



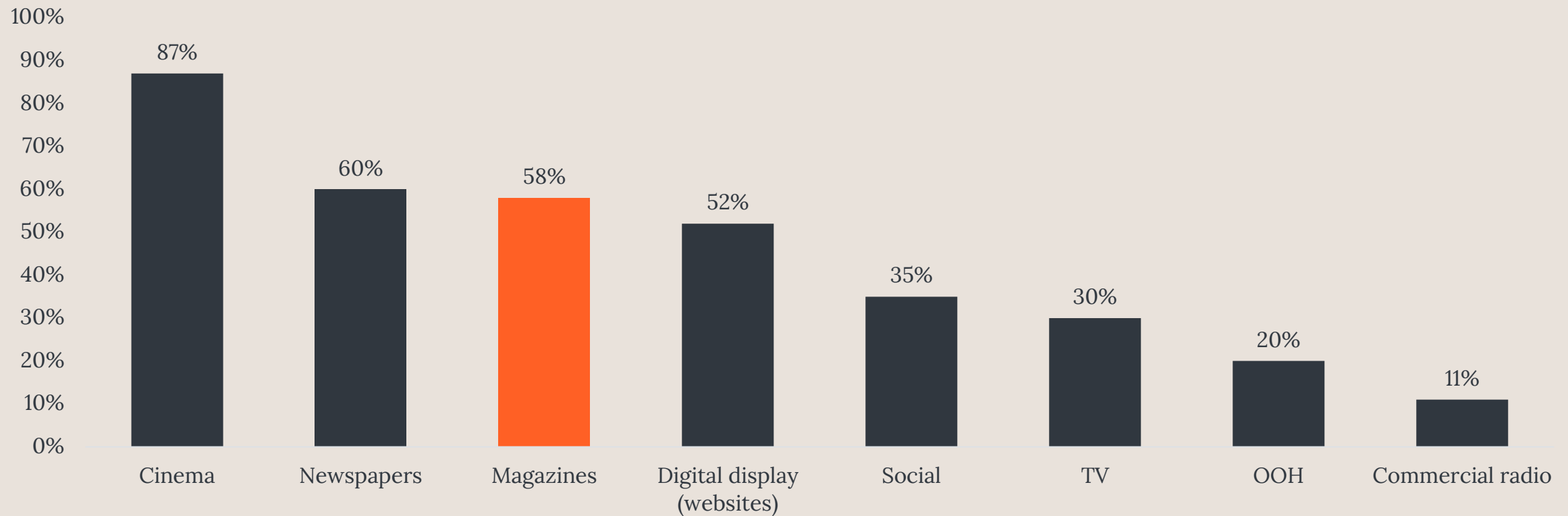


How we interact  
with magazine  
media

# Consumers give magazines their undivided attention



Solo focus = % not doing anything else at the time



Source: Pay Attention, Magnetic (2019)

