

MAGNETIC

HOME TRUTHS



# We share some of the same challenges

The 4<sup>th</sup>  
industrial  
revolution

Changing  
consumer  
behaviour

M



REUTERS

theguardian

SALE

M

WhatsApp



Vimeo



YouTube



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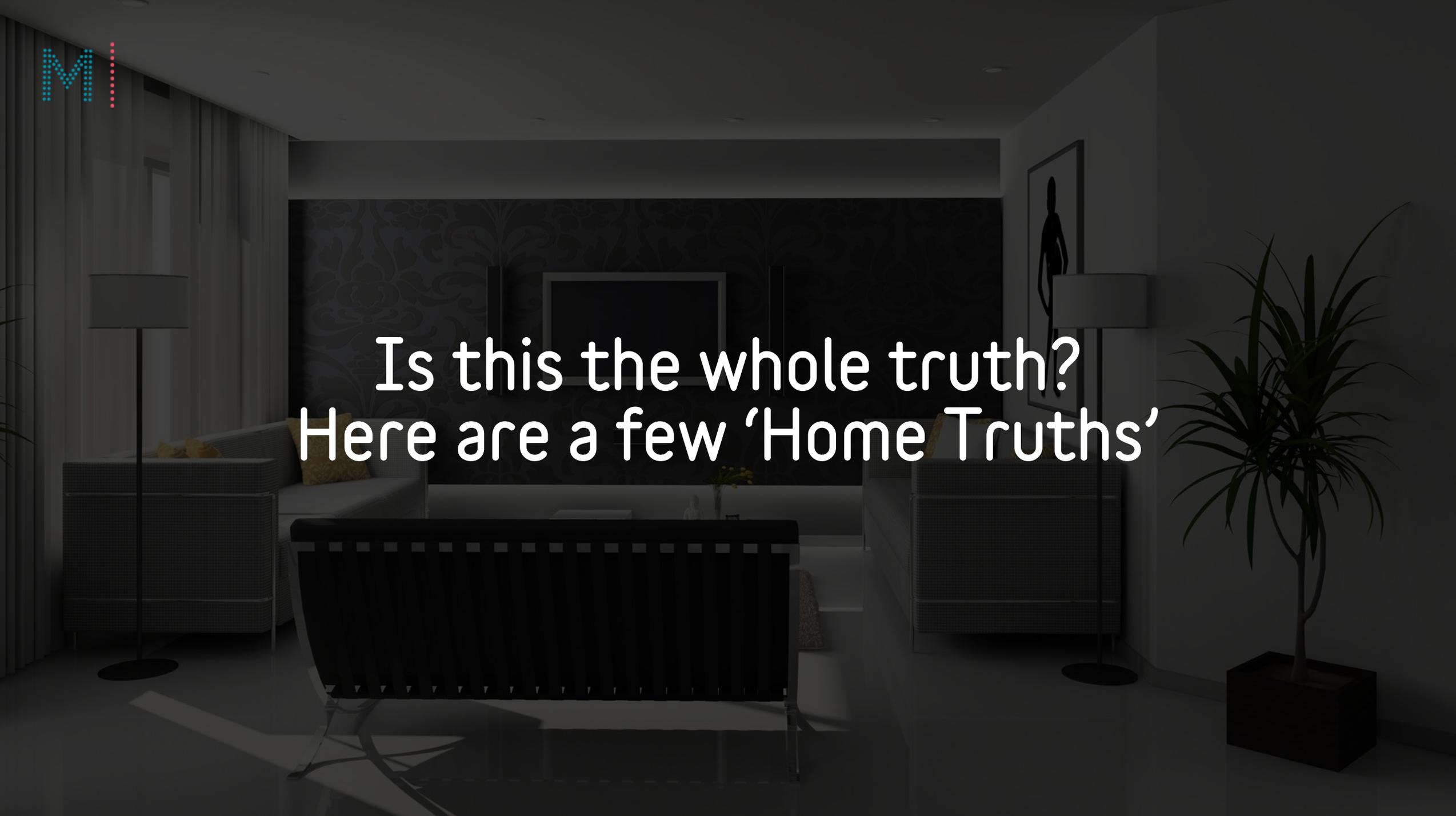




# The unhelpfulness of dichotomy

M

Is this the whole truth?  
Here are a few 'Home Truths'

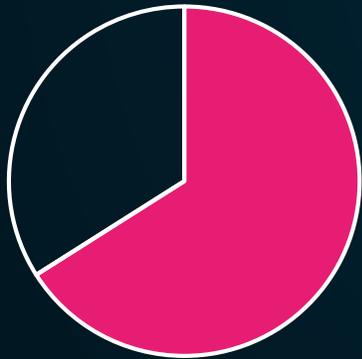




# The store and print are still relevant



85% of sales still touch a store



66% of people read magazines each month



# Online businesses are going physical



M

Evolution not revolution



What is the role of magazine media?

