

# HOW MAGAZINES **CONNECT** WITH CONSUMERS

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Content Marketing & Multiplataforma  
Lima, Perú July 2014

# WINTER IN CANADA



# SUMMER IN CANADA





# To Do

1. Industry perspective
2. "Magazine Media"
3. How magazines work
4. Creative uses







MAGAZINES

MAGAZINES

LOOK WH

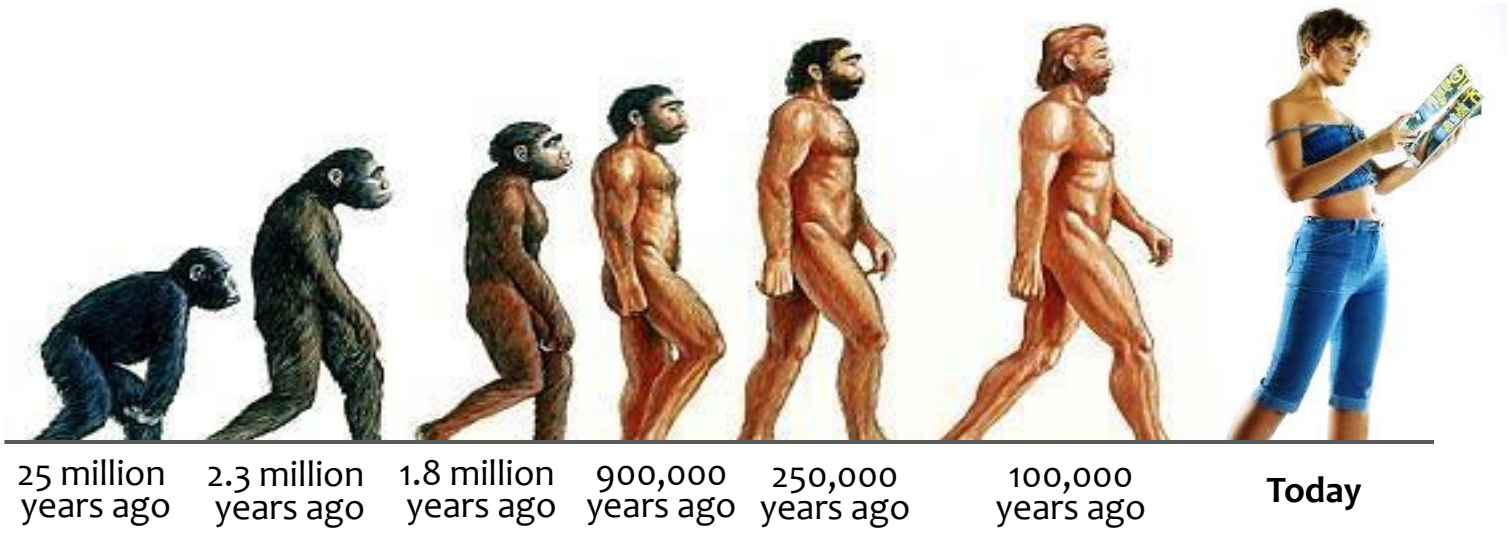


MAGAZINES

MAGAZINES







*ourselves with*

**con·tented**

*satisfied: a con*

**con·tent·ed**

**con·tent·r**

*smile of con*

**con·tent**

**is contained in s**





Context



























**Magazines,**  
by definition,  
were always  
**Print**



# MAGAZINE MEDIA

Not Print vs. Digital

Print + Web + eReader + Tablet + Mobile + Video + Social + Etc.



CONTENT SPANS PLATFORMS







**DIGITAL ACCESS TO CONTENT IS EXPECTED BY CONSUMERS.  
PUBLISHERS ARE RESPONDING IN MANY WAYS...**

# DIGITAL MAGAZINE MEDIA TOUCH POINTS & SERVICES

DIGITAL MEDIA TOUCH POINTS	% TITLES
Website	89%
Facebook page(s)	90%
Twitter posts	70%
Online video	54%
RSS feeds	44%
Interactive digital editions	49%
QR codes	44%
YouTube	49%
Apps for Apple iPad	34%
Apps for Apple iPhone	37%
iPad/tablet edition	35%
Virtual events	8%
Apps for Google Android phones	24%
Smart tags	15%
Digital newsstand app	23%
Apps for BlackBerry	8%
Flickr	14%
Online shopping	35%

EDITORIAL-FOCUSED DIGITAL INITIATIVES	% TITLES
Archived content - articles	79%
eNewsletters	73%
Content emails	59%
Blogs	68%
Webcasts/webinars	11%
RSS feeds	42%
Archived content - videos	39%
Online polls/surveys	49%
Podcasts	16%
Photo galleries	55%
Contests	52%
Online community	25%
User-generated content	28%
Chat rooms	9%
Rating systems for users/readers	11%
MP3s	8%
Coupons	18%
Online games	8%



**As digital media  
options fragment  
and grow,  
print remains  
highly relevant.**

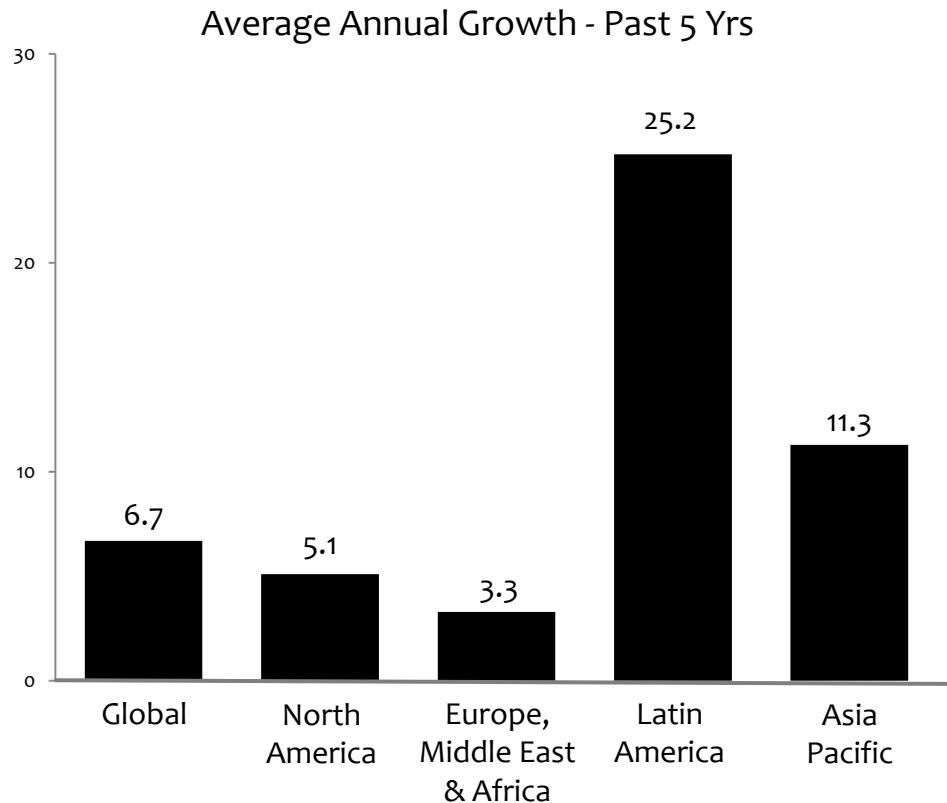




PERSPECTIVE



# PRINT MAGAZINE CIRCULATION REVENUE GROWTH – PAST 5 YEARS





**22  
Billion  
Copies Sold  
Annually**





**To the moon and back 16 times**  
(8 round trips)



Percent of all  
Canadian  
magazines that  
were launched  
*after*  
the internet  
became  
commercially  
available in 1989

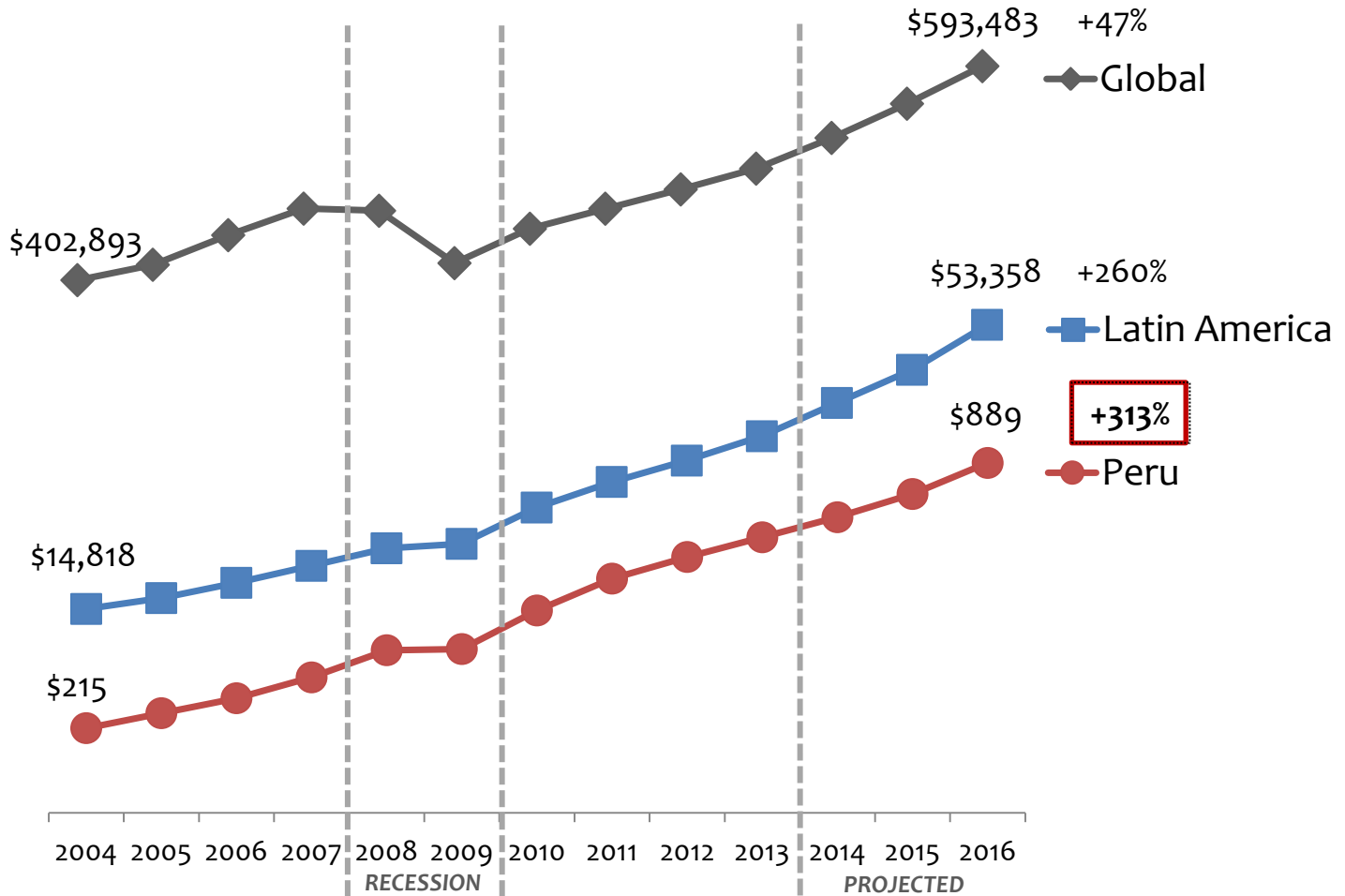


59%



# AD EXPENDITURE GROWTH TREND

Millions of US\$



# MAJOR MAGAZINE ADVERTISERS USE PRINT MAGAZINES

The World's Largest and Most Sophisticated Marketers Rely on Magazines

The logo for Procter & Gamble, featuring the letters "P&G" in a bold, blue, serif font.The Unilever logo, consisting of a blue, ornate, circular crest with intricate floral and geometric patterns, positioned above the word "Unilever" in a blue, cursive script font.The logo for L'Oréal, featuring the word "L'ORÉAL" in a bold, black, sans-serif font.The Coca-Cola logo, featuring the words "Coca-Cola" in a red, cursive script font.



