

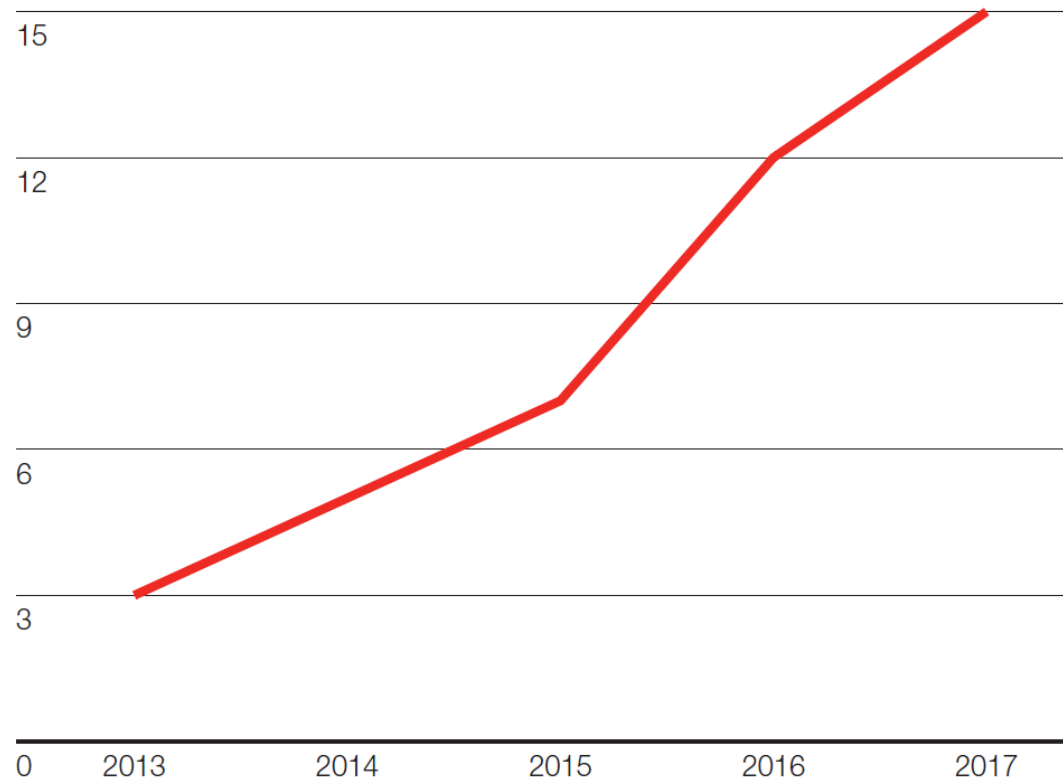


**Magazines and makeovers:
a growing opportunity for home interest brands**

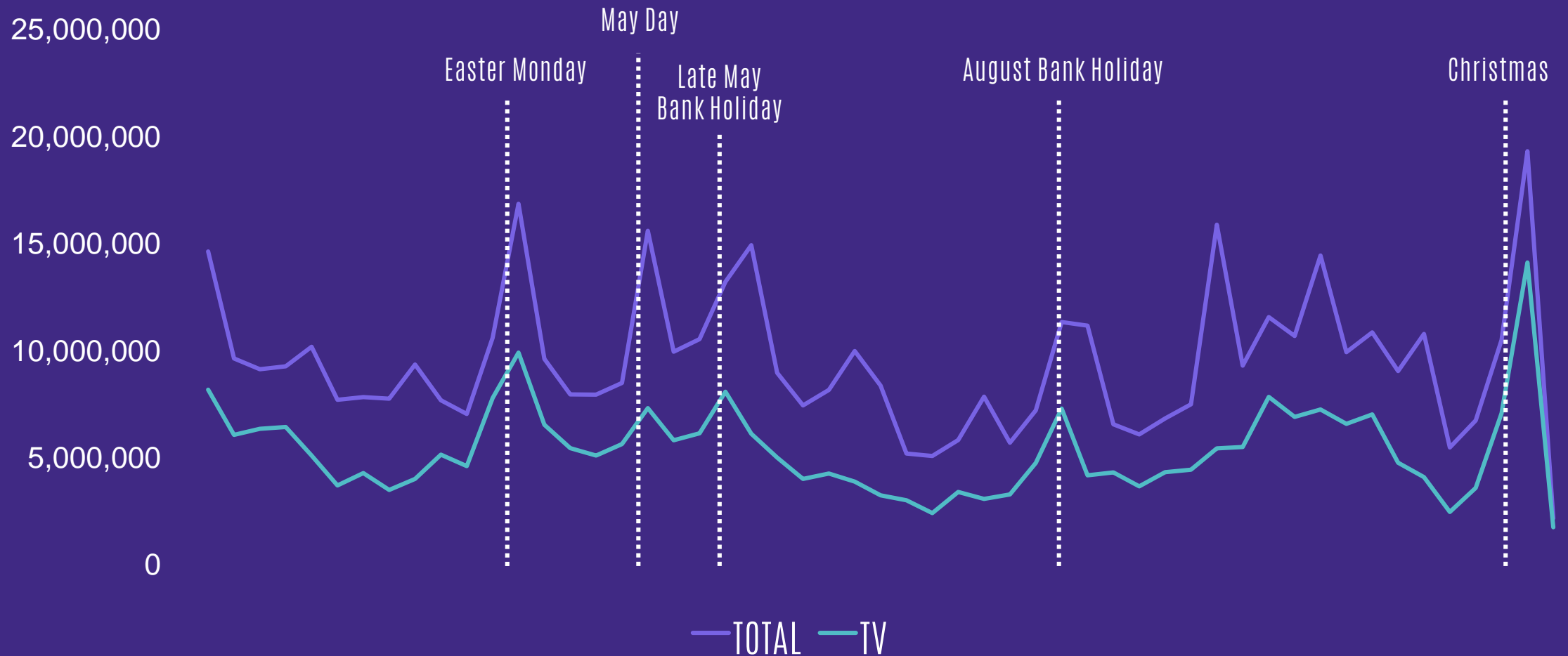
HOUSEHOLDS ARE IMPROVING RATHER THAN MOVING

The 'improve, don't move' five-year trend (%)

