



RULES OF ATTRACTION

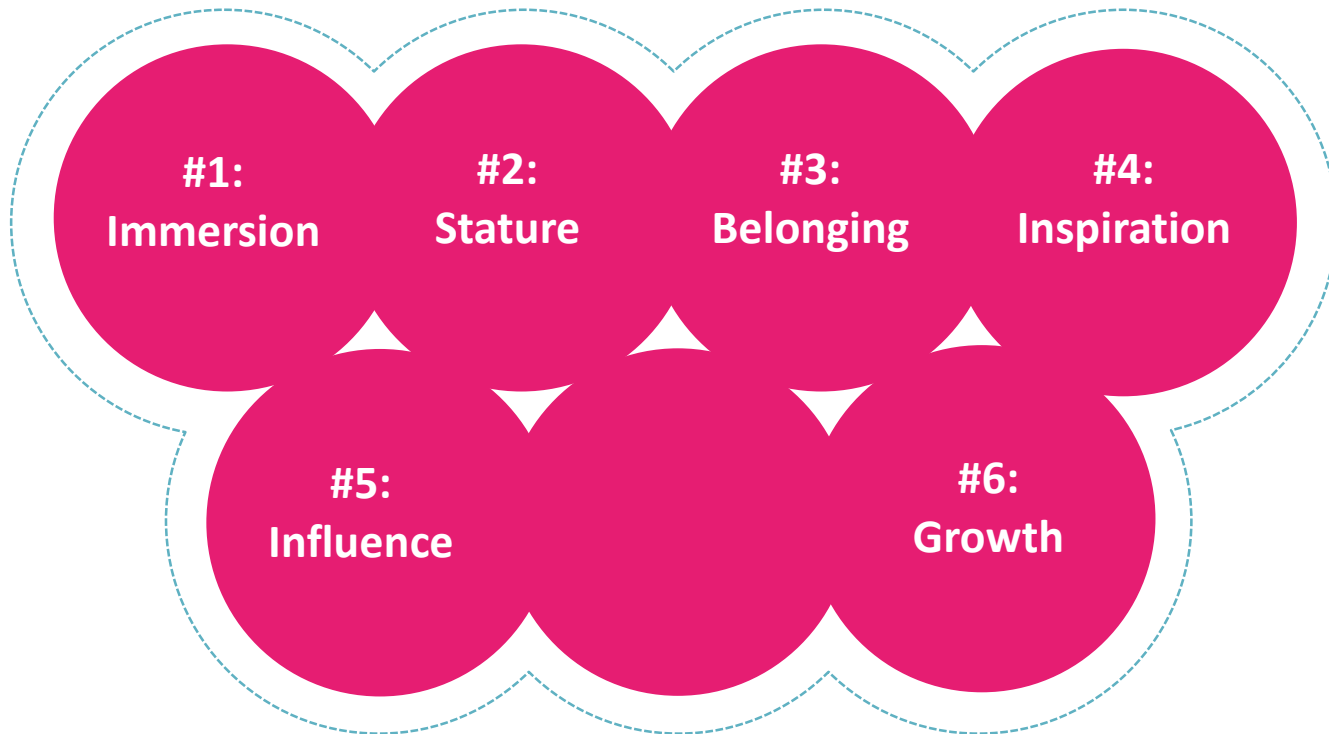
MAGNETIC



# THE CORE BENEFITS OF MAGAZINE MEDIA



# THE RULES OF ATTRACTION





# A NEW LOOK AT MAGAZINE MEDIA

## THE RULES OF ATTRACTION STUDY 2015

# 15,000

magazine consumers  
over 2 years

Online survey

Mobile diaries

Depths and video

Conducted by Crowd DNA



# #1 IMMERSION





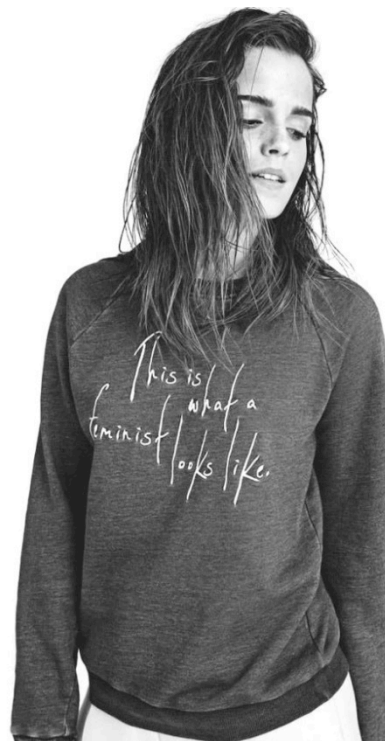
# #1 READERS IMMERSE THEMSELVES MORE IN MAGS



Catch Up




Focus



Downtime

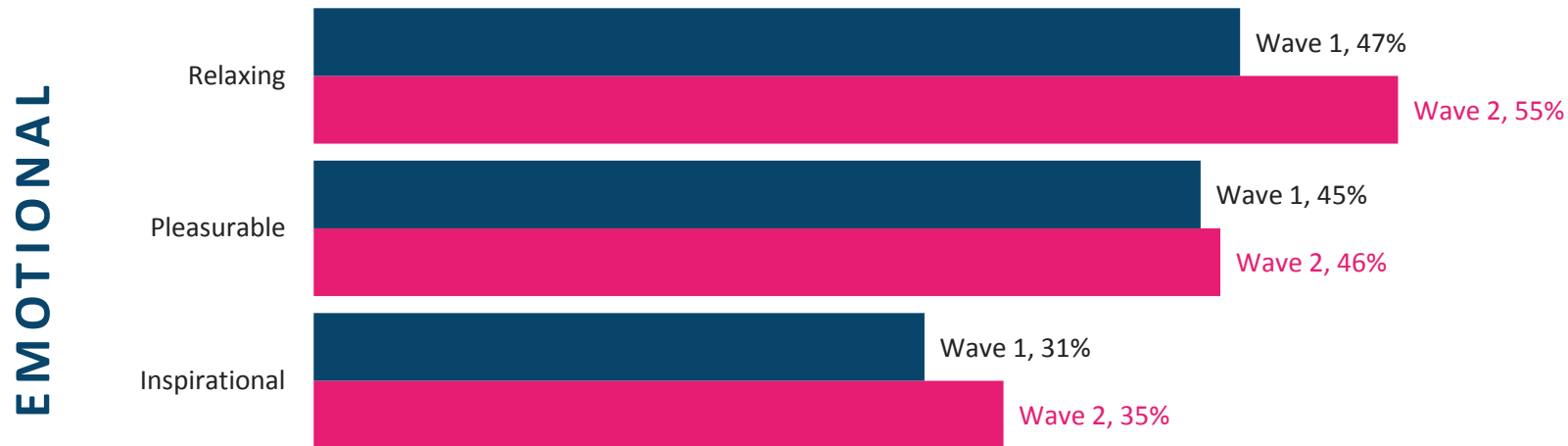
The average reader spends  
40 minutes reading a magazine

