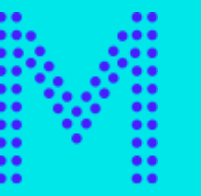


A woman with short blonde hair, wearing a plaid shirt and a dark skirt, is reading a magazine. The entire image is overlaid with a semi-transparent blue filter. The text 'Magazines in print' is centered over the image in a white, sans-serif font, with a dotted white line underneath it.

Magazines in print

Magazines impact consumers strongly across four of the five key MDF* metrics



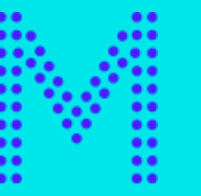
Number of cases per metric: * small sample size

Saliency: TV (231), Magazines (29), Facebook (166); Meets Needs: (TV (118), Newspapers (36), Cinema (27); Brand Affinity: Magazines (10*), VOD (28), TV (104); Unique: Magazines (21*), Cinema (42), Newspapers (43); Sets Trends: Magazines (12*), Radio (12*), Online Video (15*)

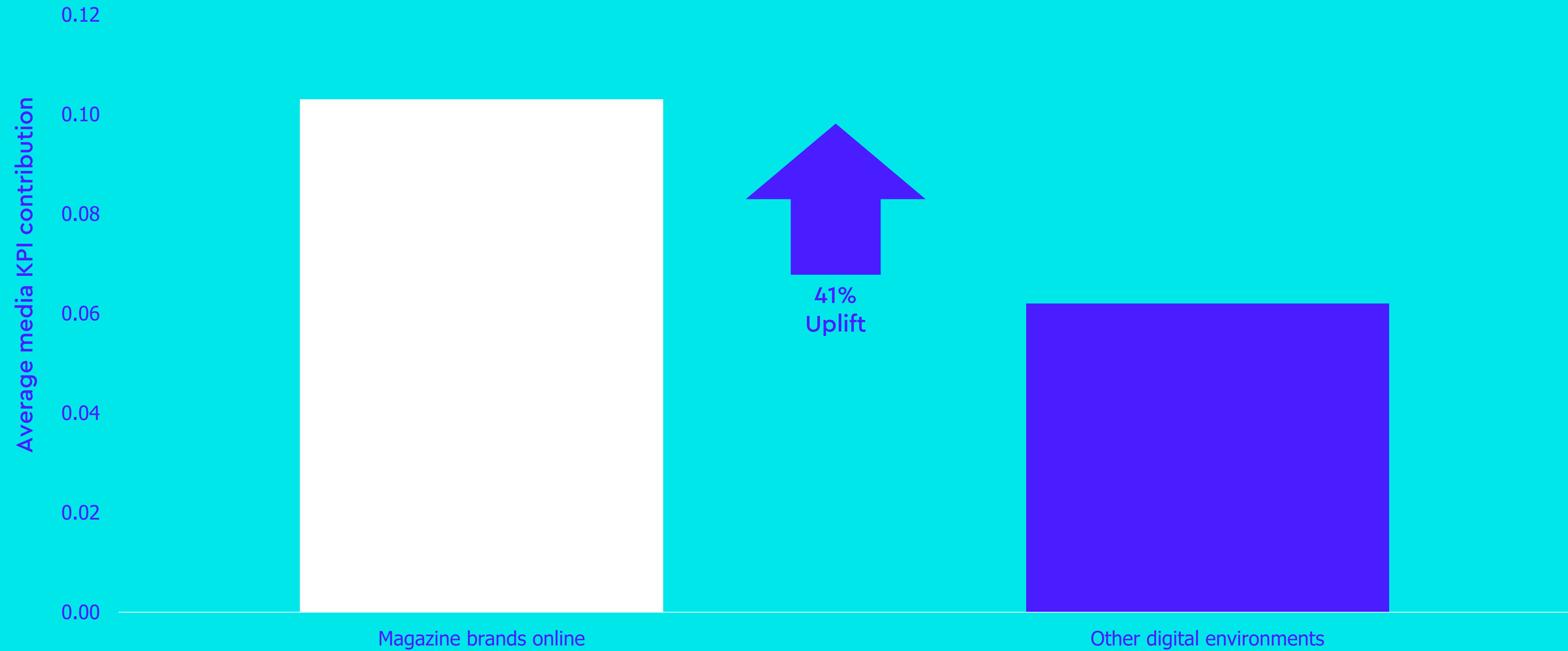
*MDF = Meaningful Difference

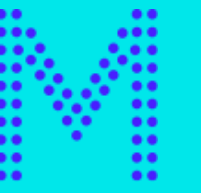


Magazines online

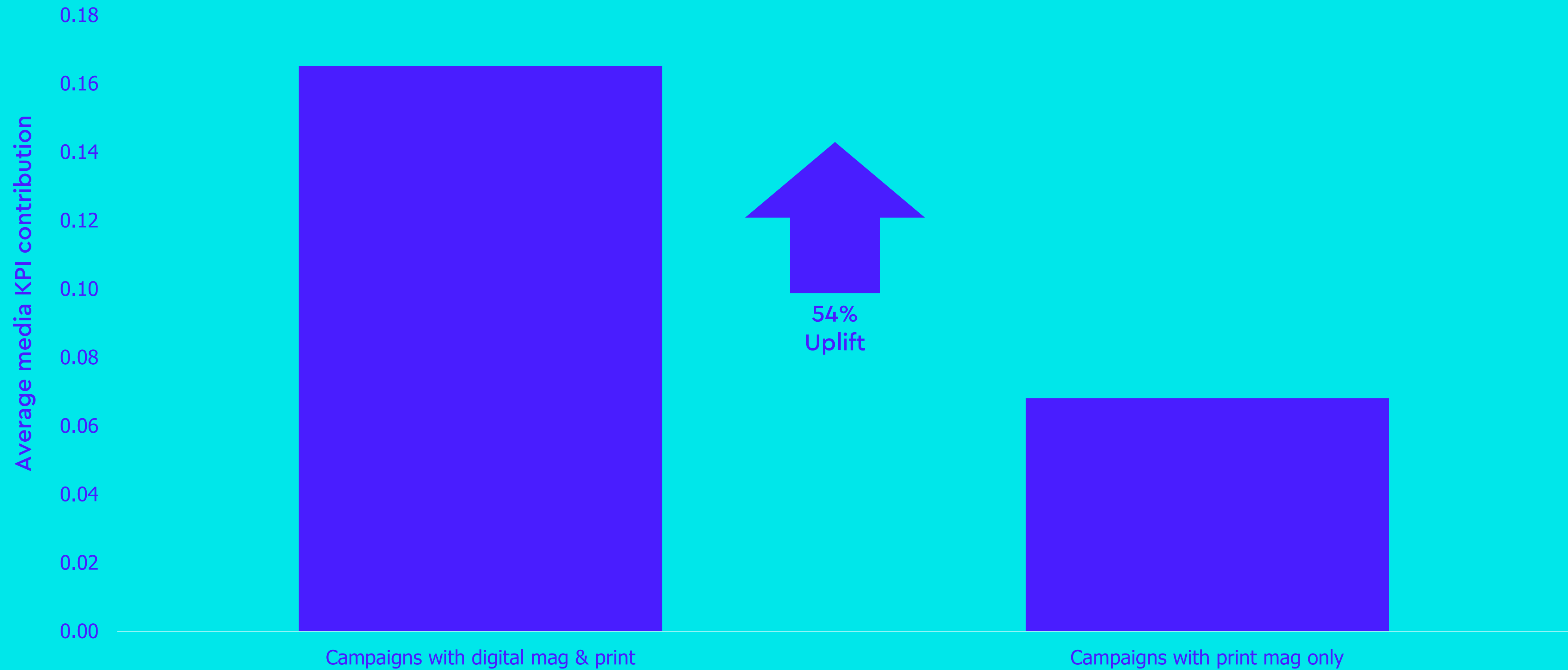


Magazines online deliver a stronger impact on brand KPIs



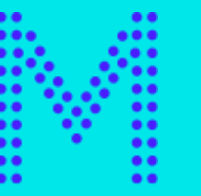


Campaigns with magazine print & digital are twice as impactful on brand KPIs as print alone