# M | Methodology

We looked at home interiors and technology



We spoke to customers before



and after reading magazines and/or tech review sites



The magazines spanned lifestyle and special interest categories



Our specialist partners used eye tracking to capture unconscious behaviour



Home interiors



Kitchens & bathrooms



Furniture



Technology



TV & Audio



Connected homes



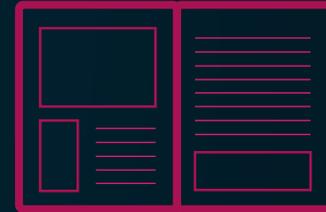
Shortlisting



Budget



Ads and  
editorial





# Shortlisting





# Magazines can get you on the shortlist

Up to  
**91%**  
of homes  
buyers

&

Up to  
**88%**  
of tech  
buyers

change their shortlisted brands

At this moment in time which brands are on your shortlist for your next <item> purchase?

Source: Home Truths

Base: Those who read a magazine with ads

# M | Magazines narrow the brands under consideration



Up to 61%

refined their shortlist after reading a magazine



Up to 55%

At this moment in time which brands are on your shortlist for your next <item> purchase?

Source: Home Truths

Base: Those who read a magazine with ads



# Magazines influence preferred brands



64%

changed their preferred brand after reading a magazine



66%

Out of the brands you are considering for your next <item> purchase which ONE is your favourite?

Source: Home Truths

Base: Those who read a magazine with ads

# M | The power of magazine and review sites combined



Proportion 90% certain or more they will buy favourite brand

Source: Home Truths

Base: Those who read a magazine with ads and a review website

The background of the slide features a dark, atmospheric landscape of mountains at dusk or dawn. In the foreground, the silhouettes of two hikers are visible on a rocky ridge. One hiker is standing and leaning forward, while the other is sitting or crouching, and they appear to be interacting or assisting each other. The overall mood is one of challenge and support.

How can magazine brands help home interiors  
and tech brands with their current challenges?



# Brands are worth paying more for

57%  
of homes  
buyers

49%  
of tech  
buyers

Thinking about <brand> for your next <item> purchase, how well do the following words describe it?

Source: Home Truths

Base: Those who read a magazine with ads and planning to buy home interiors or tech



Magazine advertising can maintain and boost  
consumer budgets



The luxury power recliner that redefines relaxation.

**sale**  
everything reduced

save **£670**  
Was ~~£2665~~ **sale £1995**

Santa 3 seater luxury leather sofa with double power recliners, power headrests and built-in USB port.

Furniture Village

SOFA WORKSHOP  
our craft, your creation

**SALE**  
now on

Choose **British craftsmanship**

Choose the look and colour of your favourite sofa from the Country Living range and it will be handcrafted to order, just for you, here in Great Britain. Take comfort in the few decades of expertise behind every one of our sofas. Take a fresh look at [dfs.co.uk/countryliving](http://dfs.co.uk/countryliving)

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Morland 4 seater sofa, cushions included. No deposit with 4 years interest free credit. Credit subject to acceptance. Credit provided by external finance companies as determined by DFS. A pattern may be visible from side of fabric. Delivery charge apply. See in-store or online for details. 15 year guarantee applies to frames and springs in all sofas. Terms and conditions. DFS is a division of DFS Trading Ltd. Registered in England and Wales No. 0735560. Registered in Scotland. Company No. 0735560.