 **Source:** Time Inc. Insight Study



# #1 READERS IMMERSE THEMSELVES MORE IN MAGS

Proportion who associate magazines with each word/phrase



Source: The Rules of Attraction Study 2014 & 2015



# #1 SUPER USERS (PRINT + SCREEN USERS) IMMERSE THEMSELVES **EVEN MORE...**

Proportion who associate magazines with each word/phrase



Source: The Rules of Attraction Study 2014 & 2015





# #1 MAGAZINE MOMENTS ARE 'MEDIA MINDFULNESS' LIKE NO OTHER CONTENT EXPERIENCE



*Only 5% of consumers  
read magazines whilst  
doing other activities*

Source: Time Inc  
AdSense 2012



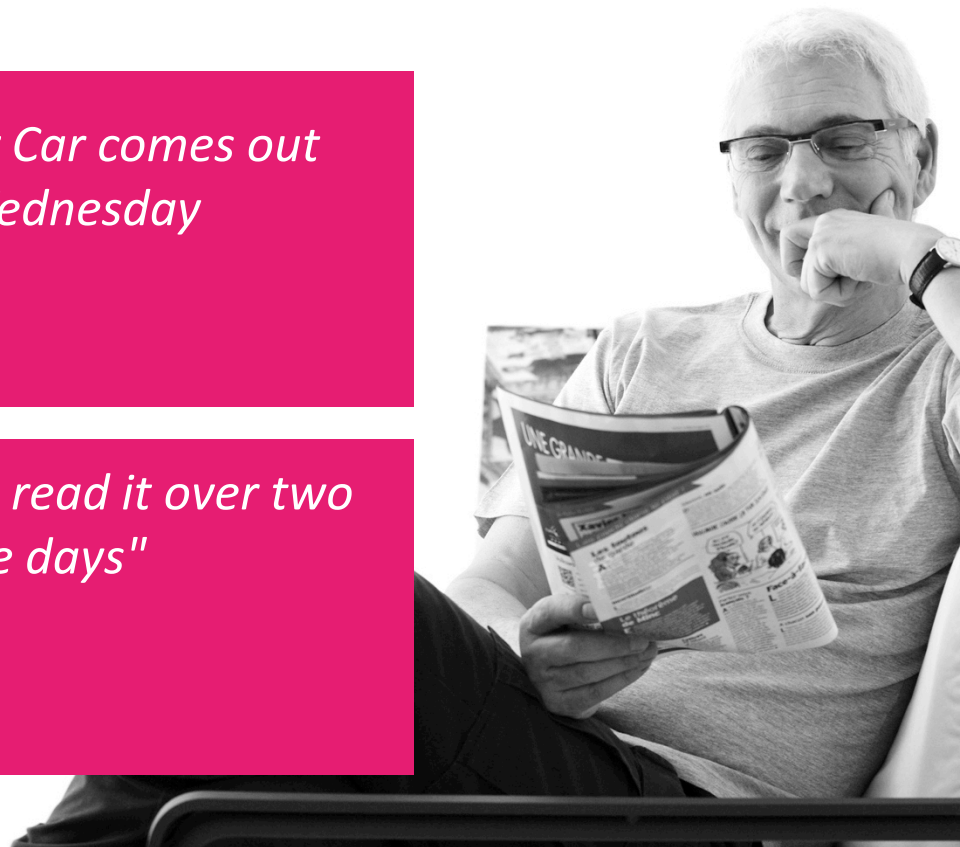
# #1 READERS IMMERSE THEMSELVES MORE IN MAGS

Duncan  
Age: 62

*"Motor Car comes out  
on a Wednesday*

*and I will either read it  
from cover to cover  
when it first appears,*

*or I will read it over two  
or three days"*





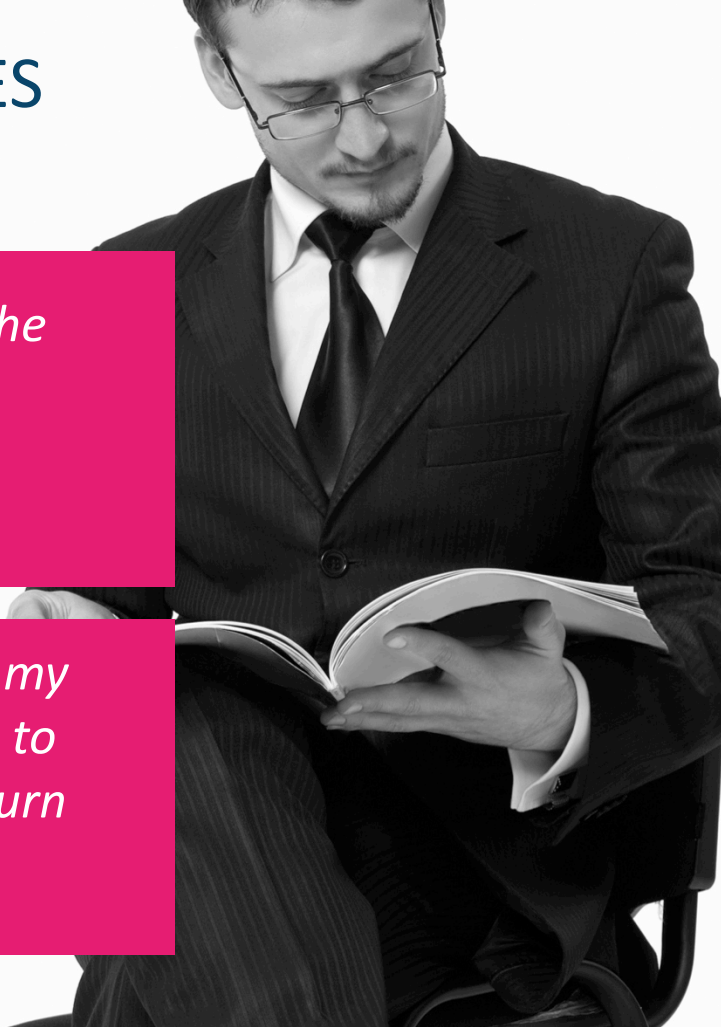
# #1 READERS IMMERSE THEMSELVES MORE IN MAGS

Frances  
Age: 30

*"I always choose the  
print version*

*because I like looking at  
the pictures and I like  
the feel of it.*

*I like something in my  
hands and it's nice to  
just sit there and turn  
the pages"*





# #1 READERS IMMERSE THEMSELVES MORE IN MAGS

Michelle  
Age: 31

*"There is nothing more  
personal than curling up  
on the sofa...with a  
good magazine..."*

*It helps me to forget the  
stresses of life...*

*unwind and sink myself  
into something that is  
purely for me"*





# #1 SO THEY PAY ADS CLOSER ATTENTION



38%



Magazine Ads

23%



TV

12%



Website

11%



Billboard

10%



Shop window

3%



Social



Adobe Systems: [Click Here study 2012](#)

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to each of the following?