# Reading magazines is an event



96%

agree that magazines are  
aesthetically pleasant



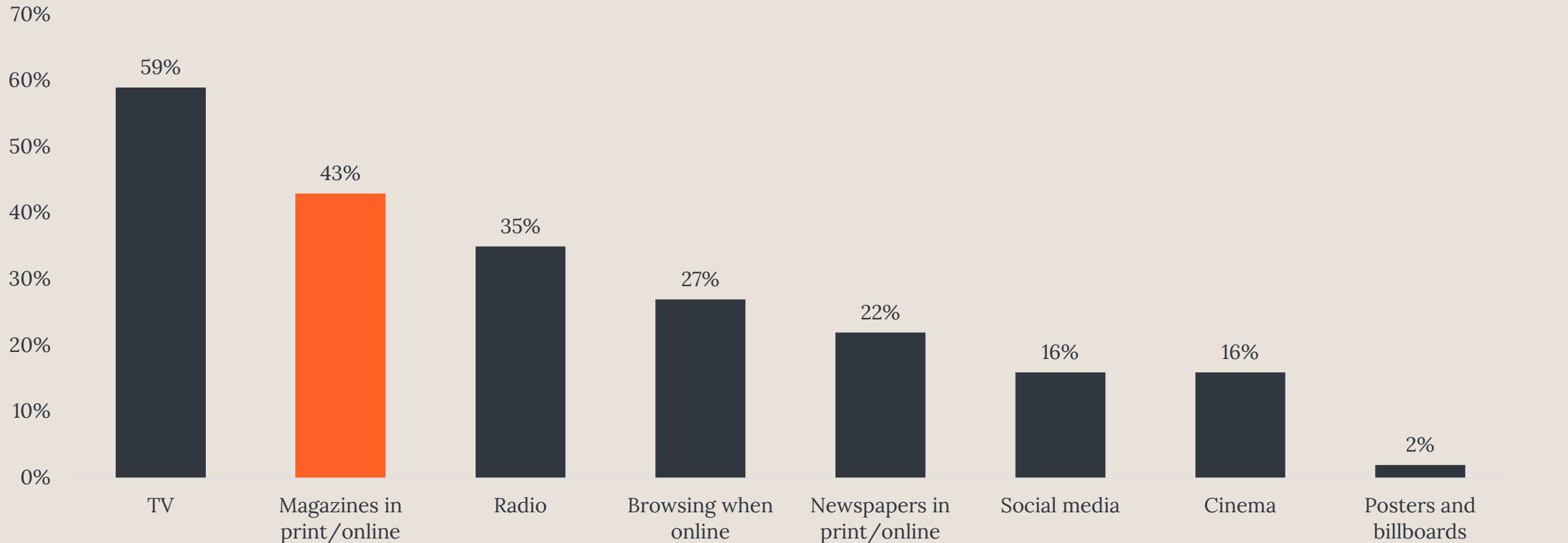
83%

agree that they like to hold  
magazines in their hands

# It helps them to put themselves first



Helps me to relax and unwind - % agree



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

# Magazine reading elicits a strong right brain response ideal for brand building



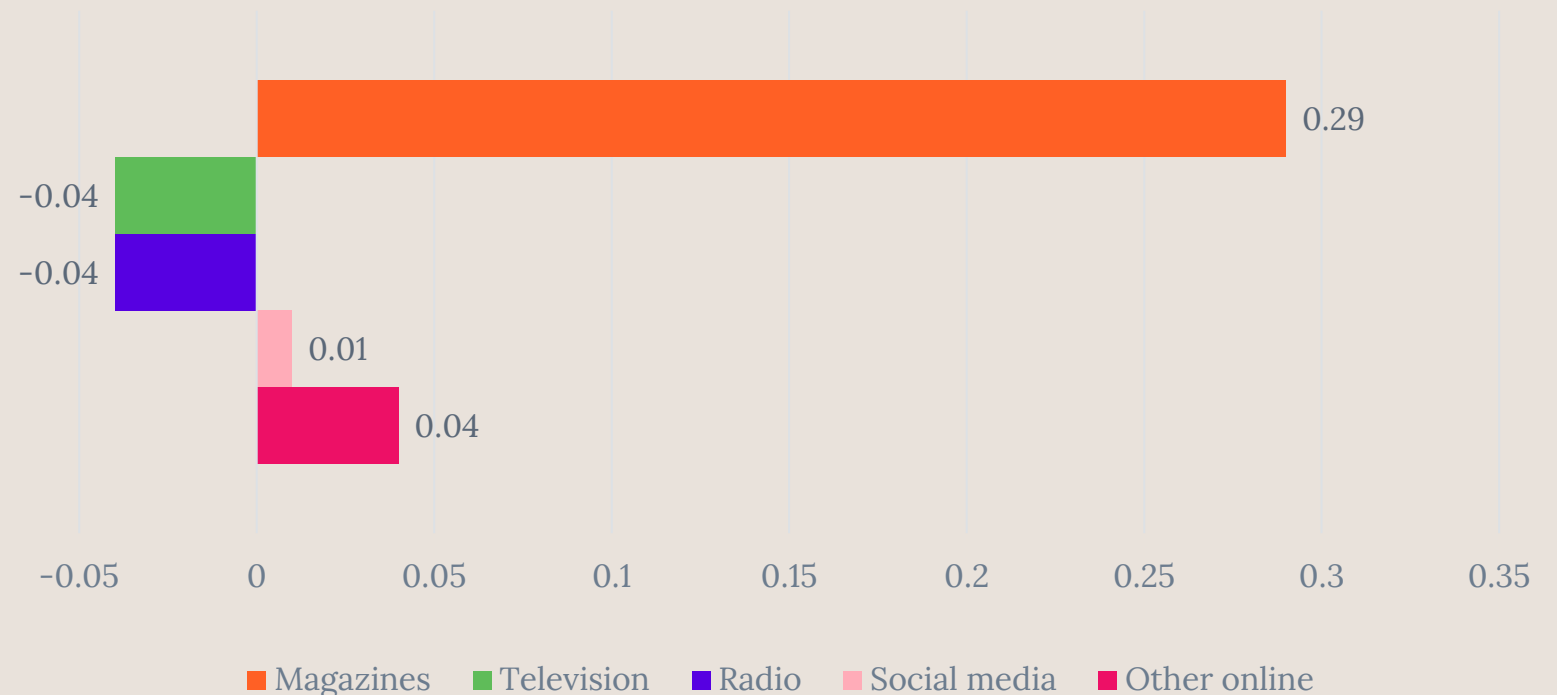
Difference in average levels of response between right brain and left brain metrics

19% stronger than TV

44% stronger than radio

25% stronger than social

17% stronger than other online



## P

emotional intelligence, creativity,  
storytelling, imagination, intuition, and  
similar artistic functions







How magazine  
advertising drives  
attention

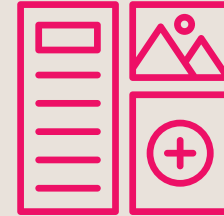


# Drivers of attention



1

Simpler layout



2

Slower content



3

Better targeted audiences



# Simple layout boosts attention



- Ads on magazine sites get more attention because they stand out from the crowd more
  - More negative space
  - Less clutter