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\*an icon in the making

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Fitz chair from **£349**, Ziggy cabinet **£549**, Fitz two-seater sofa **£599**

Made for relaxing

**MADE.COM**



# Protecting furniture budgets with print



71%

maintained or increased their budget



30%

increased their budget with an average increase of 2%

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read a magazine with ads

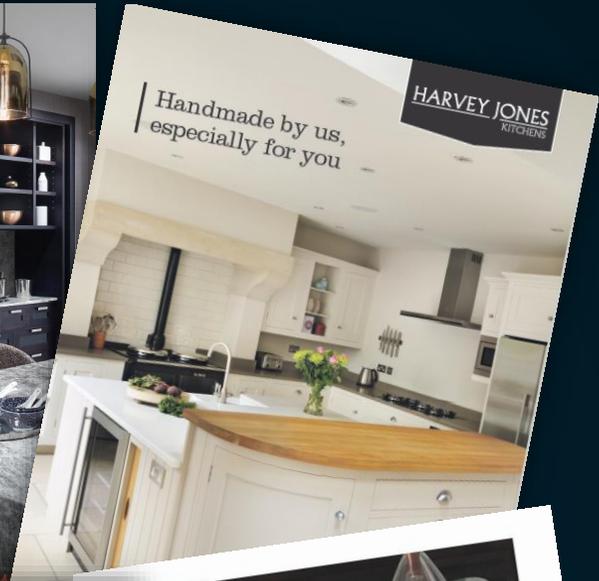


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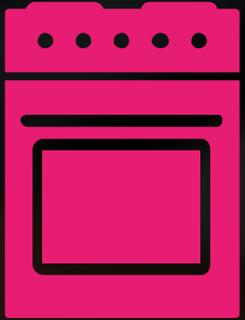
40  
 YEARS OF  
 CRAFTSMANSHIP  
 AND DESIGN

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# M Boosting bathroom/kitchen budgets with print



81%  
maintained or increased their budget

↑ 44%  
increased their budget with an average increase of 39%

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read a magazine with ads



From bored  
**To Bowie**

SONOS

The Home Sound System with Amazon Alexa.  
Learn more at [sonos.com](http://sonos.com)



TV when on  
**THE FRAME**

Art when off  
Make an impression in 4K watercolour. The Frame is a stylish 4K UHD Certified TV that also allows you to marvel at your favourite masterpiece. You'll think that Louvre's in your living room. So whether you love romcoms or Denis, The Frame has a mode to make them look magnificent.  
Discover how The Frame will look at home in your living room. Visit [Samsung.com](http://Samsung.com)

**SAMSUNG**

**FORM, MEET FUNCTION**  
The latest technological innovations and leading-edge design – introducing the ultra-premium collection from LG Signature

These days, it's given that we demand a lot from items such as the phones, tablets and why, then, it's not a luxury to settle for kitchen appliances that meet our homes? Yes, you might expect to meet with a new fridge in your kitchen, but with so many technological advances now available, that's no longer enough – the appliances we rely on every day should live in perfect harmony with the rest of the house. Enter LG Signature – the ultra-premium range of appliances that are essential items for your home that do just that.

Take the height steel and reflecting glass finish of the path generator featured here. It offers looks and quality you'd expect to complement your thoroughly modern kitchen, right? But you'll be surprised to find that the LG Signature range goes above and beyond what you might expect, to deliver technology and functionality you didn't know you needed (and once discovered you won't want to live without).

Superior design, built for performance and premium quality. That's what's called a win-win. Find out more at [www.lg.com/uk/signature](http://www.lg.com/uk/signature)

**Air purifier**  
Harnessing the power of water to filter out chemicals and contaminants and improve your indoor air quality, the LG Signature

**OLED TV**  
LG Signature's unique precision-cut technology means the screen of its ultra-premium OLED Signature TV is the most advanced deep-cut screen ever created. Furthermore, its ultra-thin design eliminates any distractions from the TV's unparalleled picture quality and superior sound.

