

**Why magazines  
matter**



**ppa**



**What magazine  
media looks  
like today**

# Magazine Media Today: multiple touchpoints



Reflects change in media consumption. Consumer value exchange sits right at the heart to connect with consumers and customers across platforms

**86%**

**Of PPA members are on 5+ channels**



# Future is bright: AI influence & impact



Trusted original content  
in a landscape of  
unlimited content



Protecting content and  
revenues from learning  
models using publisher IP



Experimentation and  
learning to integrate  
into businesses

# Align with iconic brands



CONDÉ NAST



ELLE

RadioTimes

EMPIRE

VOGUE

marie claire

Digital Spy.

goodFOOD

GRAZIA

GQ

Livingetc

Esquire

GardenersWorld.com

heat

TATLER

gamesradar+

Red

TopGear  
MAGAZINE

MOJO

WIRED

GO.COMPARE

# Brands that continue to stand the test of time



TimeOut

# Engage with people's passions



Magazine brands sit at the heart of what matters most to people – their passions. From fashion to football, food to fell walking, the best magazine brands have always super-served these deep interests and offered the consumer and advertisers the most relevant and trusted quality content





Meet your audience





# 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 |

# We do scale



**469 million**

total circulation in 2023



**39.3 million**

UK Adults (**72%**) read magazines every month (print and digital)



**35.3 million\***

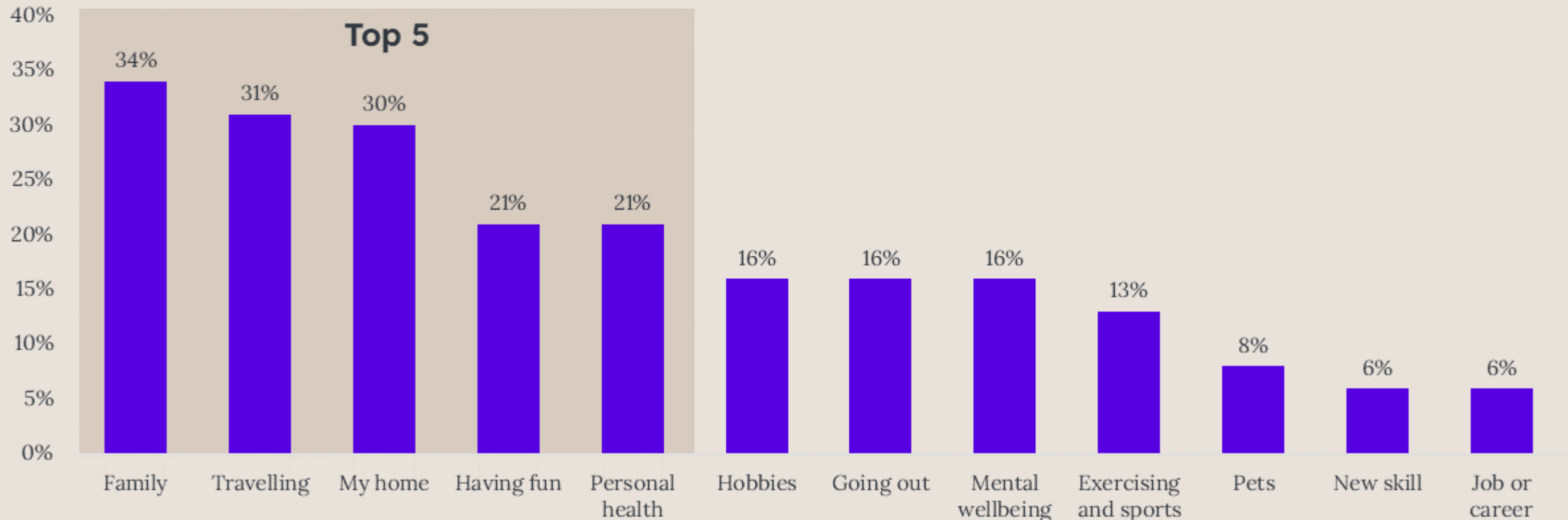
UK Adults (**71%**) read online magazines every month

*\* More people than use Tik Tok (25.3m) and Snap (£11.9m) ever month*

# Passion drives purchase



‘Thinking about next year, which of the following would you like to spend more time and money on?’



# Magazines drive change



Department  
for Education





**Why magazine brands should be included in your plans**

# Magazines matter to your audiences: they should matter more to you



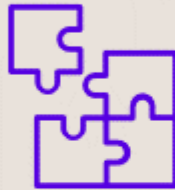
| 2020 - Evidence |                |       |
|-----------------|----------------|-------|
| 1               | TV             | 108.5 |
| 2               | Radio          | 102.5 |
| 3               | Newspapers     | 82.1  |
| 4               | Magazines      | 76.5  |
| 5               | Out of home    | 71.2  |
| 6               | Direct mail    | 69.6  |
| 7               | Social media   | 65.0  |
| 8               | Cinema         | 61.4  |
| 9               | Online video   | 55.0  |
| 10              | Online display | 49.7  |

| 2020 - Perception |                |      |
|-------------------|----------------|------|
| 1                 | TV             | 52.5 |
| 2                 | Online video   | 47.0 |
| 3                 | Radio          | 46.0 |
| 4                 | Social media   | 44.6 |
| 5                 | Out of home    | 43.1 |
| 6                 | Cinema         | 42.8 |
| 7                 | Online display | 37.6 |
| 8                 | Newspapers     | 37.5 |
| 9                 | Magazines      | 33.6 |
| 10                | Direct mail    | 33.6 |

