



PAY

ATTENTION!

MAGAZINES' ROLE IN THE MODERN MEDIA MIX

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EXECUTIVE SUMMARY

The effectiveness of magazines is much underestimated, as a recent report from the Radio Centre 'Re-evaluating media' underlined. An aggregate of all the media scores in this study shows that the gap between evidence and perception is the starkest for magazines.

Narrowing this perception gap is an important challenge facing the magazine industry. Our own effectiveness work has demonstrated the power of magazine when it comes to long and short terms effects including, brand equity, customer acquisition and activation.

We are keen to tackle this perception challenge. This report serves to answer the question 'why should advertisers and agencies invest in magazines?'

In today's media landscape attention is hugely important. Attention to advertising matters more than it ever has. There are more times and places where we can capture the consumers' attention, yet numerous studies show attention to advertising is declining. Why? Because attention is a finite resource and we are in danger of over exploiting it.

When it comes to attention to advertising, it seems the more attention we try to squeeze out of consumers, the more they find ways to defend against it.

Digital detox, banner blindness and adblocking are all symptoms of an advertising ecosystem that is overloaded. In our rush to embrace all the new ways we can reach the consumer, to continually mine and measure this using the new tools of digitalisation and data, we have focused too heavily on eyeballs.

Not all reach is equal, and now is the time to consider quality attention. Quality attention matters. The neuroscience evidence shows that advertising that is encoded into memory is a predictor of future behavior. We need to start to prioritise environments where ad avoidance is low. These spaces where advertising is welcome provide a under-appreciated value.

Magazines provide high quality attention that is immersive and focused, more importantly attention to their advertising is one of the highest. This is because they provide a positive content and advertising experience, a relevant context that enhances receptivity to advertising and a highly trusted environment. With magazines, advertising is not rejected, but seen as a positive part of the experience.

What's more this high-quality attention doesn't need to be expensive.

Analysis of CPT's for commonly planned and bought audiences show that magazines are exceptional value.

A BRIEF NOTE ON REPORT SCOPE

Measuring attention is complex; no single study will be able to provide us with the full picture, our whitepaper in collaboration with Bournemouth university made this apparent. This report is the start of a journey, from which we hope some interesting debate will emerge. We are committed to building our understanding of attention and the unique role that magazine media plays for advertisers.

This report includes evidence for magazine in print and online, although it is unashamedly print focused. When it comes to attention, it is magazine print environments that deliver the most focused type of attention. This is not to dismiss the role of online or indeed any other channel. All channels have their own unique roles and this report simply serves to underline the modern role of magazines.

Throughout the report we will clearly indicate if we are referring to magazines in print or online.

CHAPTER 1

MAGAZINES WORK

THE EFFECTIVENESS OF MAGAZINES IS MUCH UNDER-ESTIMATED

WHAT THE EVIDENCE SAYS

- 1 TV
- 2 RADIO
- 3= NEWSPAPERS
- 3= **MAGAZINES**
- 5 ONLINE VIDEO
- 6 DIRECT MAIL
- 7 SOCIAL MEDIA (PAID)
- 8 ONLINE DISPLAY
- 9 OUT OF HOME
- 10 CINEMA

WHAT ADVERTISERS & AGENCIES THINK

- 1 TV
- 2= RADIO
- 2= SOCIAL MEDIA (PAID)
- 2= ONLINE VIDEO
- 5 DIRECT MAIL
- 6 OUT OF HOME
- 7 ONLINE DISPLAY
- 8 NEWSPAPERS
- 9 **MAGAZINES**
- 10 CINEMA

Source: 'Re-evaluating media, 2017 (Radiocentre/ Ebiquity)

