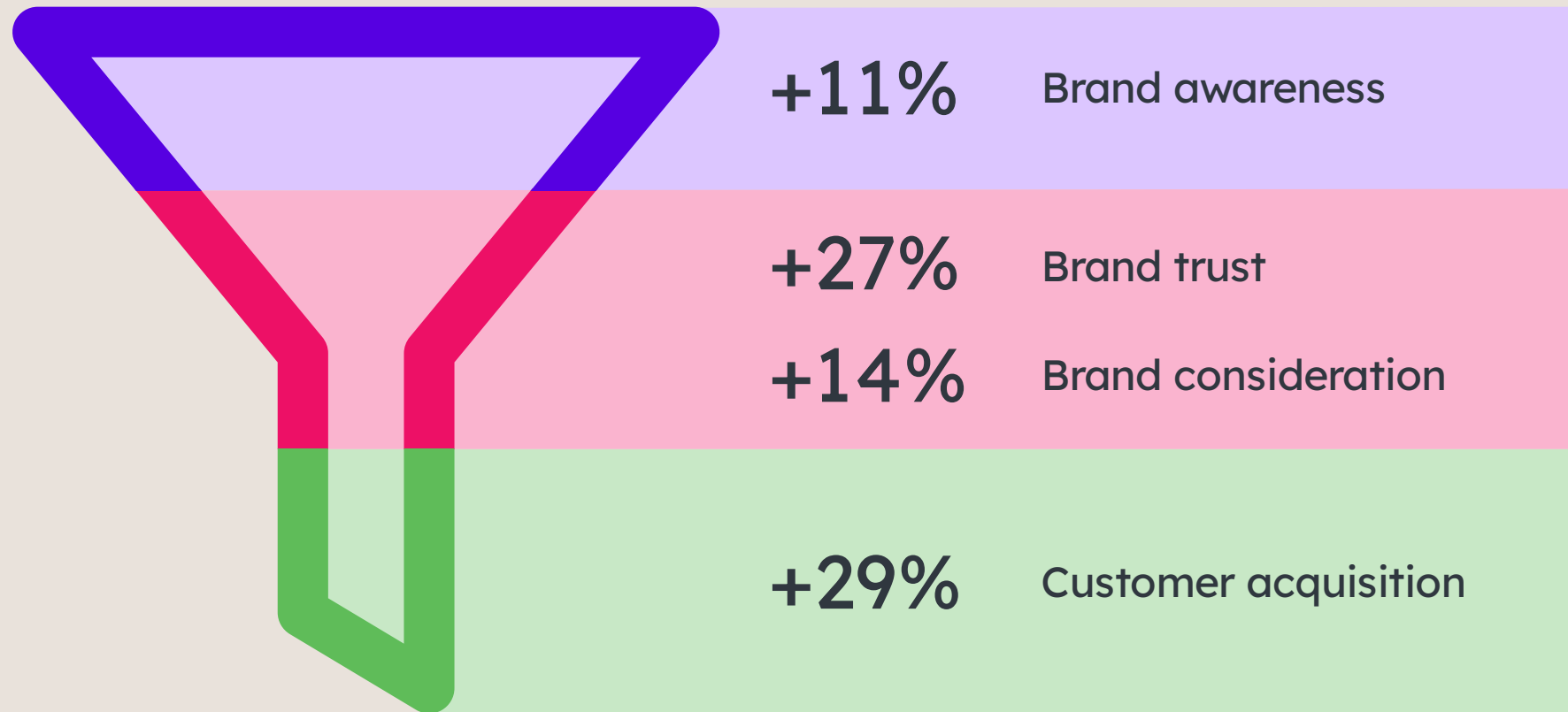




# Magazines impact the whole funnel



For campaigns that include magazines



# Magazines increase brand salience despite industry perceptions