# 5 reasons why



**Trusted Environment**



**Relevant Context**



**Positive Experience**



**Welcomed (attention)**



**Multiplies Effectiveness**





**Trusted Environment**

# Quality journalism



Magazine brands provide  
quality professional  
journalism

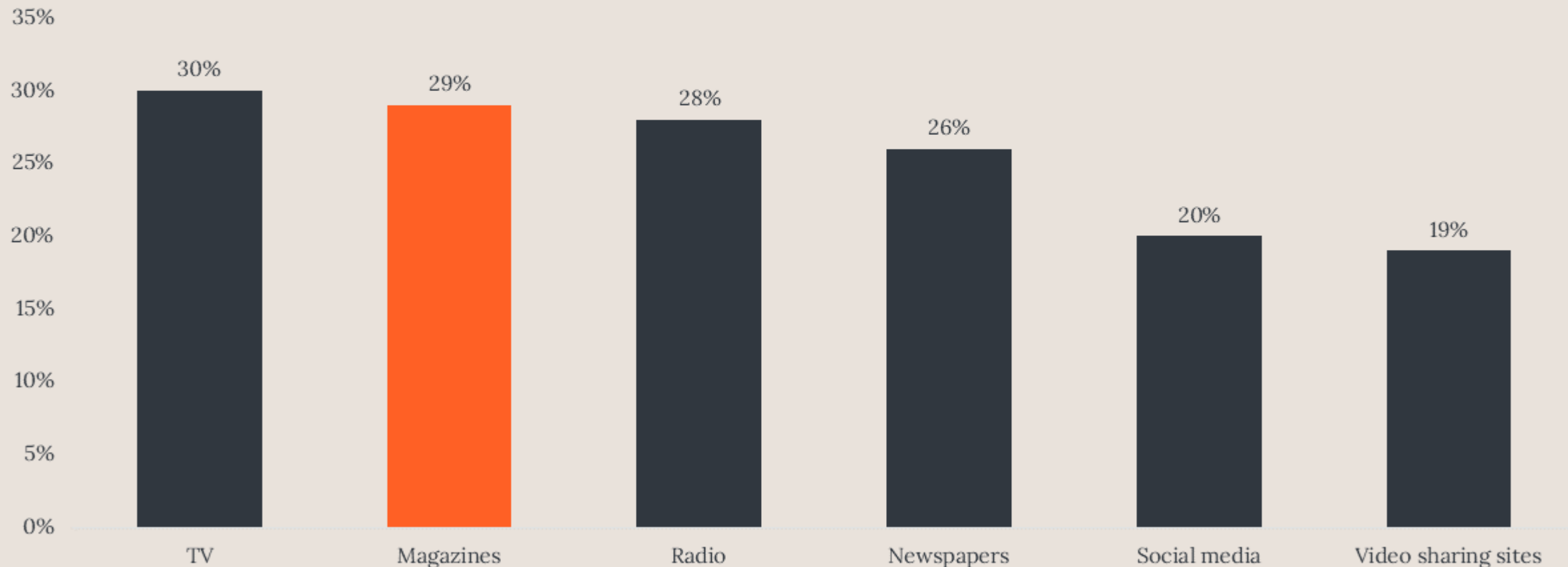


Most magazines are  
regulated by IPSO

# Magazines are a trusted medium



Trust to deliver on promises made in advertising



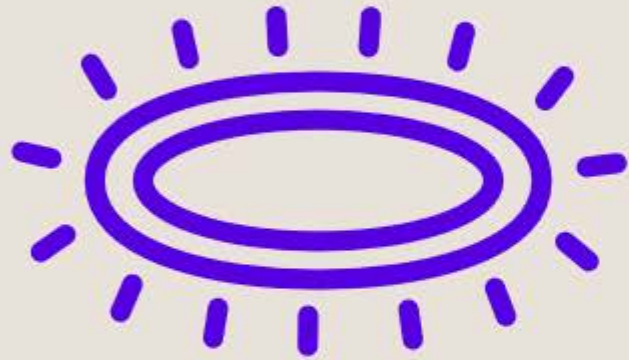
Source: Signalling Success, House51/Thinkbox (2020)



**“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

A large, light brown number '2' is centered on the page, serving as a background for the text.

**Relevant Context**



**“Patently part of the value of advertising is not just the fact that you see an advertisement, but where you see it, the context in which you see it, and the other people you assume are also seeing it”**

Rory Sutherland, Vice Chairman of  
Ogilvy UK



# Context drives attention



67%

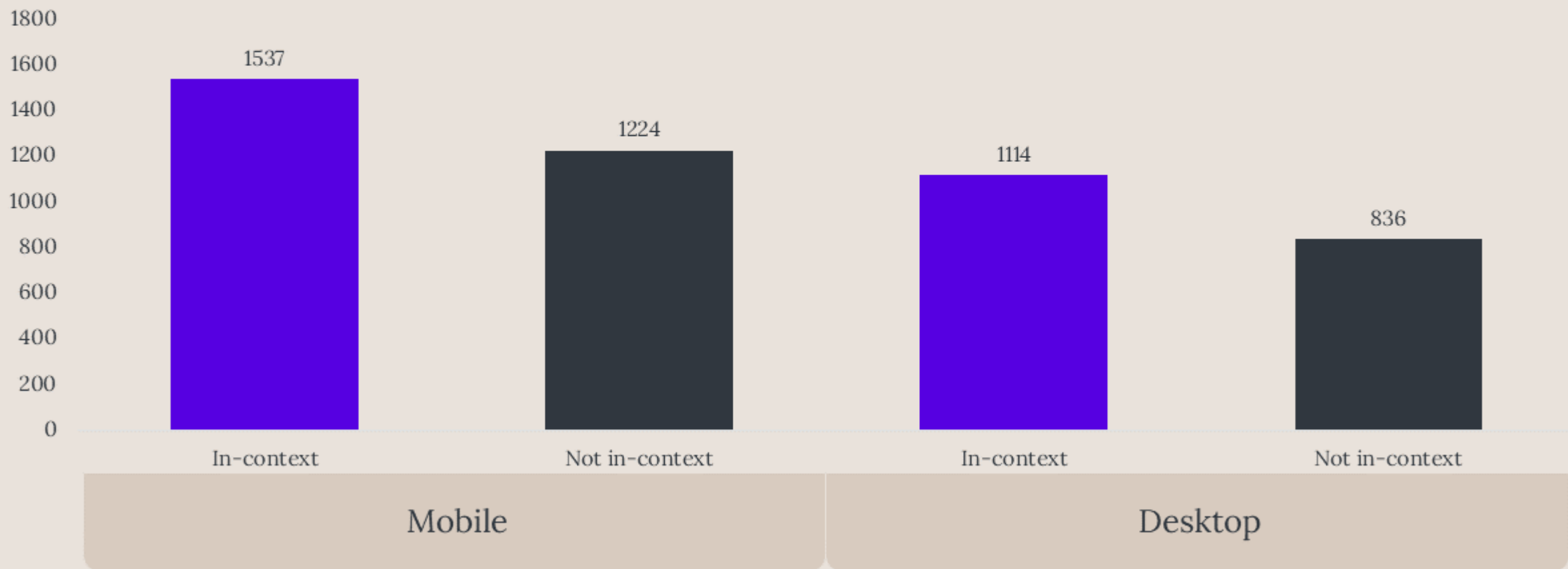
are more likely to pay attention to an ad if it is relevant to the content they are viewing