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Just ask Alexa for help in the kitchen without lifting a finger. Get music, news, control your smart home and more, simply by using your voice. Amazon Echo Dot, only £49.99

**echo dot**

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# M Boosting home technology budgets with print



77%  
maintained or increased their budget

↑ 46%  
increased their budget with an average increase of 14%

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read a magazine with ads

# M Boosting connected home budgets with print



79%  
maintained or increased their budget

↑ 61%  
increased their budget with an average increase of 67%

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read a magazine with ads

# M | Online review sites boost TV and audio budgets



77%  
maintained or increased their budget

↑ 60%  
increased their budget with an average increase of 57%

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read an online review site

# M | Online review sites boost connected home budgets



78%  
maintained or increased their budget

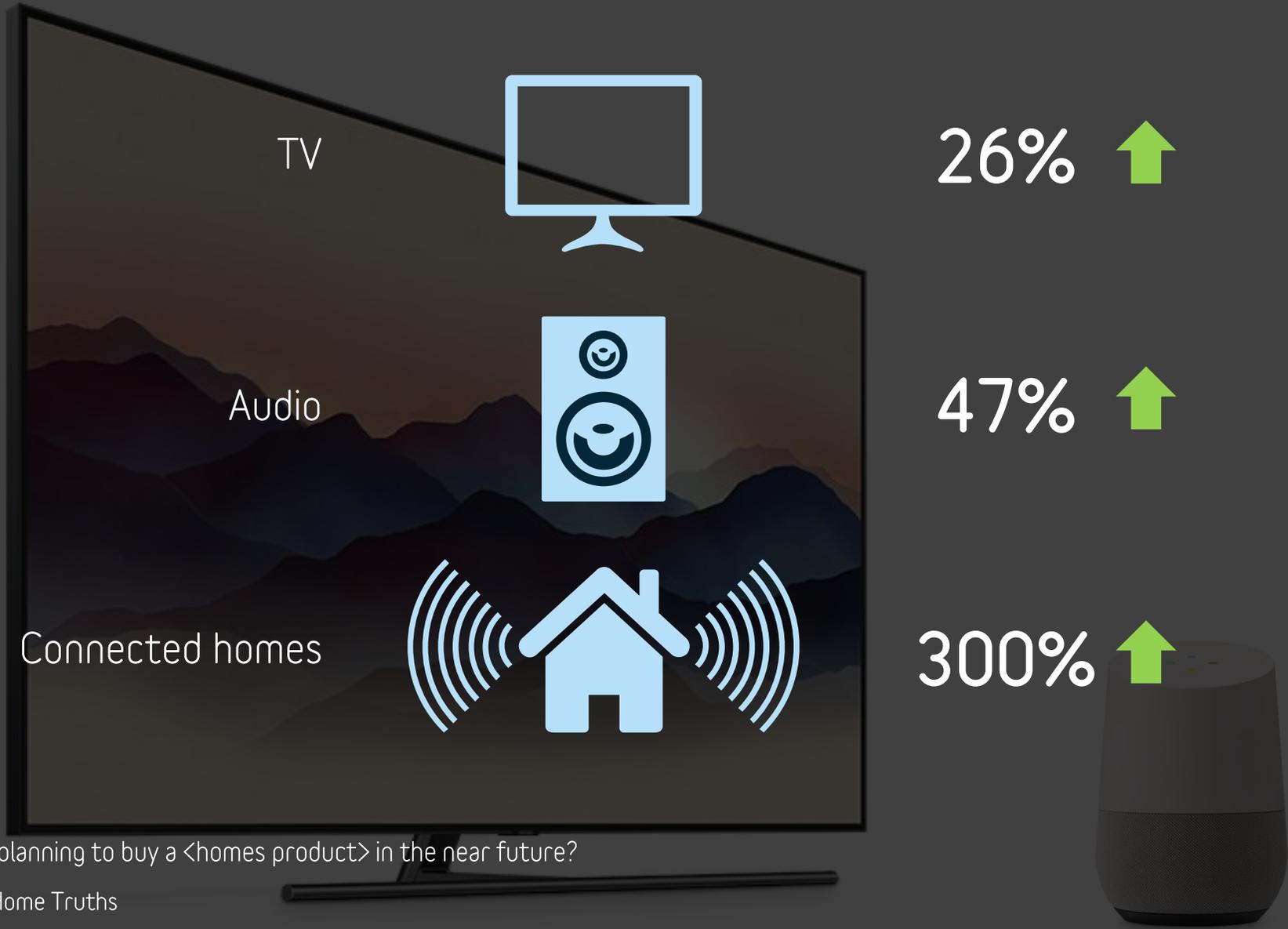
↑ 67%  
increased their budget with an average increase of 88%

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read an online review site

# M | The cross selling opportunity of online review sites



Are you planning to buy a <homes product> in the near future?