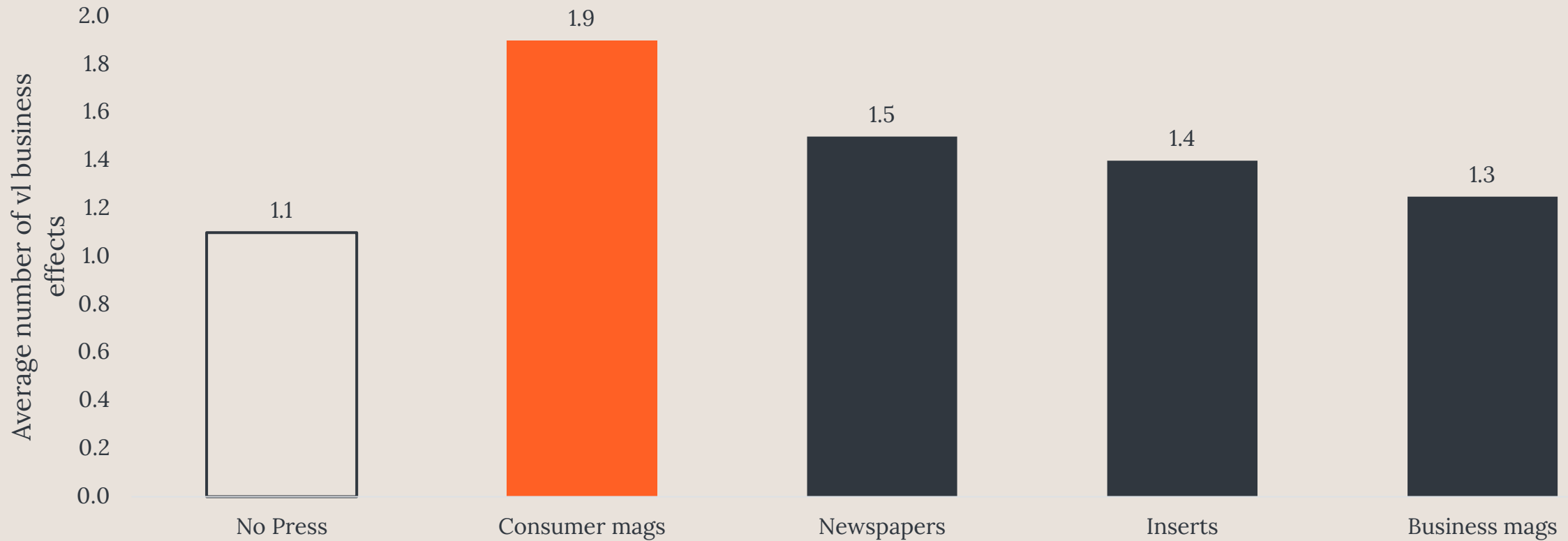


2020 - Evidence		
1	TV	10
2=	Newspapers	8
2=	Magazines	8
2=	Radio	8
5=	Direct mail	5
5=	Online video	5
7	Out of home	5
8=	Cinema	4
8=	Online display	4
8=	Social media	4