# And data proves this



Attention per 1000 impressions by ads in context v. not in-context and device

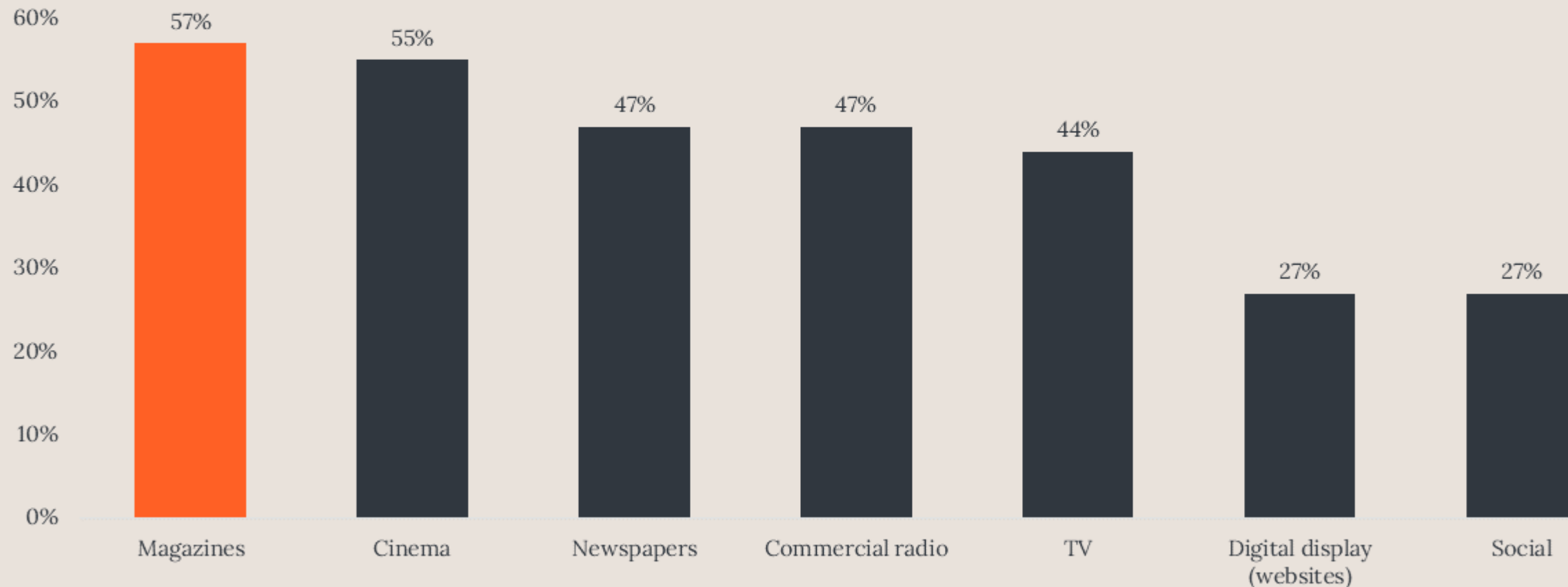


Source: Putting Attention into Context, Lumen (2021)

# And magazine media consumers love it



'The adverts are part of the experience' Net agree



Source: Pay Attention, Magnetic (2019)

# PUBG x Aston Martin



## The Challenge

Immediate was briefed by PUBG creators Krafton to create a video that would drive awareness and excitement around the fact that, for the first time, players were able to drive the DBX707 – Aston's 700HP SUV – within the PUBG game. The goal was to showcase this ultimate genre crossover to topgear.com users, bringing together and inspiring both gamers and supercar fans. Immediate looked to breach the barrier between gaming and real-world racing, by capturing a once-in-a-lifetime experience for a gaming influencer..

## The Execution

Immediate got F1 Damon Hill to put the Aston Martin DBX707 through its paces at Silverstone, accompanied by gaming influencer WackyJacky101. Damon then challenged Jacky to take the wheel, and assessed his efforts. The finished video is a homage to classic Top Gear style and was promoted across the TopGear audience and amplified across social and YouTube. They drove CTAs via high-impact video skins on topgear.com across first party audience segments. From briefing to final edit, the video was produced in just a few weeks – including sourcing the talent and location and all other logistical challenges – representing a significant step change in ambition and complexity for Immediate's Imagine studio. It's also a great example of how passion-led audiences can be relevant for gaming advertisers, as they leveraged high levels of brand trust and equity to produce incredible engagement and reach for Krafton.