# PRINT MAGAZINES REACH KEY CATEGORIES

## Top Advertiser Categories

### Canada

Toiletry Products  
Food  
Retail  
Consumer & Business Services  
Drugs/Remedies  
Automotive  
Entertainment  
Apparel & Footwear  
Travel & Hotels  
Alcoholic Beverages  
Banks, Insurance & Real Estate  
Telecom/Communications  
Watches & Jewellery  
Electronics  
Direct Response

### Peru

Automotive  
Universities  
States Agents  
Banking  
Clothing (in general)  
Telecom  
Watches & Jewellery  
Electronics  
Alcoholic Beverage  
Colleges

# MAGAZINE MEDIA

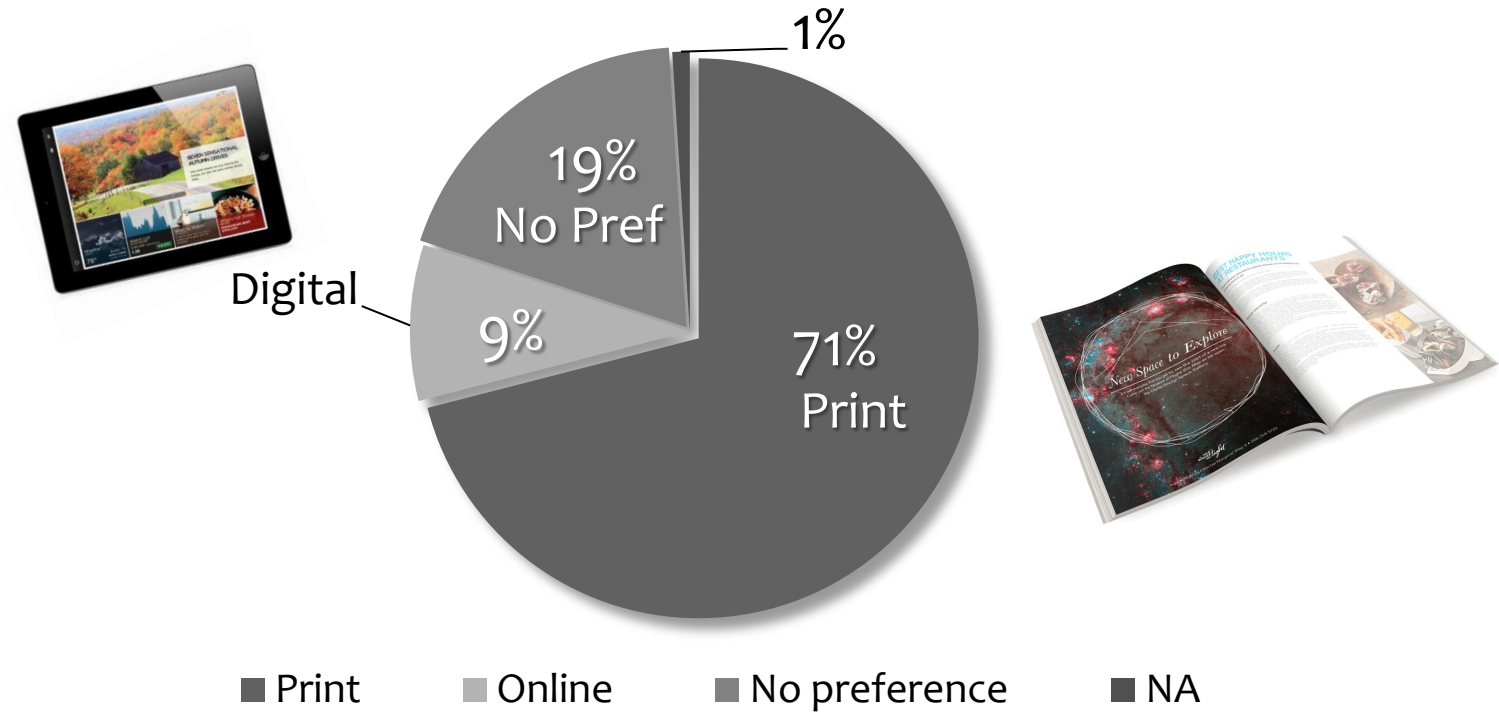
Digital Platforms and Devices Enable a Broadening of Content Distribution





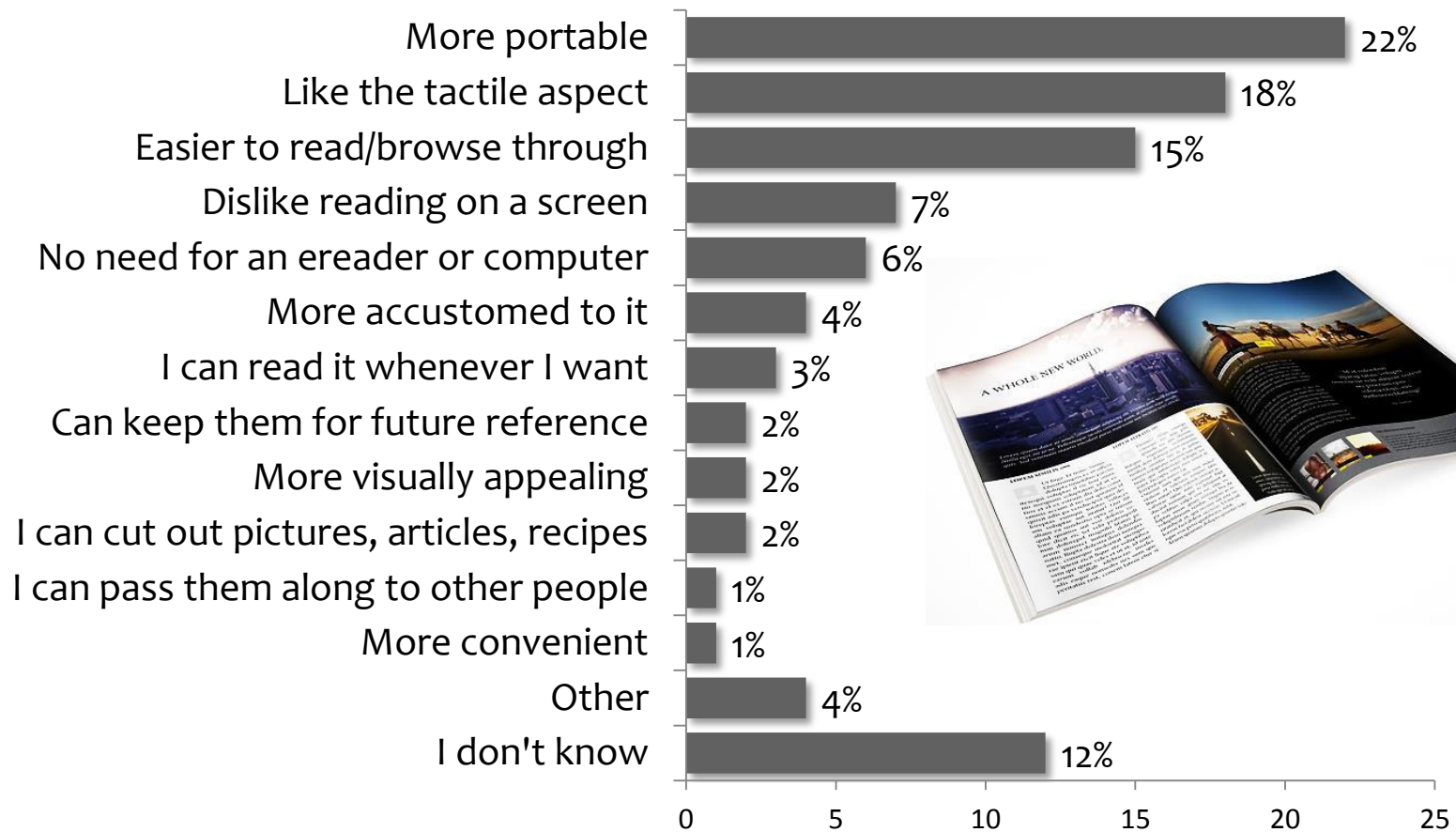
# PRINT v. DIGITAL EDITIONS: WHAT DO READERS PREFER

Q: Do you prefer print magazines or online magazines?



# WHY THE PREFERENCE FOR PRINT?

Q: Why do you prefer print editions?



# DIGITAL ADOPTION TAKES TIME

Must First Overcome Years of Reader Habits and Inertia

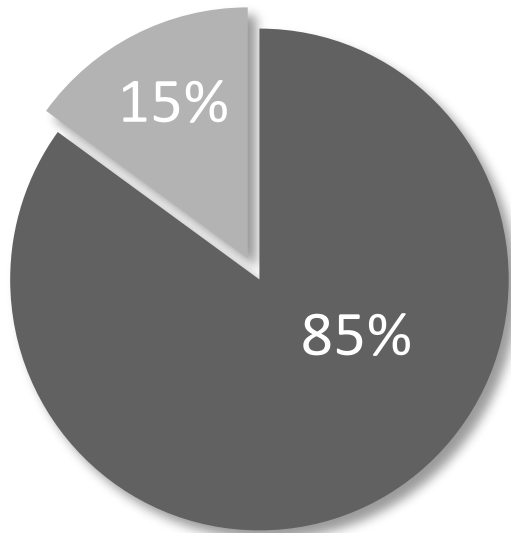




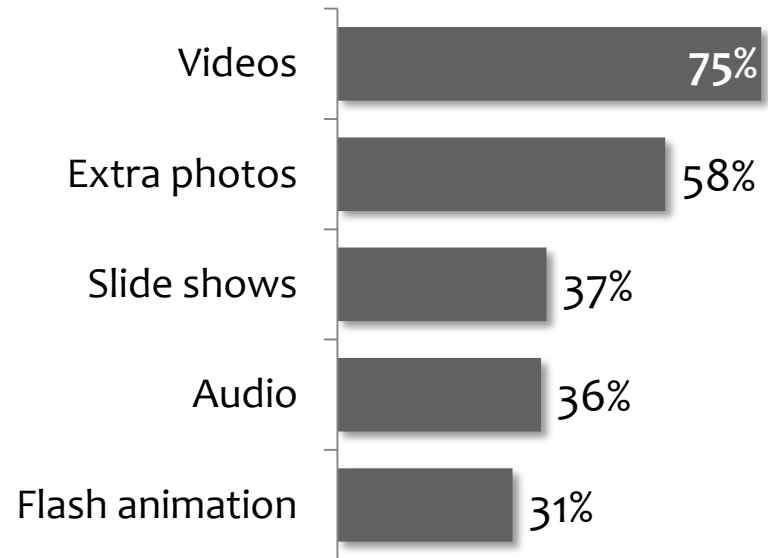
# THOSE WHO SHIFT TO DIGITAL LIKE IT A LOT

85% of digital consumer magazine readers are satisfied/very satisfied with their digital experience

Q: Which of the following “digital extras” have enhanced your digital magazine reading experience the most?



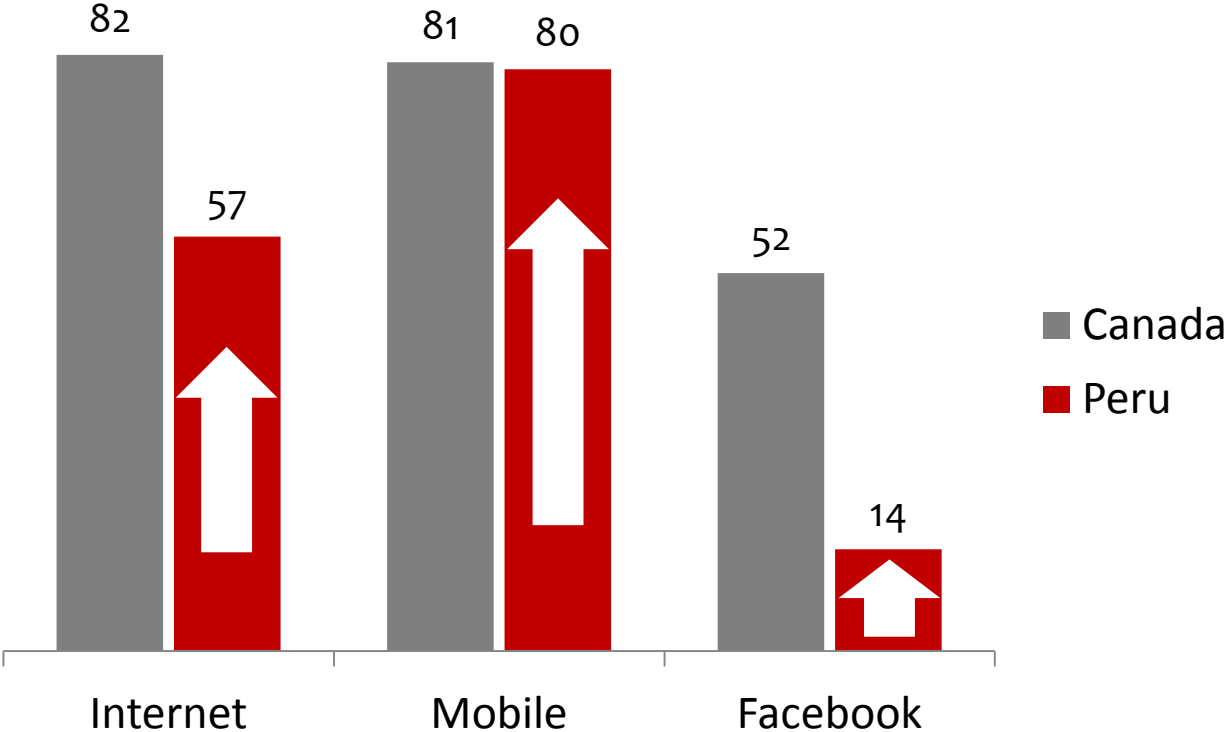
Source: Texterity/BPA Worldwide Certified Profile of the Digital Edition Reader  
N = 9,443 digital consumer magazine readers



Source: Smarter Media Sales/Nxtbook Media/VIVmag  
N = 5,612 subscribers to one of eight  
specific interactive online magazine titles

# CONNECTIVITY PENETRATION

% Penetration of Internet, Mobile and Social Media



# READING IS THE #1 PREFERRED TABLET ACTIVITY

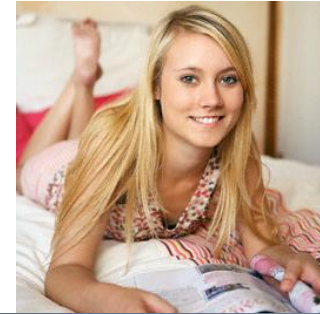
## SELECT ACTIVITIES ACCORDING TO TABLET USERS

Read magazines, newspapers or ebooks	38%
Read/check email	33%
Browse for/purchase new & interesting apps	32%
Visit a social networking site	29%
Play games	29%