Homeowners taking the decision to stay put and renovate, instead of moving



AD SPEND IN HOMES PEAKS BEFORE BANK HOLIDAYS

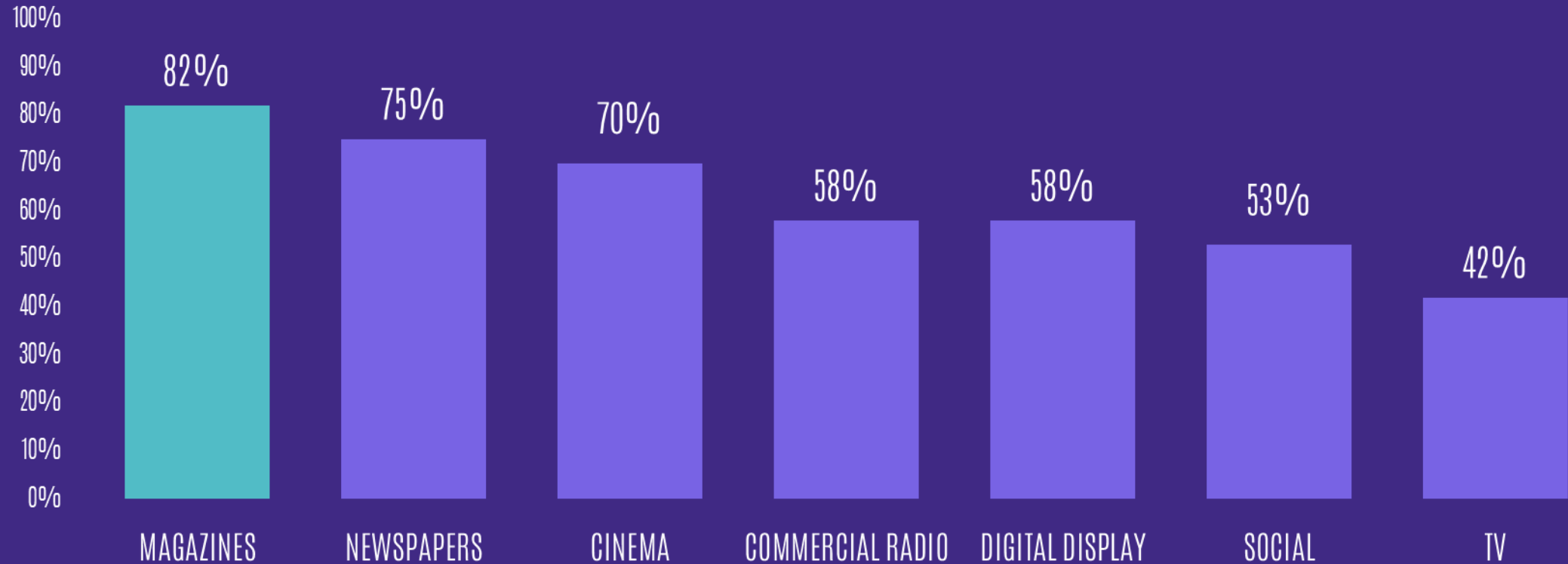


FAVOURABILITY TO ADVERTISING IS IN DECLINE