## #2 STATURE



## #2 QUALITY COMES FROM CURATION



Q		MUSIC REVIEWS
TRAIL		EQUIPMENT TEST
EMPIRE		FILM REVIEWS
VOGUE		CATWALK
GOOD FOOD		CRITIQUE RECIPES
TOP GUIDE		TEST DRIVE



## #2 STATURE IS ENHANCED BY THE PRINT BOND



### Tangibility

The tangibility of print is one of its main draws – with digital driving an appreciation of this

9 in 10

agree it just feels better holding a physical copy



### Emotion

Many readers can't explain why they like the print version, they just feel a strong connection

9 in 10

agree they just prefer the printed version



### Habit

The force of habit and loyalty to the print versions is continuing to drive readership


7 in 10

like the print version as it's what they've always bought





## #2 BRAND STATUS IS ACHIEVED THROUGH QUALITY ENVIRONMENT



Sam  
Age: 36

*"I think that magazines have an implicitly higher degree of trust associated with the contents, simply because they tend to be printed,*

*but the fact the content has been commissioned by traditional magazine publishers suggest there is an air of credibility about the contributor*

*I also think the idea something has been committed to print suggests there's an investment that has happened before the content has even reached the reader"*

Source : The Rules of Attraction 2015 Crowd DNA



## #2 BRAND STATUS IS ACHIEVED THROUGH QUALITY ENVIRONMENT



Charlotte  
Age: 24

*"I would say I trust 'Glamour' whichever platform it was gonna be on, ...*

*it's the same brand at the end of the day and that's how I'm perceiving it as a consumer".*

Source : The Rules of Attraction 2015 Crowd DNA



## #2 BRAND STATUS CONVEYED THROUGH QUALITY ENVIROMENT



PRINT

REJUVINATED  
RESURGANCE

STATUS

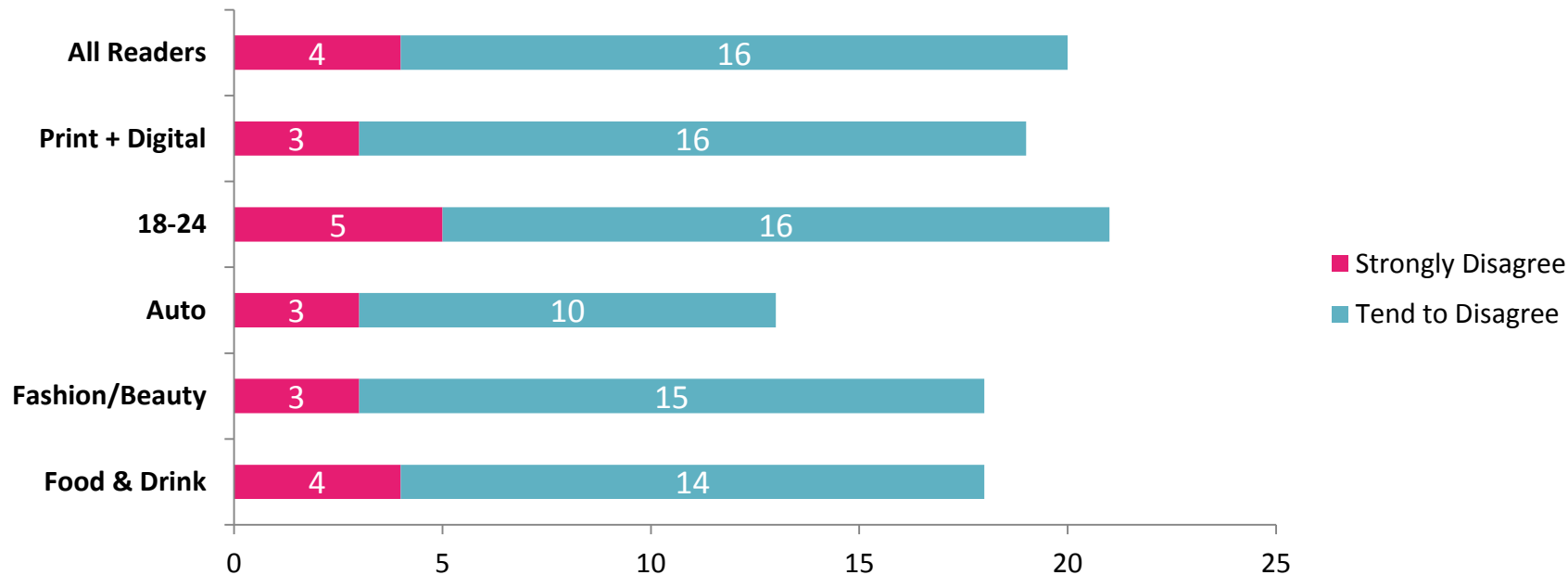
TRUSTED  
CONTENT





## #2 TRUST COMES FROM QUALITY

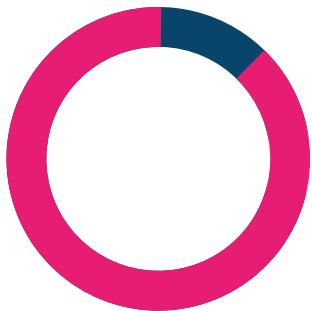
*% Disagreeing "I trust the reviews in my magazines"*



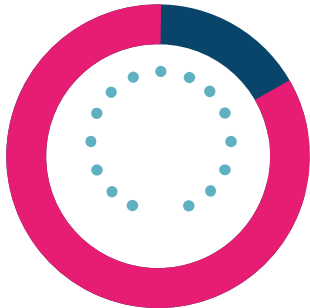
Source : The Rules of Attraction 2015 Crowd DNA



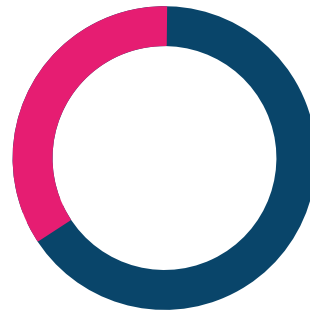
# QUALITY ENVIRONMENTS ENGENDER TRUST IN ONLINE ADVERTISING