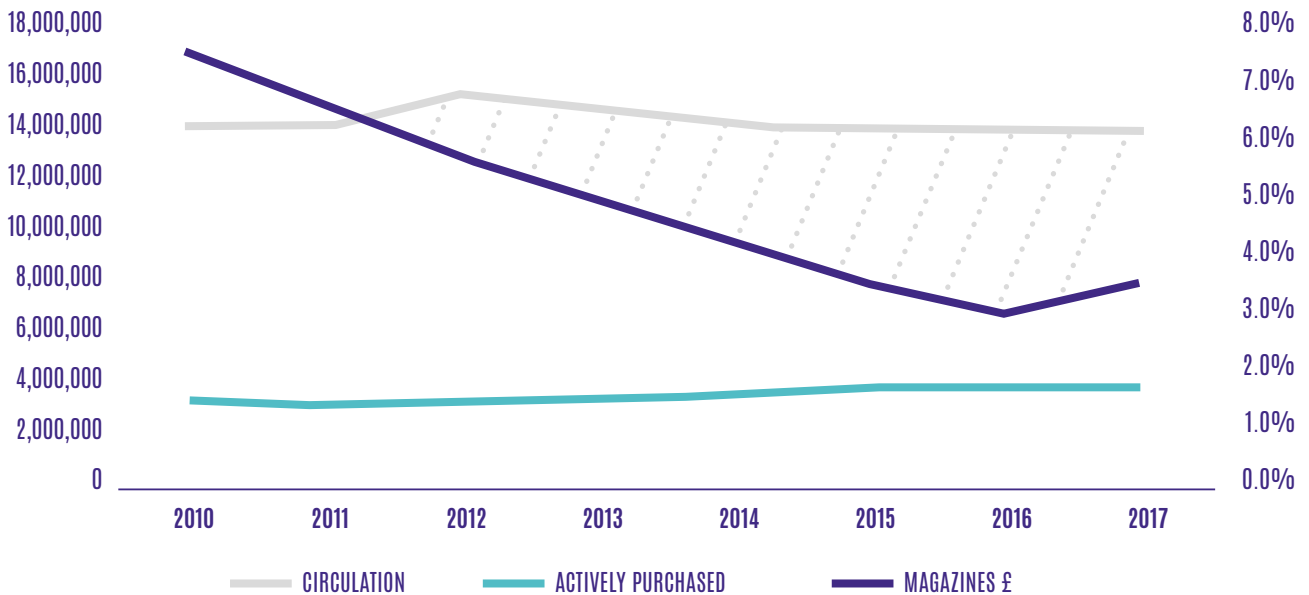
Being able to prove the effectiveness of your marketing has always been critical and in the current climate of uncertainty, arguably it's more important than ever. Fuelled by the proliferation of data and a culture of justification, as an industry we have built up an enviable body of effectiveness work in the UK.

Every channel has its own effectiveness evidence and magazines are

no exception. A deeper dive into this evidence will also reveal against what objectives different channels excel. This detail is where a lot of the most useful information is, because effective campaigns require a mix of media and figuring out the role for each channel is a critical question. This is where the bulk of this paper focuses. But before we get into that it's worth briefly reviewing the effectiveness

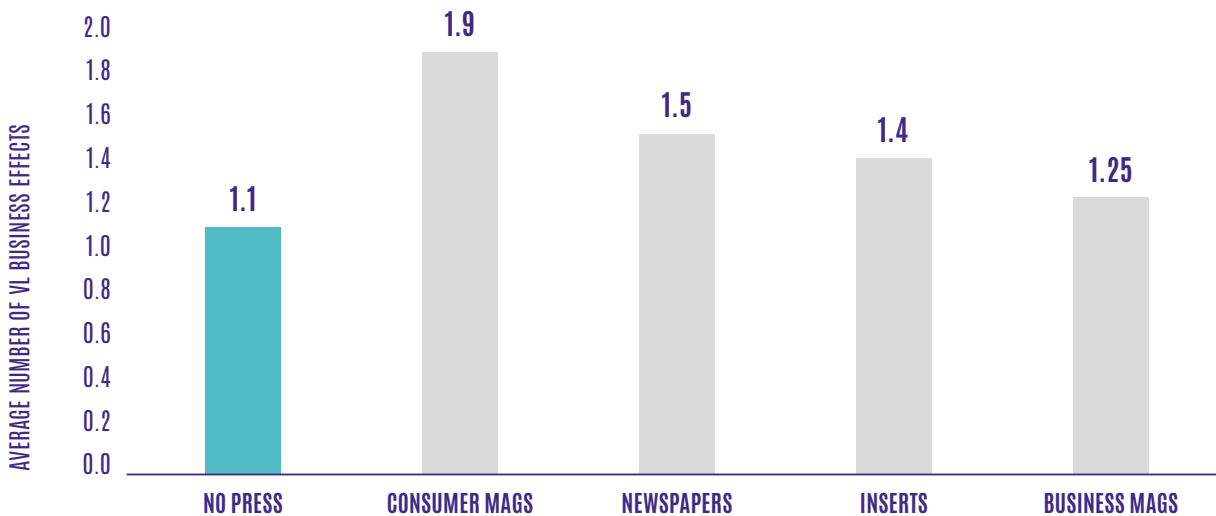
evidence available for magazines.

In 'Re-evaluating media' from the Radio Centre we find that Magazines and Newspapers are joint third after TV and Radio when it comes to generating ROI. This is significant because in a survey of advertisers and agencies, for the same study, magazines were placed ninth in terms of their perceived ability to deliver ROI.



