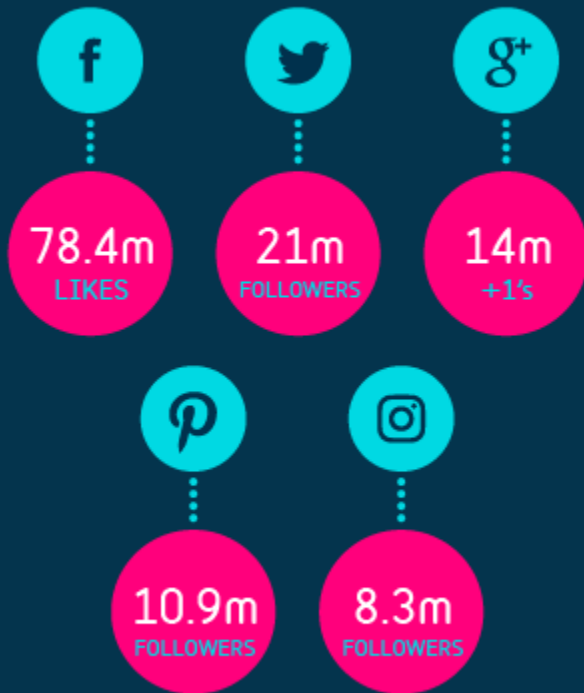


MYTH

MAGAZINE
MEDIA IS
ONLY 'PAID
MEDIA'



Magazine
media has a
Following of
133 million in
'earned'
media



A person with curly hair is shown from the chest up, covering their eyes with both hands. The image has a teal color overlay. A white circle is positioned on the left side of the image, containing text.

MYTH

PEOPLE
ARE SWITCHING
AWAY FROM
ADVERTISING



CONSUMERS ARE MORE RECEPTIVE TO ADVERTISING MESSAGES

DOESN'T DISTRACT FROM THE EXPERIENCE

80%

MAGAZINE BRANDS

82%

NEWSBRANDS

ADS ARE WELCOMED

35%

MAGAZINE BRANDS

21%

NEWSBRANDS

ADS ARE RELEVANT

32%

MAGAZINE BRANDS

19%

TV

ACTIVELY READ ADS

36%

MAGAZINE BRANDS

29%

TV

A photograph of an adult elephant and a young calf walking across a grassy savanna. The image is overlaid with a semi-transparent blue filter. A large white circle is centered over the image, containing text.

MYTH

MAGAZINES ARE
INCREASINGLY
IRRELEVANT FOR
ADVERTISERS



MAGAZINES ARE GREAT FOR GENERATING...

INSPIRATION

61%

MAGZINES

Internet 57%
TV 25%
Newspapers 16%

CONVERSATIONS

36%

MAGAZINES

TV 19%
Content sites 17%
OOH 7%

HIGHEST ROI FOR FMCG

167

MAGAZINES

TV 150
Online 137
Newspapers 103
(index)



MYTH

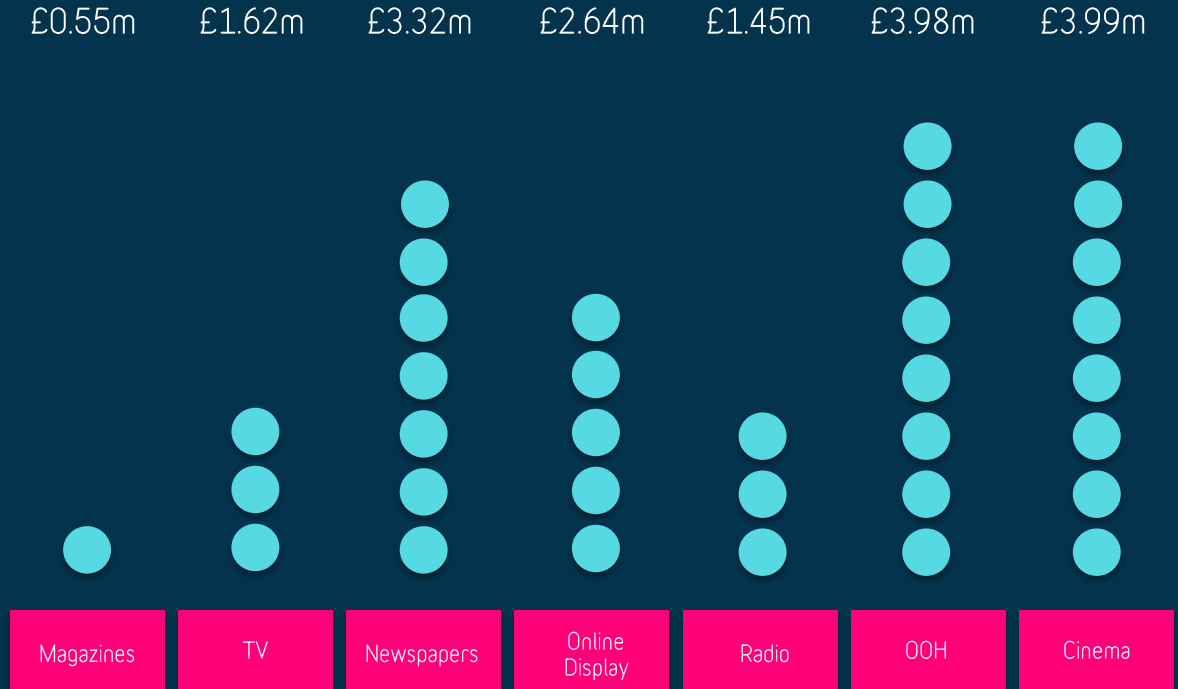
MAGAZINES
AREN'T
EFFECTIVE

M MAGAZINES HAVE THE LOWEST OVERALL COST TO DELIVER 1% OF MDI

Millward Brown research looks at how best to achieve growth for brands, with findings showing that whilst saliency does lead to growth, on average brands which boost salience grow twice as much by being meaningful and different as well. These important metrics are also more likely to drive price premium – an objective not impacted by saliency.