Social media 34%



Portals 48%



Content Sites 59%

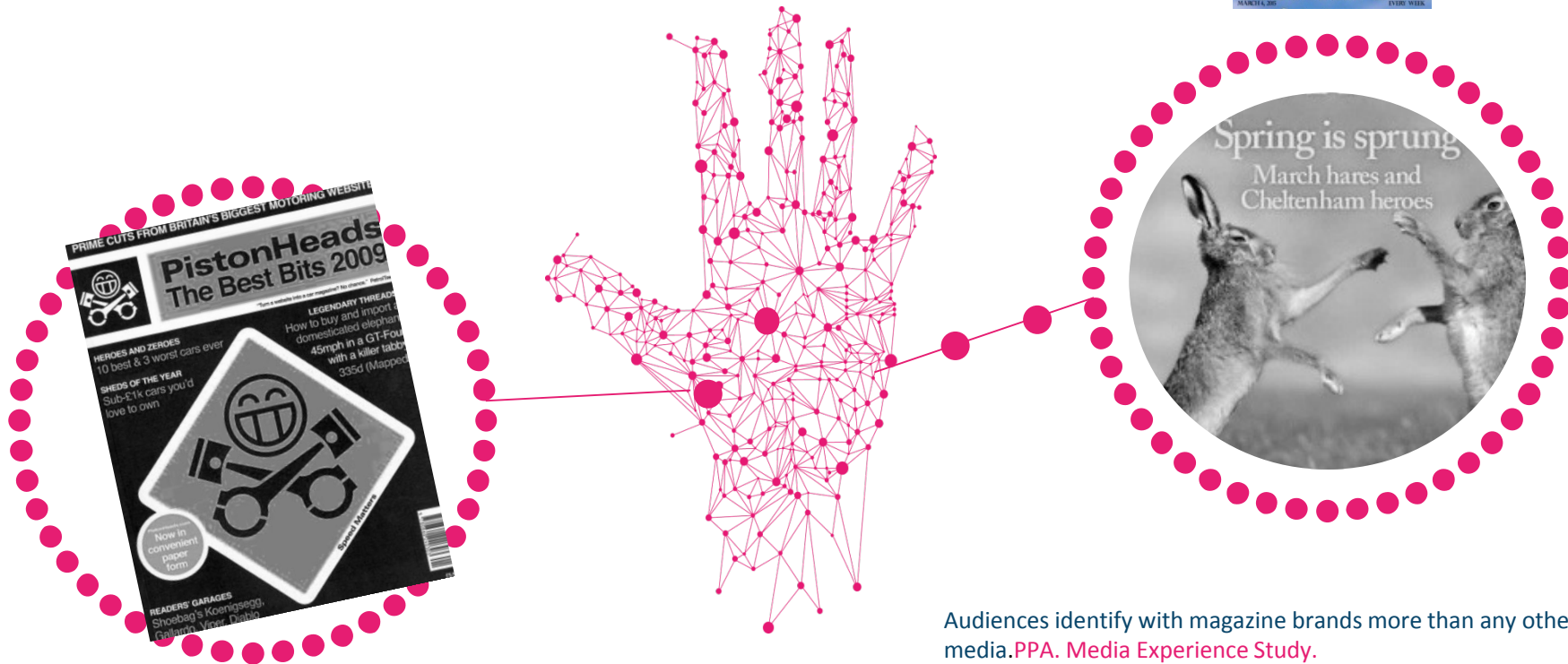
Source :Rules of Engagement AOP Gfk/NOP 2011



# # 3 BELONGING



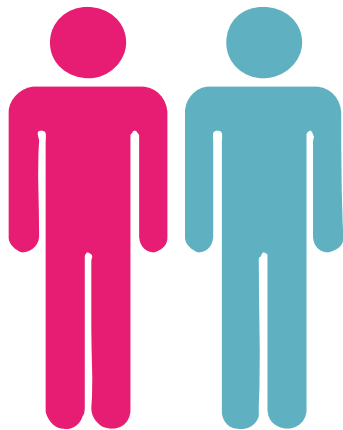
## #3 READERS IDENTIFY WITH MAGS BRANDS. THIS BELONGING EVOKES LOYALTY



Audiences identify with magazine brands more than any other media.PPA. Media Experience Study.



## #3 MAGAZINE CONSUMERS INCREASINGLY SHARE CONTENT



1 in 2

often share adverts with  
friends and family

Source: The Rules of Attraction Study 2014 & 2015





# #3 MANY MAGAZINE READERS HAVE A CLOSE RELATIONSHIP WITH THEIR FAVOURITE TITLES

Magazines score highest than any other medium

*'I see myself in this brand'*

52% agree that my choice of magazine says  
something about the type of person  
I am



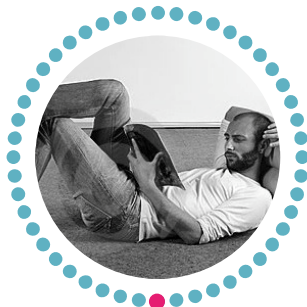
Media Experience Survey 2012 TNS



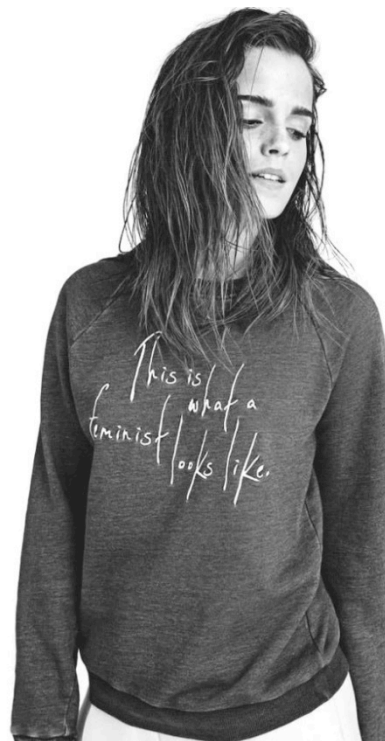
## #3 MANY MAGAZINE READERS HAVE A CLOSE RELATIONSHIP WITH THEIR FAVOURITE TITLES



All readers  
71%




Super-users  
74%



18-24  
69%

% agreeing that I would miss my favourite magazine

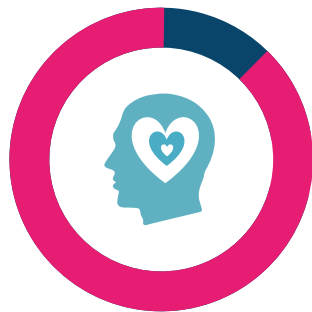
 **Source:** The Rules of Attraction 2015



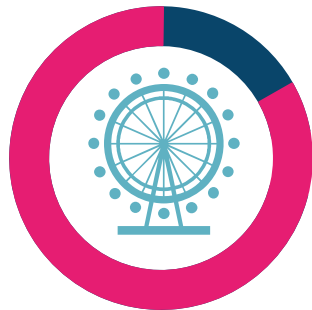
# #4 INSPIRATION



## #4 MORE CONSUMERS TAKE INSPIRATION FROM MAGAZINES THAN ANY OTHER MEDIUM



**87%** of consumers agree  
content gives them ideas  
and inspiration



**81%** have bought an item  
or visited a place after  
reading about it in a  
magazine



**32%** rate magazines  
as inspirational in  
comparison with 12% in  
other media

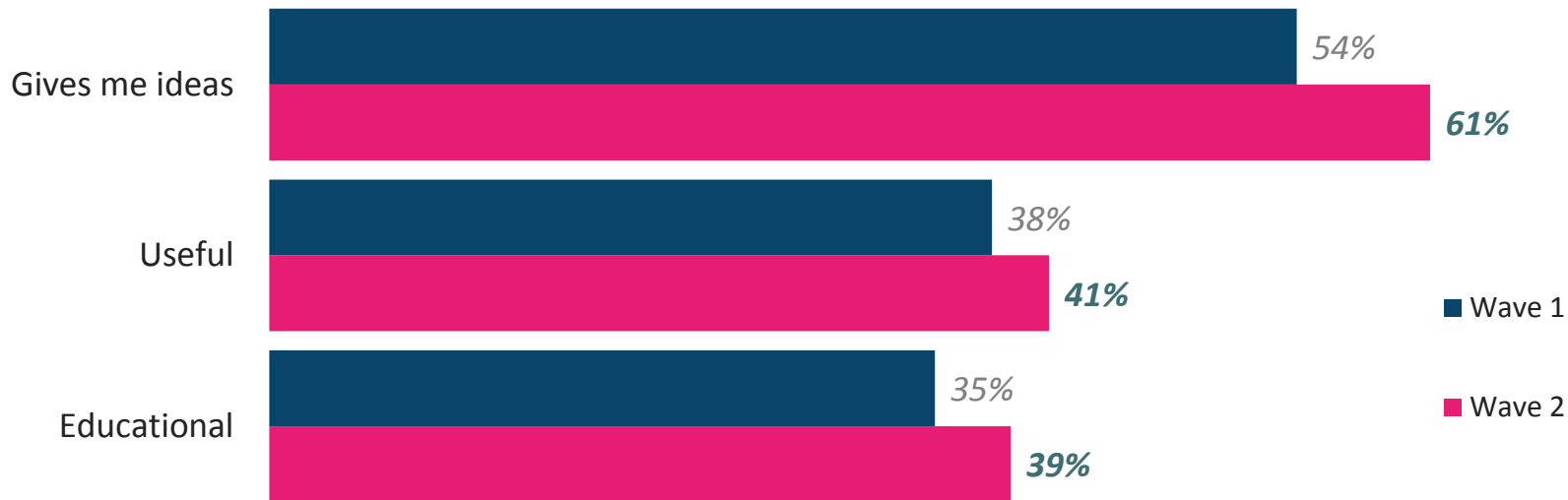
Source: The Rules of Attraction Study 2015