‘ALL TYPES OF PRESS APPEAR TO BE EFFECTIVE, BUT CONSUMER MAGAZINES SEEM TO PRODUCE SURPRISINGLY BIG EFFECTS, GIVEN THEIR SHARE OF THE BUDGET’

Source: ‘Media in Focus’, 2017 (IPA)



Source: ‘Media in Focus’, 2017 (IPA)

At Magnetic, we know that the ability of magazine to deliver against advertiser objectives is much underestimated. One of the challenges is that magazine closures and circulation figures are often used as shortcuts to aid decision making about magazine spend. The reality is that the decline of magazines is much over-stated. If you look at ABC’s for example, you can see that magazine circulation has stabilised in recent years. However, the ad spend decline is much steeper.

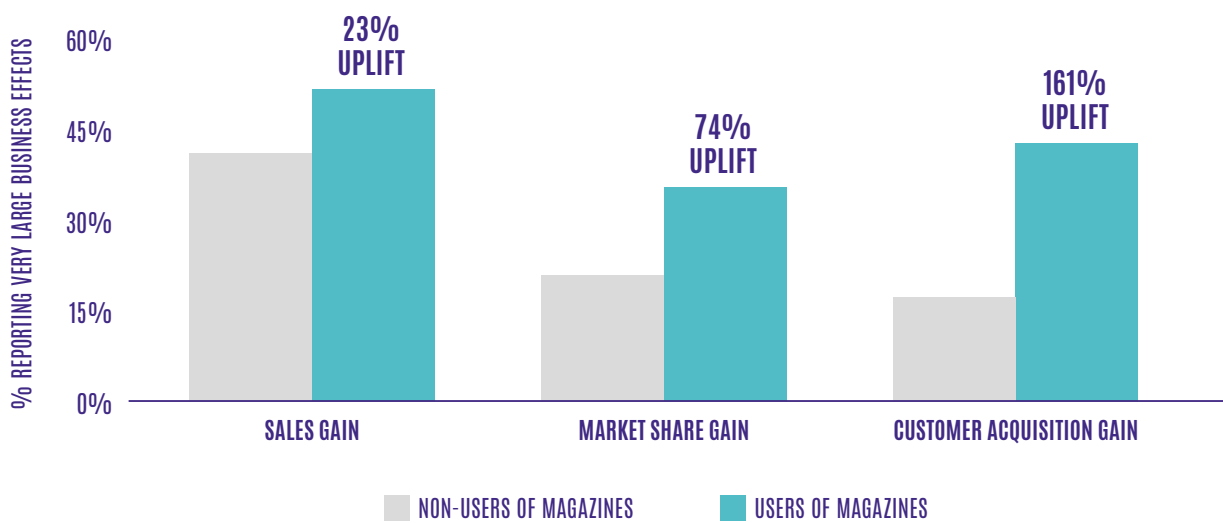
Furthermore, the closing of titles commands understandable headlines but the opening of titles and launch of new initiatives less so. The publishing industry is in the midst of large-scale change, constantly moving resources to more relevant areas of the business, including digital, events and licensing. Whilst all this is happening, according to a report by the IPA ‘Media in Focus’, magazines have become more effective over the last ten years. They show surprising big results

when considering the average share of budget they attract.

We have carried out a number of effectiveness studies covering a range of topics including long- and short-term effectiveness, brand metrics and ROI, as well as addressing the effectiveness of magazines in print and online. For a detailed understanding of these areas please see the individual reports cited in the appendix.

MAGAZINES FACILITATE BRAND DISCOVERY AND DRIVE CUSTOMER ACQUISITION

PRINT & DIGITAL MAGAZINE DATA



Source: 'Bridging the Long/Short Term Divide: The role of magazine brands in the digital era', 2017 (Peter Field/Magnetic)

We know from the expert analysis of Les Binet and Peter Field, in collaboration with the IPA, that it's not enough to look at brand or activation effects in isolation. In fact, brand building and activation have a symbiotic relationship. Fail to invest sufficiently in brand building, and not only will you fail to build brand equity, but you will also get a poor response to any activation work. Spend too little on activation and you may build strong

brands, but you will struggle to convert that into results.