## The Results

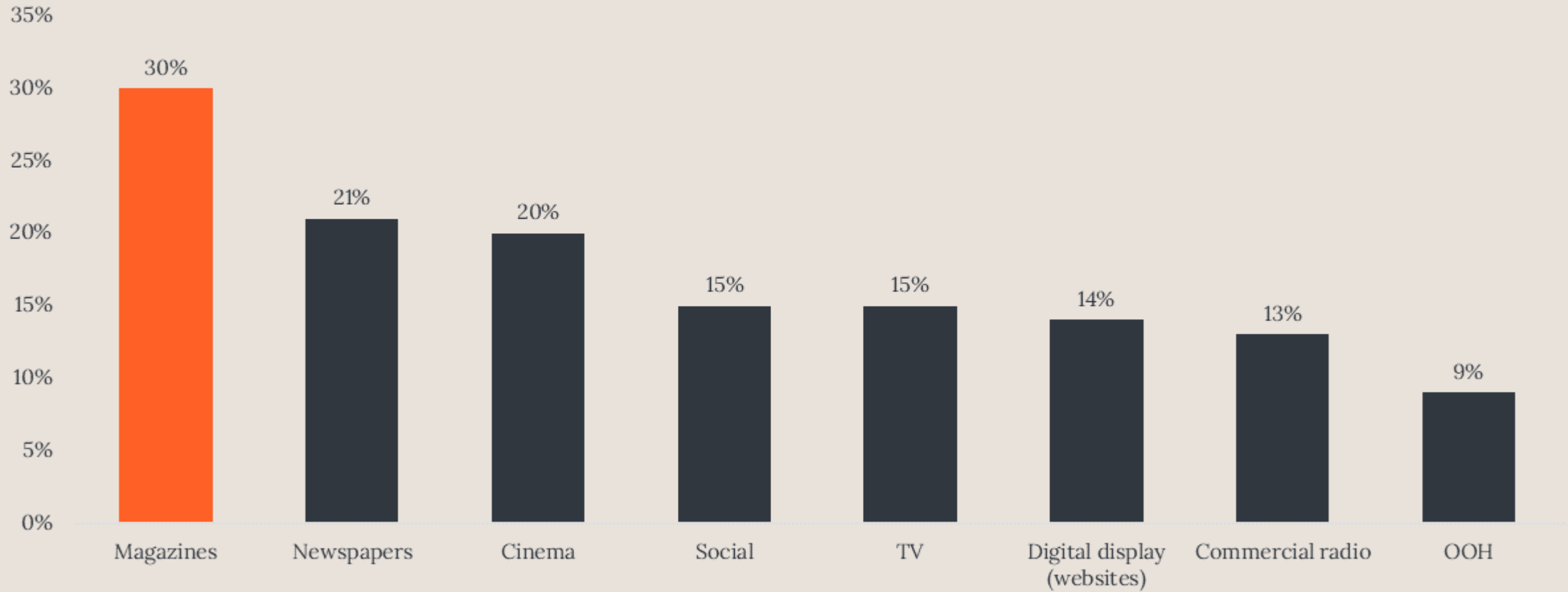
- 3.4m video views across Immediate channels
- 436% KPI delivery for content page views on topgear.com
- 300k video views across multiple YouTube accounts
- CTRs exceeded benchmarks across the campaign. On topgear.com we saw a 2.5% CTR on display activations; well above the 0.8% benchmark. The top performing ad generated a CTR of 2.72%.
- +18% increase in in-game sales (PUBG's internal UA data).



A large, light brown number '3' is centered in the background of the slide.

**Positive Experience**

# Magazine media wins when it comes to positivity



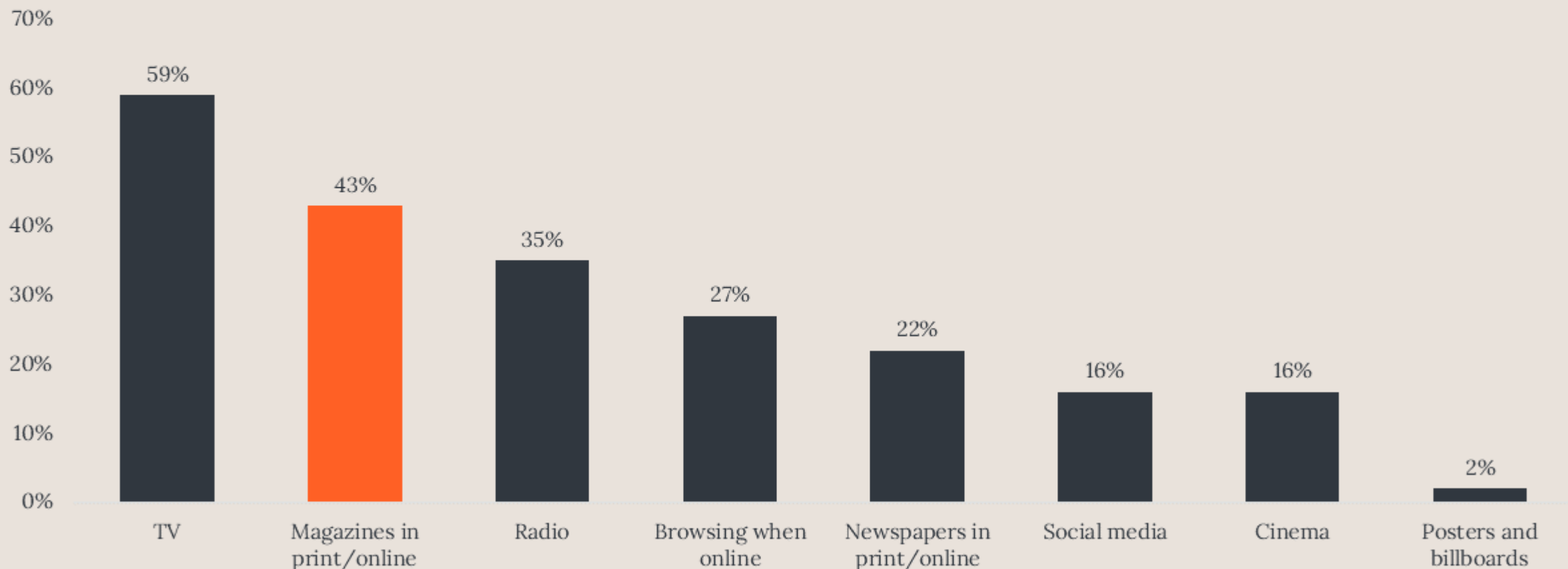
average of the following statements:  
'The adverts are relevant to me' / 'I love the range of advertising this media gives me' / 'The adverts feature brands I like'