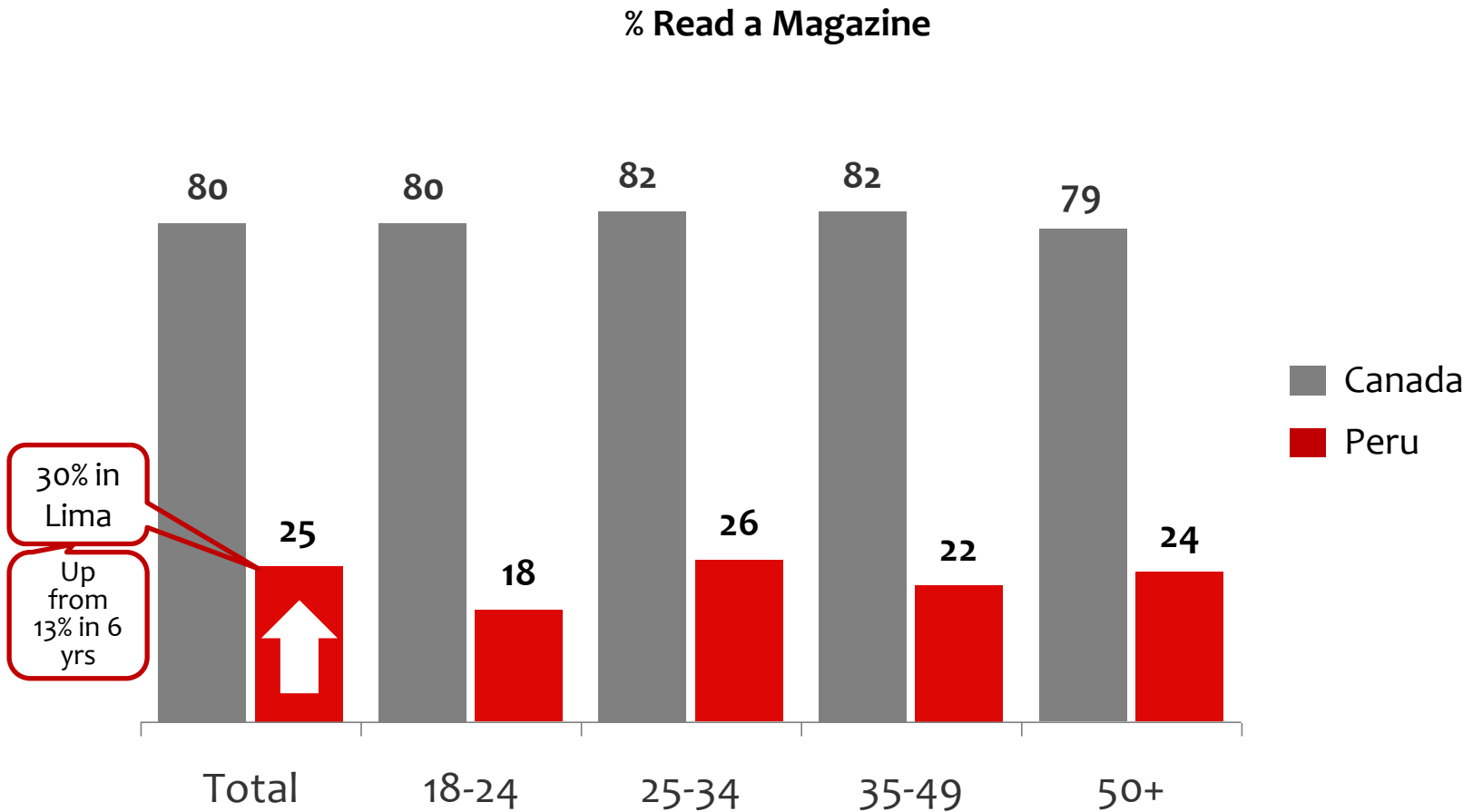




# Media Consumption



# PRINT MAGAZINE READING BY AGE



# NUMBER OF PRINT READING OCCASIONS

Canada

Urban Peru



8.2

4.8

Reading Occasions Per Month

Reading Occasions Per Month

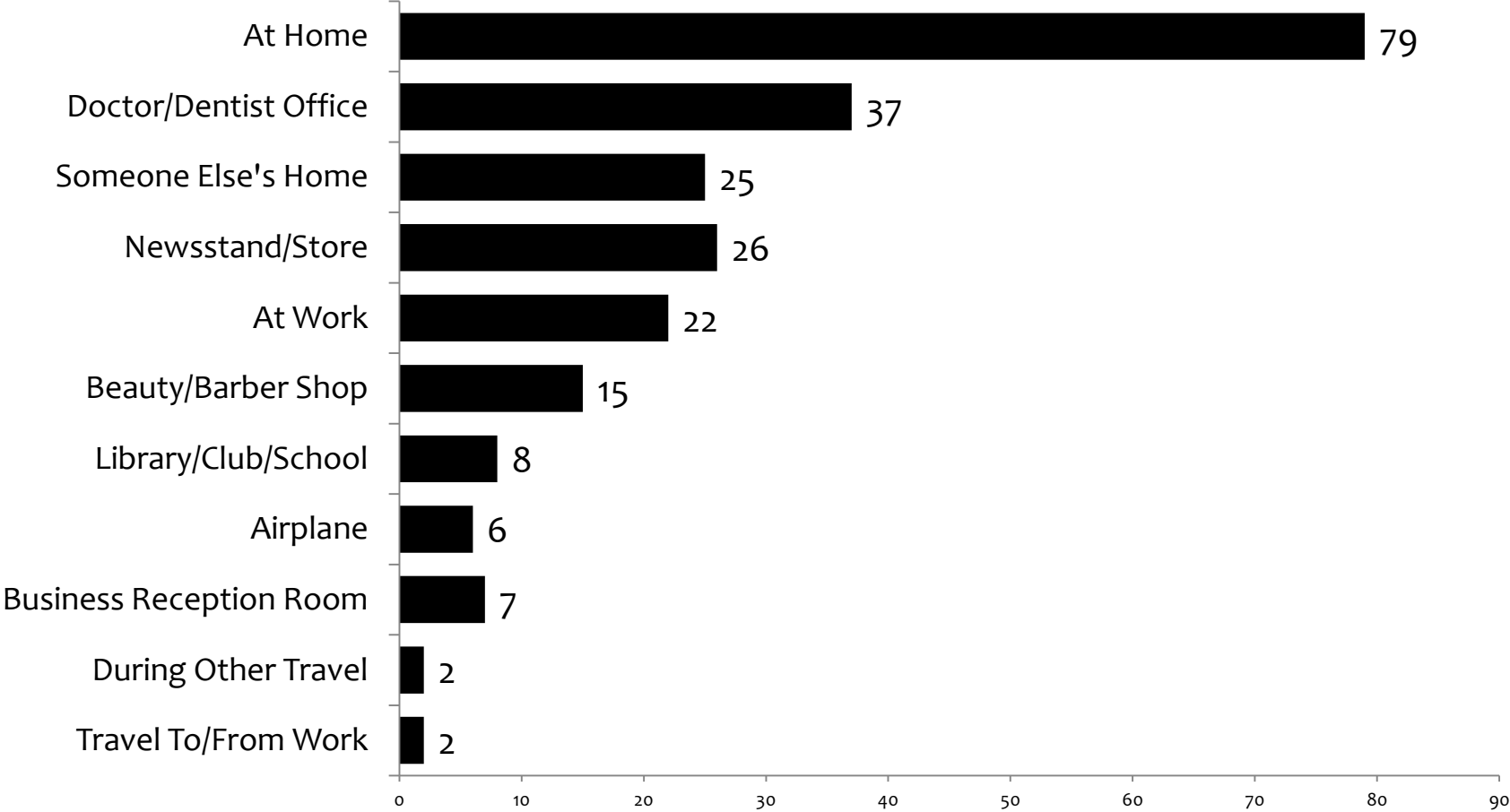


# MEDIA CONSUMPTION IN PERU & CANADA ARE SIMILAR



# PRINT IS READ PRIMARILY AT HOME

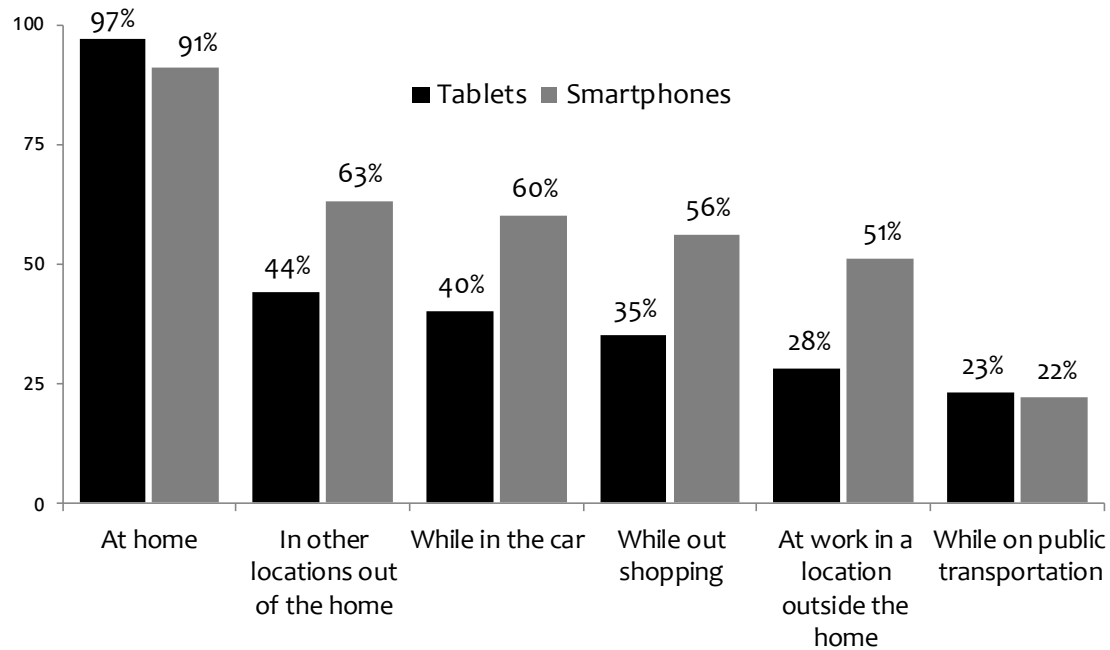
Magazine Reading By Location (%)



Source: MRI, MPA Hand Book

# MOBILE MAGAZINE READING IS SIMILAR TO PRINT

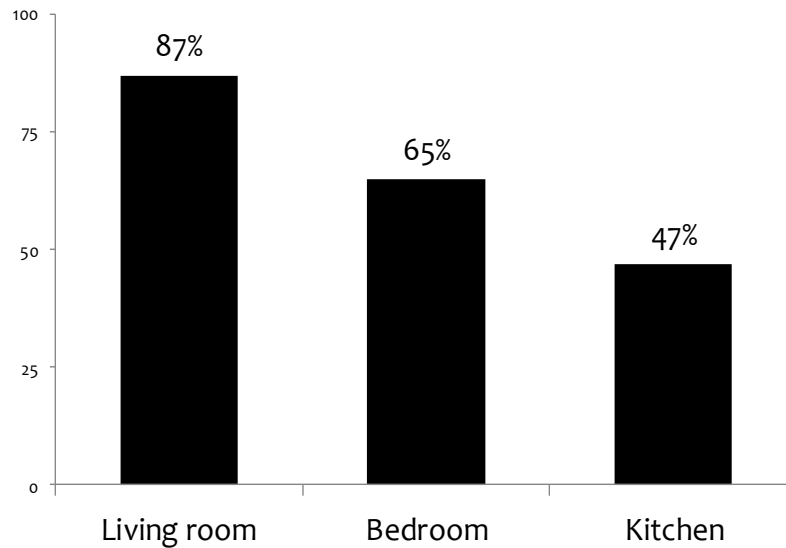
Where have you used your (device)? Select all that apply.





# TABLET USAGE IS FOCUSED IN AREAS OF RELAXATION

Tablet usage in the home by location (%)



# ADVERTISING RECEPTIVITY GREATEST DURING LEISURE TIME

How likely are you to tap, interact with, view, get more information or respond to an advertisement you see on your (device) in the following situations?

		RANKING BY LOCATION/DEVICE (1 TO 8)	SMARTPHONE	TABLET
Most receptive: captive/relaxed	}	At home – leisure time	1	1
		On public transport	2	2
		At home – doing chores	3	4
Least receptive: distracted/stressed	}	While out shopping	4	3
		Working at home	5	8
		At work – outside home	6	7
		Other locations – outside home	7	5
		In car	8	6

# MAGAZINES AND THE FUTURE

**Magazine brands are well positioned as multi-channel content providers, creating great content accessible on multiple platforms and devices**





# HOW MAGAZINE MEDIA WORKS







**10  
STRENGTHS**

# TARGETED AUDIENCE DELIVERY

Demographics

Geography

Passions

Needs





# NOT ALL CONSUMERS ARE CREATED EQUAL

## *Early Adopters*

I like to be the first to try new products!



Drive speed of brand adoption

## *Influencers*

I like being recognized as an authority!



Key to leveraging word-of-mouth

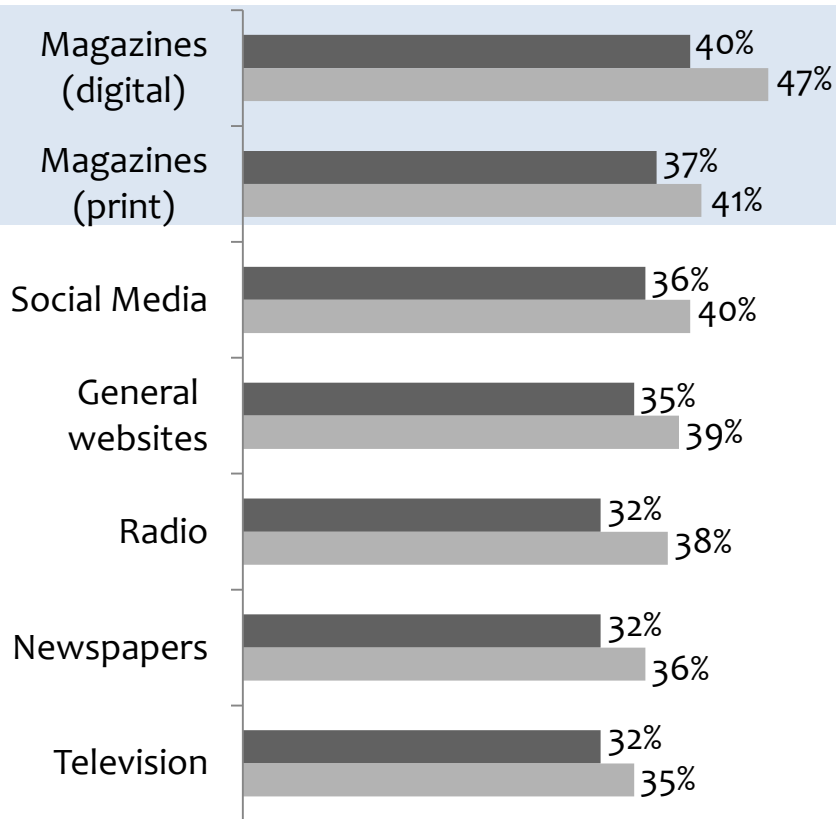
KEY TO LEVERAGING AND AMPLIFYING THE EFFECTS OF YOUR AD INVESTMENT

# MAGAZINE MEDIA DELIVER “SUPER INFLUENCERS”

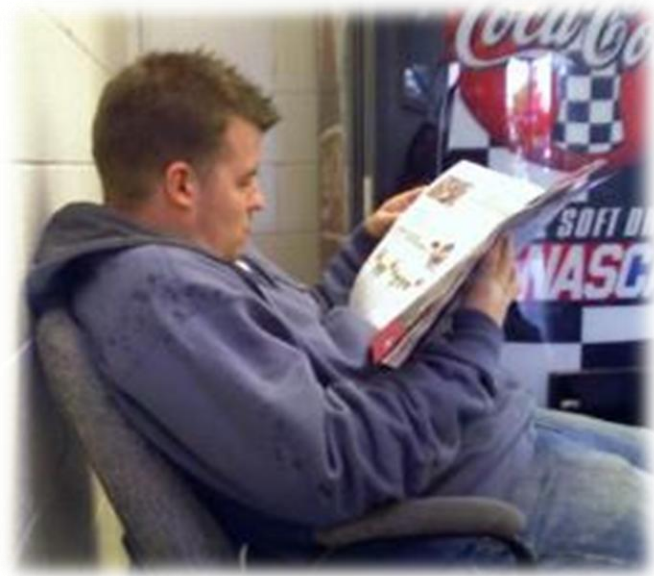
## % Composition

■ Early Adopters

■ Category Influencers



Leveraging print and digital Magazines in your campaign will give you access to the key customer segments you need.