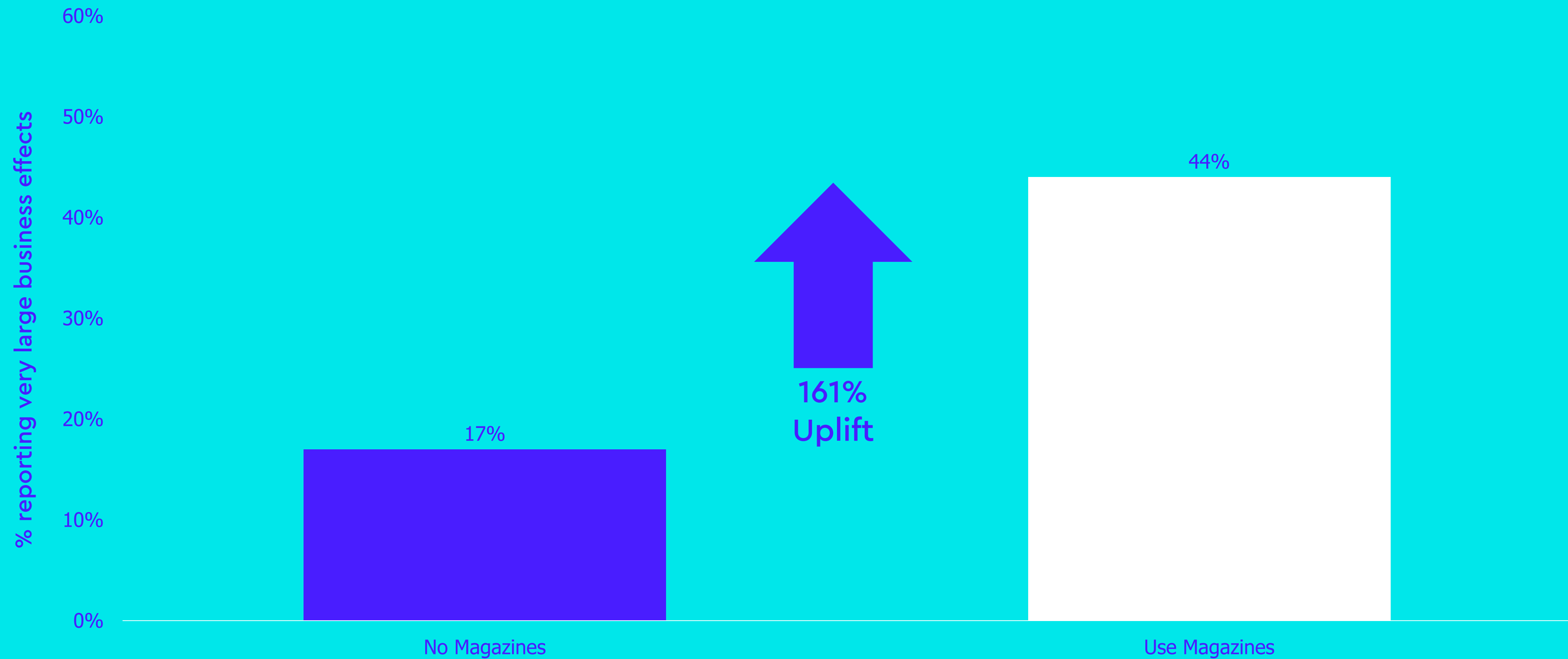




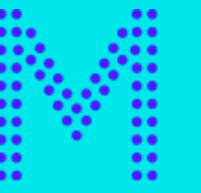
Magazine ROI/business effects



Magazines facilitate brand discovery and drive customer acquisition (print and digital)



Investment in magazines boosts Profit ROI (print)