Five hair updates to try this autumn



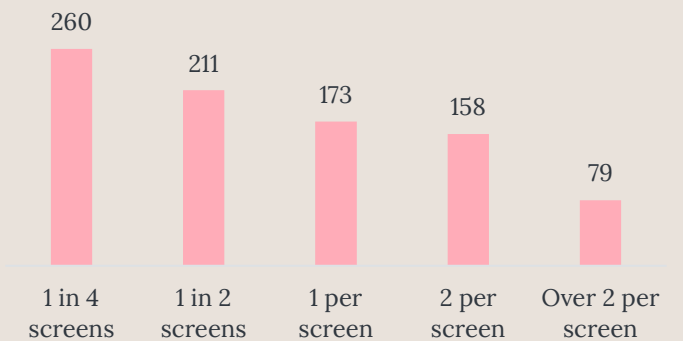
OUR OCTOBER COVER STAR  
**Lisa Faulkner** on coping  
with grief and taking a leap  
of faith in love



Attention to ads vs Ads per screen

	% View	Av. Dwell
1 in 4 screens	15%	1.8
1 in 2 screens	12%	1.7
1 per screen	10%	1.7
2 per screen	10%	1.6
Over 2 per screen	7%	1.2

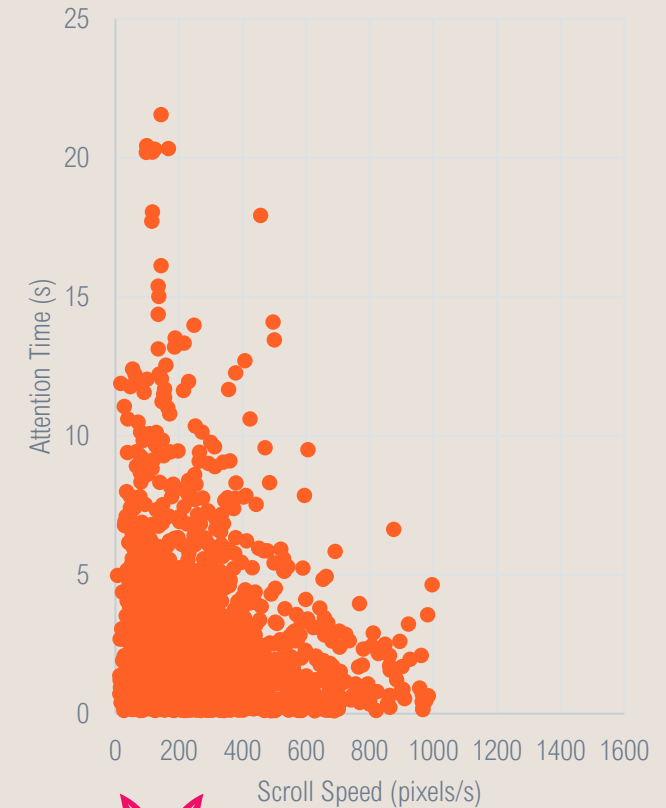
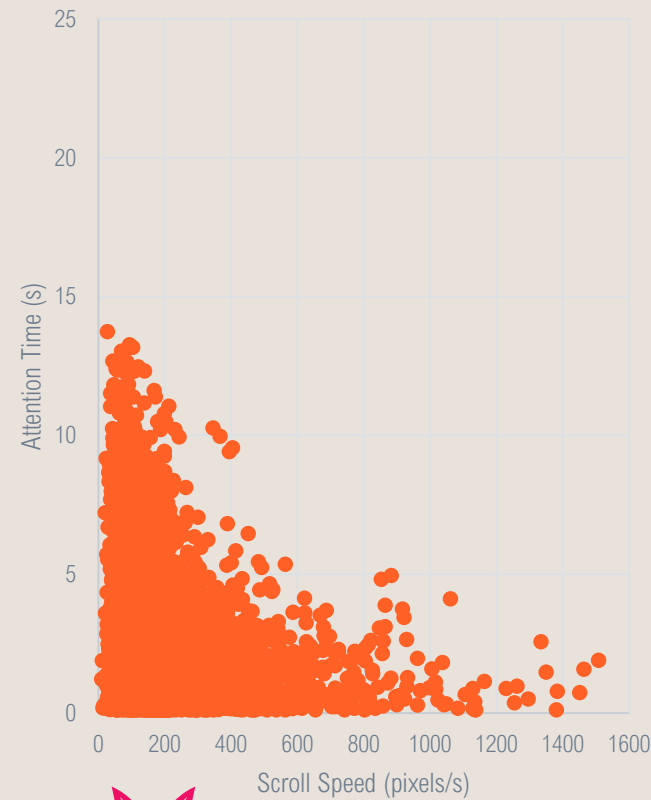
Av attention per 000 impressions (s)



# Slow media drives quality attention



- Ads on magazine sites get more attention because people read the page more intently, creating high levels of viewable time for the ads to be noticed
- Within this study, we found that the slower the scroll speed on the site, the greater the attention time the ads received
- This is was especially true for mobile formats, where scroll speeds can be very fast