# ENGAGEMENT





g Rr Ss Tt Uu

An engaged reader is personally involved! They are thinking, reacting, visualizing, laughing, connecting, and responding. They are finding new facts; gaining knowledge. Reading is an action sport.  
YOU are the key player!



# HIGH ENGAGEMENT: BOTH ADS & EDIT

## Advertisements

## Editorial

Recall  
Scores

54%

54%

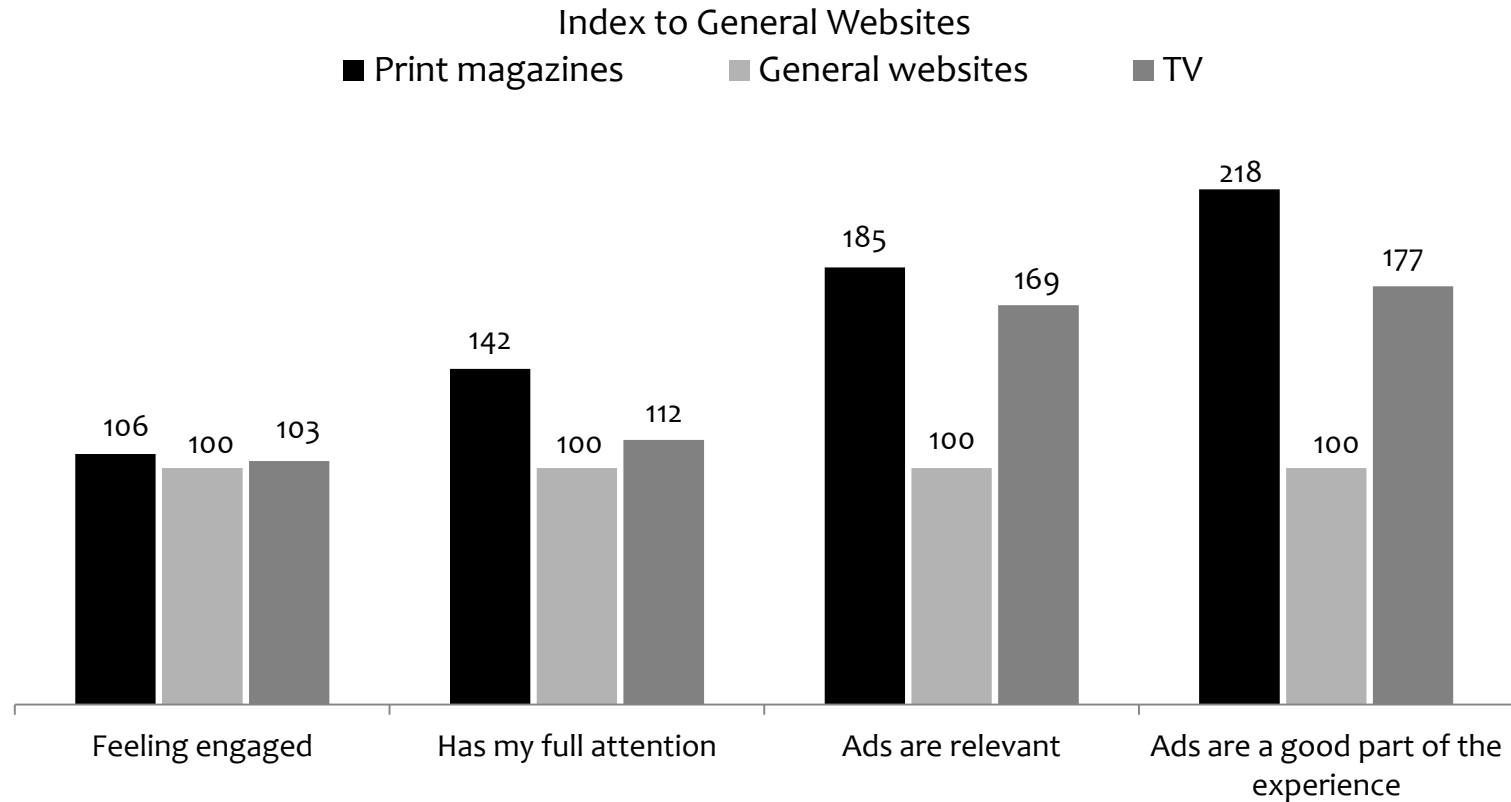
Net Action  
Scores

63%

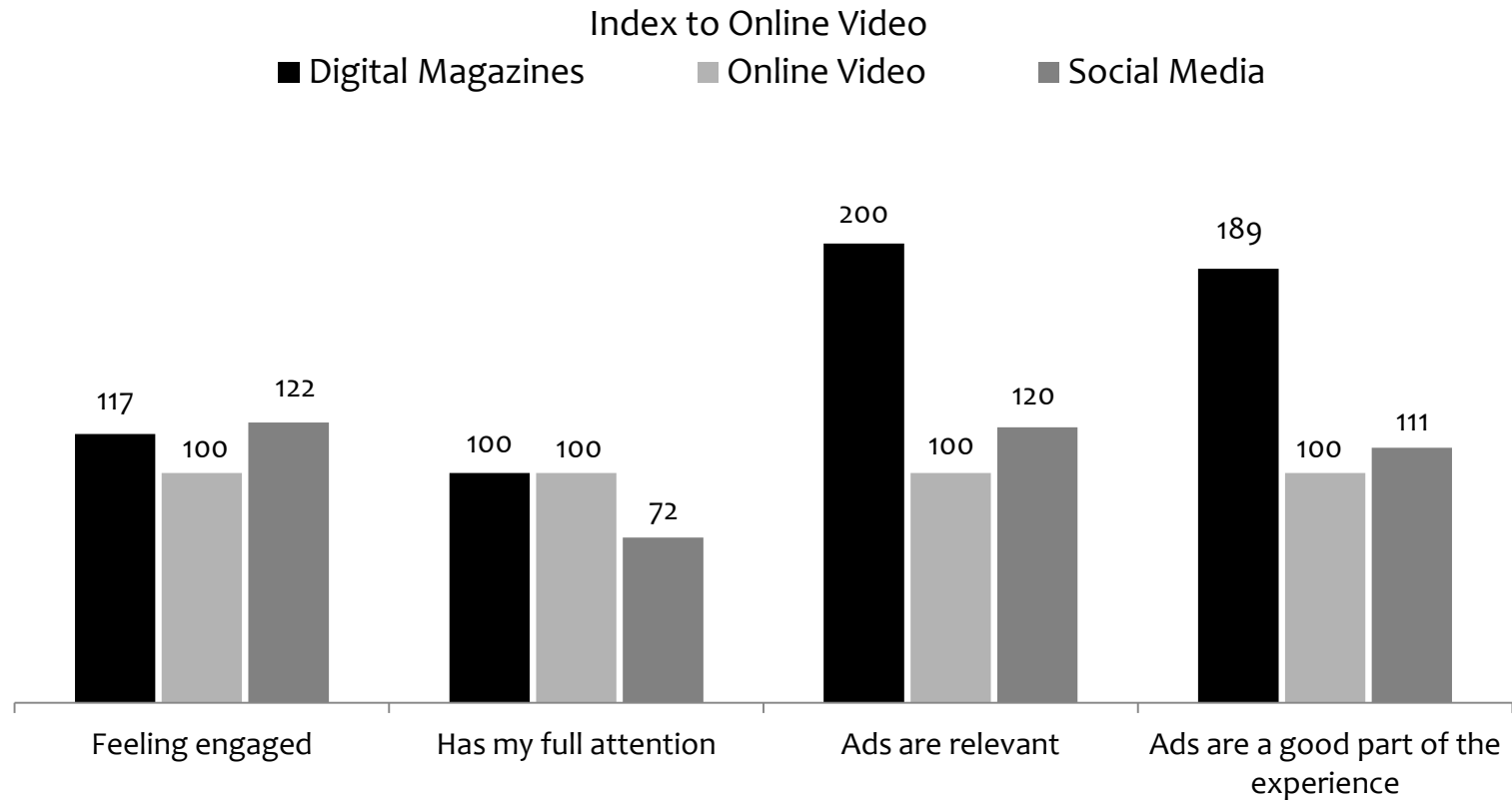
66%



# PRINT MAGAZINES CAPTURE AND HOLD ATTENTION



# SO DO DIGITAL MAGAZINE ADS



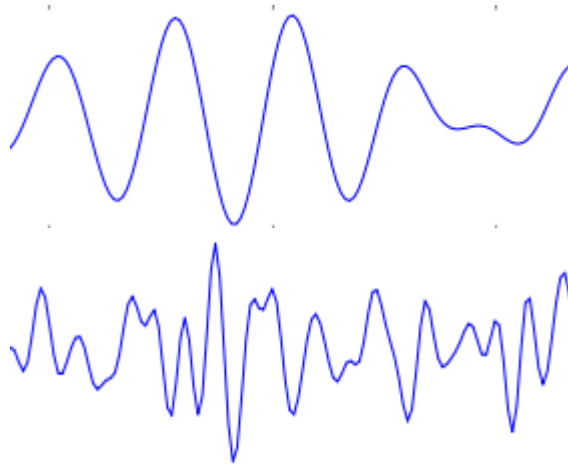
3

FOCUSED  
ATTENTION



# READING PROCESS DRIVES ATTENTION & UNDERSTANDING

The brain's response  
to **watching TV**  
Passive, slow brain waves



The brain's response  
to **reading Magazines**  
Active, fast brain waves



**Print reading process drives greater emotional processing**

**The brain works at a fully engaged, high level to process the printed word**

A porous, golden-brown sponge is centered in the frame. It has a highly textured surface with many small, irregular holes. A soft blue shadow is cast to the right and slightly behind the sponge. The background is plain white.

The fully engaged reading process  
allows your audience to quickly

**ABSORB**

detailed messages at their own pace  
increasing understanding  
of brand benefits

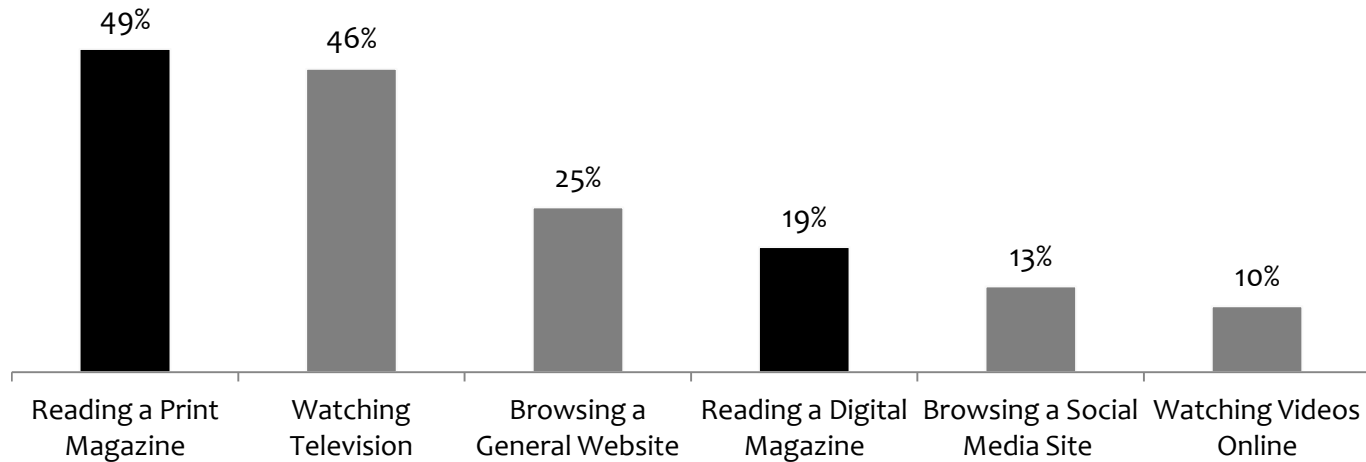


# ADVERTISING RECEPTIVITY

**OPEN**

# MAGAZINE ADS ARE MORE RELEVANT

Has Relevant Advertisements

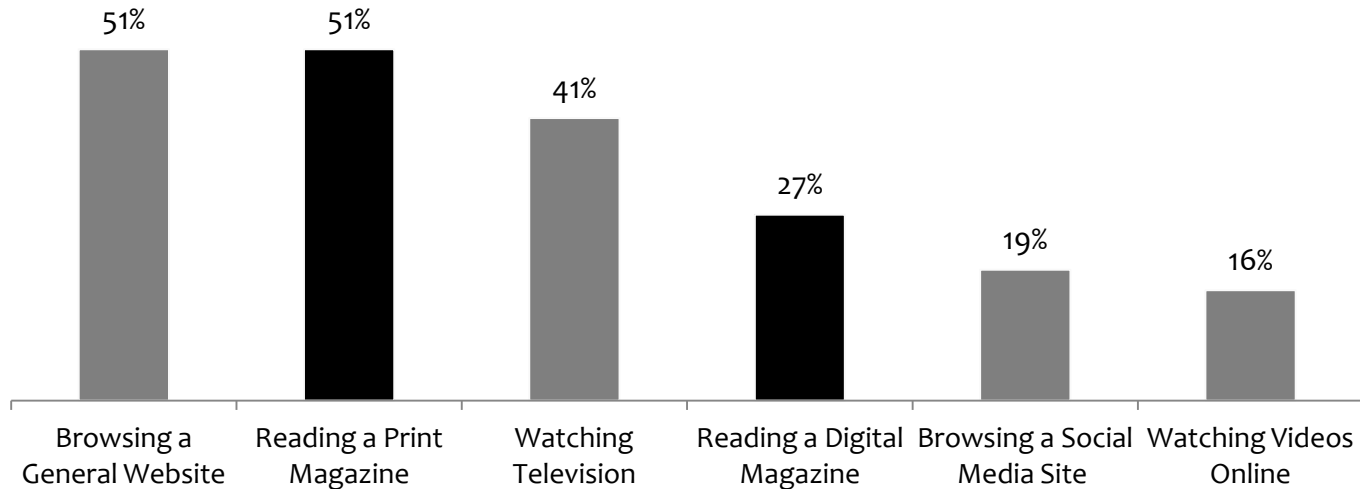


Q32. Which of the following mediums do you associate with ...?