Millward Brown created a single metric which aggregates channel performance across five metrics:

1. Affinity
2. Unique
3. Top of mind
4. Meets their needs
5. Dynamic



WE REFER TO THIS AS MEANINGFULLY DIFFERENT IMPACT

Source: Magnetic/Millward Brown 2015

MDI Measure: Magazines n=22, TV = 83, Newspapers n=32, Online Display n=68, Radio n=29, OOH n=59, Cinema n=28, Online video n=9 *Low base size



MYTH
GOOGLE AND
FACEBOOK ARE
MORE EFFECTIVE
ONLINE THAN
MAGAZINE BRANDS

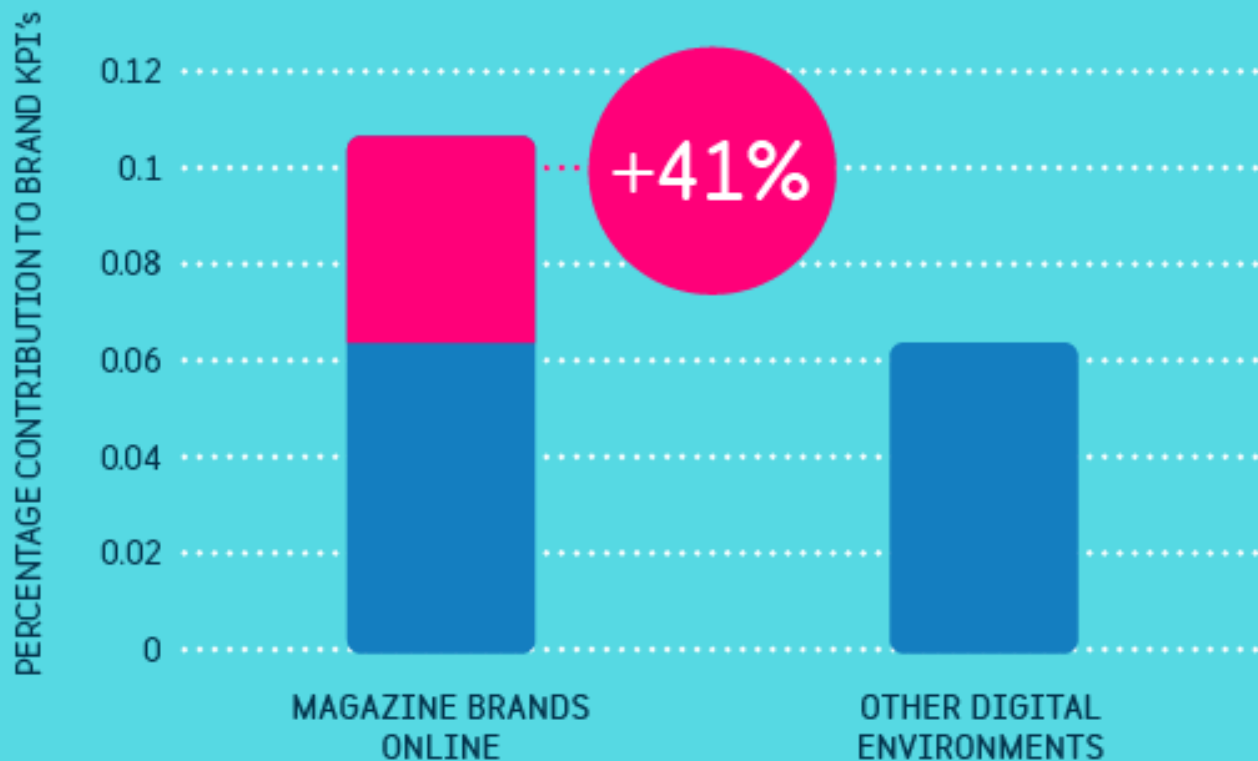
The showing room is where Filby announces the
street, although the other leaf can be seen from
but it is not a true bridge in that it is not
and average. The building is built from
constructed by Charles Lamb and opened
Charlotte. People who don't know from
experience think it is the same Filby

PROFILE
PIP CLOSE
WITH THE
Best woman
BEAUTY
Kate, Cara, Sienna... You
name them, Charlotte Tilbury's
is there to make-up artist.
Pip McCormac visits her at home
to discuss her growing beauty
empire and her 350 pairs of shoes
@charlottetilbury.com

F
A book to help you
Having 100
about 100



MAGAZINE BRANDS ONLINE DELIVER A STRONGER IMPACT ON BRAND KPI'S





MYTH

BLOGGERS AND
VLOGGERS HAVE
MORE **INFLUENCE**
AND REACH THAN
MAGAZINE BRANDS
ON SOCIAL MEDIA



MAGAZINE BRANDS FASHION CONTENT MATCHED THE REACH OF BLOGGERS DURING LONDON FASHION WEEK

