

# Magazine provide quality journalism



Magazine brands provide  
quality professional  
journalism

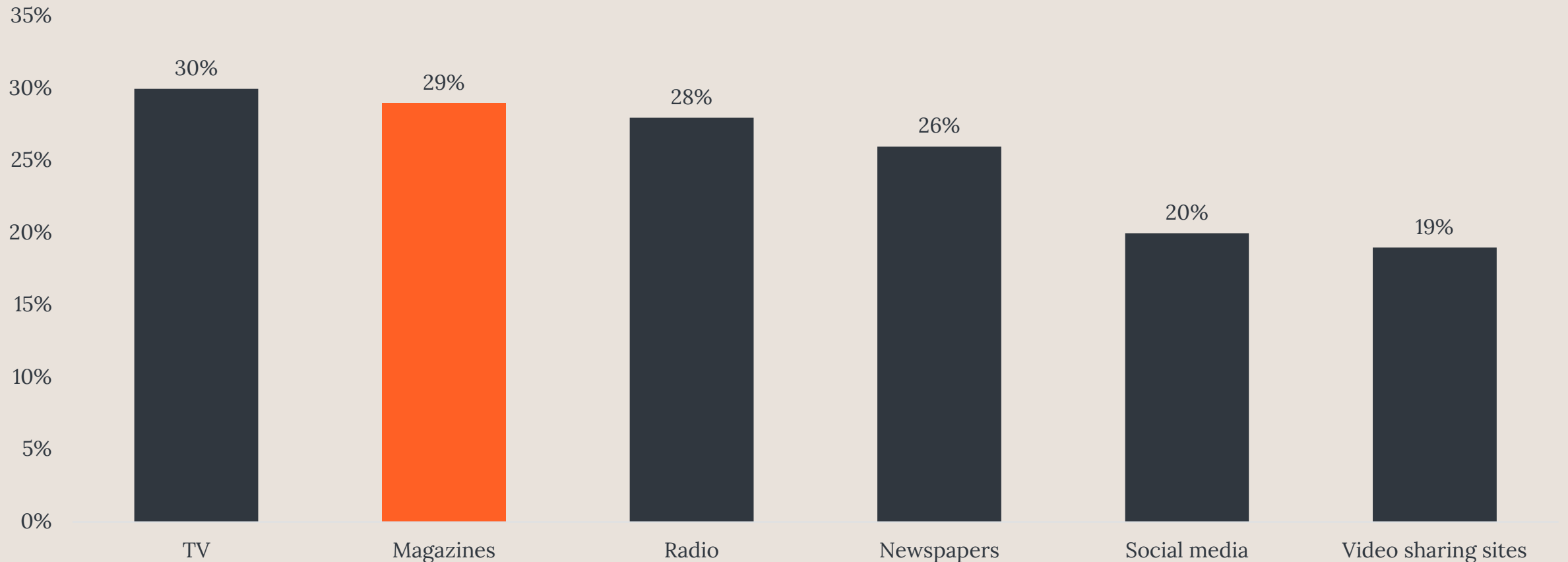


Most magazines are  
regulated by IPSO

# Magazines are a trusted medium



Trust to deliver on promises made in advertising



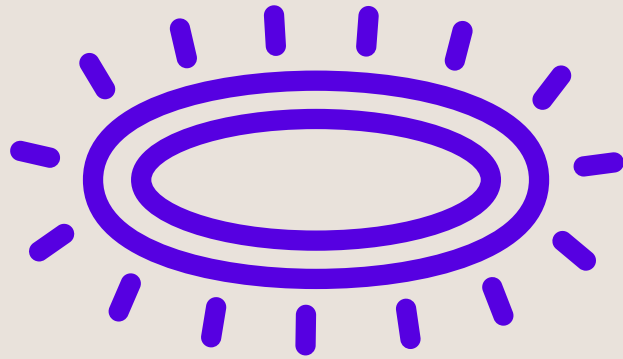
Source: Signalling Success, House51/Thinkbox (2020)



“Without trust a brand is just a product and its advertising is just noise”

Keith Weed Ex-CMO at Unilever

# Why does this matter?



Halo effect for channels  
and advertisers



Brand safe environments

61%

less likely to purchase from a  
brand if its ads appear beside  
mis- or disinformation



# ComputerWeekly.com

Broke the story  
in 2009

400 stories  
over 15 years  
(persistence through  
quality journalism)

Supporting  
evidence in court

# Adverts on TV and in printed magazines are most trusted



'The adverts on CHANNEL are trustworthy'

Channel	Index
Live TV	190
Magazines Print	155
Newspapers Print	131
Commercial Radio	113
TV On Demand	101
Magazines Online	83
Newspapers Online	71
Online Videos	65
Social Networking sites	48
Other websites	42

Indexed against average of all channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'The adverts on CHANNEL are trustworthy' is shown

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic Recontact survey

# Within the online environment, magazines are most trusted



'The adverts on CHANNEL are trustworthy'

Channel	Index
Magazines Online	135
Newspapers Online	115
Online Videos	106
Social Networking sites	77
Other websites	67

Indexed against average of all digital channels

Q6. To which media do you feel each of the following statements apply?