## #4 READERS LOOK TO MAGS FOR INSPIRATION

Proportion who **associate magazines with each word/phrase**

FUNCTIONAL



Source: The Rules of Attraction Study 2015

## 4# THE RULES OF ATTRACTION STUDY A STRENGTHENING RELATIONSHIP

The more consumers interact with the content i.e. define the Super-user group as print and at least one screen - **the stronger the attributes and associations**

**Super-user**

=



Print

+



At least  
1 screen

	2014-2015	
	Average consumer	Super-user
Gives me ideas	54-61%	61-71%
Inspiration	31-35%	35-43%

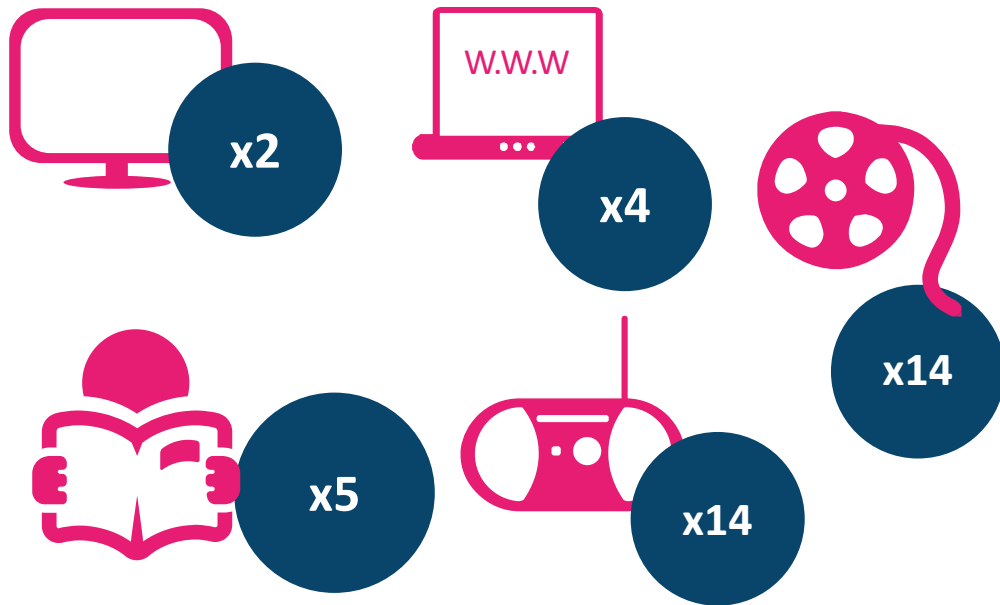


## #4 INSPIRATION CARRIES OVER TO THE ADVERTISING

“This media contains ads that **spark ideas that I act upon**”



42%



Source: The Rules of Attraction Study 2015



## #4 AN INSPIRATIONAL EXPERIENCE

Hannah  
Age: 31

*"I often rip the pages out  
of my magazines or  
bookmark and share  
online content for later*

*There's no question I get  
ideas from them. It's Part  
of what they do'*







# #5 INFLUENCE

## #5 THE THREE DRIVERS OF INFLUENCE



### Escapism

Magazines are pleasurable and relaxing, meaning that readers are deeply engaged and highly receptive to messaging

8 in 10 agree magazines help them to relax



### Information

Magazines are a key source of information – both from passive browsing and active searching

8 in 10 agree magazines give them ideas + inspiration



### Inspiration

Magazines don't only give readers information – they give them information that they act on

7 in 10 have bought something/visited somewhere after seeing it in a magazine

Source: The Rules of Attraction 2015



## #5 MAGAZINE READERS PAY ADS CLOSER ATTENTION



38%



Magazine

23%



TV

12%



Website

11%



Poster

10%



Shop window

3%



Social



Adobe Systems: [Click Here study 2012](#)

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to each of the following?



## #5 MAKING MAGS THE MOST INFLUENTIAL MEDIUM

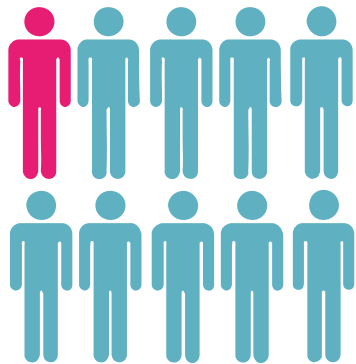


Base: Top quintile of usage for each medium among adults with a HHI of \$50K+  
Super influential are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members

Source: GfK MRI, Fall 2012

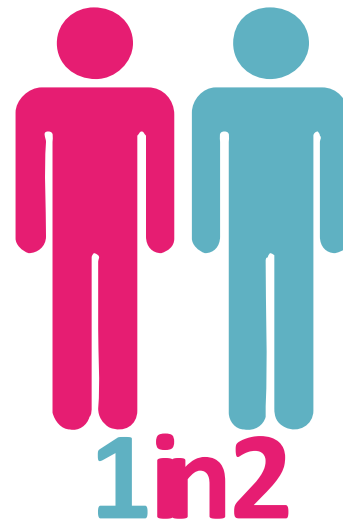


## #5 ACTIVELY SEEKING ADVERTISING LEADS TO EXPOSURE



9 in 10

magazine readers look at  
the adverts



1 in 2

often share adverts with  
friends and family

Source: The Rules of Attraction 2015



## #5 MULTI PLATFORM DEEPENS INFLUENCE



90% of readers say is a 24/7 brand

93% own a smart-phone

67% own a tablet



- 2.9 million social audience
- 1.1 million online
- 1.0 million in print

Source: The Rules of Attraction 2015



## #5 READERS RATE MAGS ADS BEST



	Magazines	Internet	TV
Attention	116	95	96
Inspirational	112	95	99
Life Enhancing	111	103	89
Trustworthy	108	100	95
Social Interaction	106	96	101

+Ad-supported programs only

Source: Experian Marketing Services, Simmons Multi-Media Engagement Study, Fall 2012



## #5 READERS HAVE A MORE POSITIVE ATTITUDE TO ADVERTISING

Liam  
Age: 22

*"I find that magazines have a lot of advertising in them,*

*so the sporty magazines I read - such as Men's Fitness - you've got events being advertised which is useful*