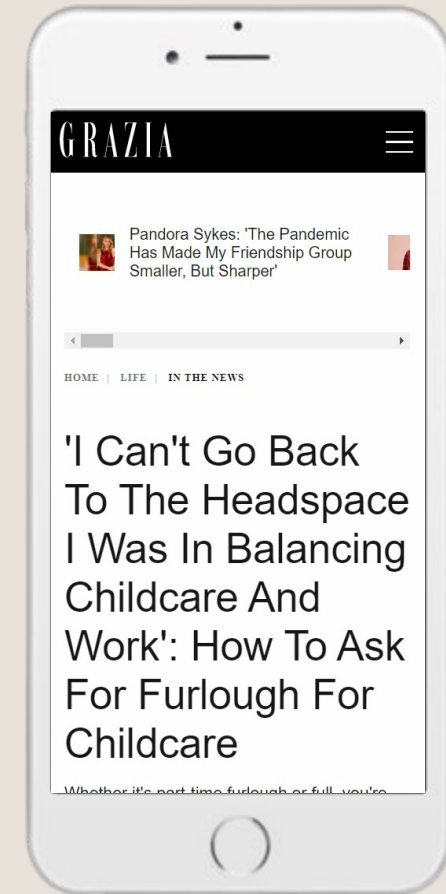
# The value of 'slow content'



- There are important differences in the typical scrolling behaviour between social media and publisher content
- Scroll velocity seems to be faster within social media feeds, with users searching out content and advertising that interests them
- Within publisher content, interest is already assumed, and so scroll speed is slower. Ads therefore get more viewable time and visual attention



Click to play

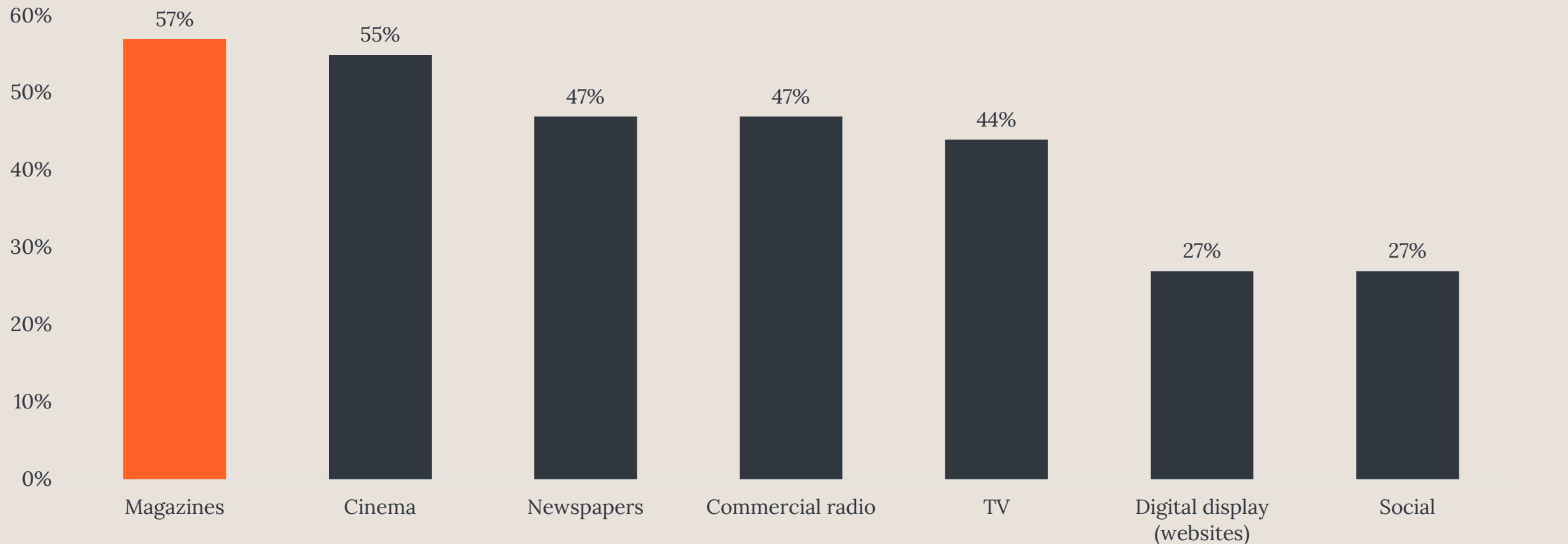


Click to play

# The ads are part of the experience



‘The adverts are part of the experience’ Net agree



Source: Pay Attention, Magnetic (2019)