# MAGAZINE ADS ARE A SOURCE TO LEARN ABOUT NEW PRODUCTS

A Source to Learn about New Products/Services

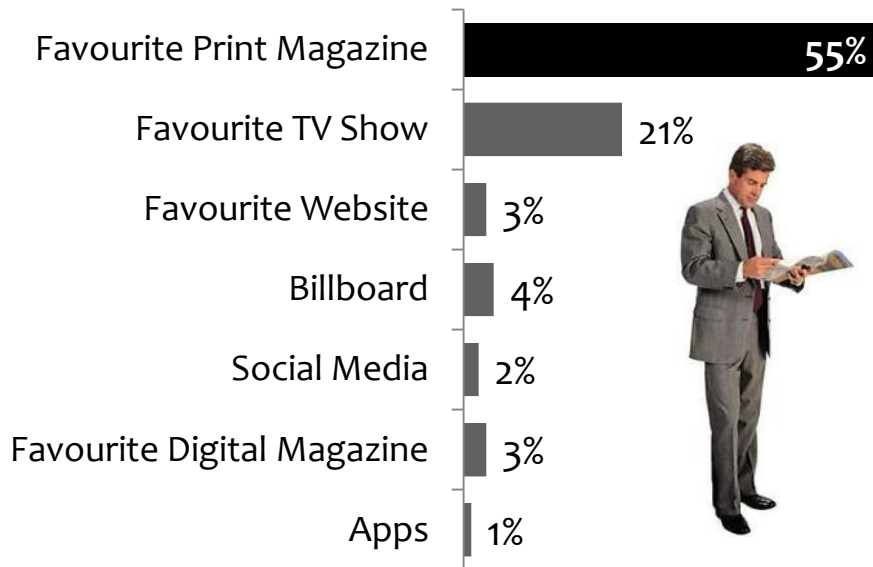


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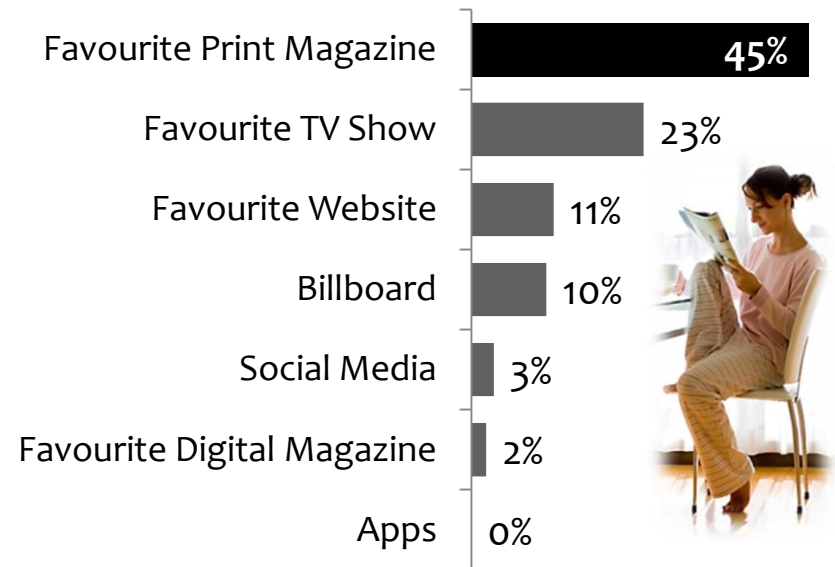
# MARKETER & CONSUMER AD PREFERENCES

Q: Where do you prefer to look at an ad?

## Marketers



## Consumers



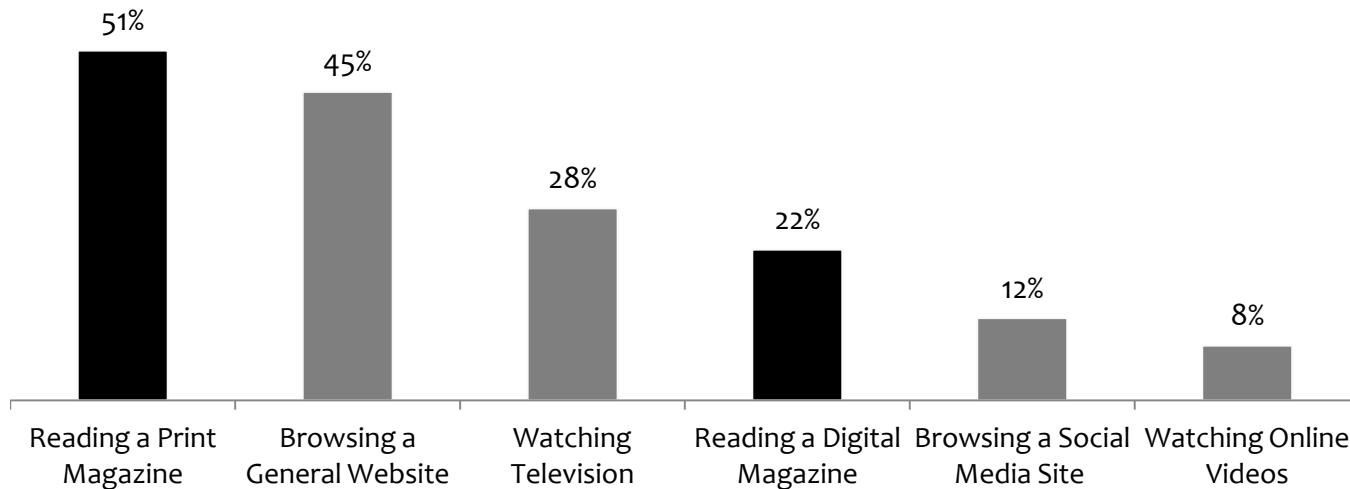
A 3D-rendered puzzle piece is the central focus, tilted slightly. The piece is orange and features the word "TRUST" in large, white, bold, sans-serif capital letters. The puzzle piece is surrounded by other white puzzle pieces, some of which are partially visible. The lighting creates soft shadows, giving the piece a three-dimensional appearance.

**TRUST**

5

# CONSUMERS TRUST INFORMATION FOUND IN MAGAZINE MEDIA

Has Information I Trust

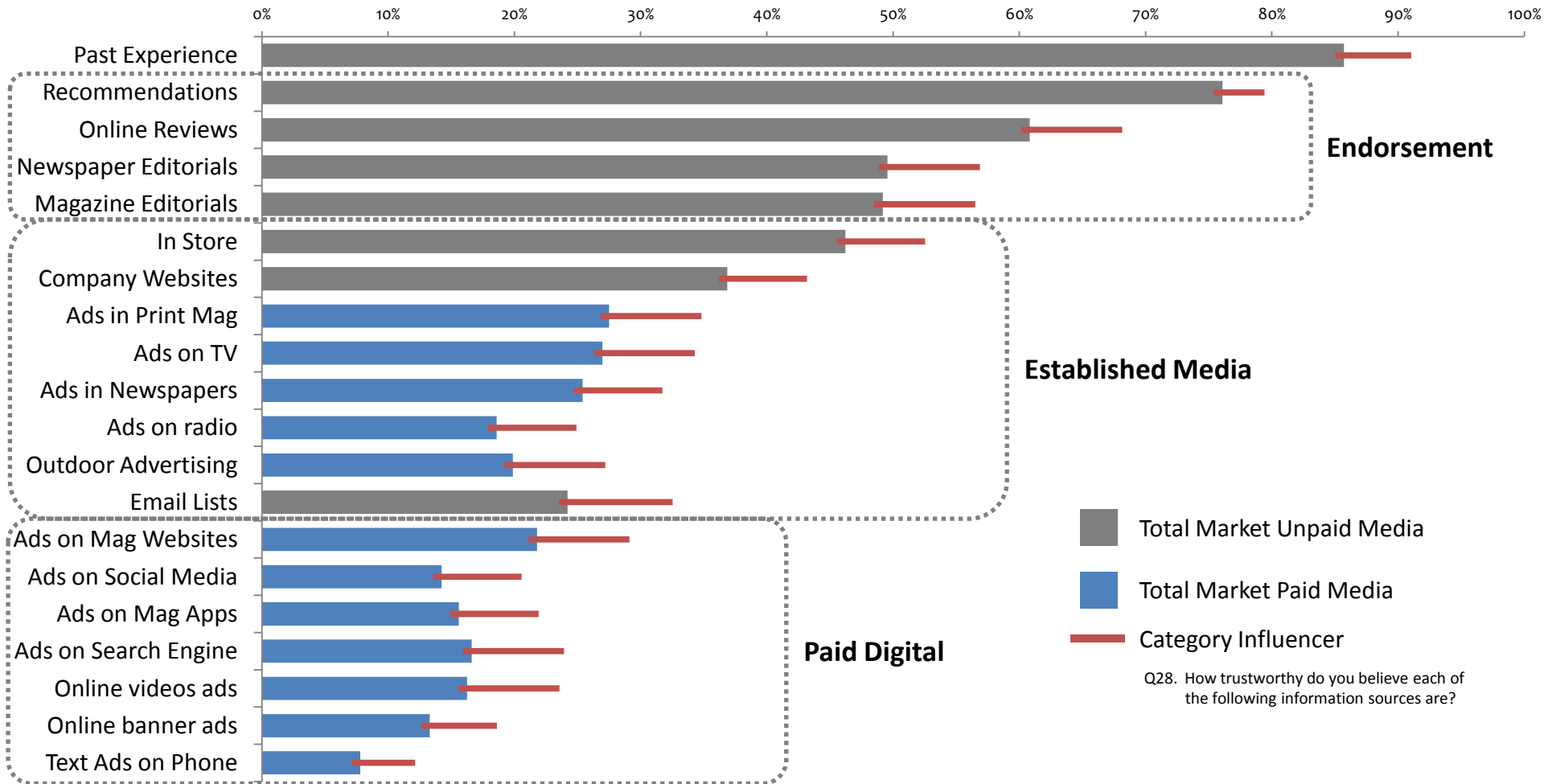


Q32. Which of the following mediums do you associate with ...?



# PRINT & ONLINE MAGAZINES ARE MOST TRUSTED PAID MEDIA

Trust of Information Source



Q28. How trustworthy do you believe each of the following information sources are?

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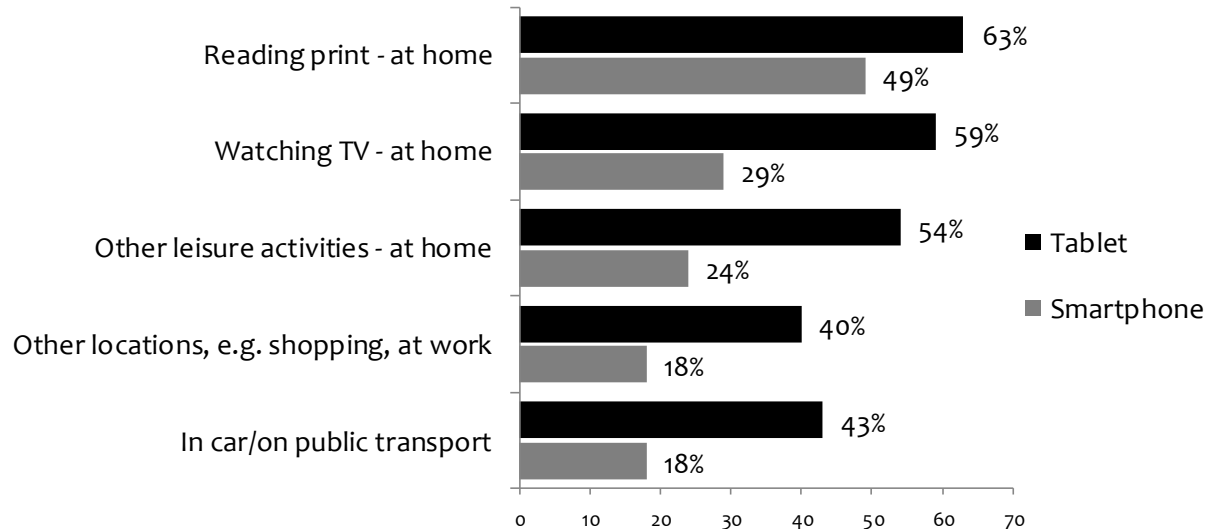


