

## Connected Consumers 2

Exploring the impact that various magazine media channels have on the purchase journey.

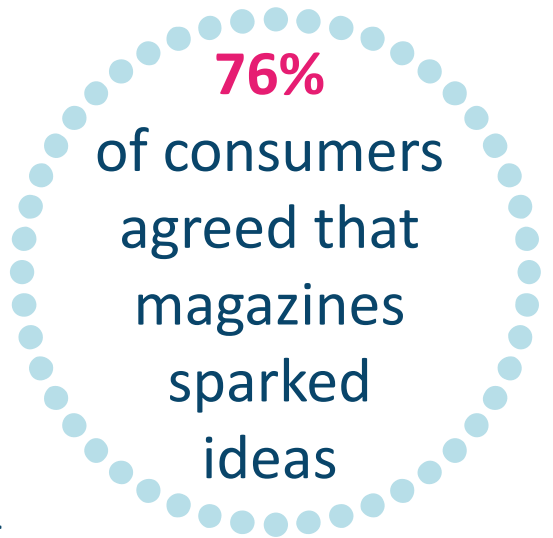
### BACKGROUND

In Connected Consumers 2 Time Inc. UK takes a fresh look at the impact that various magazine media channels have on the purchase journey.

The study tests whether the classic role that magazines play in inspiring ideas, still remains at the core of performance on new platforms.

Connected Consumers 2 focused on 10 leading titles and showed that, on average, digital channels added a 20% incremental increase to print. The added audience tended to be younger, more affluent, and were decision makers who like to spend.

It also showed that each platform influences across all 4 stages of the purchase journey (Spark, Search, Shop & Share) across key ad categories such as Beauty, Homes, Food & Drink, Technology and Retail. Connected Consumers 2 proves that magazine brands truly affect the purchase journey across every stage.



### KEY FINDINGS

- On average 76% of consumers agreed that magazines sparked ideas. This was most pronounced for mobile users in the beauty category (88% agreed) and for print users in the home sector (91%) agreed
- Magazines emerged as a key search tool with 70% of those interviewed using it for this purpose
- On average 73% of consumers stated that magazine media influenced their purchase choice
- Mobile was a key driver of content sharing with more than 3 in 4 sharing mobile content in the homes sector

## METHODOLOGY

1

Duplication Survey with 10 Time Inc. titles

2

Google Analytics UK UUs, PVs

3

ABC Digital Editions

4

Analysis in Telmar with TGI and NRS data



Since Connected Consumer...

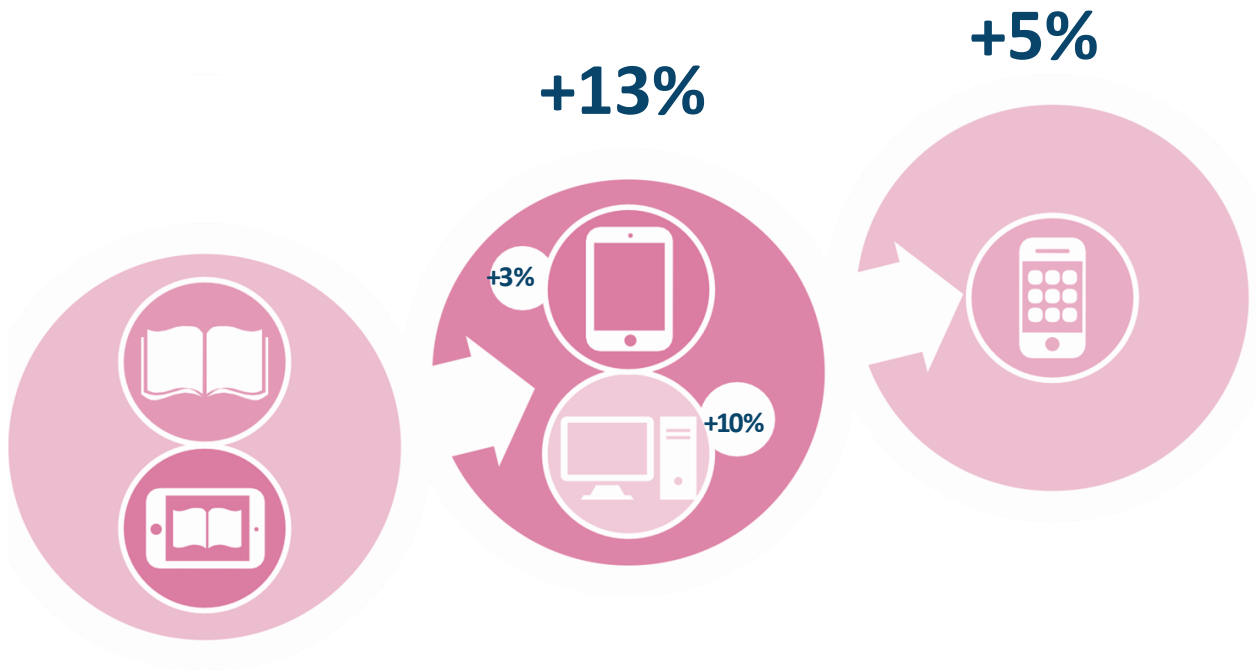
The relationship has changed

- Adopting new platforms
- Enhancing our traditional offering

More moments for us to share our content than ever before

## RESULTS

1. Each Platform adds to the overall monthly reach of the brand



**NME**

+131%

**marie claire**

+51%

**InStyle**

+63%

**Ideal Home**

+49%



**14.1 million**

## 2. Four Key Purchase Stages



**SPARK**

An  
idea

**SEARCH**

For  
information

**SHOP**

For  
products seen

**SHARE**

What  
they have bought

3. Time Inc. UK's magazine media influences their audience across the entire purchase journey

**Spark**  
76%

**Search**  
70%

**Time Inc.**  
are at the heart  
of the purchase  
journey...

**Shop**  
73%

**Share**  
62%



'INSPIRATION'

'IDEAS'

92%



91%



75%

91%



88%

Time Inc.

MARKETING



'EXPLORED'

'VISITED WEBSITE'

4 IN 5





'PURCHASED'

'TRIED'

4 IN 5



83%



67%

SHOP

69%



81%



‘RECOMMENDED’

‘POSTED ONLINE’

‘TALKED ABOUT’

**3 IN 4**