5%

investment in printed magazines

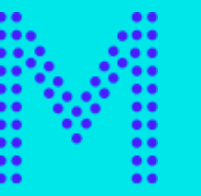
can result in an average

90%

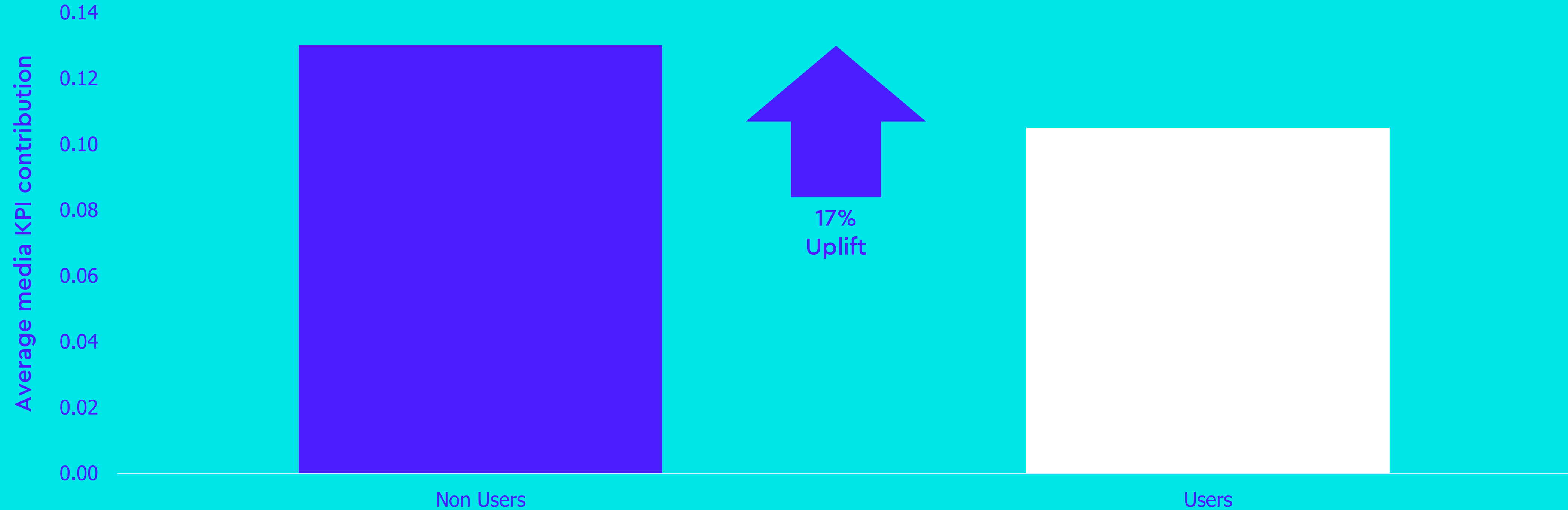
improvement in Profit ROI

The background of the slide is a blue-tinted photograph. It shows a stack of several books, with the spines of some visible. A pen with a dark, textured grip is resting on top of the books, angled from the bottom left towards the top right. The overall aesthetic is clean and professional.

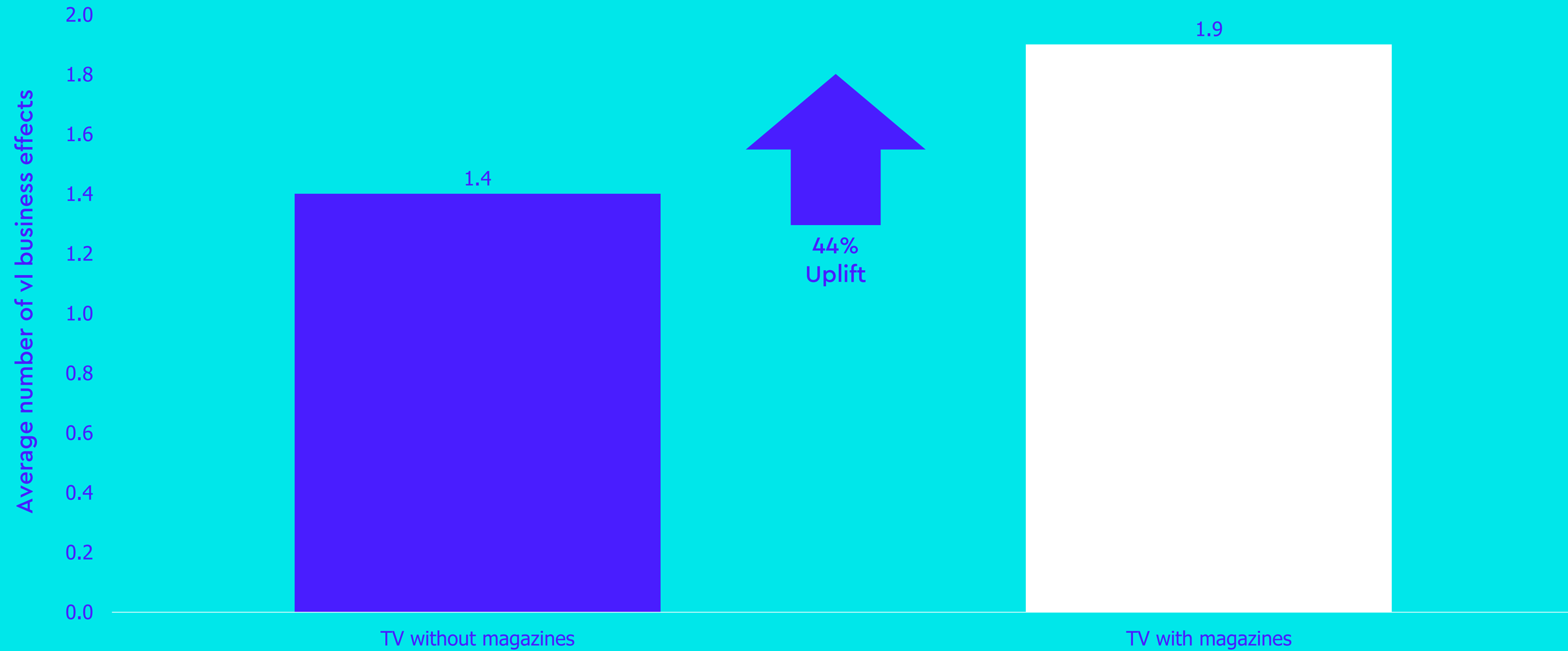
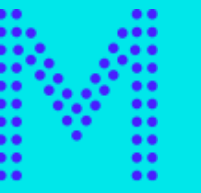
Multiplier effects



