



# Magazines trigger a positive emotional connection



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

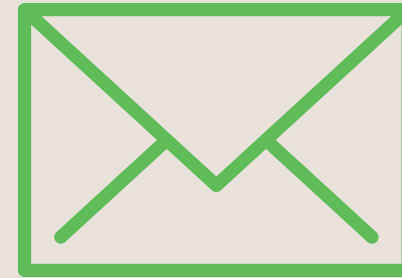
2020 - Perception		
1	Cinema	52.5
2	TV	47.0
3	Online video	46.0
4	Radio	44.6
5	Out of home	43.1
6=	Social media	42.8
6=	Magazines	37.6
8	Newspapers	37.5
9	Online display	33.6
10	Direct mail	33.6

# Reading magazines is an event



9/10

look forward to receiving  
their new issue of a  
magazine



8/10

say it feels like an event when  
the new issue arrives

# Magazine readers are more positive



Magazine  
Reader

68%

Of magazine readers have  
a positive outlook on life

~~Magazine  
Reader~~

53%

Of Non-readers have a  
positive outlook on life

# Reading magazines is peaceful and a good break from a screen



9/10

find reading magazines more peaceful than browsing online



6/10

use magazines to reduce screen time

# Time reading influences outlook



77%

Feel positive when reading **magazines**



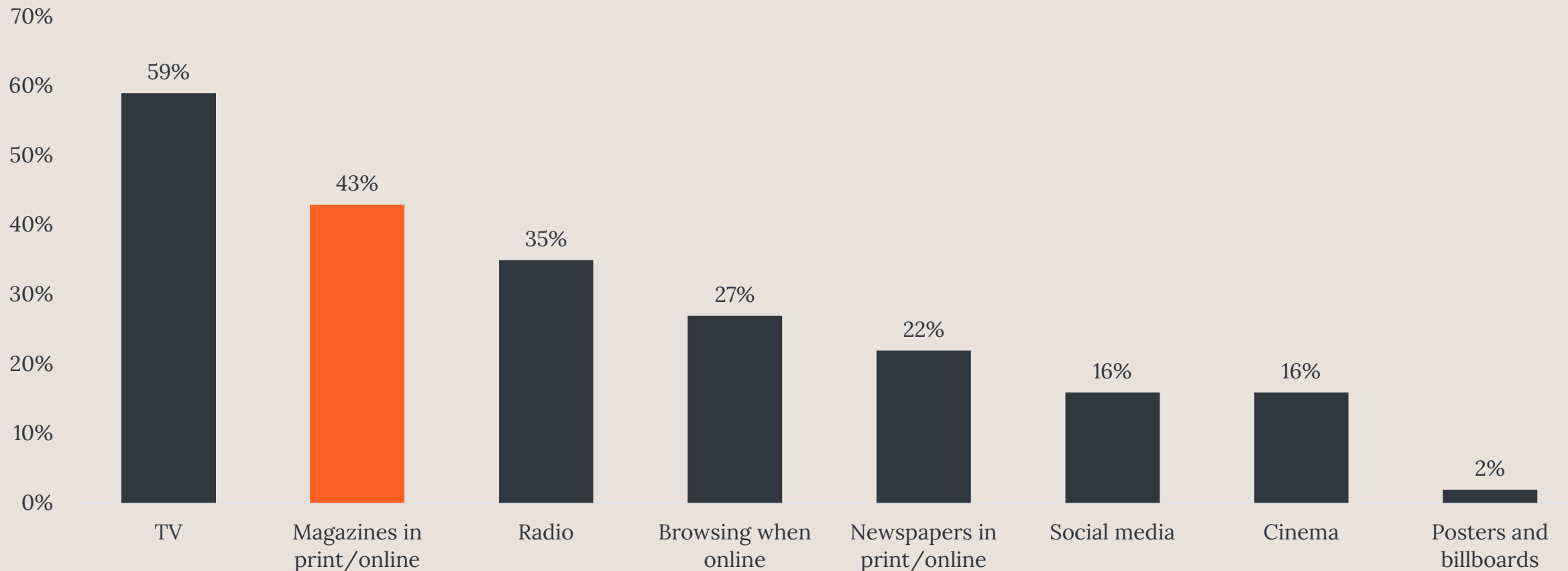
59%

Feel positive when using **social media**

# It helps them to put themselves first



Helps me to relax and unwind - % agree



Source: Ad effectiveness research, Magnetic/RAM (2023)