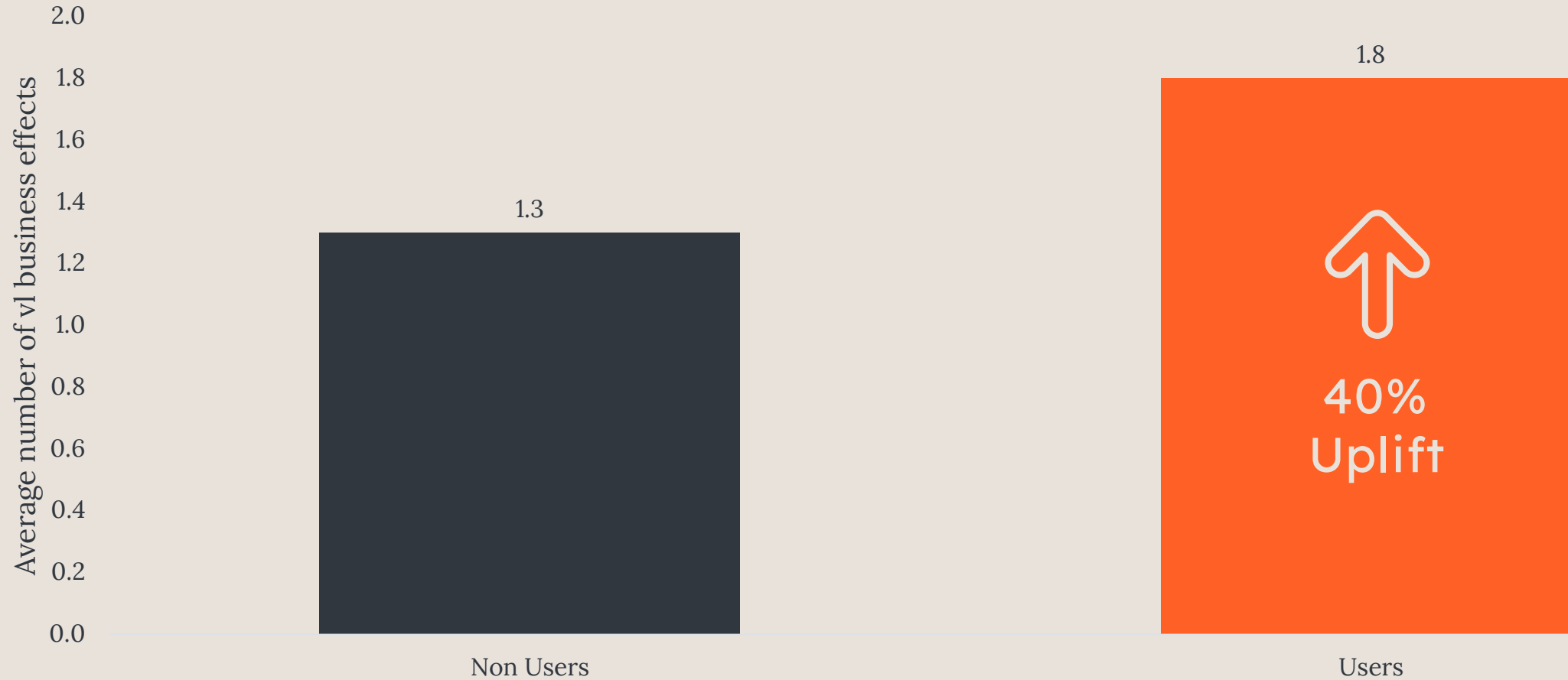
2020 - Perception		
1	TV	4.7
2	Radio	4.3
3	Online video	4.1
4	Cinema	4.0
5	Out of home	3.9
6	Social media	3.6
7	Magazines	3.4
8	Newspapers	3.1
9	Online display	2.7
10	Direct mail	1.9

“All types of press appear to be effective, but consumer magazines seem to produce surprisingly big effects, given their share of budget”