Source: Home Truths

Base: Those who read an online review site

# M | The combined power of magazines and review sites



Magazine

46%

Review site

60%

Combined

69%

increased their budget

How much are you planning to spend on this <item>? (in £)

Source: Home Truths

Base: Those who read an online review site



Magazine brands can safeguard premium price positions

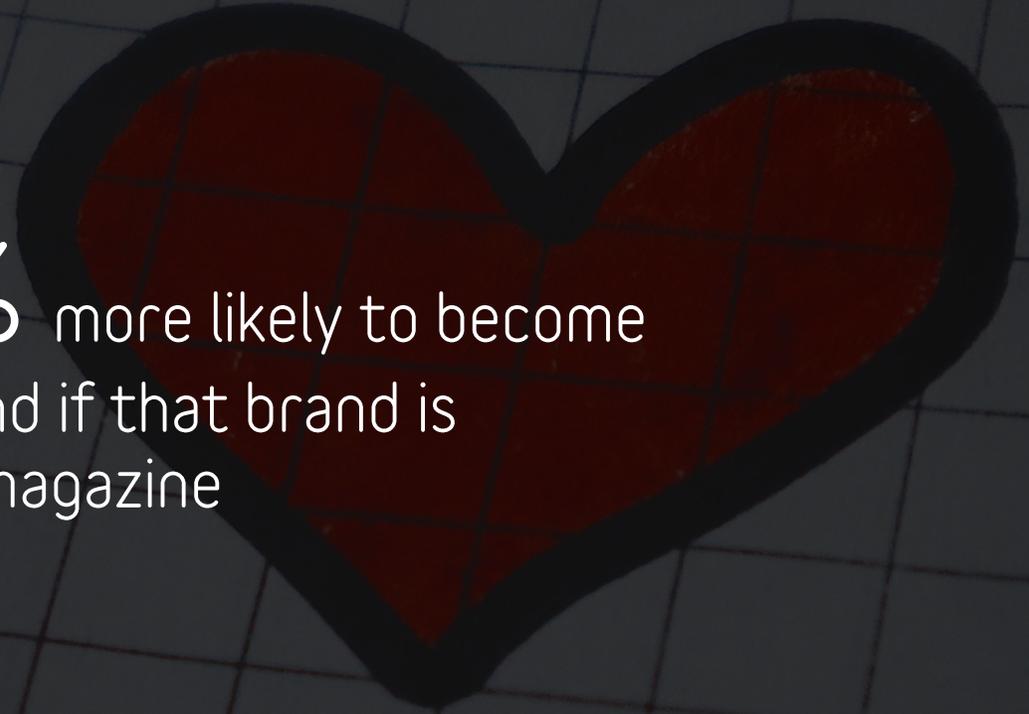
M |

The power of display and editorial in print

# M | Printed display advertising creates preferences



Up to **35%** more likely to become preferred brand if that brand is advertised in magazine



Out of the brands you are considering for your next <item> purchase which ONE is your favourite?