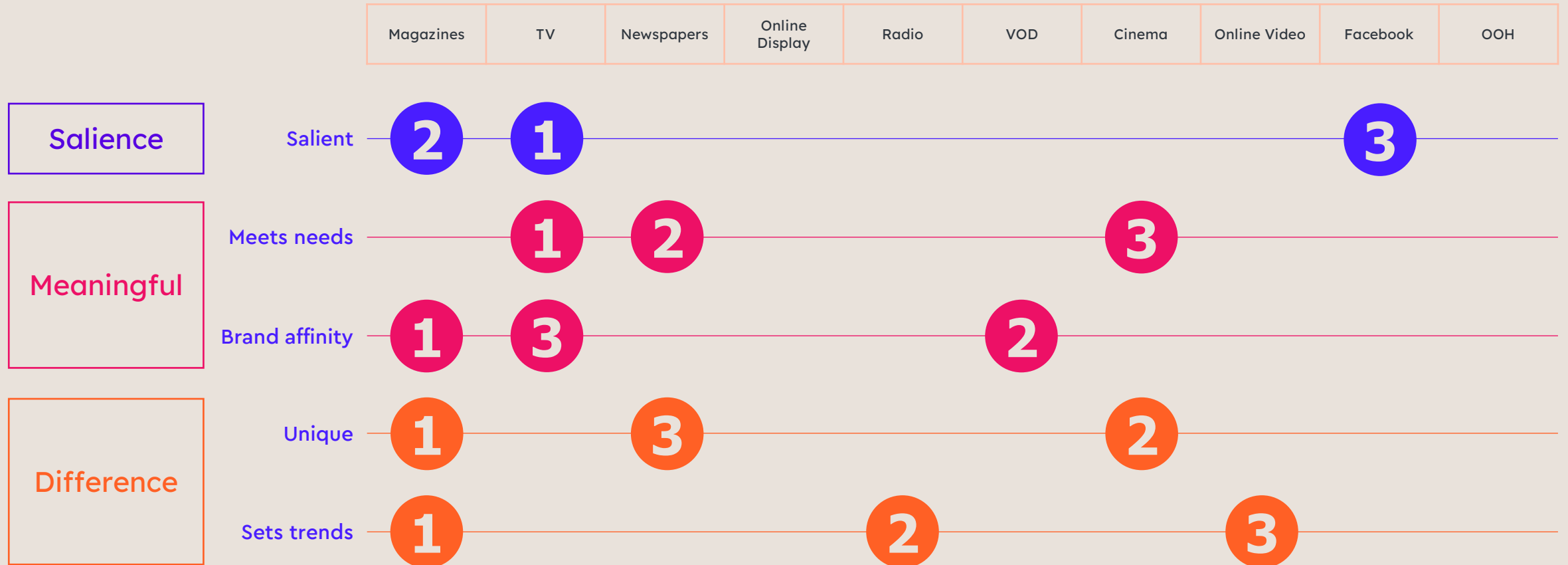
# And that time is really valued



Source: PAMCo Dec'21 - Dec'23 print data fused with Nov'23 Ipsos iris data



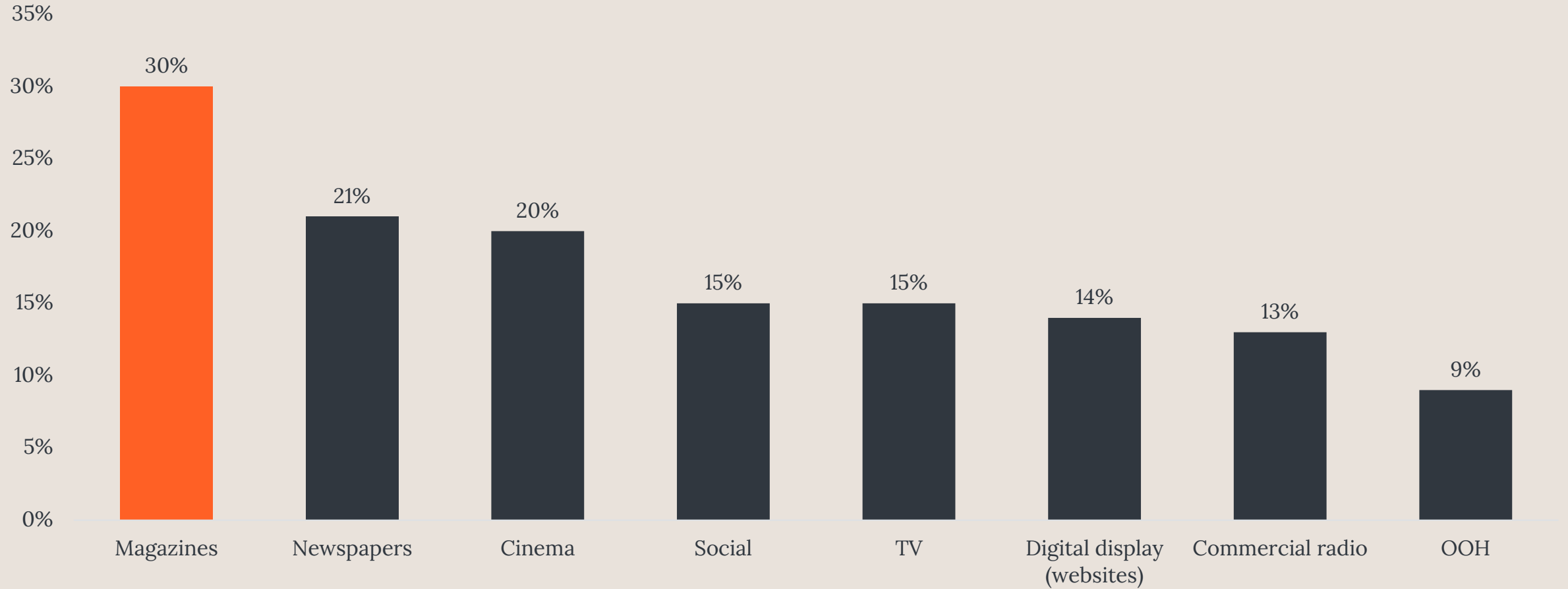
# Magazines have strong emotional resonance



Number of cases per metric: \* small sample size. Salience: 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\*)

Kantar CrossMedia database 2008-2020, UK data. Impact per person reached

# And this positivity rubs off on the advertising



average of the following statements:  
'The adverts are relevant to me' / 'I love the range of advertising this media gives me' / 'The adverts feature brands I like'

Source: Pay Attention, Magnetic (2019)

# Quality editorial environments boost emotional resonance and ad recall



**3x**

the lift in emotional  
resonance



**72%**

lift in ad recall



**26%**

more positive  
emotional resonance

# This positivity pays



**77%**

Took action after  
consuming media



**+18%**

Increase in brand  
favourability



**35%**

More likely to buy an  
advertised product



**90%**

More likely to try  
new things

# Ignore magazines at your peril



Preference	Global consumers	Marketers
1	Sponsored events	Online video ads
2	Magazine ads	Sponsored events
3	Cinema ads	TV ads
4	Point of sale ads	Ecommerce ads
5	Digital out of home ads	Digital out of home ads