**THROW TO WEB & SEARCH**

# READING PRINT IS A PRIMARY ONLINE SHOPPING CATALYST

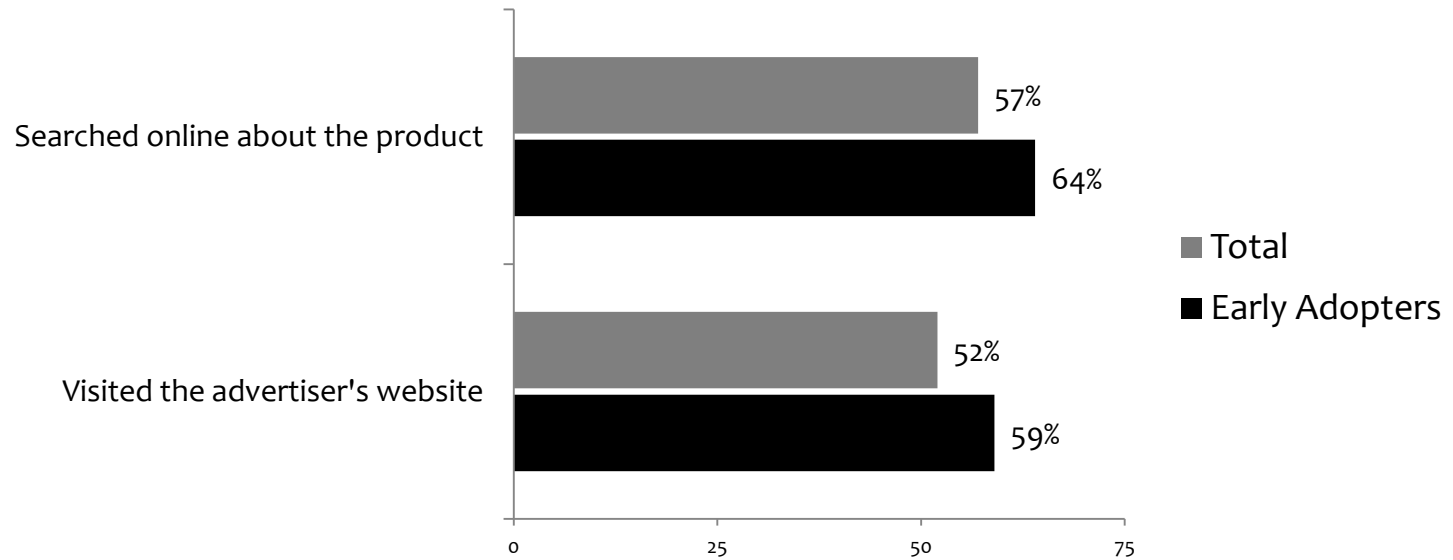
Shopping while reading print at home is the foremost activity performed on tablets (63%) and smartphones (49%). Print content is a primary shopping catalyst.

Which of the following have you done (in location/situation)?  
Data represents shopping activity



# MAGAZINE ADS DRIVE SEARCH AND ADVERTISER WEBSITE VISITS

Action Ever Taken After Seeing Magazine Advertisements (%)



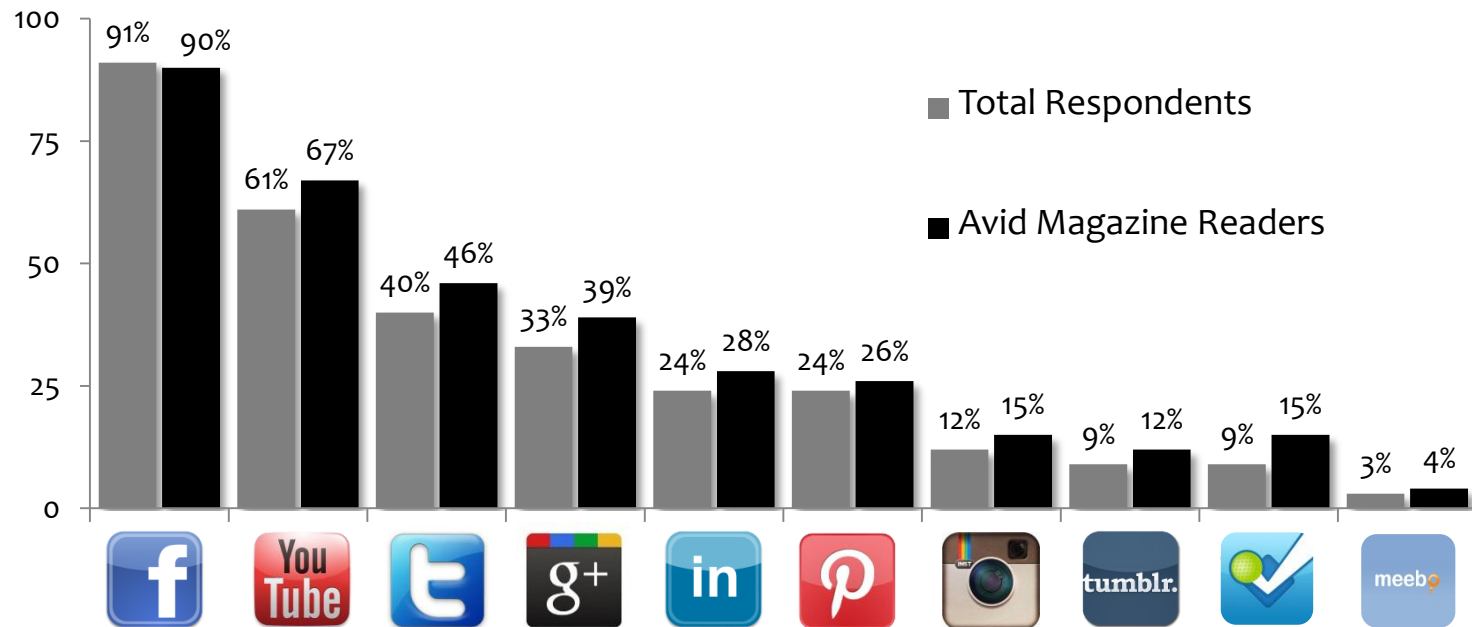
Q38. Which of the following have you ever done after seeing a magazine ad that captured your attention?





# MAGAZINE READERS ARE HEAVY SOCIAL MEDIA USERS

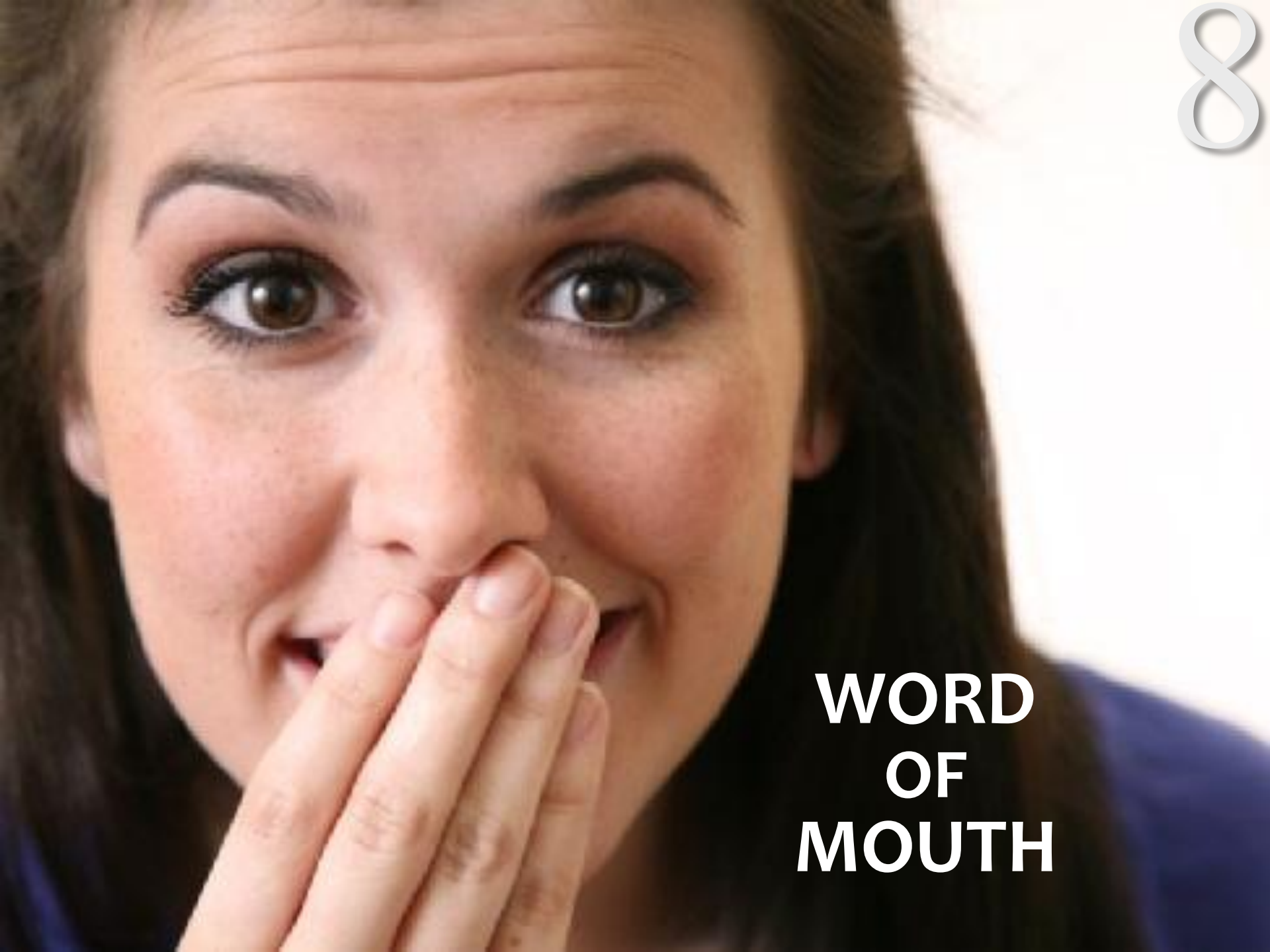
Q: Which, if any, of the following forms of social media are you currently using?



# MAGAZINE MEDIA AUDIENCES AMPLIFY THE MESSAGE

Avid magazine readers are more social media savvy than the general population.

AVID MAGAZINE READERS ARE MORE ENGAGED WITH SOCIAL MEDIA	GENERAL POPULATION	AVID READERS	INDEX
The experience of interacting with media is generally enhanced when shared with others	48%	67%	140
Magazines for me are one of the most highly credible sources of information for the area that I am personally interested in	33	62	188
I trust the opinion of a magazine editor	30	54	180
SHOPPING ACTIVITIES (FREQUENTLY/SOMETIMES)			
Download coupons from a company's Facebook page	53	63	119
Enter contests on Facebook or Twitter to win products or receive discounts	59	66	112
Redeem an offer from a company's Twitter feed or Facebook page	51	61	120
Seek the opinion of your Facebook friends before buying a product	50	62	119
Tell your friends on Facebook or Twitter about a special sale that you heard about	53	62	117
AGREEMENT WITH SOCIAL MEDIA INVOLVEMENT STATEMENTS			
I love to share articles or products that I see in magazines immediately with others	35	54	154
I like to use social media to talk about what I am reading in magazines	29	47	162
It is important to me to be able to engage with a magazine brand on social media platforms	27	46	170

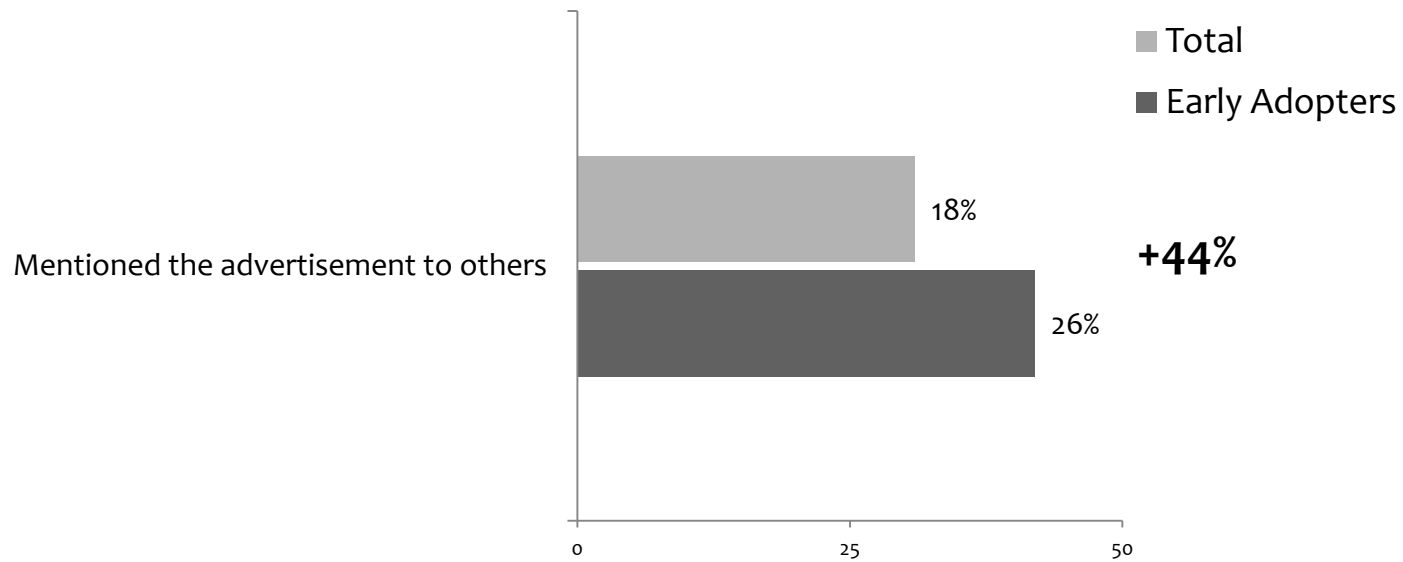


**WORD  
OF  
MOUTH**



# MAGAZINE ADS DRIVE WORD-OF-MOUTH

Action Ever Taken After Seeing Magazine Advertisements (%)



Q38. Which of the following have you ever done after seeing a magazine ad that captured your attention?