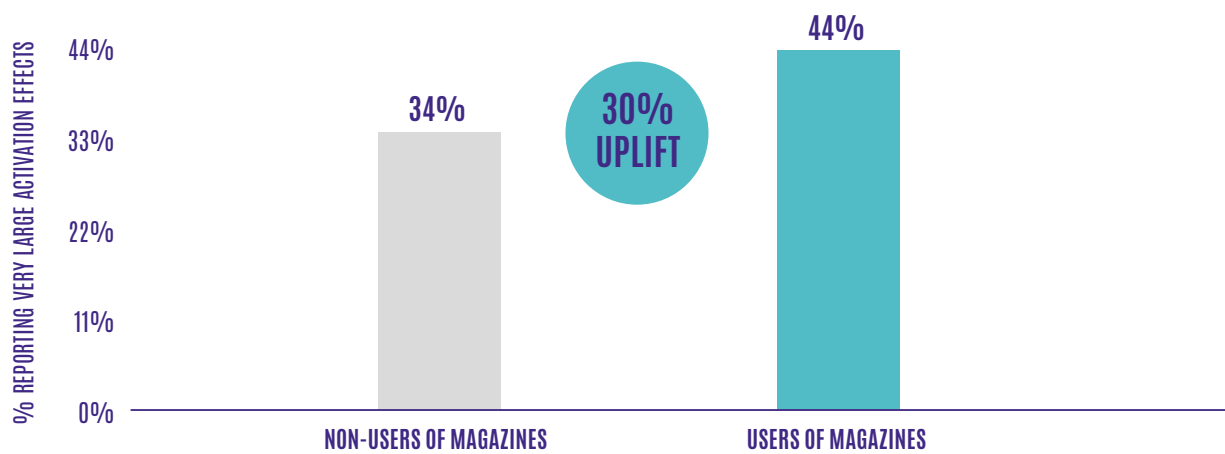
Our own study with Peter Field found that magazines were strong at driving the following long-term effects: sale gain, market share gain and customer acquisition gain. In particular, campaigns that included magazines showed an astounding 161 per cent higher level of customer acquisition gain relative to campaigns that didn't include magazine media.

This is a significant finding in today's media environment where digital is often viewed as reigning supreme at delivering new customers, due to an ability to target tightly defined audiences. This evidence suggests that the context offered by magazine media, which better facilitates brand discovery, offers an alternative to the precision point targeting and optimisation of a purely digital driven customer acquisition strategy.

MAGAZINES DELIVER ACTIVATION EFFECTS

ACTIVATION EFFECTS UPLIFT FROM MAGAZINE USAGE

PRINT & DIGITAL MAGAZINE DATA



Source: 'Bridging the Long/Short Term Divide: The role of magazine brands in the digital era', 2017 (Peter Field/Magnetic)

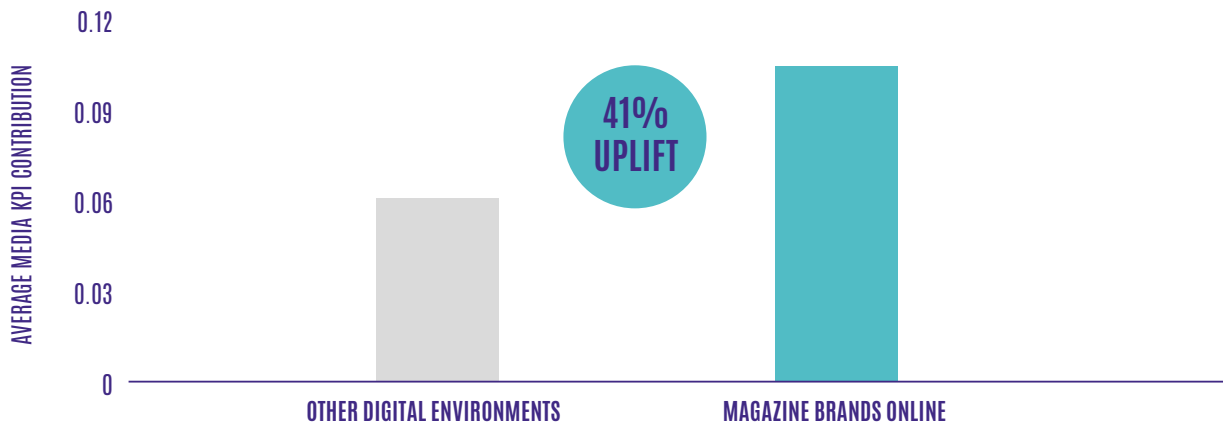
In 'Bridging the long- and short-term divide', we were able to prove for the first time that not only do magazines deliver long term brand value, but they also deliver significant activation effects. Using magazines in the mix, results in a 30% uplift in activation effects.

This includes short-term direct response metrics such as trial, web visits, search and click throughs. We attribute the success in activation performance to the diversification of magazine media across digital channels.

Other studies such as 'Profit Ability' by

Thinkbox show that print is second only to TV in terms of delivering both long and short term effects, so it's clear that physical magazines have a strong role to play in the media mix, but what about magazines online?