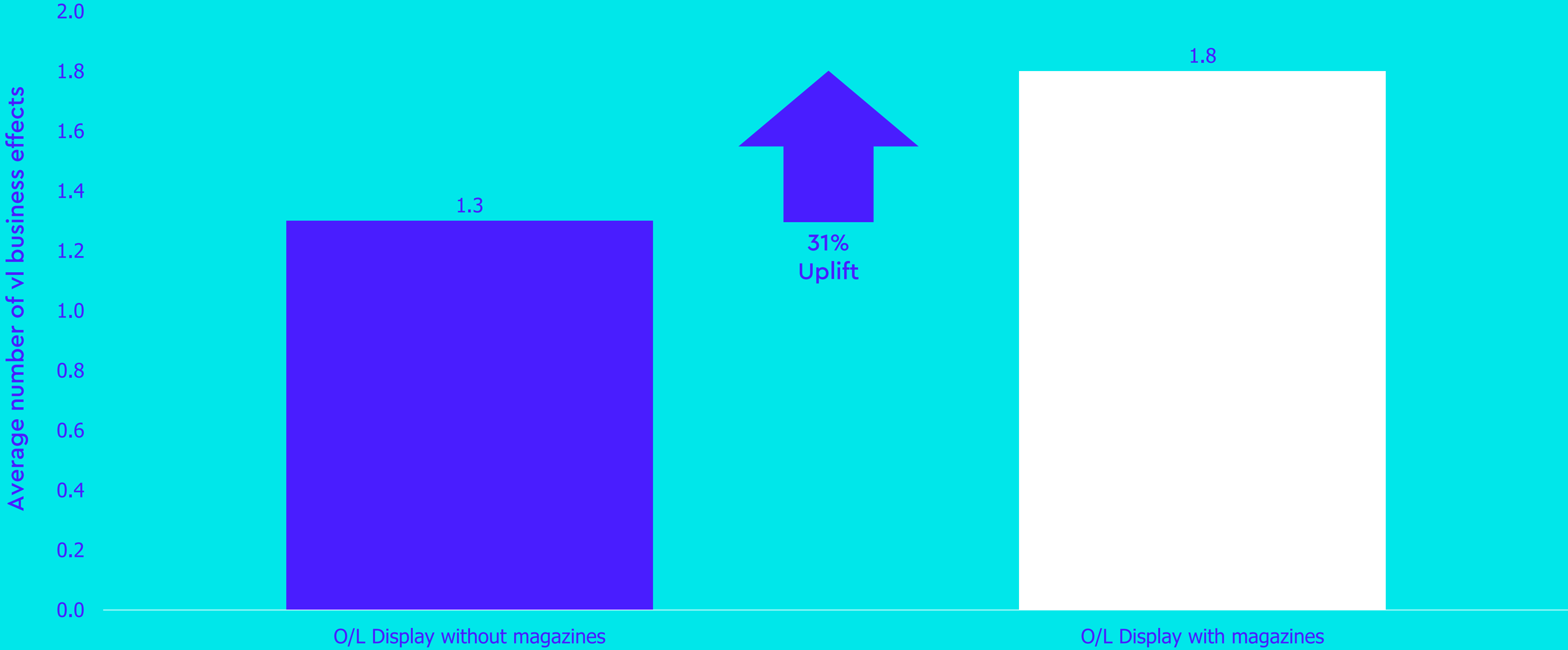
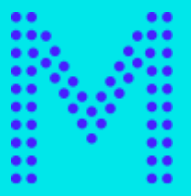
Campaigns with magazine display and advertorial/native are almost 17% more impactful than display alone



Magazine multiplier effects with TV



Magazine Multiplier Effects With Online Display



Magazine Multiplier Effects With Online Video