Source: Pay Attention, Magnetic (2019)

# 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





# Time that influences outlook



Magazine  
Reader

~~Magazine  
Reader~~

77%

Feel positive when  
reading magazines

68%

Of **magazine readers** have  
a positive outlook on life

53%

Of **Non-readers** have a  
positive outlook on life

# 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

# P&G: Project Body Love



## The Challenge

Only 6% of UK women love their body and with 9 in 10 women opting out of important life events when they don't feel good about the way they look, low body confidence is holding women back. Many have attempted to tackle this problem, but efforts have done little to drive up female body confidence and improve these shocking statistics. P&G's challenge was to create a campaign that would truly get under the skin of the body confidence issue, to instigate lasting change for current and future generations.

## The Execution

Project Body Love was launched to change the way we think, feel and speak about our bodies in order to empower women from the inside out. Messages were tailored across Hearst titles with more than 50 print pages and 30 online articles dedicated to the project. Highlights included addressing negative language using positive 'mirror mantra' cards and promoting a more positive mindset via a Podcast. The campaign gained the support of over 30 experts and influencers and an e-learning book covered how to raise, coach and mentor young women with body image in mind to ensure future proofing.

## The Results

- A 37% uplift in women agreeing they have 'high body confidence' with increases across all ages.
- Women embracing a more positive mindset; with those exposed to the campaign half as likely to say 'nothing' positively impacts their body confidence.
- 1 in 2 people agreeing that Project Body Love content made them feel really happy
- 69% more likely to agree that they are 'very likely to buy' P&G brands.



MAGNETIC

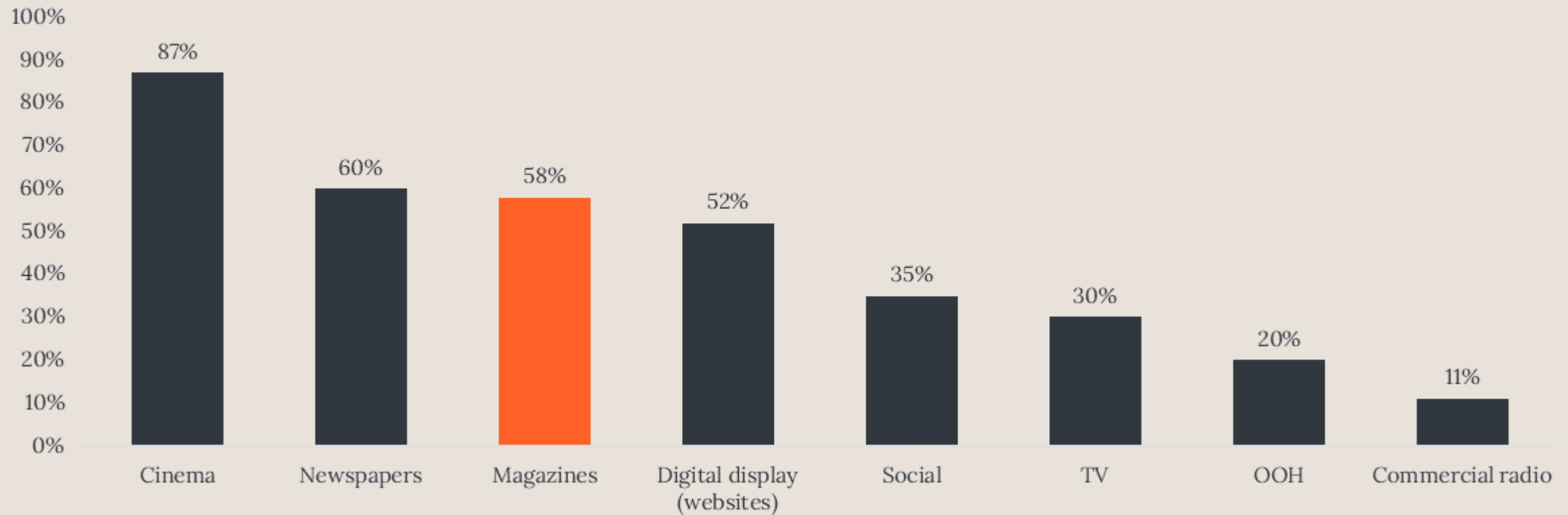
A large, light brown number '4' is centered on the page, serving as a background for the text.