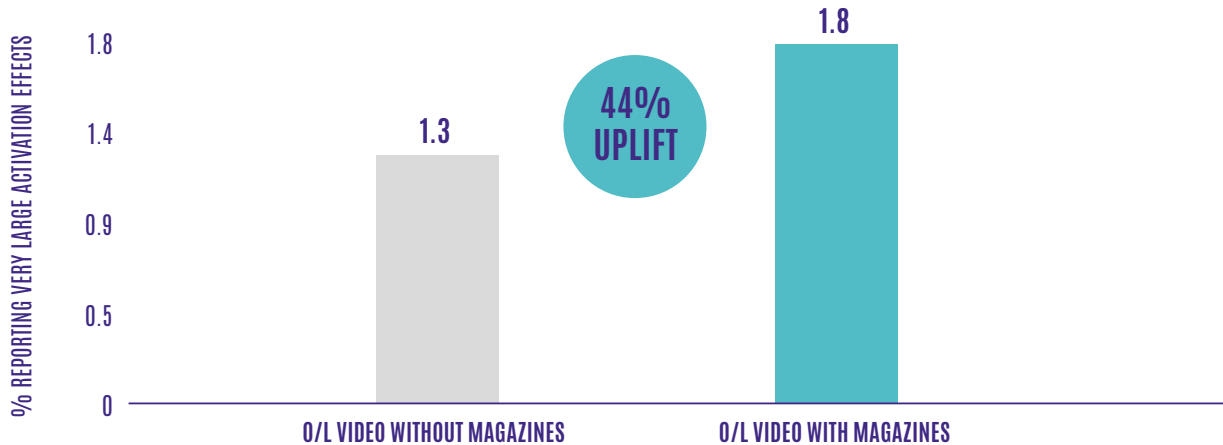
QUALITY ENVIRONMENTS ONLINE DELIVER STRONGER EFFECTS



Source: 'Metrics That Matter', 2016 (Magnetic)

MAGAZINE MULTIPLIER EFFECTS WITH ONLINE VIDEO

PRINT & DIGITAL MAGAZINE DATA



Source: 'Bridging the Long/Short Term Divide: The role of magazine brands in the digital era', 2017 (Peter Field/Magnetic)

We have looked at the performance of magazines online in a number of our studies. With 'Metrics that matter' we found that, compared to other digital environments, magazines online delivered a stronger brand impact. With campaigns that used online magazine environments seeing a 41% improvement in KPI's compared to campaigns that used other

online environments.

The reality is, the best approach is to use a range of online environments including quality publishing sites such as magazines. In our study 'Bridging the long- and short-term divide' we compared campaigns that used magazines against those that didn't. We found that if a client was using online rich media, and they

combined this with magazines, they saw a 44% uplift in very large business effects, compared to campaigns that didn't use magazines at all.

We will continue to build and update our effectiveness evidence; however, alongside this we believe it is also important to explore why magazine work, the rest of the report focuses here.

CHAPTER 2

ATTENTION MATTERS

ATTENTION TO ADVERTISING IS DECLINING

ANDROID SEND OUT **11 BILLION** NOTIFICATIONS PER DAY

CONSUMERS CHECK THEIR PHONE **150 TIMES/DAY** FOR SHORT BURSTS OF **30 SECONDS**

Source: 'Attention Please the White Paper, 2018 (Bournemouth University)

47%

OF ONLINE USERS IN
BRITAIN CLAIM TO
USE AN AD BLOCKER

Source: 'Attention 2.0', 2018 (Lumen, Ipsos MORI)

51%

OF CONSUMERS FEEL
BOMBARDED BY
ADVERTISING

Source: TGI, 2018

'WHAT INFORMATION CONSUMES IS RATHER OBVIOUS: IT CONSUMES THE ATTENTION OF ITS RECIPIENTS. HENCE A WEALTH OF INFORMATION CREATES A POVERTY OF ATTENTION, AND A NEED TO ALLOCATE THAT ATTENTION EFFICIENTLY AMONG THE OVERABUNDANCE OF INFORMATION SOURCES THAT MIGHT CONSUME IT.'

HERBERT A SIMON

The proliferation of media, especially always on mobile technology, means there are more times and places where we can capture consumers' attention. To put these changes into a real-world context, it's worth knowing that android sends out 11 billion notifications per day, and on average, consumers check their phone 150 times per day for short bursts of 30 seconds.