*It allows you to link up with people like you"*



Source: The Rules of Attraction 2015





## #5 READERS HAVE A MORE POSITIVE ATTITUDE TO ADVERTISING



Charlotte  
Age: 24

*"So, I remember buying this (SHOWS MISS DIOR BOTTLE) after seeing the advert in the magazine.*

*I'd seen it a couple of times and maybe seen a television advert as well and I remember thinking*

*'oh, it looks like a really nice perfume' and I went to try it out then I bought it and ever since then I've been buying it"*

Source: The Rules of Attraction 2015



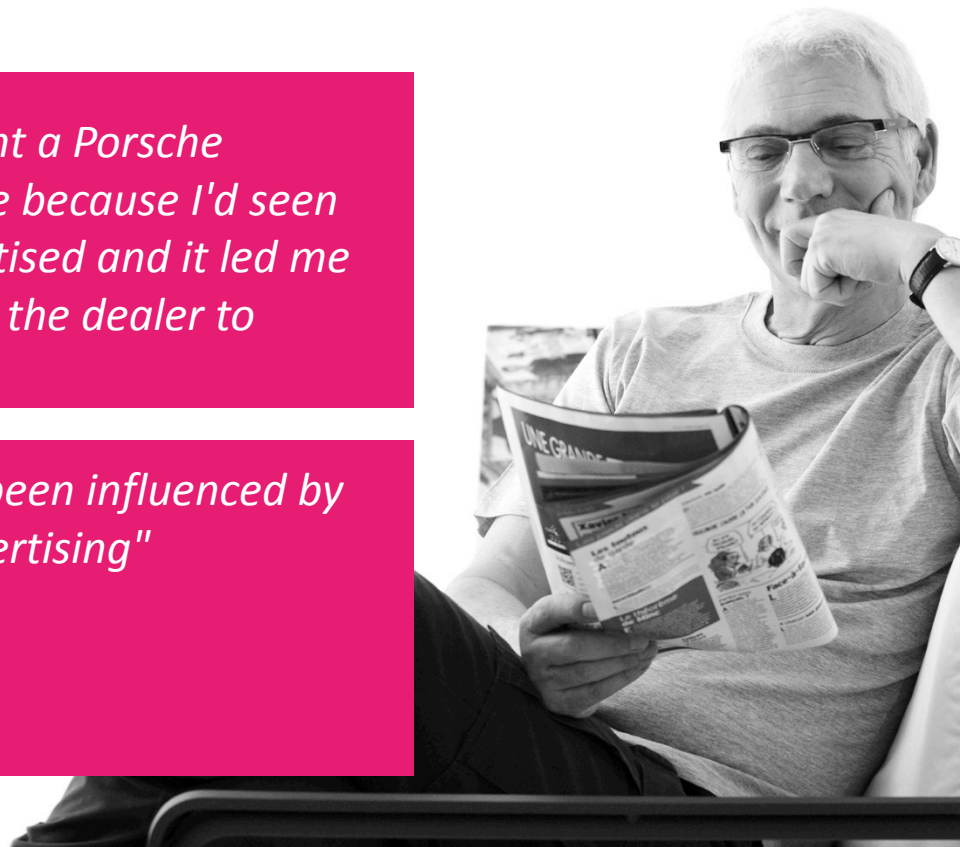
## #5 READERS HAVE A MORE POSITIVE ATTITUDE TO ADVERTISING

Duncan  
Age: 62

*"I bought a Porsche Cayenne because I'd seen it advertised and it led me to go to the dealer to*

*try one and that led unfortunately for me deciding to buy one so, yes,*

*I have been influenced by the advertising"*



A stylized tree composed of blue dots of varying sizes, with the text '#6 GROWTH' in red.

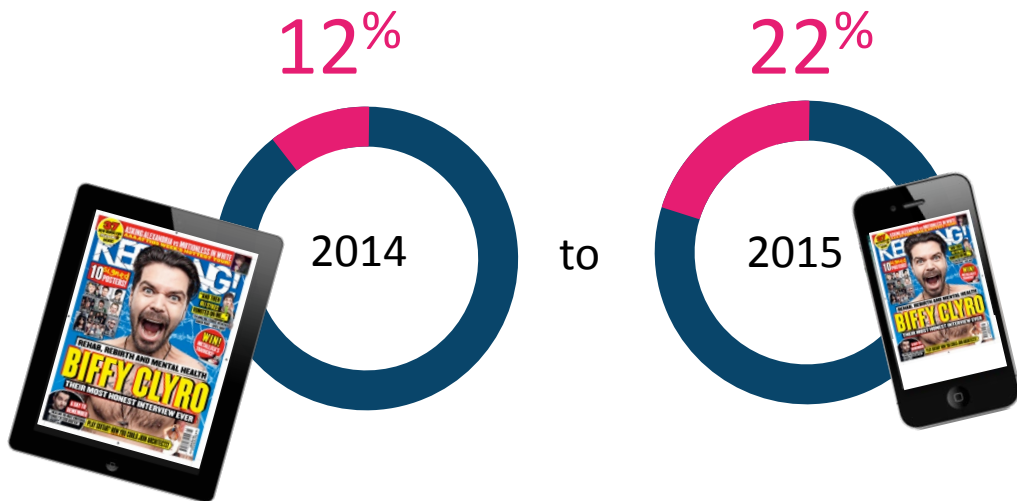
#6 GROWTH



# THE RULES OF ATTRACTION STUDY

Interactions with magazine content are increasing in frequency.

Daily connections with magazine media moved from...