# Consumers feel an affinity with digital magazine advertising



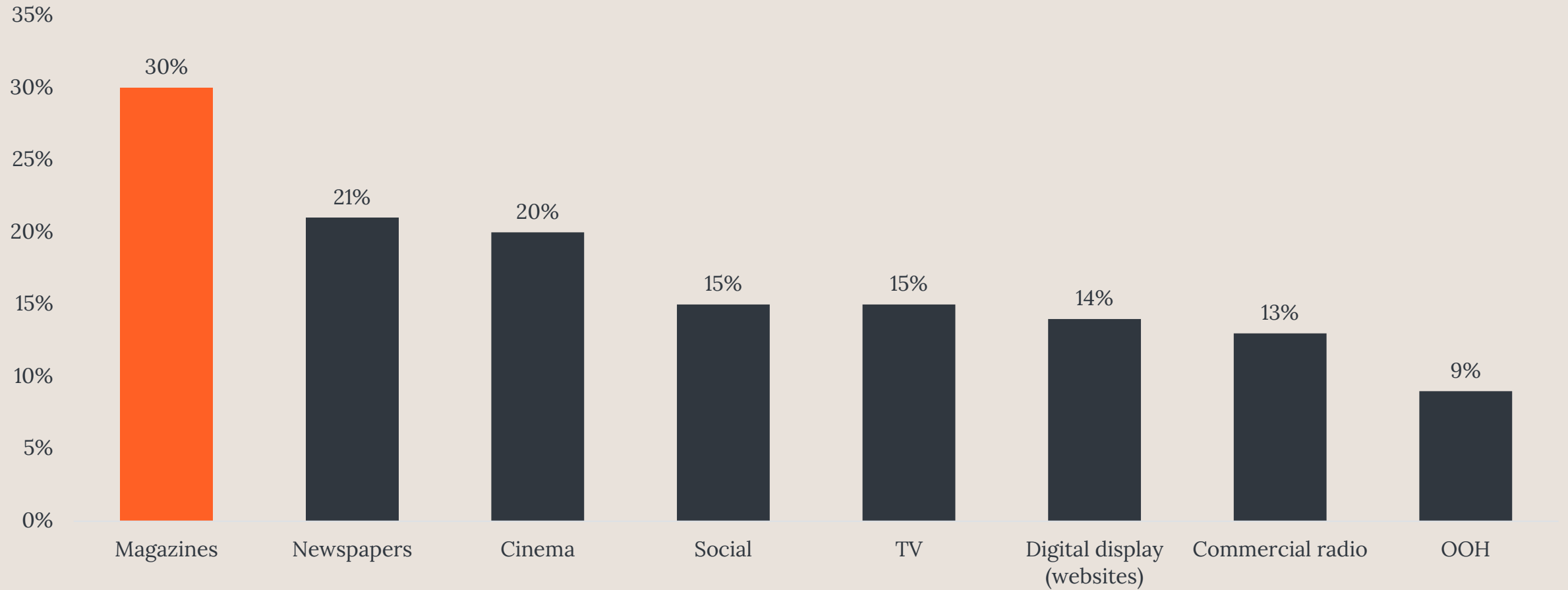
The adverts on CHANNEL are for people like me

Channel	Index
Social Networking sites	134
Magazines Online	127
Online Videos	112
Other websites	67
Newspapers Online	60

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 are for people like me' 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