This should mean our job is getting easier. But all the signs are that attention to advertising is in decline. A recent report from Teixeira shows a steep decline in the

number of adverts viewed. In the online environment viewability is widely acknowledged as a significant challenge, and a viewable advert doesn't necessarily mean the consumer has paid attention to the advert. Furthermore, the rise of adblocking software means that all these opportunities that are being opened up to reach the consumer are compromised.

TGI data tells a similar story about attitudes to advertising, with 51% of consumers agreeing that they feel bombarded by advertising, this up from 45% in 2015. Most recently a study from

the Advertising Association think tank, Credos showed public favourability towards advertising hit a record low of 25% in December 2018, which has previously found trust in advertising is "in long-term decline".

There is an inherent contradiction in attention. As Herb Simon explains, there is an inverse relationship between the availability of information and attention. Increased information results in a scarcity of attention. This means that attention has become a precious commodity in our content rich world.

MEDIA INDUSTRY IS FOCUSED ON REACH AND INTERRUPTIVE ATTENTION

The digitalisation of content and distribution has made attention cheaper and easier to capture, and the abundance of data has enabled optimisation. This has resulted in a reach led approach to attention, focused on interruptive strategies, grabbing attention and maximising eyeballs.

The reality is, however, that attention

is a finite resource, put simply there are only so many hours in the day. Attention strategies that are based on the premise of interruption, capitalising on low quality attention and maximising reach could prove problematic for the long-term health of advertising. Attempting to squeeze more and more attention out of increasingly distracted consumers risks

undermining our overall capacity for attention to advertising.

Communication strategists such as Oliver Feldwick* and Faris Yakob* have questioned the sustainability of an attention-grabbing approach. So how do we achieve a more sustainable approach?

ACHIEVING A SUSTAINABLE APPROACH TO ATTENTION

The starting point is an appreciation that not all attention is equal, and that we need to place greater emphasis on quality attention. Quality attention is not just clicks, it can't be measured in eyeballs alone, it's about time well spent, it's about focused and immersive attention. Faris

asks us to consider a spectrum of attention, to acknowledge for example that the requisite 2 seconds online hoping to attract a thumb is very different to watching a 30 second commercial in a darkened movie theatre*.

So instead of grabbing attention, we

need to think about cultivating attention over the long term; this is a more sustainable approach. This means prioritising an approach that values meaningful media experiences, where advertising isn't interruptive and ad avoidance is low.

*Sources: <https://medium.com/@oliverfeldwick/fixing-the-distraction-economy-60525d68b02> <https://medium.com/@faris/how-to-balance-your-media-plans-8f24858985953>

HOW TO MEASURE ATTENTION?

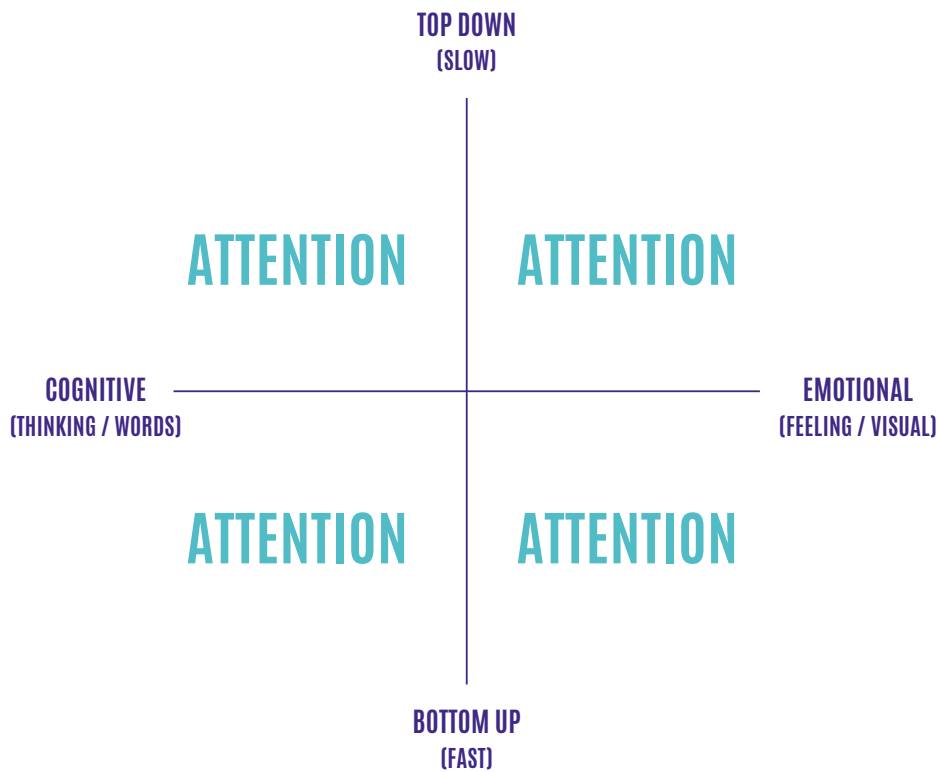
The challenge, as always, comes back to measurement. Whilst it's relatively straightforward to make an intellectual argument for quality attention, advertisers will inevitably want to be able to quantify 'quality attention'. The difficulty here is that with a mix of complex and subtly different metrics, it is incredibly hard to compare attention across different platforms.