**GET A REACTION & TAKE ACTION!**

# PRINT MAGAZINE READERS TAKE ACTION AFTER READING A PRINT AD

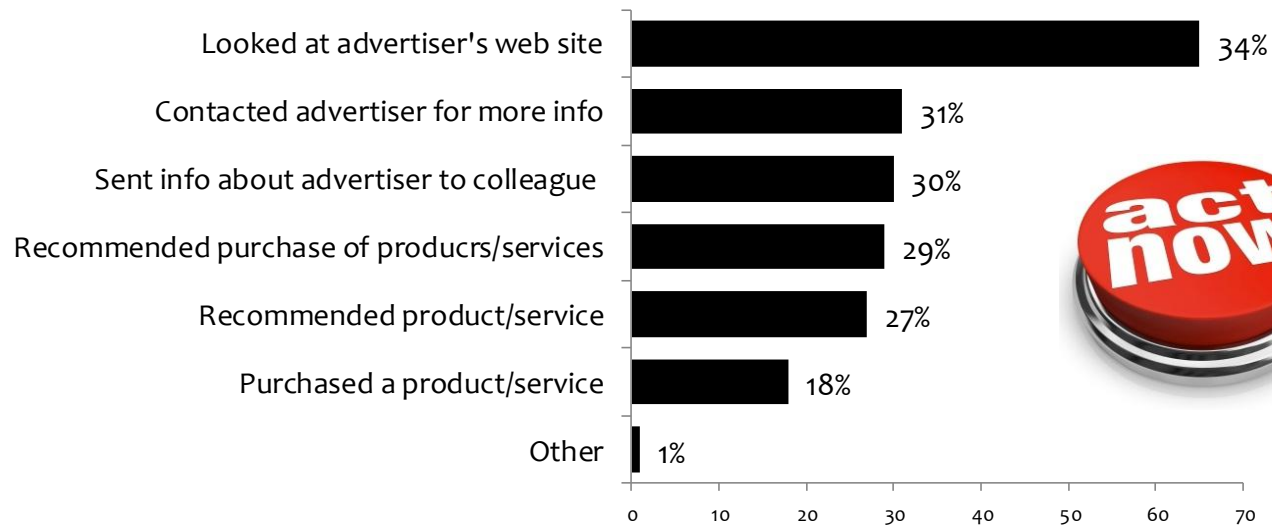
## ACTIONS READERS TOOK OR PLAN TO TAKE AS A RESULT OF EXPOSURE TO SPECIFIC PRINT MAGAZINE ADS

Consider purchasing the advertised product/service	27%
Have a more favourable opinion about the advertiser	19%
Gather more info about the advertised product/service	15%
Purchase the advertised product or service	14%
Recommend the product/service	13%
Visit the advertiser's website	10%
Visit a store, dealer or other location	8%
Clip/save the ad for future reference	6%
Visit/join the company's social network	4%
Take picture of QR code/snap tag with cell phone	4%
<b>TOOK ANY ACTION (NET)</b>	<b>62%</b>

Engagement = Liking = Action = Loyalty

# DIGITAL MAGAZINE READERS HAVE AN ACTION ORIENTATION

What actions have you taken as a result of reading an advertisement/article in this digital publication?



**90%**

of readers (net) took one or more specific actions



**MAGAZINES WORK HARD**



10

# ADVERTISING IN MAGAZINES DIRECTLY INCREASES SALES

Advertisers experience a sales lift, earning an average return of \$7.81 for every \$1 they spent on ads in their magazines.

**\$1** spent



=

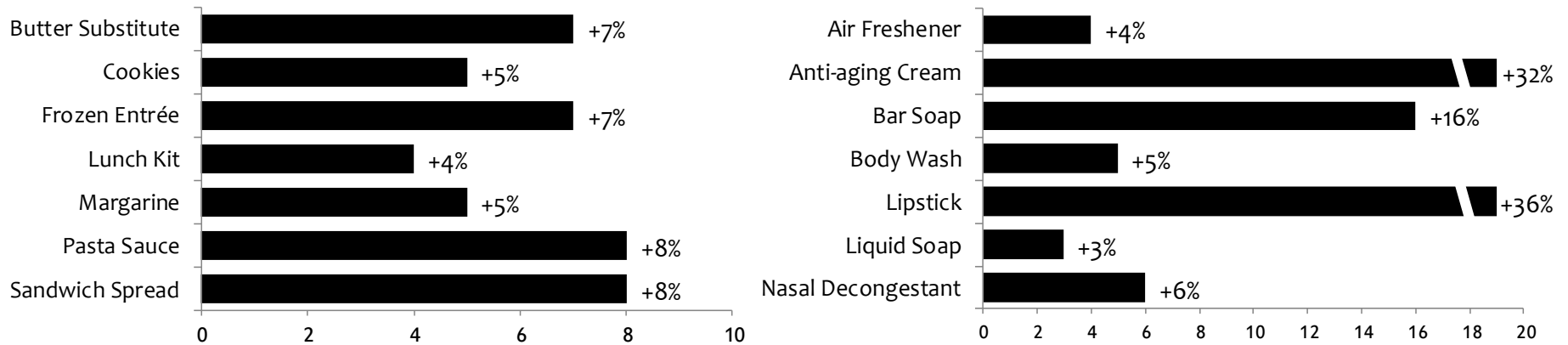
**\$7.81** in return



# MAGAZINES CREATE SALES AND A STRONG ROI

Households that were exposed to magazine advertising, versus a control group of those who were not, for 14 brands showed a range of sales uplift from 3% to 36%. Nielsen calculated an average ROI of \$6.61 across the 14 brands.

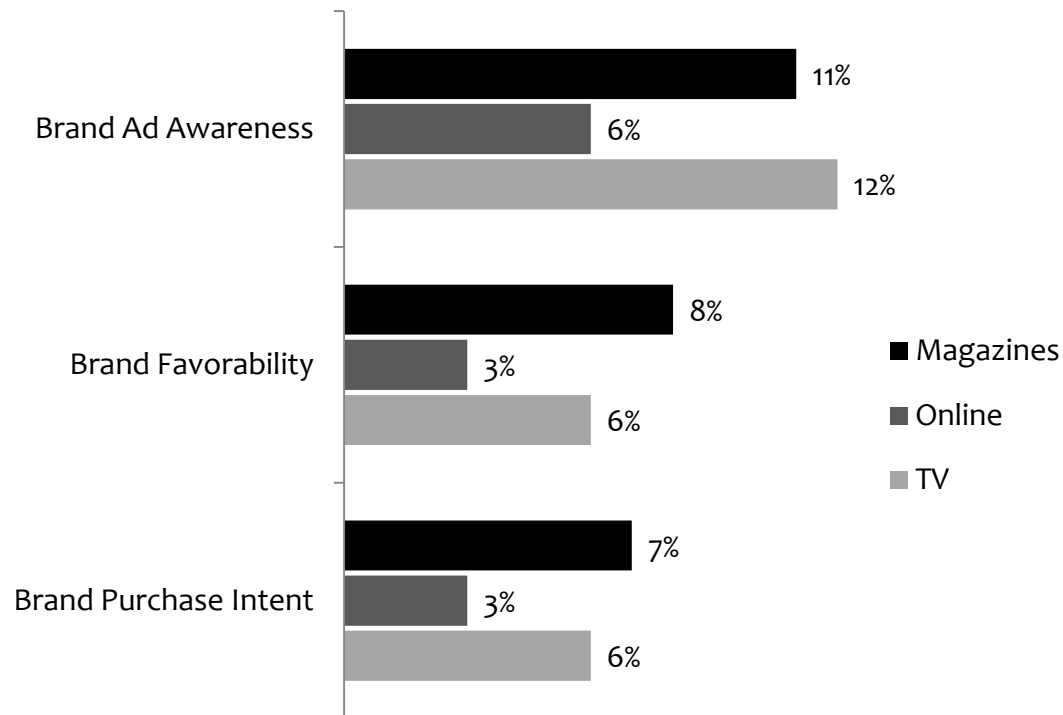
Sales uplift among households exposed to magazine advertising