# This positive experience 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)





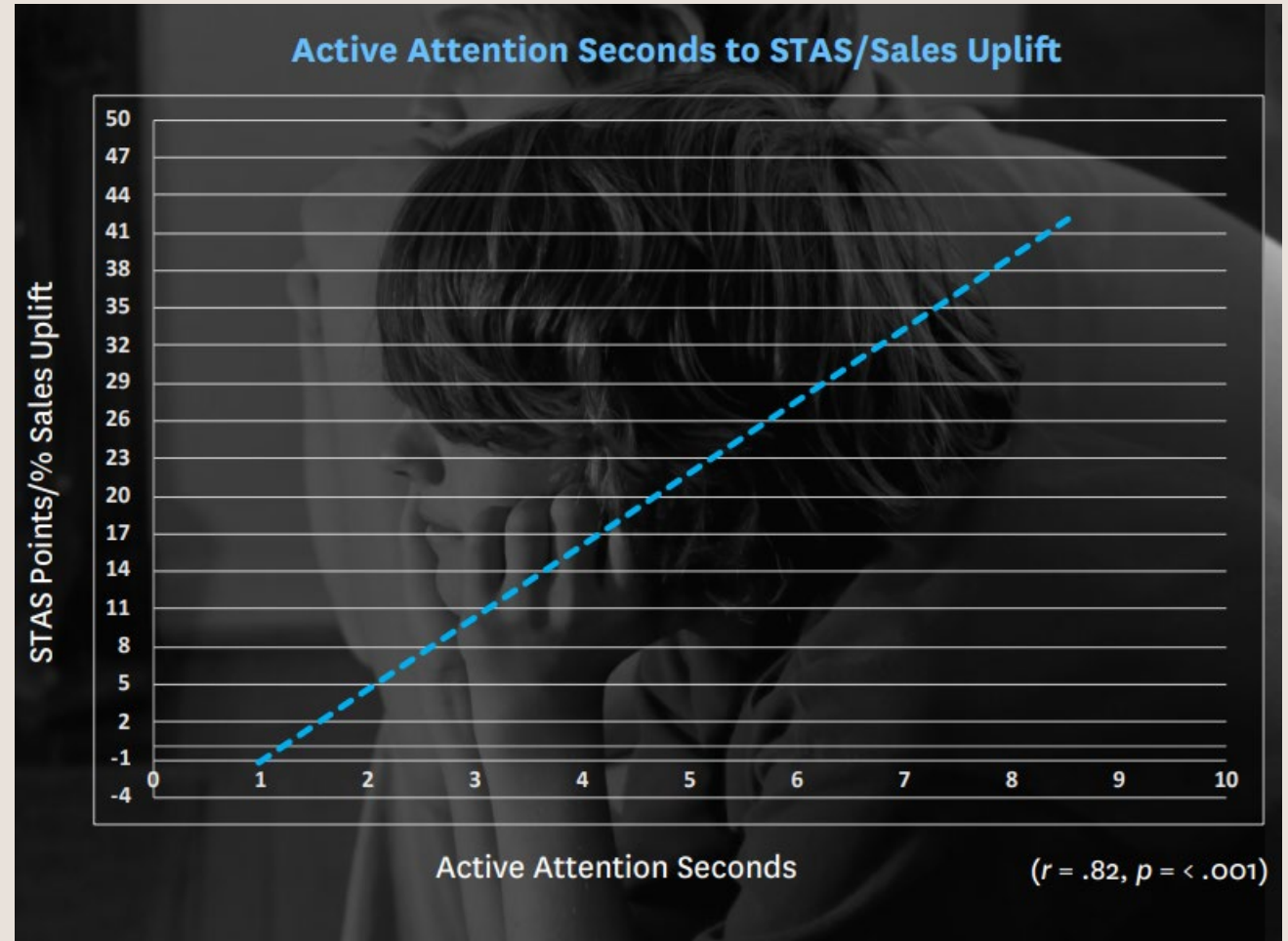
Why this matters

# Attention = Sales

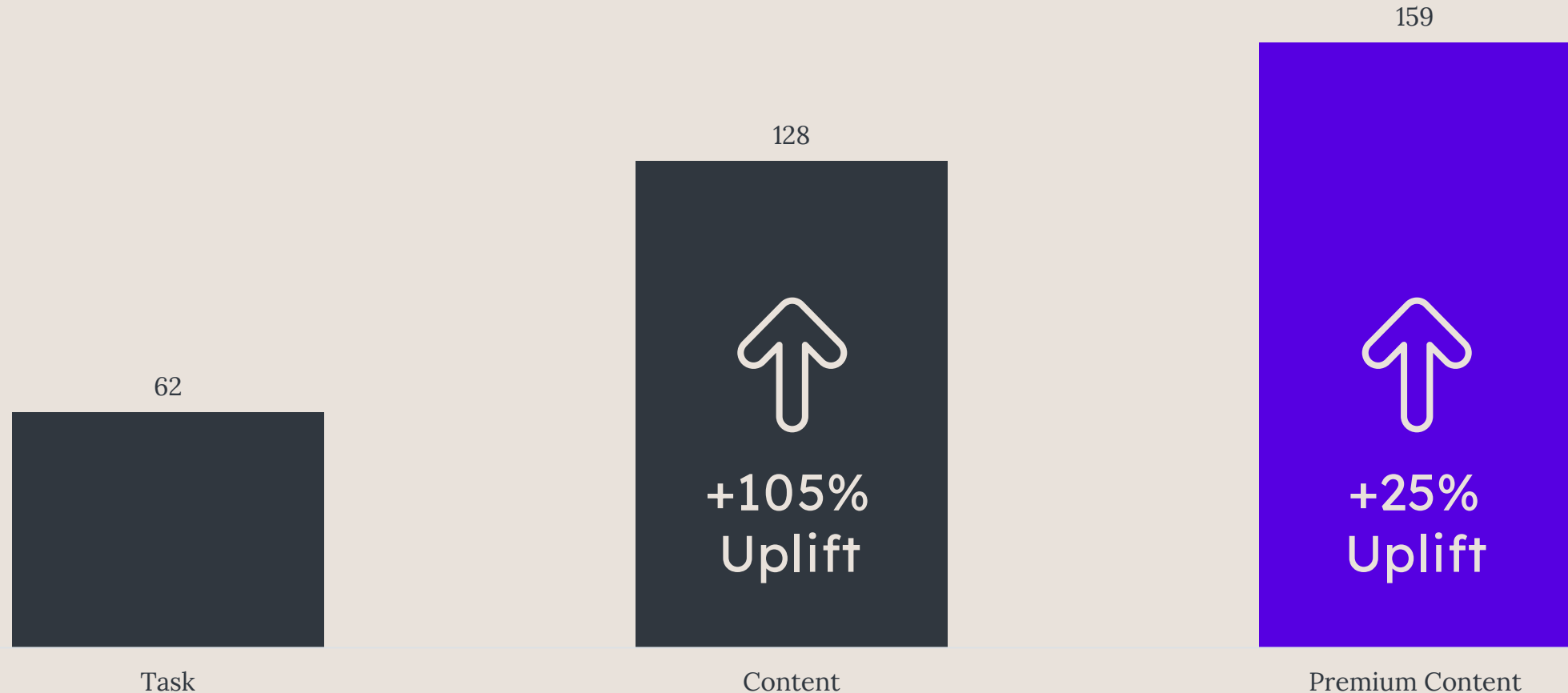


STAS = Short Term Advertising Strength

	Not Exposed	Exposed
Did Buy	36	42
Did NOT Buy	64	58
Total	100	100
STAS	$42/36 * 100 = 117$	



# 3 x more attention on premium content sites



Source: Rules of Attraction, IAB/Lumen (2019)

# Magazine advertising delivers when it comes to attention



Claim to pay attention to advertising on CHANNEL

Channel	Index
Magazines Print	153
Magazines Online	140
Live TV	131
Newspapers Print	100
TV On Demand	100
Commercial Radio	96
Online Videos	92
Social Networking sites	74
Other websites	57
Newspapers Online	57

Indexed against average of all channels

Q7. On a scale of 1 -5, where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to adverts on...