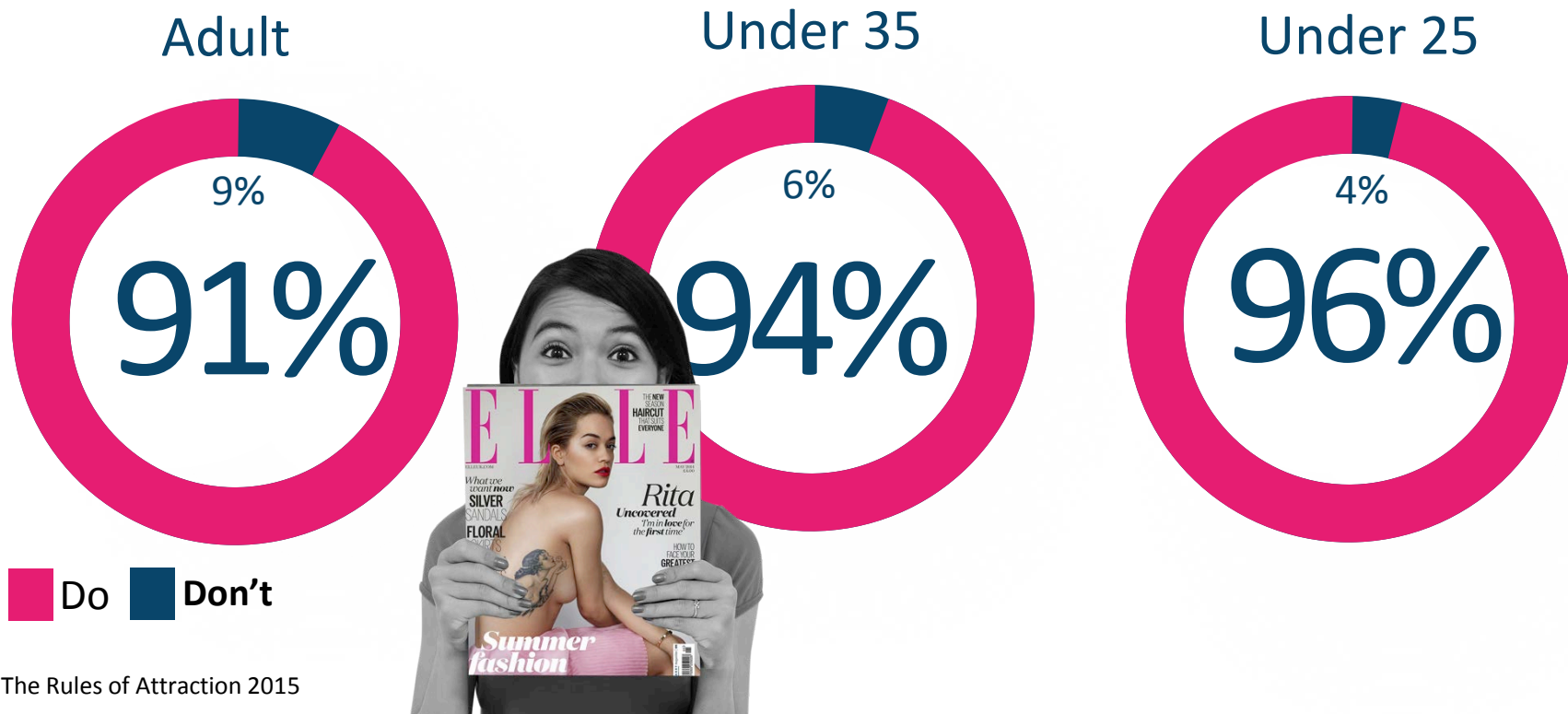


Source: The Rules of attraction



## #6 MAGAZINE GROWTH DRIVEN BY MIGRATION TO DIGITAL

### YOUNG PEOPLE *MORE* LIKELY TO READ MAGAZINES



Source The Rules of Attraction 2015



# THE RULES OF ATTRACTION **STUDY**

And this is set to continue – intent for another 12 months shows

**28% More**  
interactions  
from 2014-2015 online



**62% More**  
Interactions  
mobile magazine content



Intention for more.  
**33% More AGAIN!**  
for this year mobile



Source The Rules of Attraction 2015



# #6 MAGAZINE GROWTH DRIVEN BY MIGRATION TO DIGITAL



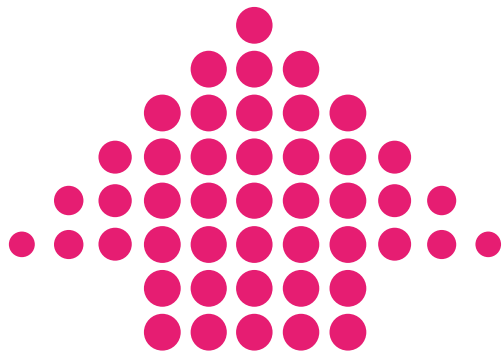
2 million  
↓  
DOWNLOADS



Source The Rules of Attraction 2015



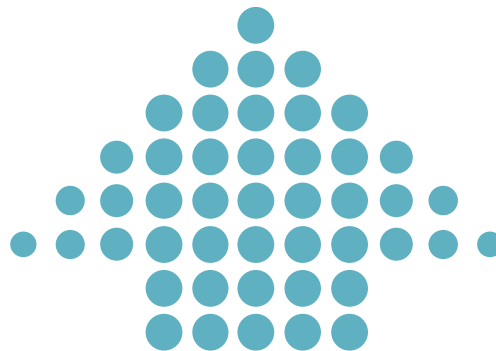
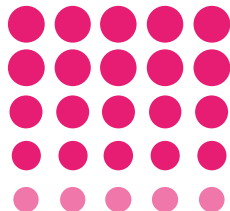
# #6 MAGAZINE GROWTH DRIVEN BY MIGRATION TO DIGITAL



57%

ABC1

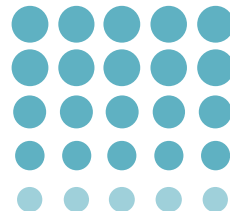
ANY FORMAT



63%

ABC1

DIGITAL



NRS: PADD

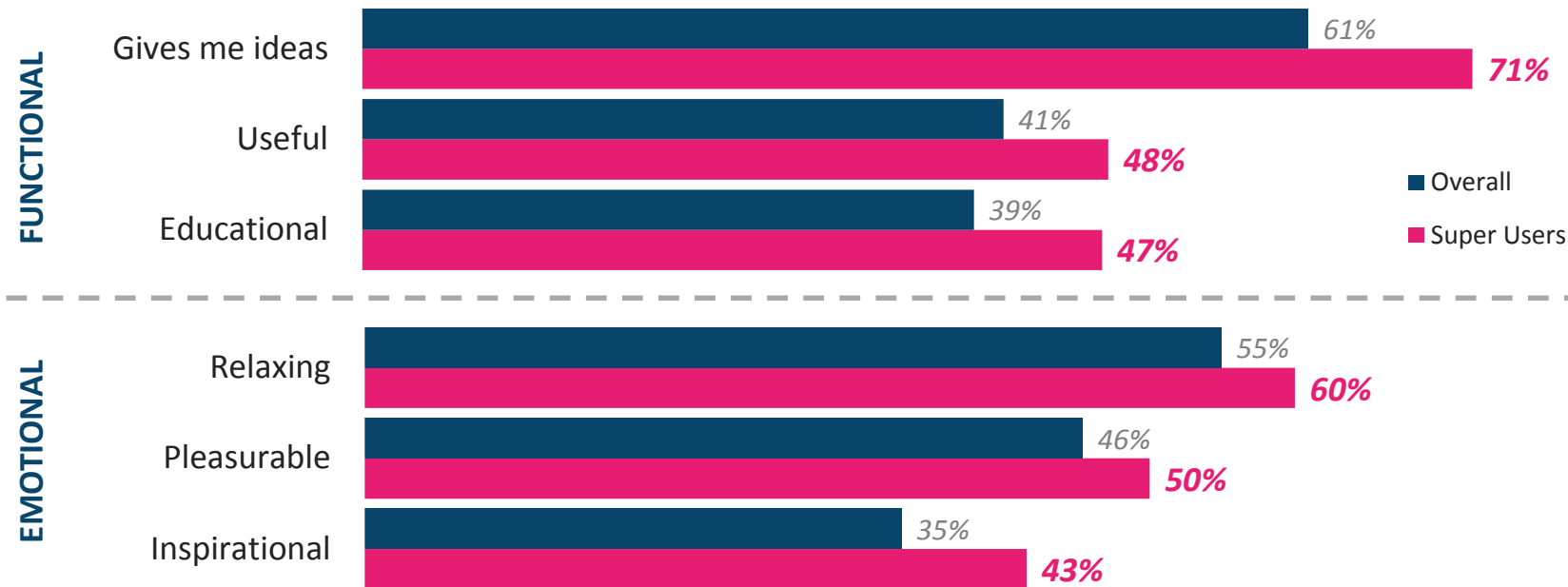
MAGNETIC





# #6 DIGITAL CREATES 'SUPER-USERS' ACROSS PLATFORMS

Proportion who *associate magazines with each word/phrase*



Source The Rules of Attraction 2015



## #6 DIGITAL OPENS UP NEW OPPORTUNITIES TO ENHANCE THE READERSHIP EXPERIENCE



### Access

Apps and digital editions that can be accessed on the go are providing readers with content anywhere, anytime