Time spent is one of the standard ways to measure attention, unfortunately it's not as simple as that. A recent report from Ipsos MORI and Lumen* acknowledges that even in the online environment, where dwell time is a standard metric, this doesn't provide the full picture. Analysis of creative performance of digital ads found that a well created digital advert can deliver recognition at a glance and aid

brand impact. When a weaker ad might not perform even with a longer dwell time.

In our 'Attention Please' Whitepaper in collaboration with Bournemouth University, we outlined the need to consider intensity of attention; this refers to a more qualitative understanding of attention.

THERE ARE DIFFERENT TYPES OF ATTENTION



Source: Attention Please: the White Paper, 2018 (Bournemouth University)

Bottom up: system 1- intuitive, automatic, effortless, associated, fast, unconscious, often occurs when multi-tasking, stimulus driven
 Top Down: system 2- controlled, effortful, deductive, slow, self-aware, usually solo focused attention, goal driven
 Emotion processing: feeling-based processes, aroused by value expressive goals
 Cognitive processing: information is processed rationally, aroused by utilitarian goals

With this in mind, Bournemouth University developed a framework for understanding attention, which acknowledges there are different types. Informed by a variety of theories, they assert that attention sits on a spectrum from top-down, which is conscious and

immersive, to bottom up, which is unconscious and fast.

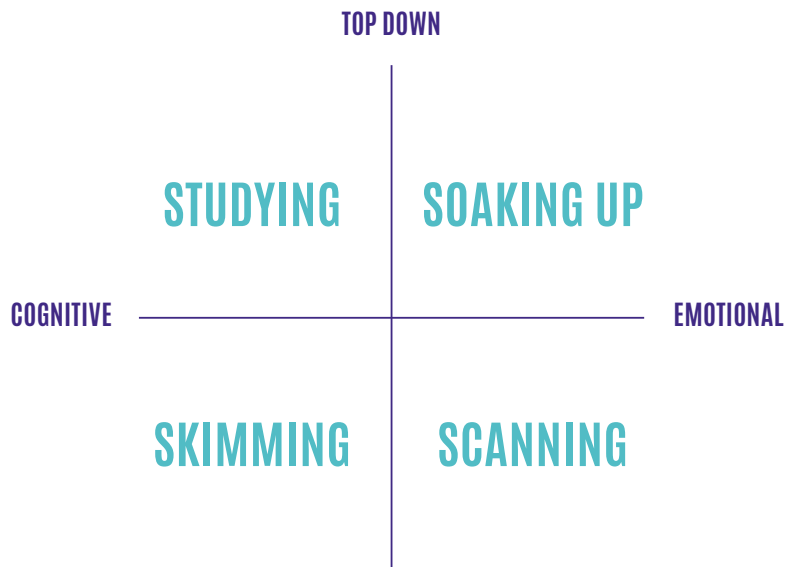
Alongside this we also need to consider how people process information. Information can be processed cognitively, i.e. analytically based on supporting arguments, typically text based or lists of

attributes or features. Or they can be processed emotionally based on value expressive goals linked to self identity. Typically these are more reliant on imagery and seek to meet moods, desires and feelings



BOTTOM UP

Source: PHD



BOTTOM UP

Source: PHD

It can be argued that different objectives and sectors are better suited to different types of attention, so it's important to consider this when planning a campaign. A useful way to think about this is the idea that attention has different modes: studying, soaking up, skimming and scanning. You might select one of these on the basis of the creative you are working with, the message that you are trying to communicate or the behaviour you are trying to change. Advertisers can use any or all of these modes depending

on their objectives. For example, the above Smart Energy campaign used all four modes deploying cinema and advertorials in magazines for top down immersive attention and display advertising and video online to achieve bottom up interruptive attention.

Media channels don't naturally sit in one mode or another; many straddle a number of modes depending on how the channel is deployed and the creative treatment. A magazine for example, can be studied, soaked up or skimmed

depending on the title, whether the consumer is reading in print on social or online and the creative approach taken with the commercial message. For example, a display advert, a partnership strategy, a home page take-over or an online influencer campaign.