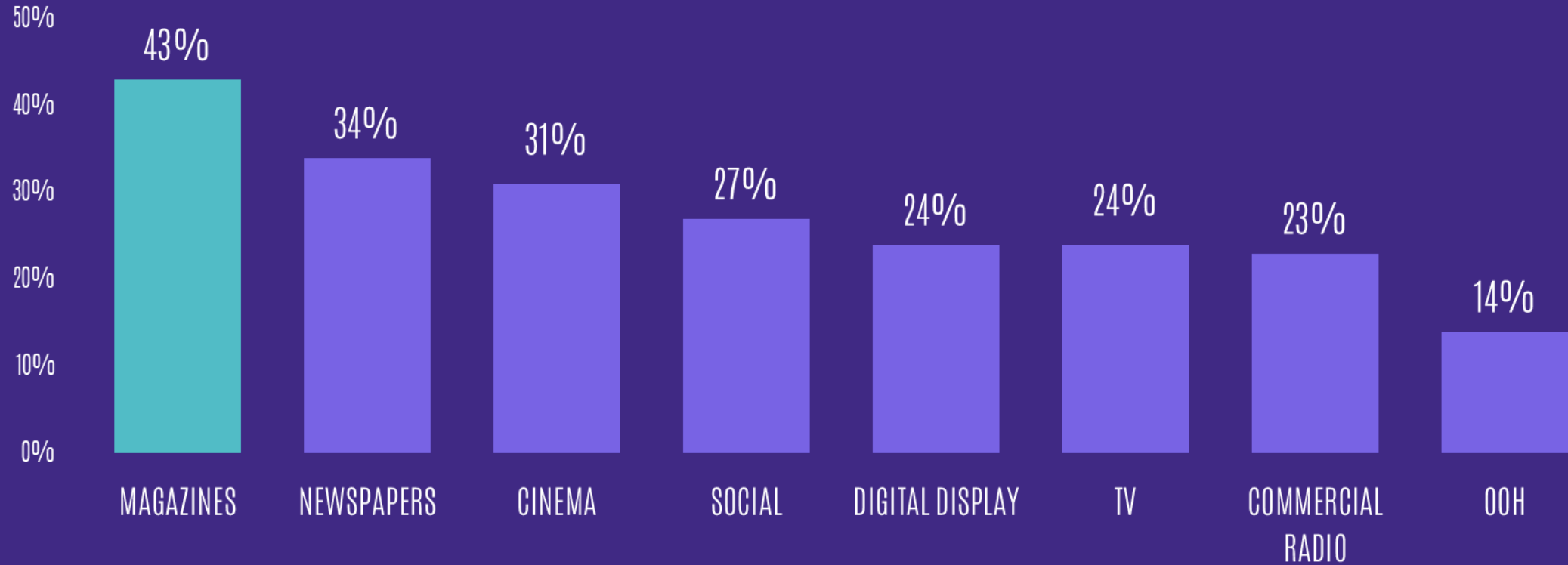
ADVERTISING IN MAGAZINES IS WELCOME NOT REJECTED

'IF THIS MEDIA DIDN'T HAVE ANY ADVERTISING, IT WOULD BE A LOT BETTER' NET DISAGREE



Source: 'Pay Attention', 2019 (Magnetic)