Source: Home Truths

Base: Those who read a magazine with ads

# M | Magazines protect preferred status through advertising



Up to **84%** more likely to remain preferred brand than brands not advertised



Up to **24%** more likely to remain preferred brand than brands not advertised

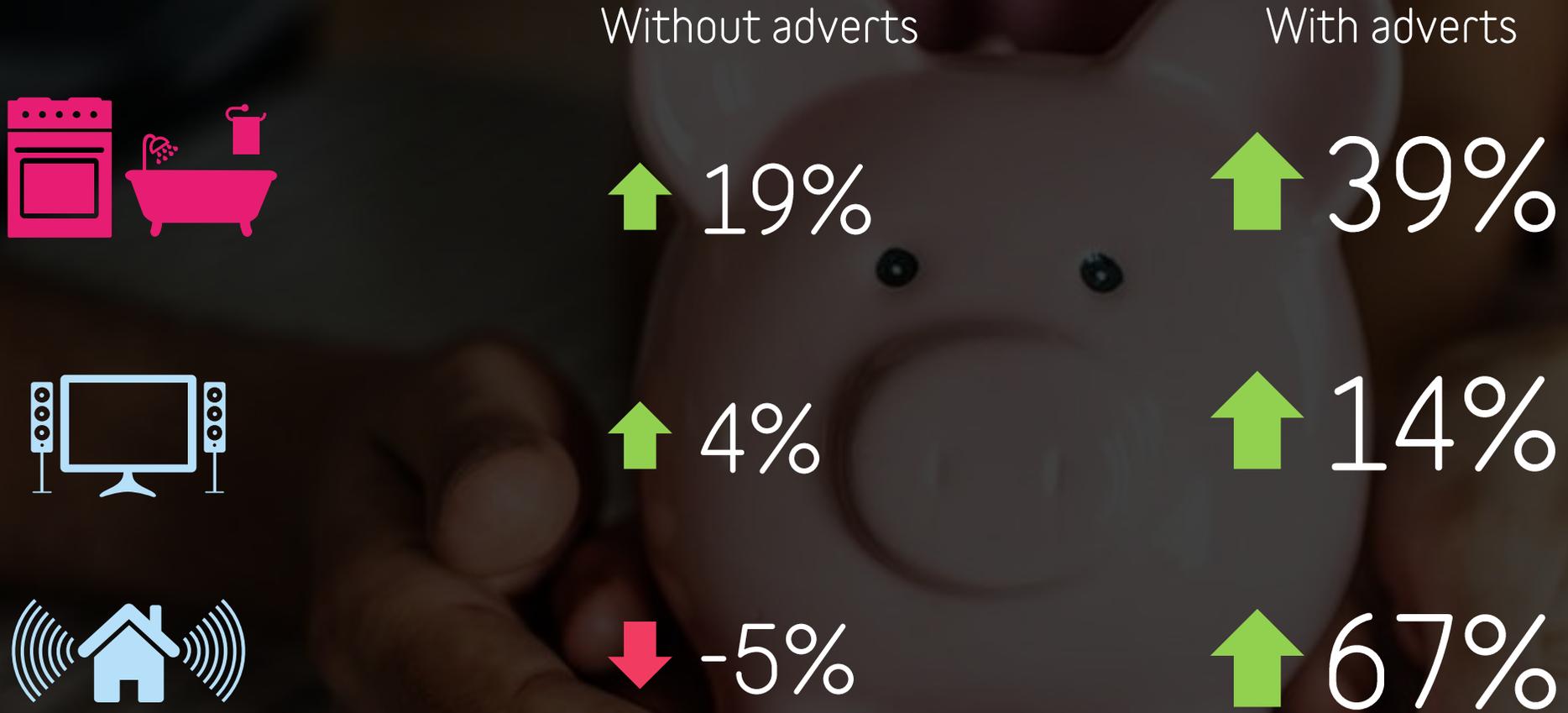
Out of the brands you are considering for your next <item> purchase which ONE is your favourite?

Source: Home Truths

Base: Those who read a magazine with ads



# Display advertising boosts consumer budget



changed their budget by x%

How much are you planning to spend on this <item>? (in £)