% of last month users of each channel selecting 'The adverts on CHANNEL are trustworthy' is shown

Base: Data extrapolated to the full TGI Q2 2020 database of 24,006 adults, based on a sample of 1000 representative adults

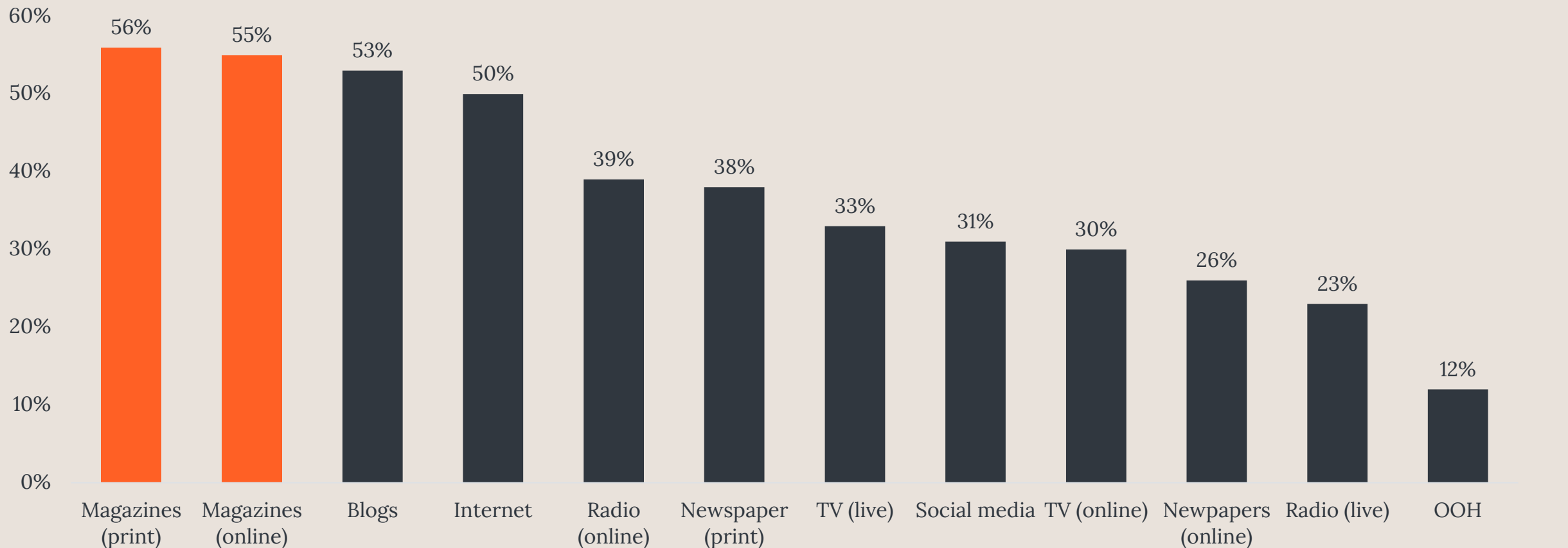
Source: TGI GB 2020 Q2 / Magnetic Recontact survey



# Trust translates into brand confidence



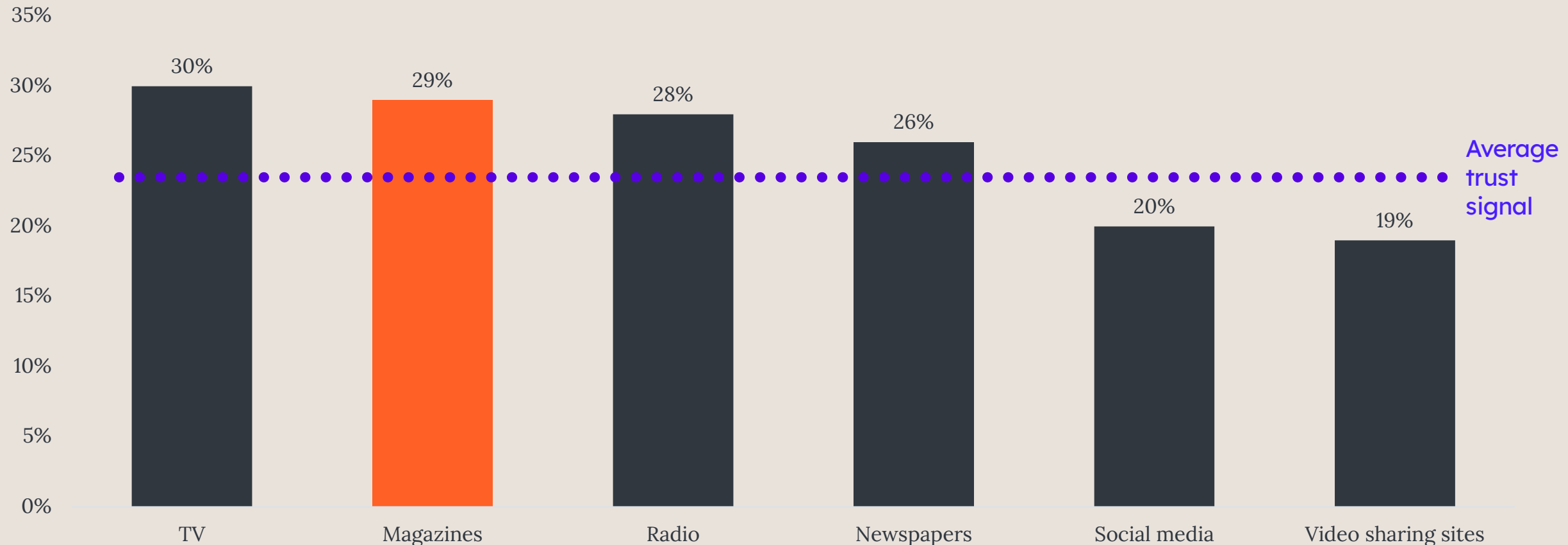
'Makes me more confident about buying products featured or advertised here'



# TV, magazines & radio deliver strongest trust signal



'Makes me more confident about buying products featured or advertised here'



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

# Quality publisher environments online achieve a higher level of trust



Consumer levels of agreement that they 'trust the publisher'