**Average ROI of \$6.61 across the 14 Measured Brands**

# MAGAZINES OUTPERFORM ON CRITICAL PURCHASE DRIVERS

Average impact by single channel exposure

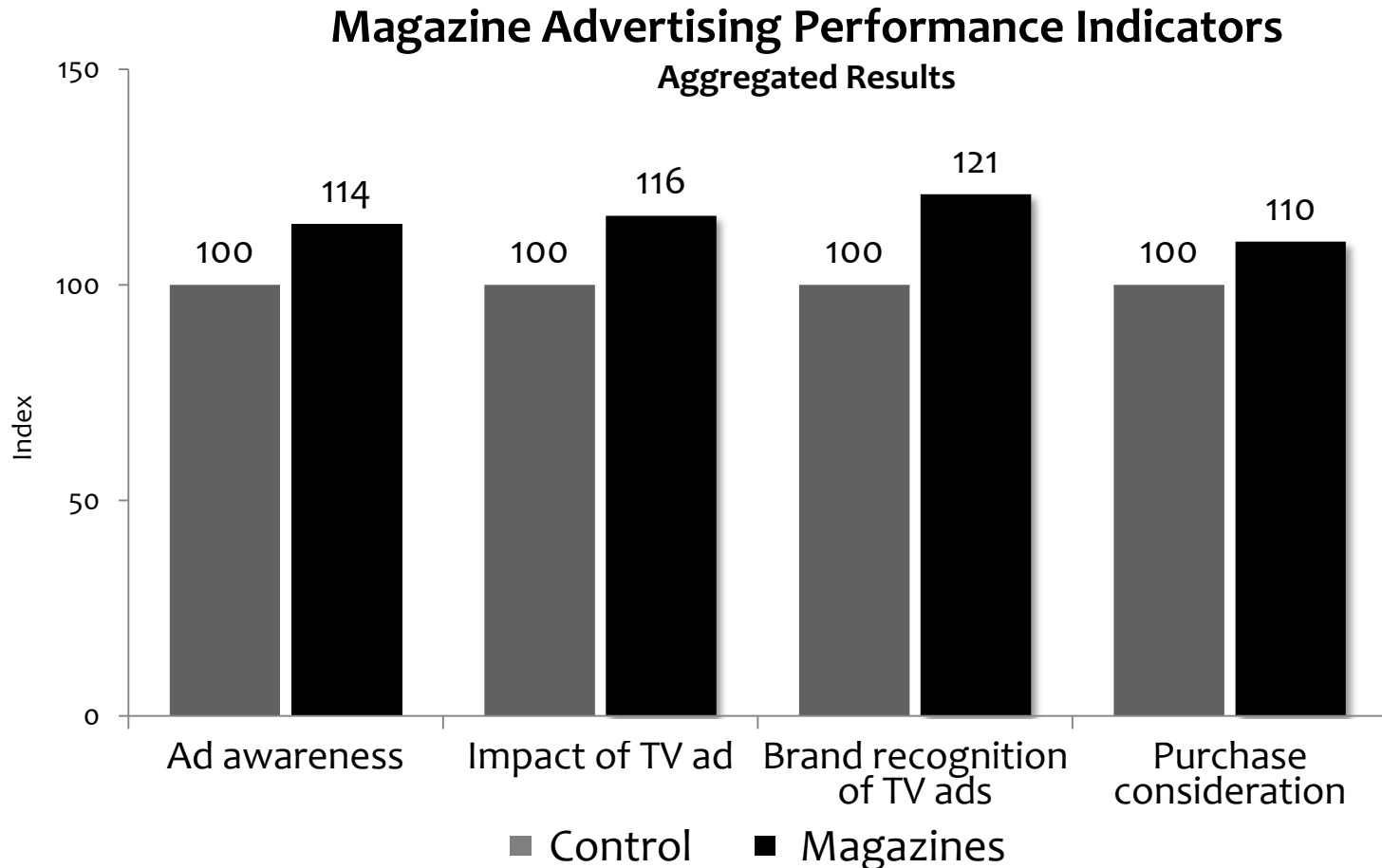


Data is delta: Delta = Control – Exposed

Number of respondents: Magazine n=49,965; Online n=119,901; TV n=79,375



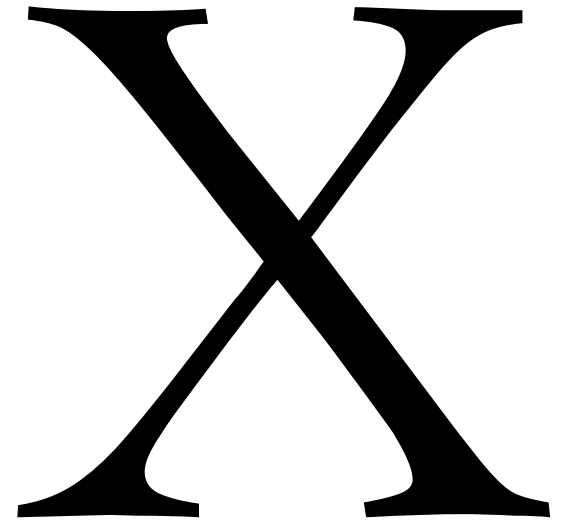
# MAGAZINE ADS HELP TV ADS WORK HARDER



# Multiplier Effect

**Two media are better than one**

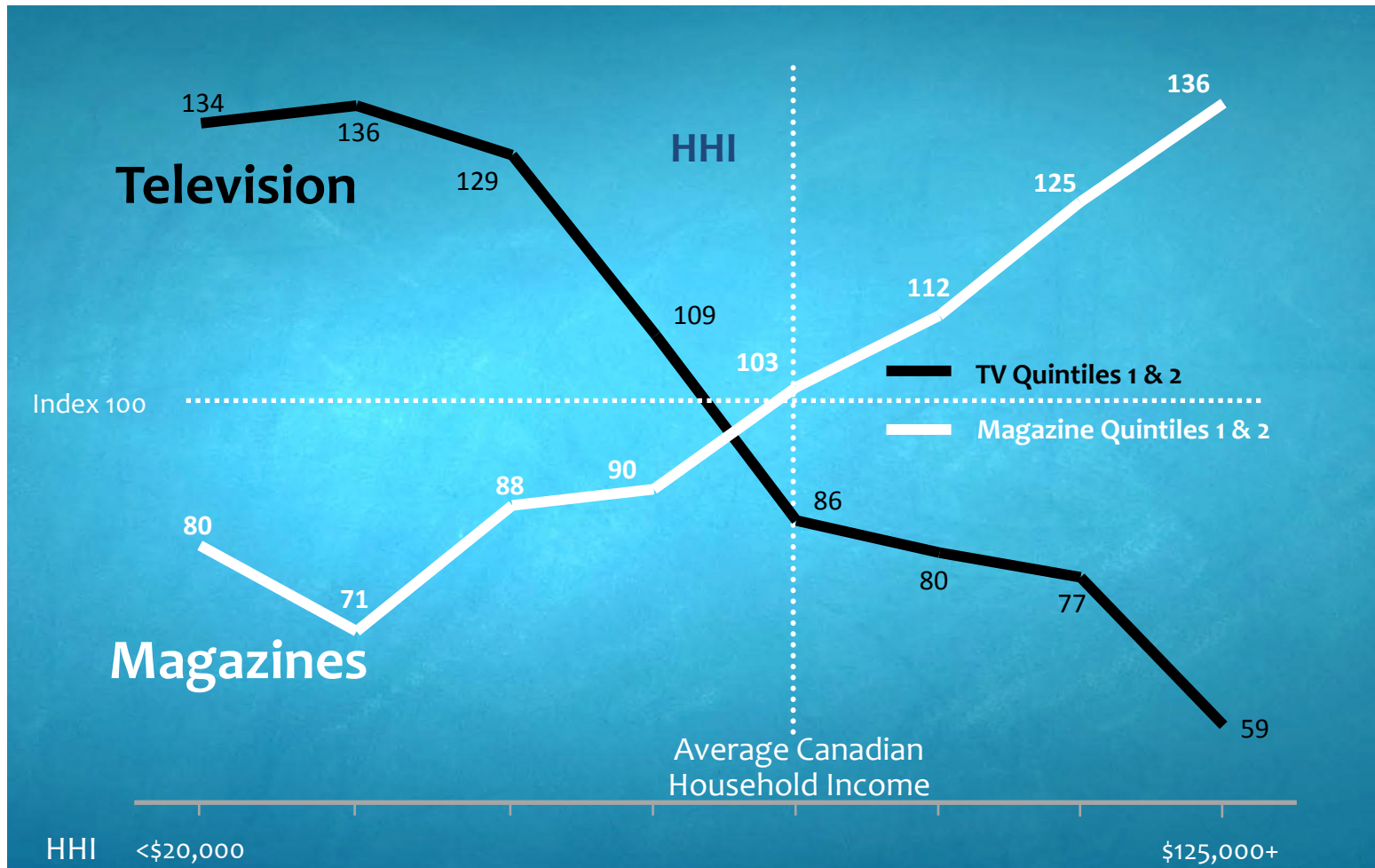
Communication Effect and Targeting Effect

A large, bold, black 'X' symbol, centered on the right side of the slide. It is a simple, thick-lined character.

**Multiply Sales**

# IMPROVED TARGETING EFFECT

MAGAZINES DELIVER DESIRABLES





**THE POWER  
& POTENTIAL OF  
THE PRINTED MAGAZINE PAGE**

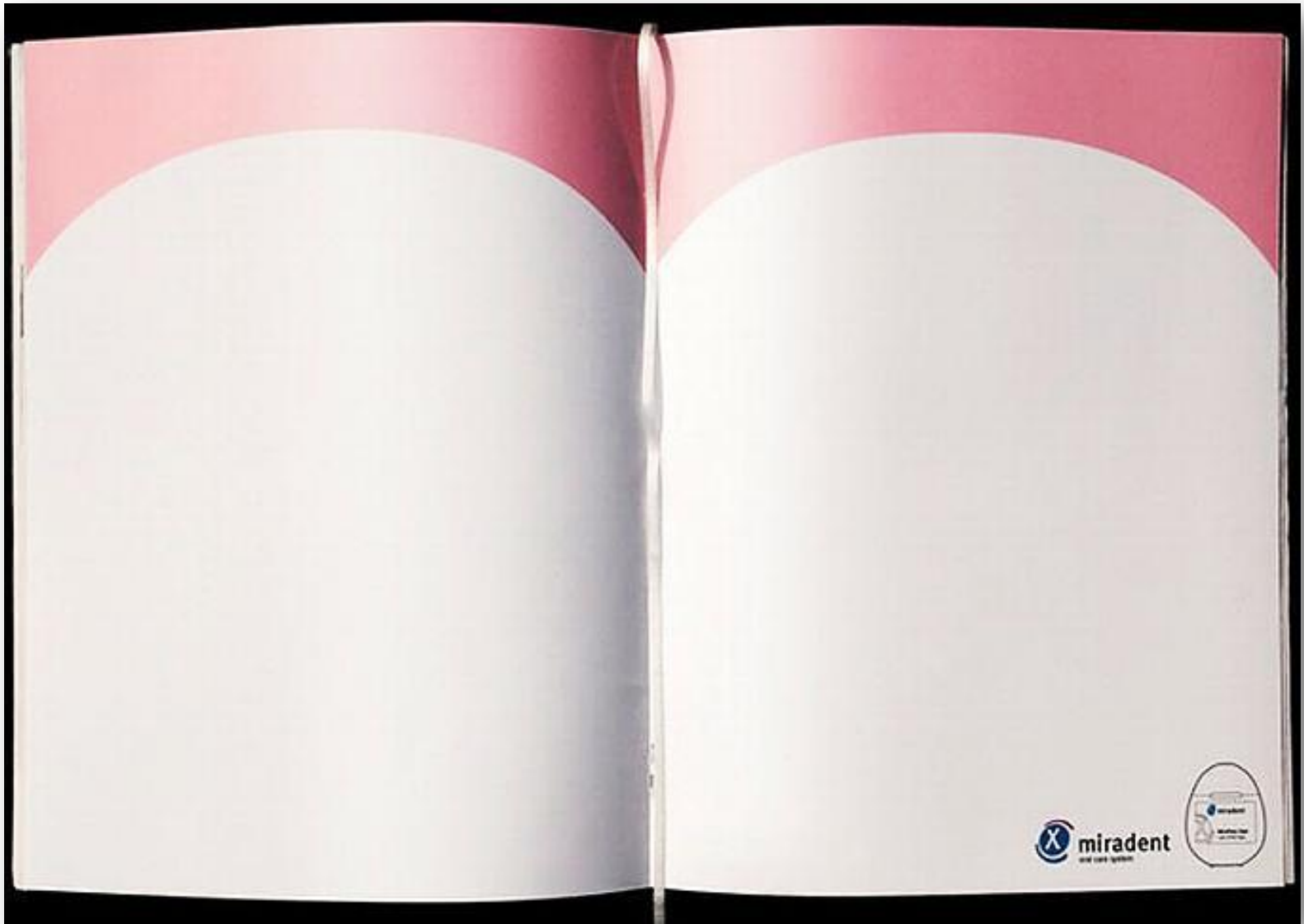





adidas simple3 / short  
www.adidas.com

FOREVER SPORT





 **miradent**  
and care system









TIMOTEI  
Natural Style





# LIGHT SENSITIVE INKS

INK CHANGES COLOUR IN SUNLIGHT



# FLAVOURED PAPER

PAPER CAN BE FLAVOURED TO MATCH VARIOUS FOOD PROFILES



# DRY TATTOOS

A PAPER RELEASE SHEET THAT TRANSFERS THE IMAGE TO THE SKIN  
OR OTHER SURFACES WHEN RUBBED ON



# BANANA LEAF AD

AN AD INSERT SCREEN-PRINTED ON A BANANA LEAF TO SUPPORT  
A RETURN TO NATURE AND THE GREEN BENEFITS OF THE SUV



*(Click on image to hyperlink)*



# PAPER FOLDS

ROLL UP THE MAGAZINE TO INSERT A SMARTPHONE  
INTO A DIE-CUT SLOT TO AMPLIFY SOUND



# SOLAR CHARGER

A SOLAR-POWERED MAGAZINE INSERT  
TO CHARGE YOUR DEVICE



# INTERACTIVE VIDEO PLAYER

PAPER-THIN, SMALL SCREEN CAPABLE OF LOADING A SHORT VIDEO



*(Click on image to hyperlink)*

# PERSONALIZED PAGES

SUBSCRIBERS SEND THEIR PICTURE TO WIRED TO CREATE A PERSONALIZED COVER

VARIABLE PRINTING





# SOUND CHIPS

A LIVING (SORT OF) BREATHING PAGE  
CELEBRATING THE RELEASE OF THE STAR WARS TRILOGY DVD



# USB WEBKEY INSERT

PRE-PROGRAMMED, ULTRA-THIN USB KEY THAT THROWS TO THE WEB



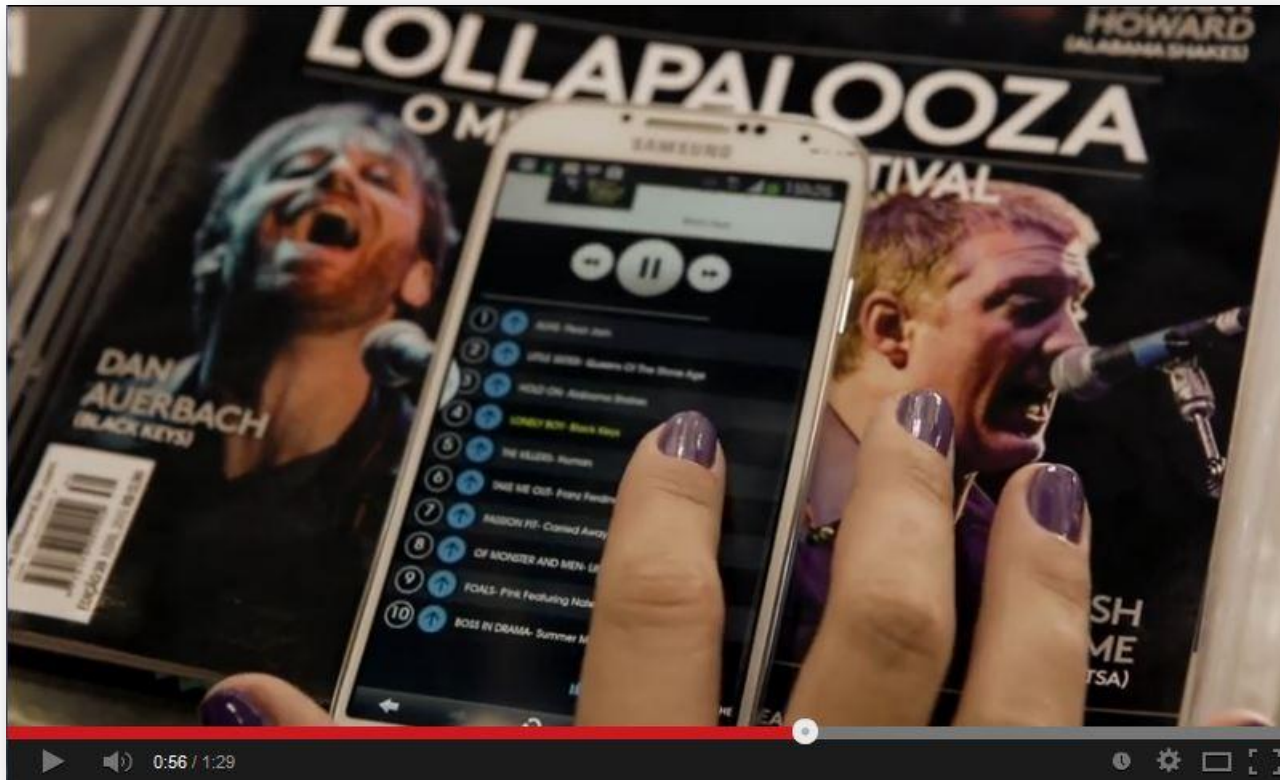
# QUICK RESPONSE (QR) CODES

SNAP A PICTURE USING A MOBILE PHONE TO TRIGGER ACTION



# NEAR FIELD COMMUNICATION

PLACE A SMARTPHONE ON THE PAGE TO PLAY AN INTERACTIVE PLAYLIST,  
SELECTED BY THE MAGAZINE/ADVERTISER, USING NFC STICKERS

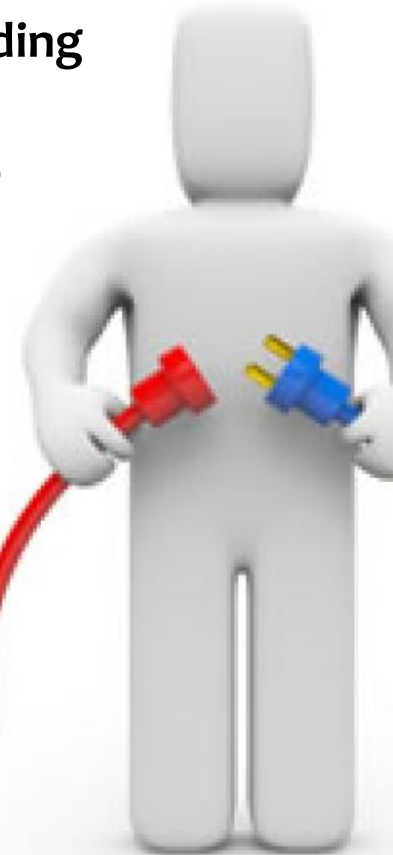


*(Click on image to hyperlink)*



# How do Magazines Connect

- **Highly targetable** towards discrete **demographics, geography** and reach of “**early adopters**” & “**category influencers**”
- **Great content in context** combined with the **focused act of reading** means magazines win across **engagement** metrics
- **Ads are accepted** as an **integral & trusted** part of the magazine package, driving **advertising receptivity**, not ad avoidance
- Magazine readers have an **action orientation** after reading ads.  
**Magazines excel at:**
  - Driving to advertisers’ websites
  - Driving search
  - Driving word-of-mouth recommendation
  - Driving social media activity/amplification
  - Driving purchase intent and advertiser favourability
- Magazines are **proven business builders** creating strong **ROI**
- The **blank page** is an **invitation to do bold, creative work that will engage, inspire and motivate readers.**



**GO BOLDLY & CONNECT WITH MAGAZINES**

# igracias

Thank You!