8 in 10

easily access content on-the-go



### Speed

Digital formats are allowing readers to access more up-to-date content, filling the gap between print editions

7 in 10

agree it's quicker to get the latest content digitally



### Personalisation

Digital platforms are allowing readers to personalise their experience by accessing the most relevant content

6 in 10

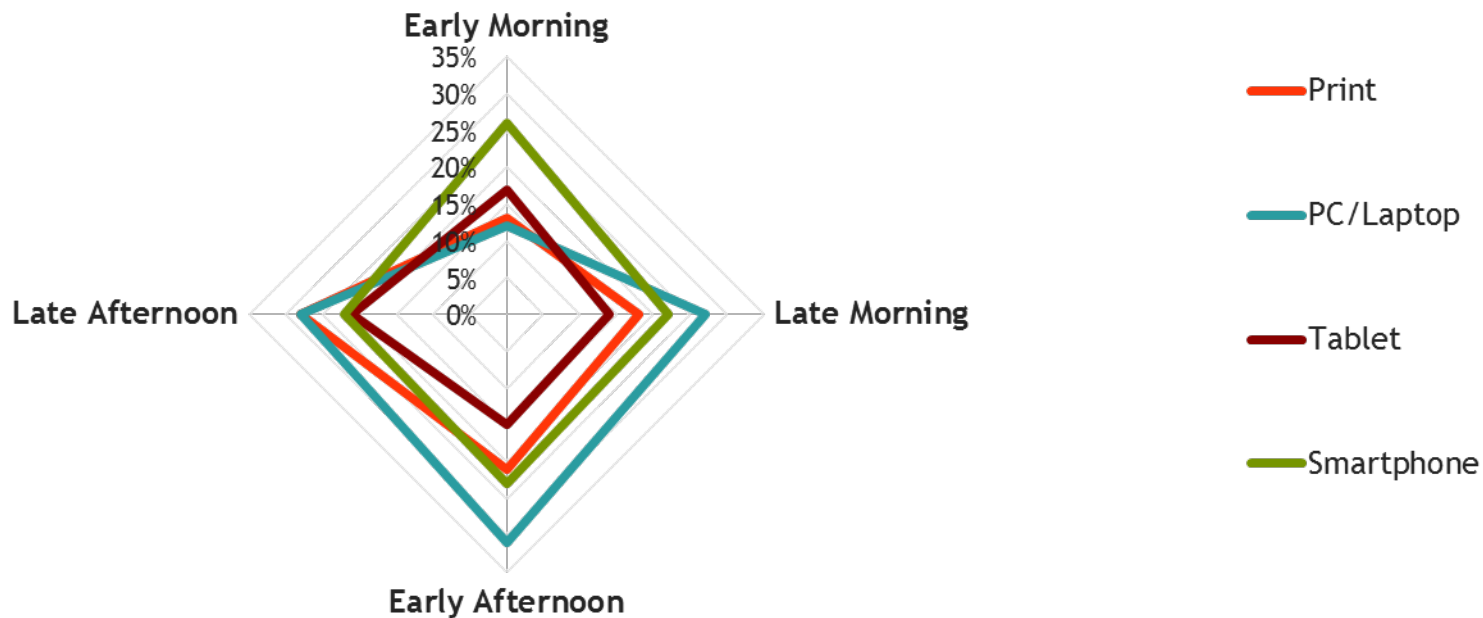
agree it's easy to navigate to the content they want to see digitally

Source The Rules of Attraction 2015



## #6 DIGITAL OPENS UP NEW OPPORTUNITIES TO ENHANCE THE READERSHIP EXPERIENCE

*When they're most likely to use each platform to access magazine content*

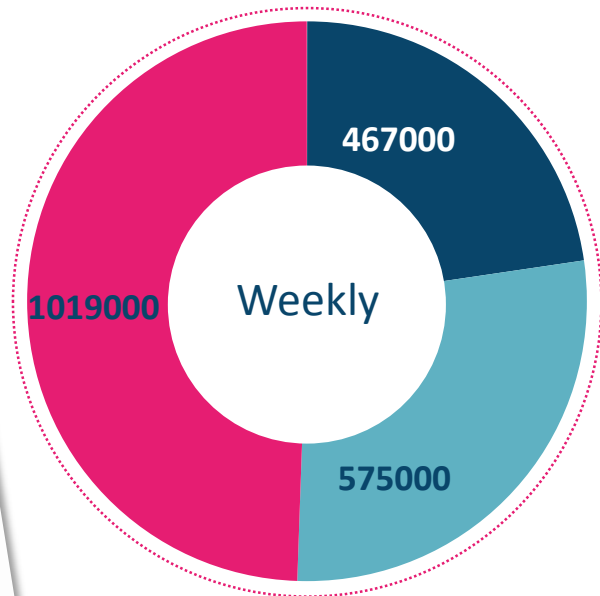
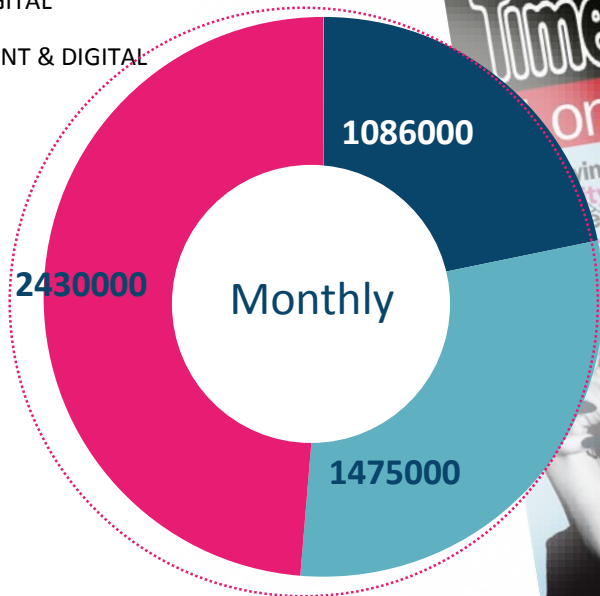


Source The Rules of Attraction 2015



## #6 A MODERN MULTI-PLATFORM MAGAZINE

- PRINT
- DIGITAL
- PRINT & DIGITAL



Adult Reach



## #6 DIGITAL THE ROUTE TO GROWTH

Michelle  
Age: 31

*"With print magazines, I'll tend to read those during the day when the children are at school"*

*and then magazine websites, I tend to look at those in the evening, like after the busy day"*



Source The Rules of Attraction 2015



## #6 DIGITAL THE ROUTE TO GROWTH

Frances  
Age: 30

*It's the same with a magazine; I'd rather have a paper version,*

*but if I was on the move and needed to pick something up I'd do it on my phone or tablet"*

Source The Rules of Attraction 2015





## #6 STRONG MAGAZINE BRANDS PROVIDE HIGHLY TARGETED **MULTI MEDIA BRAND EXPERIENCES**