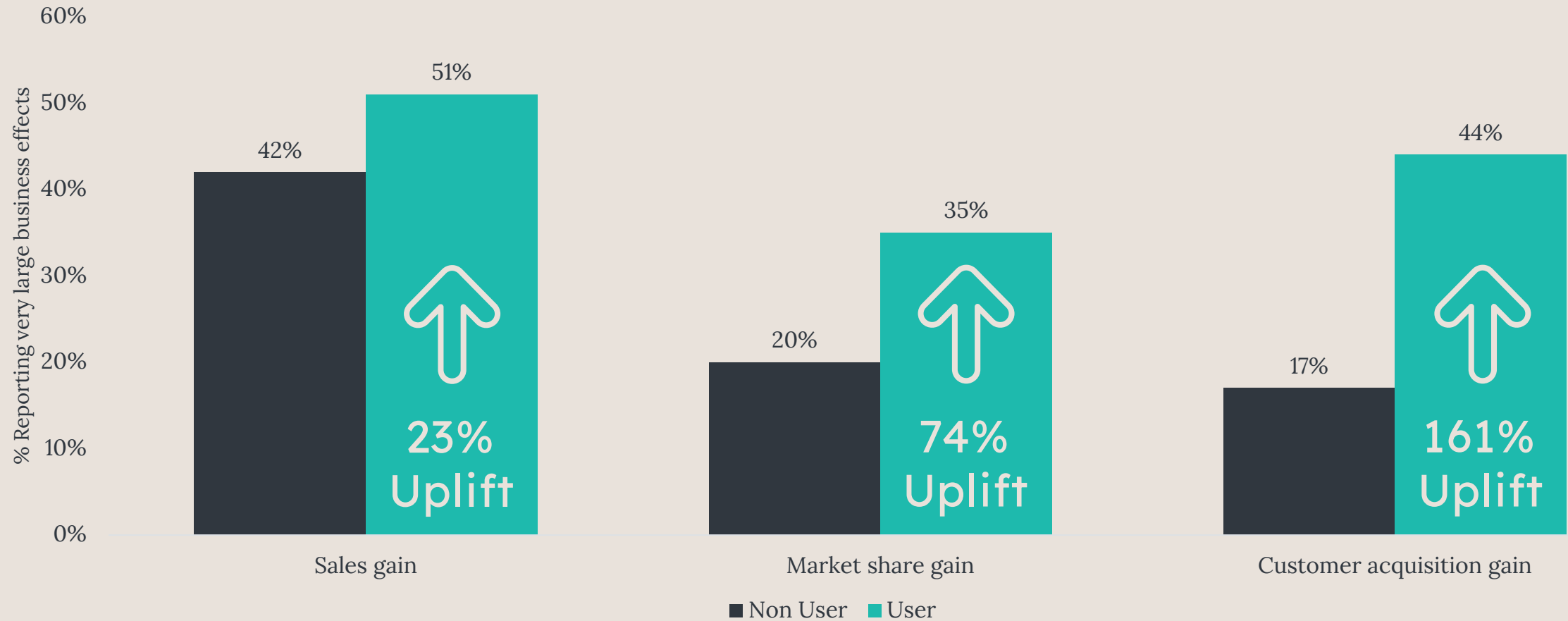
*Media in Focus, IPA 2017*



# Using magazines in the mix boosts business effects

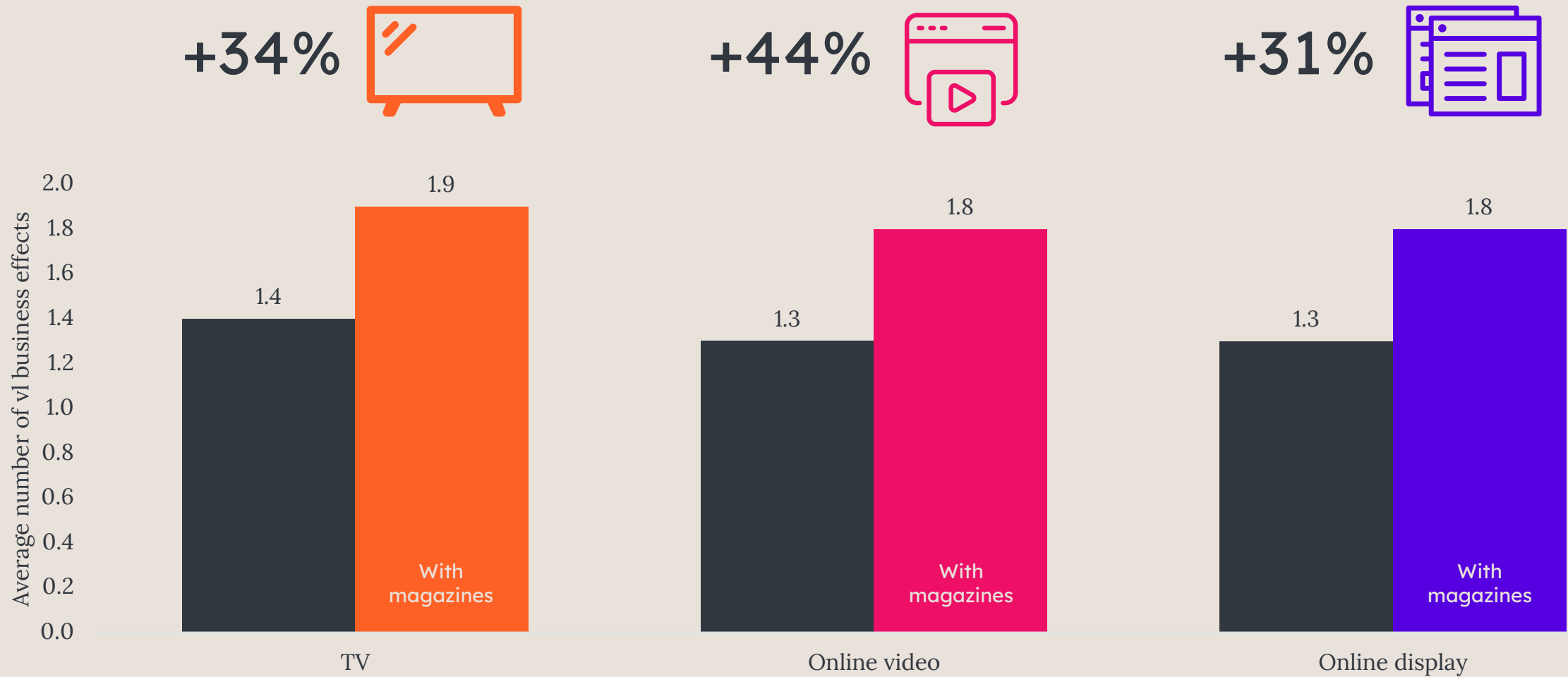


# Detailed business effects uplifts



Source: Bridging the Long/Short Term Divide, Magnetic (2017)

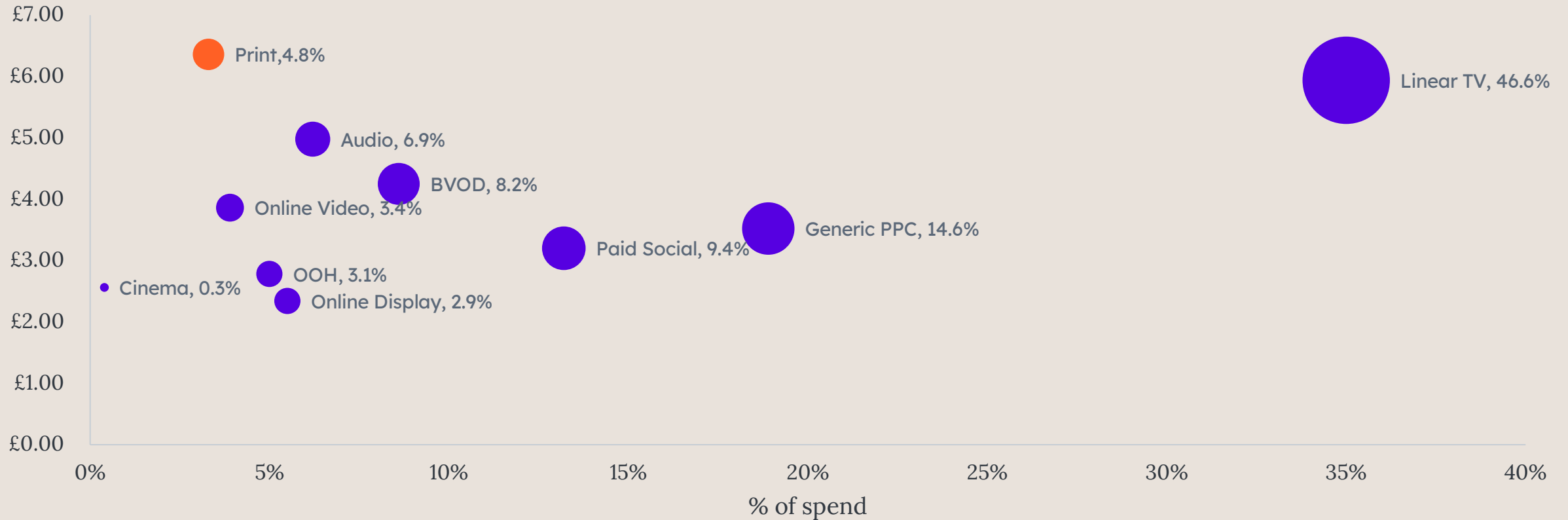
# Magazines supercharge other media



# Print ROI outperforms other media in both short and long term



Full profit volume & profit ROI  
Bubble size represents % of short-term profit volume





# Despite this print is under-invested



Spend %

3.34%



Full Profit Volume %

4.77%



Full Profit ROI

6.36

# Magazines are underestimated when it comes to increasing ROI



2020 - Evidence		
1	TV	10
2	Radio	9
3=	Newspapers	8
3=	Magazines	8
5	Online video	6
6	Direct mail	5
7	Social media	4
8	Online display	3
9	Out of home	2
10	Cinema	1

2020 - Perception		
1	TV	4.4
2	Radio	3.9
3	Online video	3.8
4	Social media	3.6
5	Direct mail	3.5
6	Online display	3.4
7	Out of home	3.3
8=	Newspapers	3.0
8=	Magazines	3.0
10	Cinema	2.3