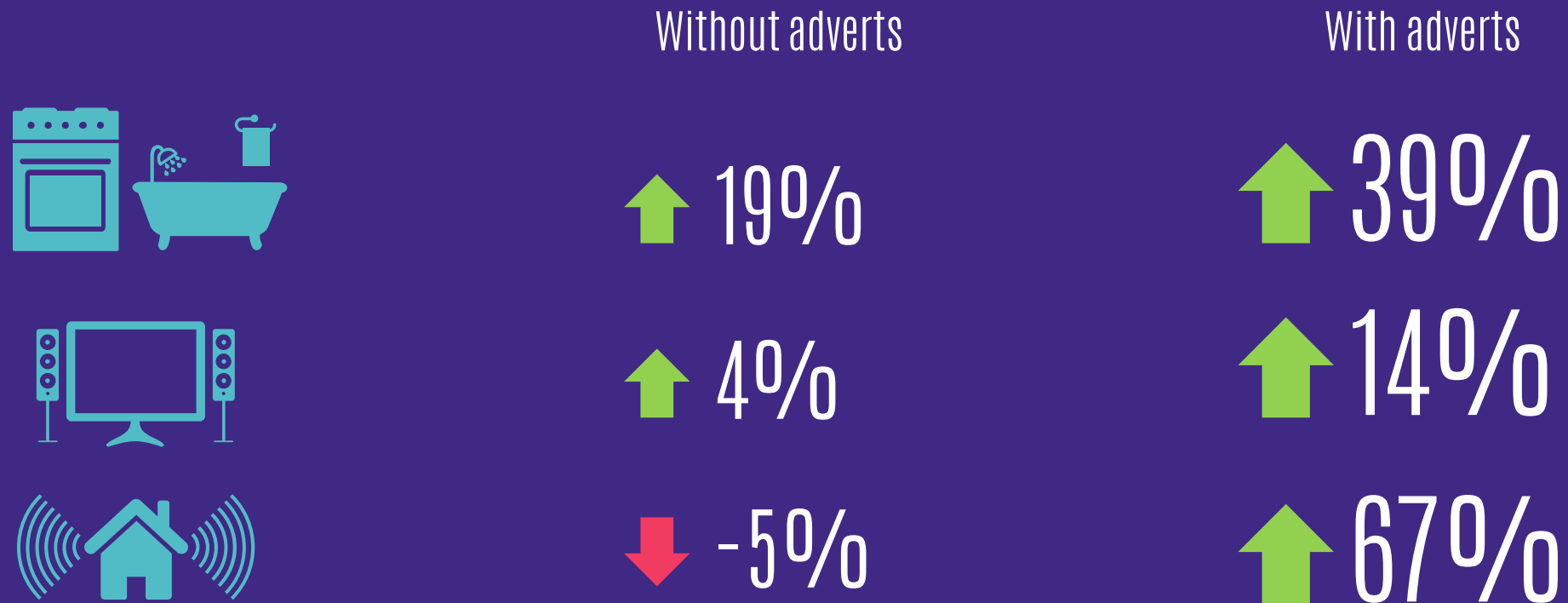
MAGAZINE ADS PERFORM BEST ON RELEVANCY



Source: 'Pay Attention', 2019 (Magnetic)

DISPLAY ADVERTISING BOOSTS CONSUMER BUDGET

How much are you planning to spend on this <item>? (in £) – per cent change in average budget