Source: Home Truth

Base: Those who read a magazine with ads

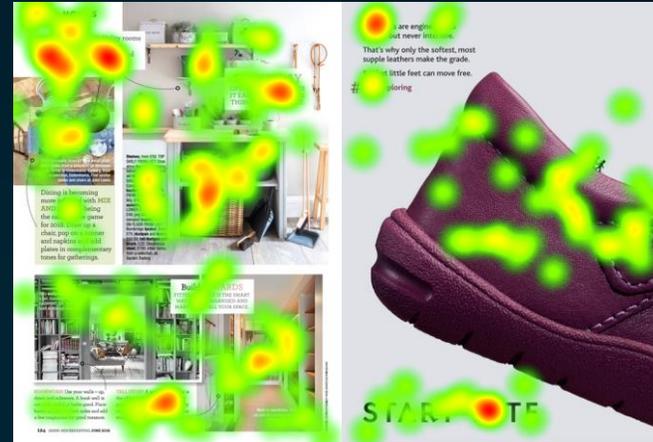


# Relevantly placed display gets more attention



44%

56%



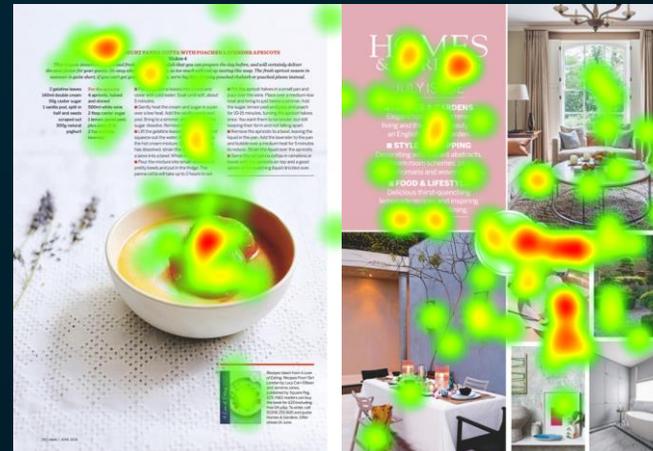
76%

24%



22%

78%

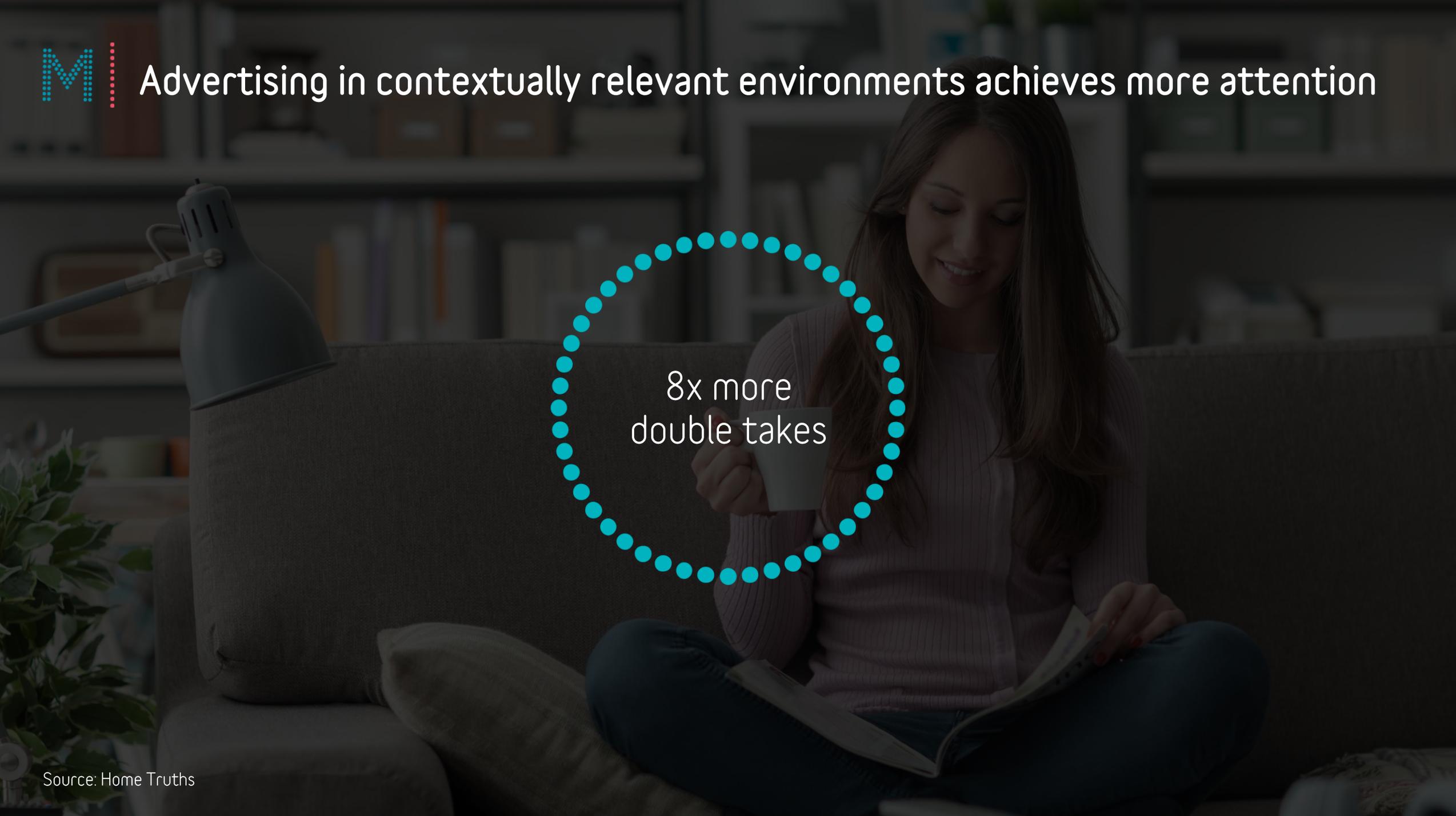


49%

51%



# Advertising in contextually relevant environments achieves more attention

A woman with long brown hair is sitting cross-legged on a grey sofa, reading an open book. She is wearing a light-colored sweater and blue jeans. In her right hand, she holds a white mug. The background is a blurred bookshelf. A teal dotted circle is drawn around the woman, with the text '8x more double takes' centered inside it.

8x more  
double takes



# Advertising in contextually relevant environments achieves more attention

40 % more  
share of  
attention

Looked at for  
38% longer