% of last month users of each channel who agree = code 4/5.

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

# Online magazines have the highest levels of attention



Claim to pay attention to advertising on CHANNEL

Channel	Index
Magazines Online	167
Online Videos	109
Social Networking sites	89
Newspapers Online	68
Other websites	68

Indexed against average of all digital channels

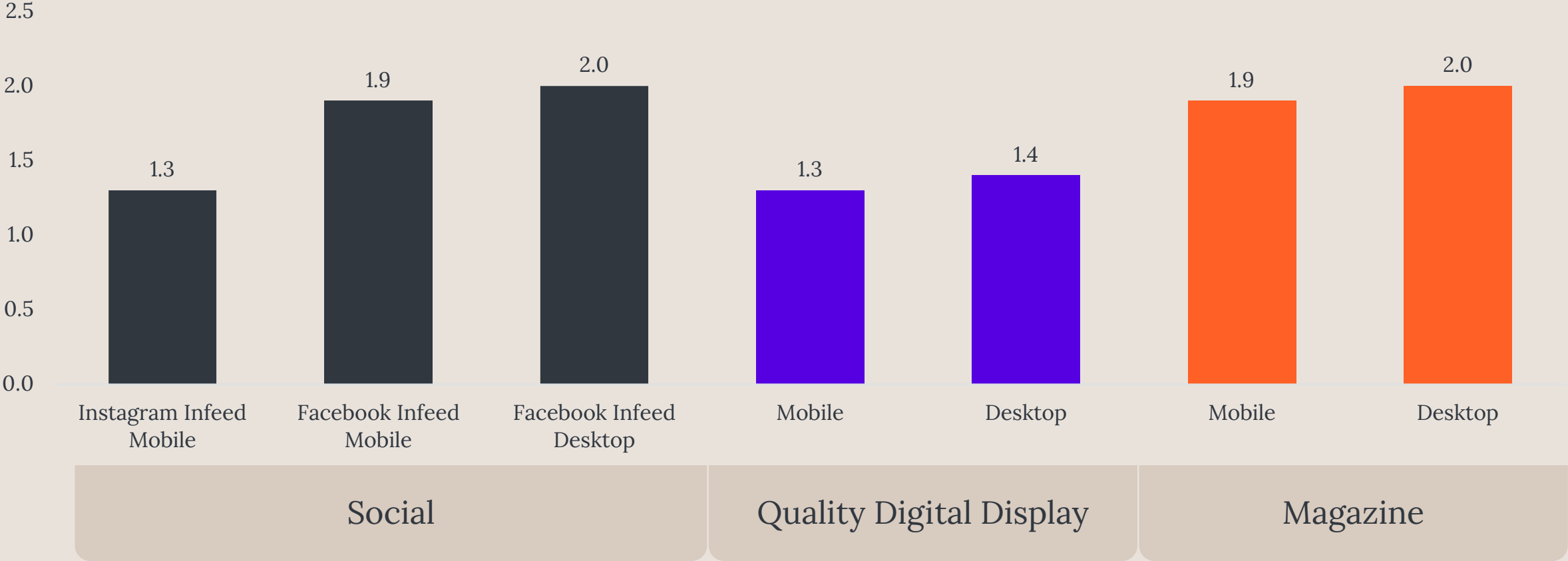
Q7. On a scale of 1 -5, where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to adverts on...  
% of last month users of each channel who agree = code 4/5.  
Base: Data extrapolated to the full TGI database, based on a sample of 1000 representative adults