**Welcomed Attention**

# Undivided attention



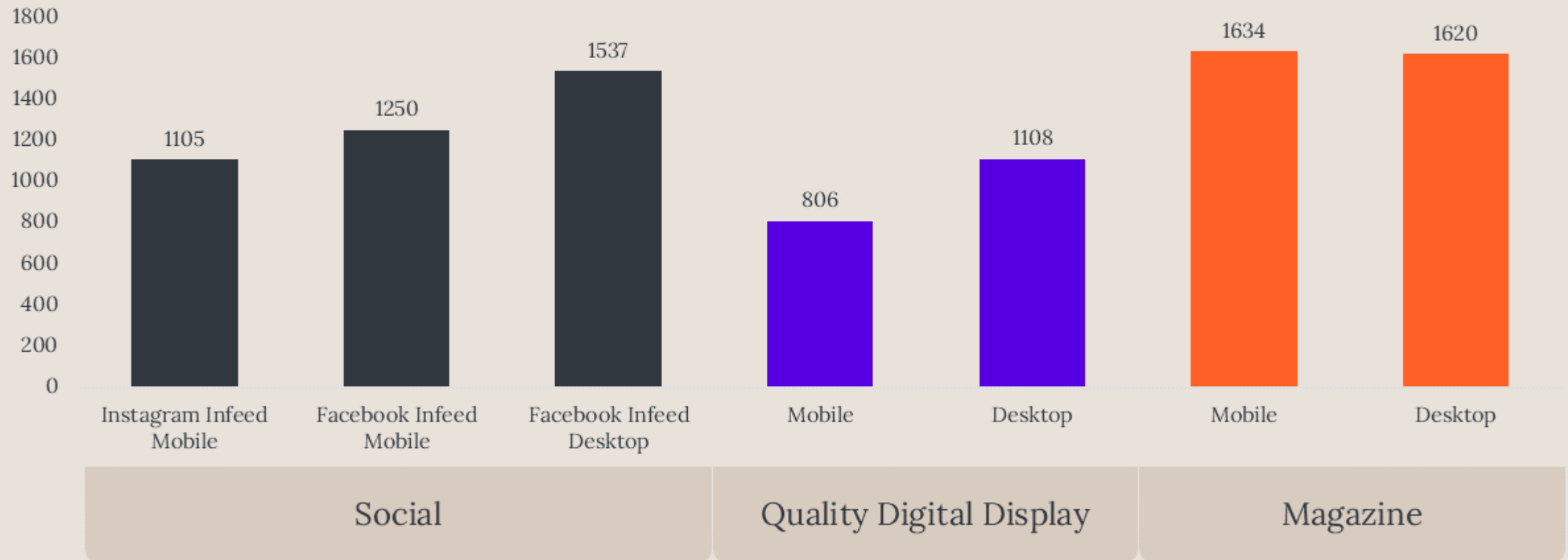
Solo focus = % not doing anything else at the time



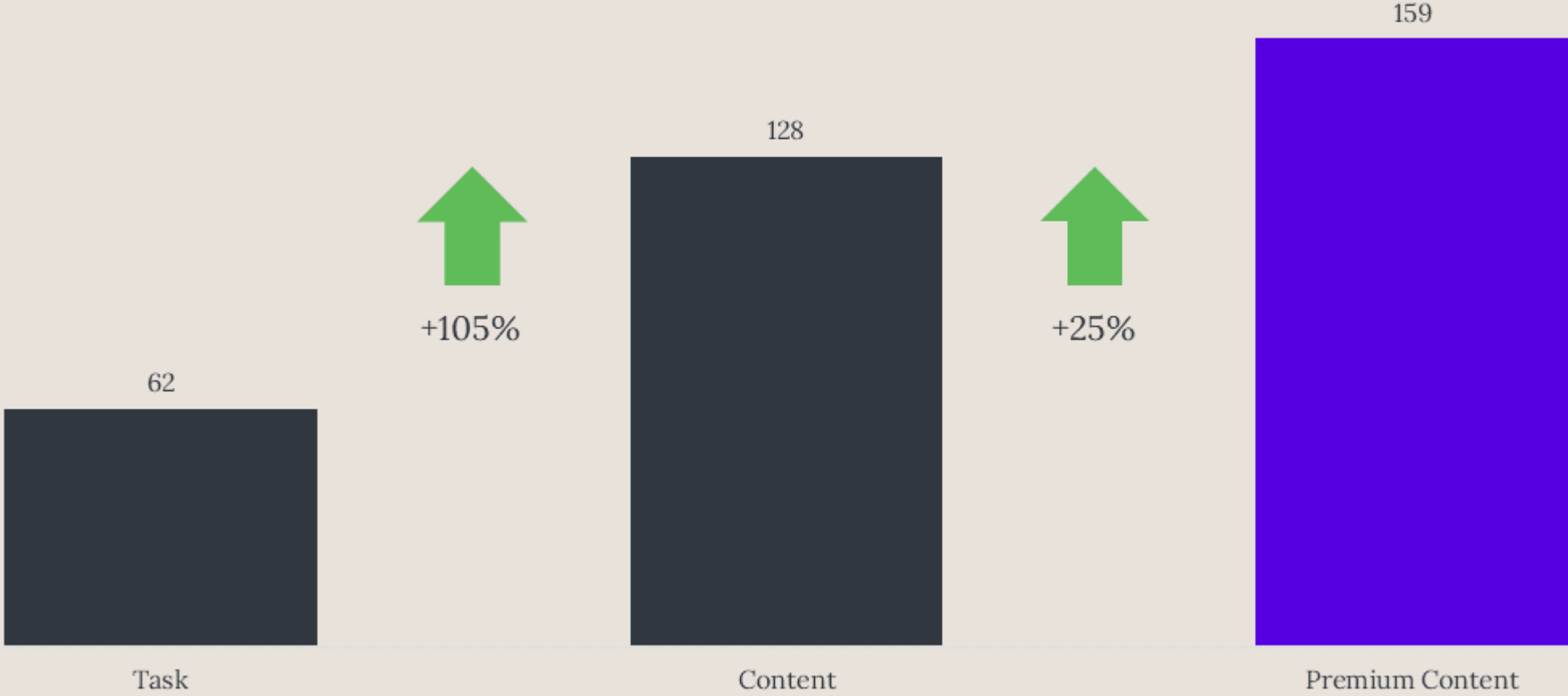
# Generates TWICE the attention online



Attentive seconds per 000 impressions



# 3 x more attention on premium content sites



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

# Ebay - The Great British Fix Up

## The Challenge

eBay Parts & Accessories (P&A) offers everything that car enthusiasts need to fix, tweak, upgrade and maintain their cars. The challenge was to reach target audiences of Passionate Tinkerers and Money-Saving DIYers to drive advocacy and build credibility with the enthusiast audience, assert eBay as the no.1 place to shop for parts and accessories and grow awareness of eBay and the P&A category.