How do magazine brands cause  
these advertising effects

# M Magazine brands provide a valuable audience

25%

Are planning to  
spend £1,000 on  
furniture/moving  
house

That's **8 million** people

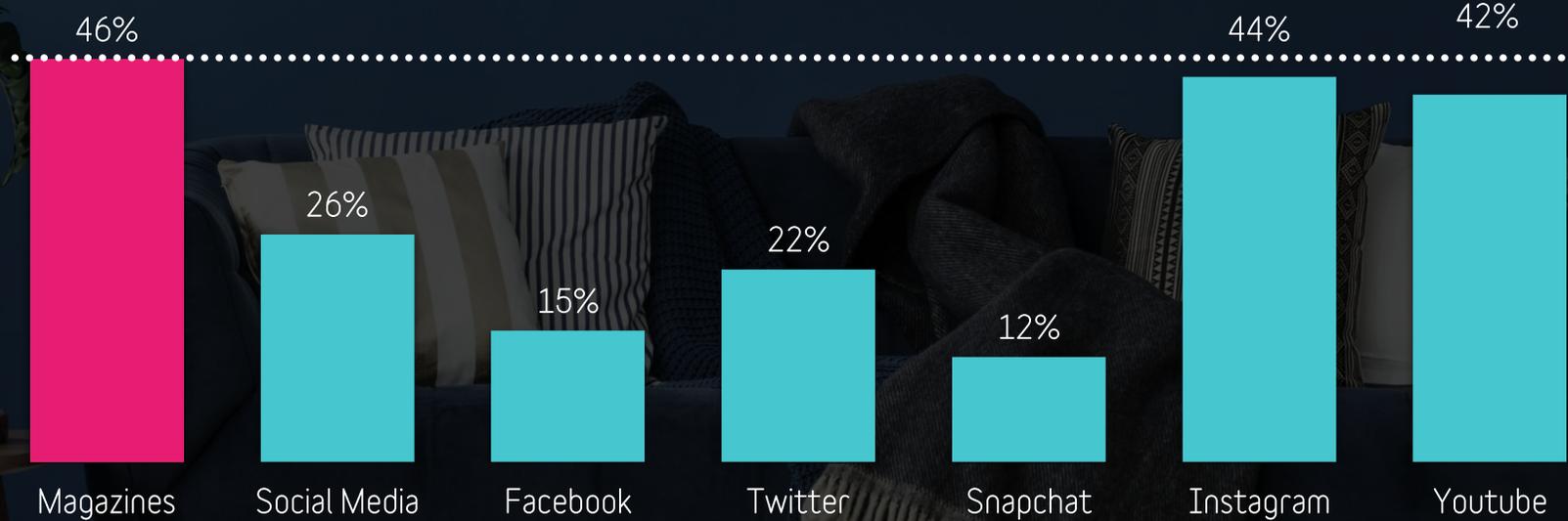


# Magazine readers are influencers





# Magazine environments are highly trusted



Source: Matter of Trust

Base sizes (interested in home décor and improvements): Home Interest & Food Magazine Readers 1,624  
Social Media 635, Facebook 287, Twitter 63, Snapchat 51, Instagram 80, YouTube 154



## Conclusions

- Magazines brands play a key role in the shortlisting process
- Magazines brands protect and even boost budgets. This applies to both print and review websites
- These effects are intensified by printed display advertising. There are opportunities for editorial and display to work in combination