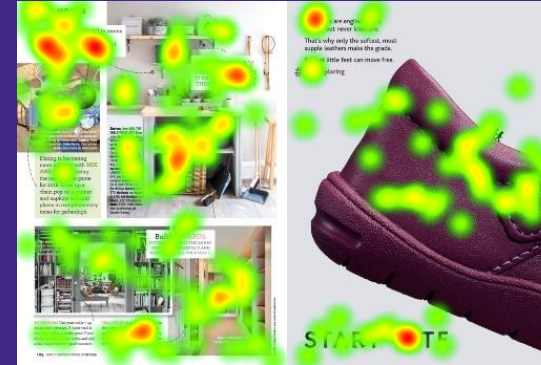


RELEVANTLY PLACED DISPLAY GETS MORE ATTENTION



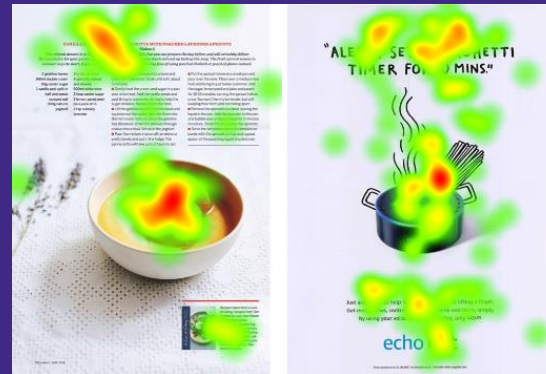
44%

56%



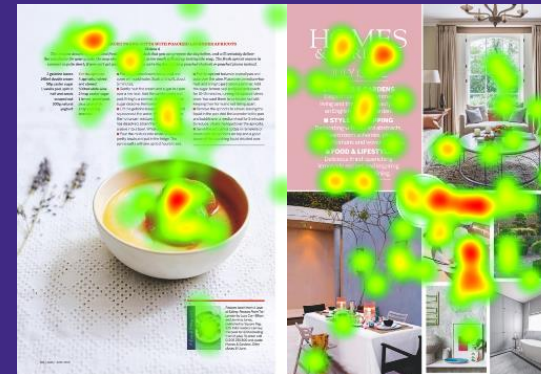
76%

24%



22%

78%



49%

51%



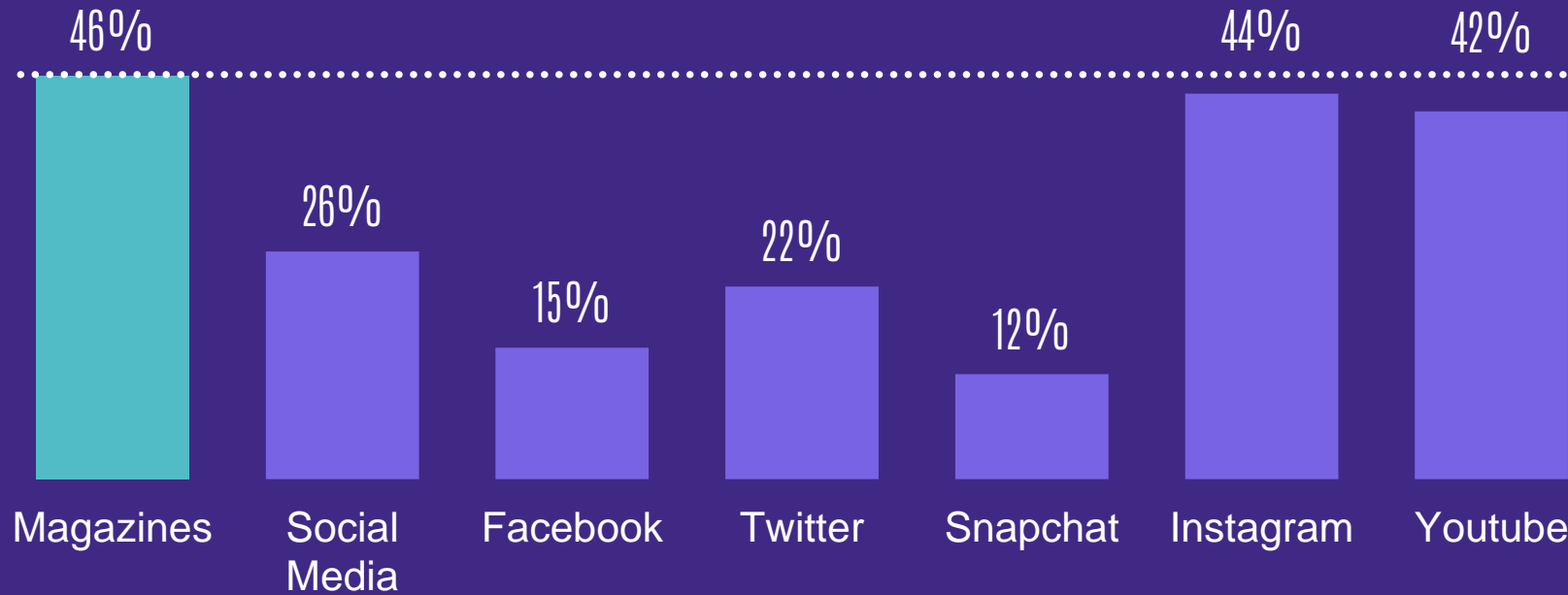
CONTEXTUALLY RELEVANT ADVERTS IN MAGAZINES ACHIEVE EIGHT TIMES THE NUMBER OF DOUBLE TAKES