## The Execution

BBC Top Gear was chosen for its high reach of Passionate Tinkerers and Money-Saving DIYers. A wealth of content designed to inspire Top Gear readers and users to undertake a DIY motor project and use eBay to source the required parts and accessories was placed on a custom-built hub on topgear.com, entitled eBay's Guide to Thrifty motoring. At the heart of this was The Great British Fix Up with eBay – a three-part video series showing a family fixing up their van using eBay parts as well as a series of tutorial videos. Digital activations were supported by display and advertorial content within BBC Top Gear magazine, in addition to an event activation at the Goodwood Festival of Speed.

## The Results

- Top Gear Hub: 175,683 page views vs 76,500 booked (130% over delivery)
- Social Video Views: 525,188 video views vs 85,000 booked (1,135% over delivery)
- The VTR of 28.76% was almost double the 15.90% benchmark, illustrating high levels of engagement.
- High CTRs across the Top Gear digital takeover of 1.14% versus benchmark of 0.46%

**IMMEDIATE**  
a Burda company

**ebay**

The screenshot shows a webpage from BBC Top Gear. At the top, there is a promotional banner for eBay with the text "20% off with car tuning and styling\*" and "find fix & save". Below this, the Top Gear logo is visible. The main content area features an advertisement with the headline "Get your car ready for a summer road trip with eBay" and a photograph of a family in a car. The ad includes the eBay logo and the text "ADVERTISMENT FEATURE by eBay".