Source: TGI GB 2020 Q2 / Magnetic  
Recontact survey

# Dwell time on magazine sites is higher than other quality digital display

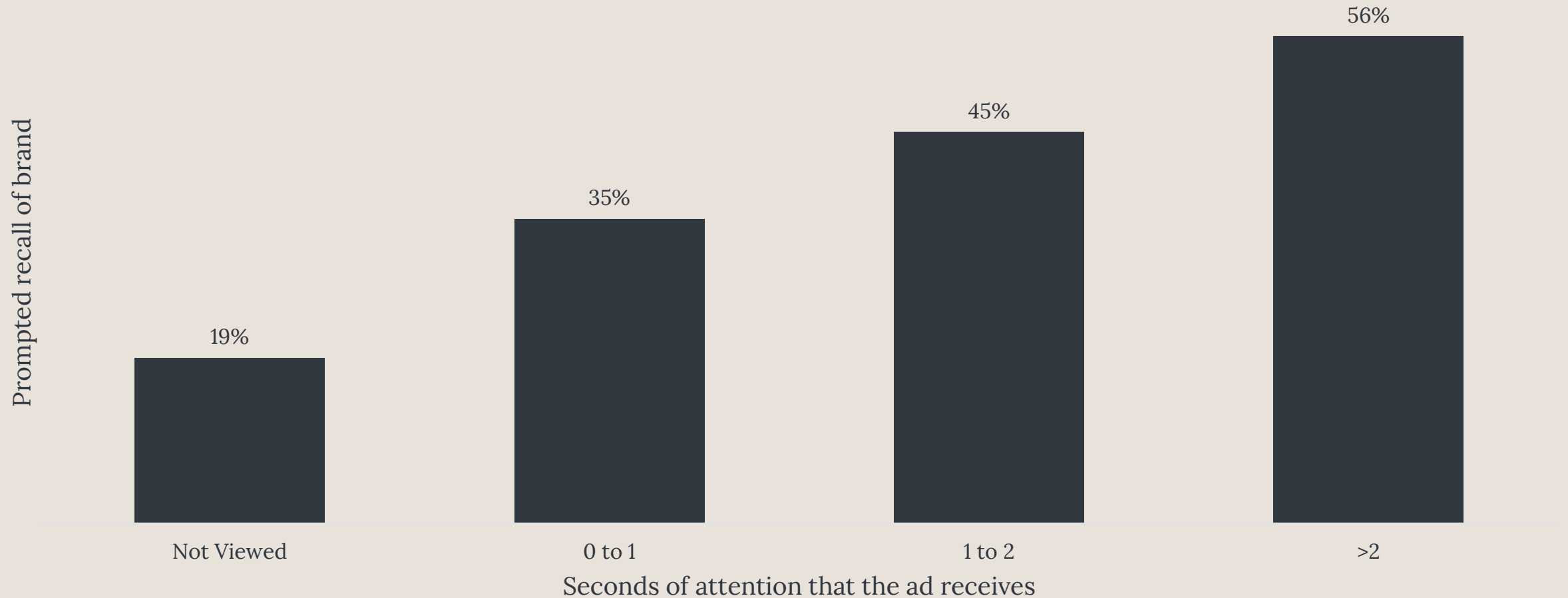


Average eyes on dwell time (seconds)



Source: Putting Attention into Context, Lumen (2021)

# Attention boosts recall



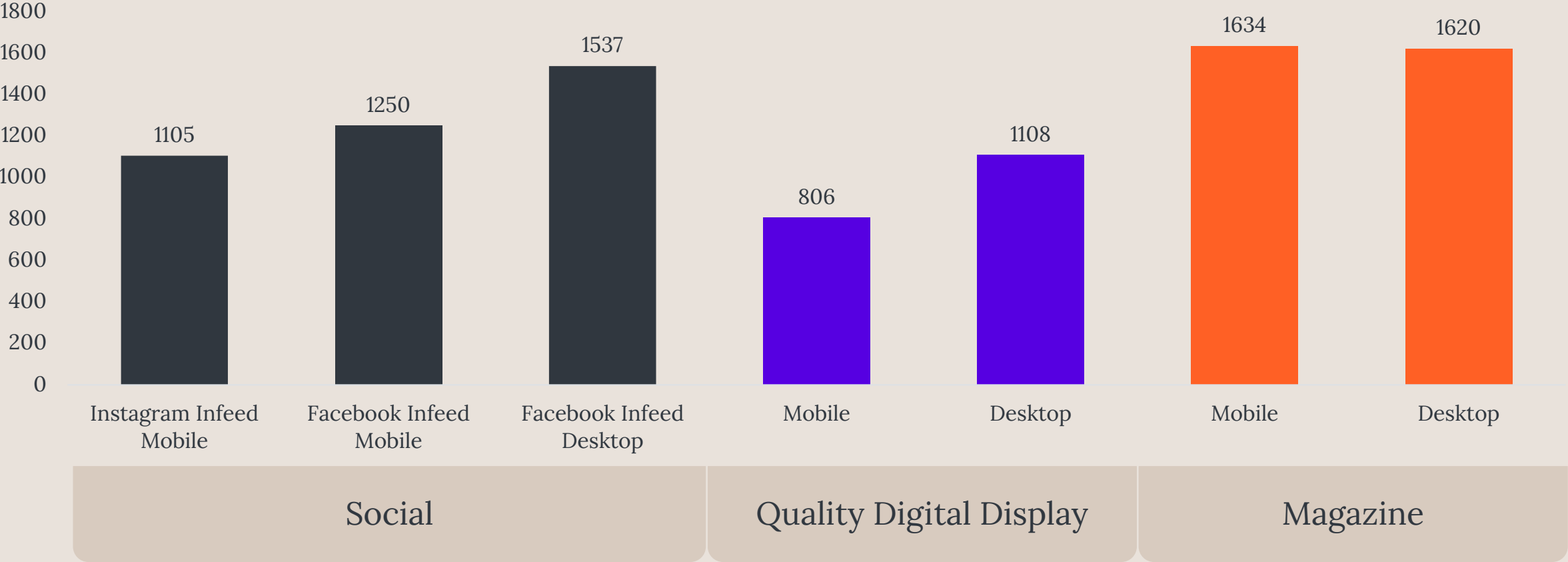
Source: Norms database, Lumen 2019 – Lumen eye tracking in digital environments



# Generates TWICE the attention online



Attentive seconds per 000 impressions



Source: Putting Attention into Context, Lumen (2021)

# Attention leads increased intention to purchase even after a single exposure