**8x MORE
DOUBLE TAKES**

READERS CONTINUALLY SWITCH THEIR GAZE BETWEEN ADVERTISING AND EDITORIAL



MAGAZINE ENVIRONMENTS ARE HIGHLY TRUSTED

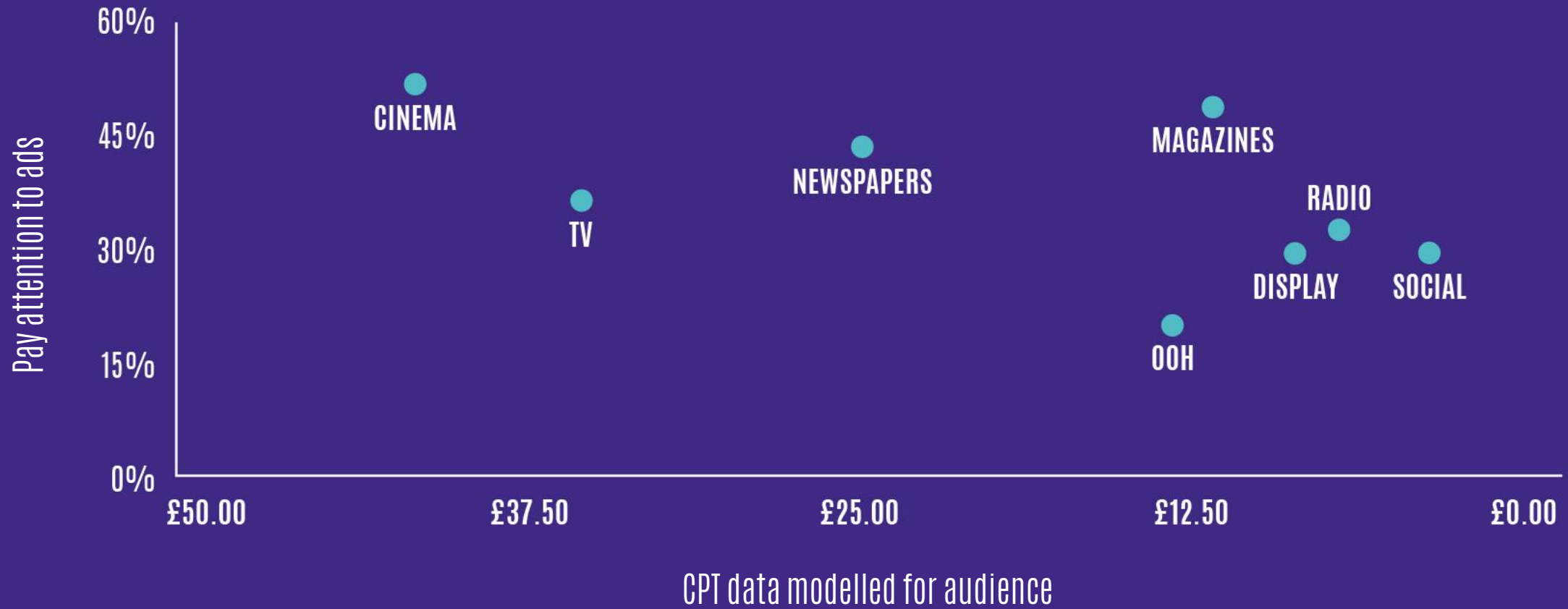


Base sizes (interested in home décor and improvements): Home Interest & Food Magazine Readers 1,624
Social Media 635, Facebook 287, Twitter 63, Snapchat 51, Instagram 80, YouTube 154]

Source: 'Matter of Trust', 2017 (Magnetic)

MAGAZINES PROVIDE HIGH QUALITY ATTENTION AT EXCEPTIONAL VALUE

ATTENTION TO ADS: HHKIDS ATTENTION & CPT



MAGAZINES PROVIDE HIGH QUALITY ATTENTION AT EXCEPTIONAL VALUE

ATTENTION TO ADS: ABC1s ATTENTION & CPT