**P**  
ppa

**MAGNETIC**



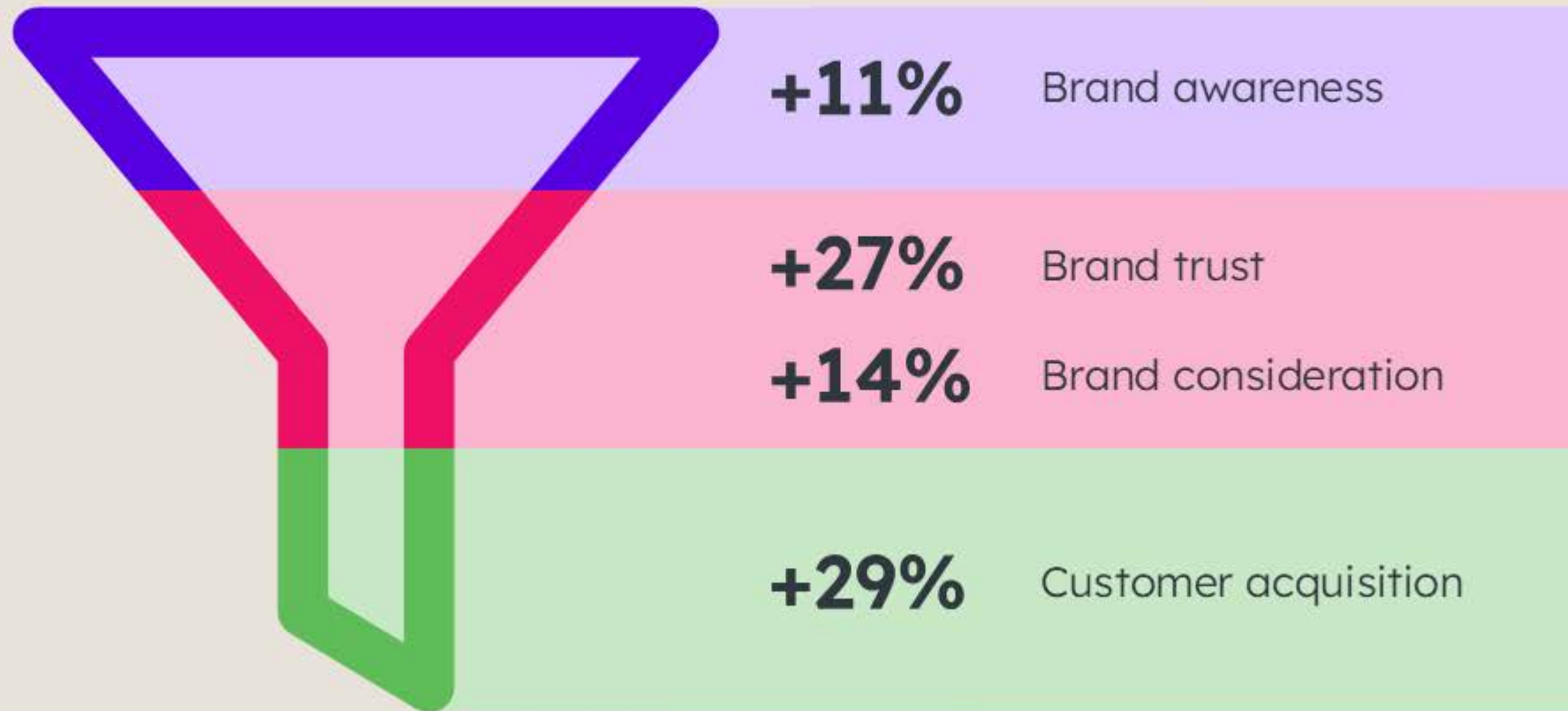


**Multiplies Effectiveness**

# Magazines deliver impact



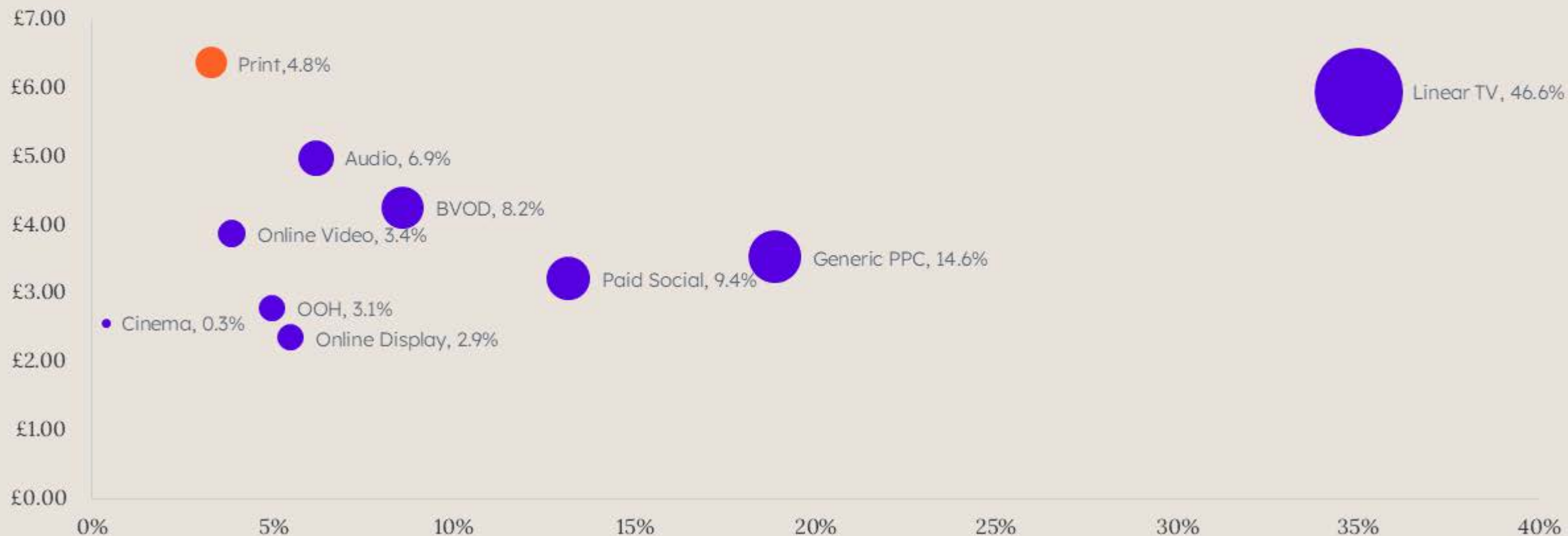
For campaigns that include magazines



# ROI: Outperforming other media



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



# Print is under-invested

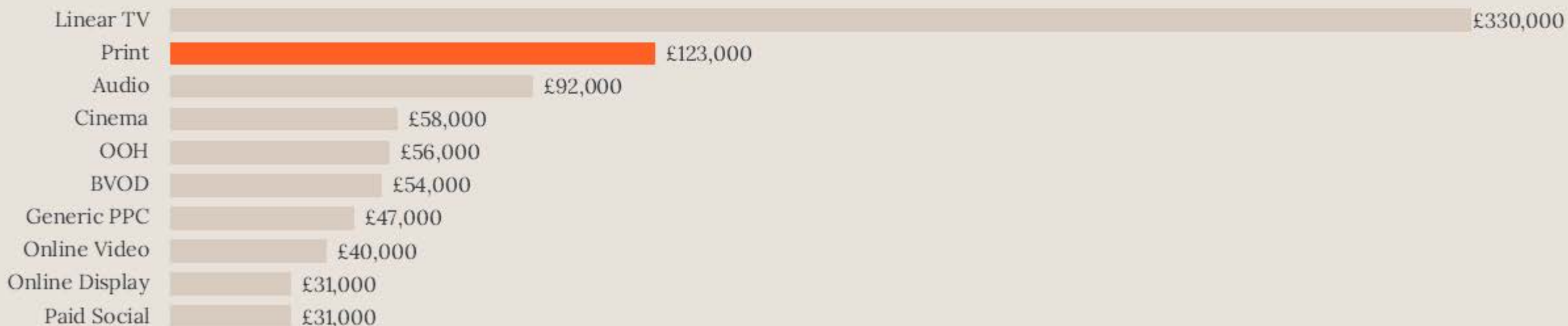


Spend %  
**3.34%**

Full Profit Volume %  
**4.77%**

Full Profit ROI  
**6.36**

Saturation based on immediate payback – all category average



# Magazines supercharge other media



TV with  
Magazines

**+34%**



Online Video with  
Magazines

**+44%**



Online display  
with Magazines

**+31%**

# White Stuff



WHITE STUFF

## The Challenge

White Stuff were suffering from low brand consideration compared to competitors. Working with Craft Media, their objectives were to change perceptions of White Stuff, increase consideration, and drive sales, all with a focused approach on appealing to independent, free-spirited, and adventurous women. This involved moving away from reliance on direct mail and magalogs, which accounted for 92% of their media spend, and instead embracing new branding strategies for Autumn/Winter 2021.

## The Execution

To appeal to Independent Women, White Stuff shifted from traditional marketing methods to a fashion-oriented approach. They partnered with Hearst to integrate their brand into print, online, and in-store experiences, targeting titles including Red, Good Housekeeping, Prima and Harpers Bazaar. Collaborative articles and co-branded content showcased White Stuff's hero products, elevating the brand's fashion credibility. Product selections by the Red Editor appeared across White Stuff's platforms and supported by digital ads to guide the audience from awareness to purchase.

## The Results

- Products featured in the partnership sold out within 4 weeks.
- There was an uplift in purchase intent, with 52% of exposed respondents likely to buy from White Stuff compared to 45% unexposed.
- Brand consideration saw an uplift of 20%, with positive brand image shifts observed across various statements
- Co-branded digital articles achieved higher dwell times than the benchmarks while digital display CTR's also surpassed benchmarks



MAGNETIC

# Five reasons to put magazines on your plan



**Trusted Environment**



**Relevant Context**



**Positive Experience**



**Welcomed (attention)**



**Multiplies Effectiveness**

**\*and now for the science bit**



Magazine print and digital circulation data



Reach and frequency data for published media.



UK industry standard for online audience measurement

**MAGNETIC**

Research, cases studies and the latest news on magazine media