From this framework, the important take out is to work with the type of attention that your brand, objectives, creative and media channels are best suited to. This is the best way to achieve a higher quality of attention.

QUALITY ATTENTION DRIVES ACTIONS

Measuring attention is undeniably a challenge. A single metric is unlikely to fully account for the different types of attention and all the variety of factors that influence it. In our 'Attention Please' whitepaper Bournemouth university highlighted five contextual factors that need to be considered when measuring attention.

a) Advertising goals : Purpose of the advertisement (desired outcome, remind, inform, change attitude, build brand, etc).

b) Personal goals : Utilitarian or Value Expressive (and specific nature of those goals).

c) Media moment How the media is being experienced (escapism, diversion, killing time).

d) Media brand/channel relationship: Consumers relationship with particular media brand (pleasure, purpose, trust, relevance, credibility, personal connection, emotion, control, personal choice, loyalty) .

e) Advertising relationship: Consumers relationship with an advertisement (part of experience, relevance, distracting, annoying, etc).

So is all this complexity worth our attention because ultimately the measure of success in advertising comes back to proving effective outcomes. For attention to be taken seriously as a topic, there needs to be a link between attention and important KPIs, such as purchase and consideration.

Neuro-science provides some compelling insight into this question. In

this field, attention is referred to as memory encoding, and memory encoding is seen to be a crucial metric. The science shows that if something isn't stored into memory, no matter how much we enjoy it at the time, it can't possibly affect our future behaviour – if it's not stored away into memory, it's simply not there in our heads.

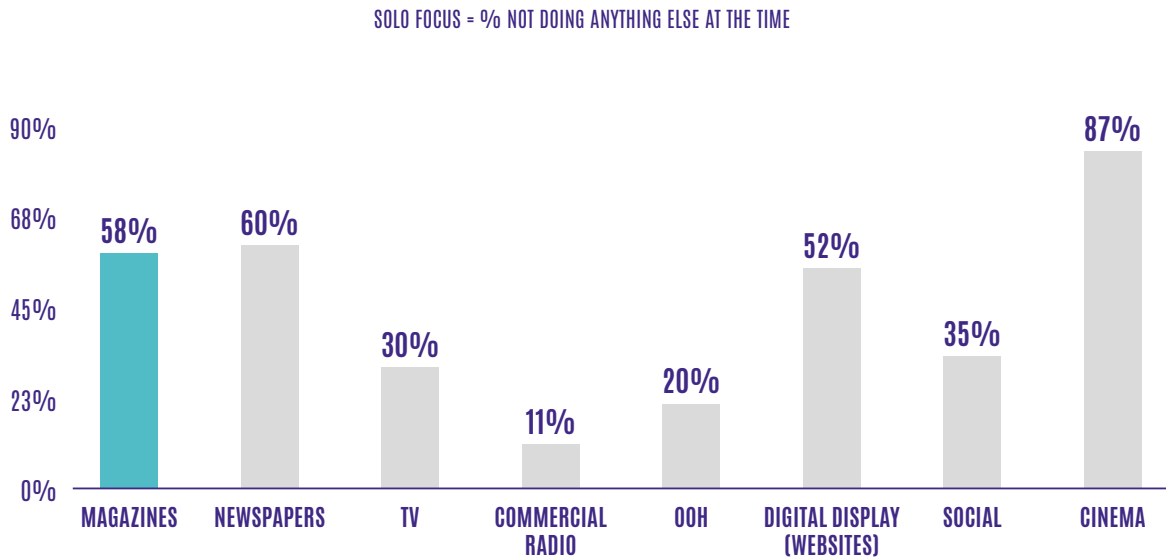
The significance of memory goes even deeper than this, because our brains are very selective about what is stored away, and we tend to encode things for which the brain has already identified a use. Therefore if something is encoded into memory, this is both an enabler and predictor of likely future behaviour.

In neuroscience, we find that attention really matters because the ultimate goal of any campaign is always to create some kind of behaviour change.

CHAPTER 3

QUALITY ATTENTION & MAGAZINES

ADVERTISING IN MAGAZINES IS WELCOMED NOT AVOIDED



Source: 'Attention Please', 2018 (Magnetic)

From our Attention framework we know that understanding the media moment is a key component to attention. So we decided to ask consumers about their media consumption behaviour.

We chose a claimed survey rather than monitoring or observing actual behaviour because we were keen to understand why people were attending to something. Measuring behaviour in situ has become more popular due to the availability of eye tracking technology.

However, we are fascinated not just by eyeballs and where they are looking and for how long but also more detailed questions about what is going on inside people's brains and what is driving their behaviour.

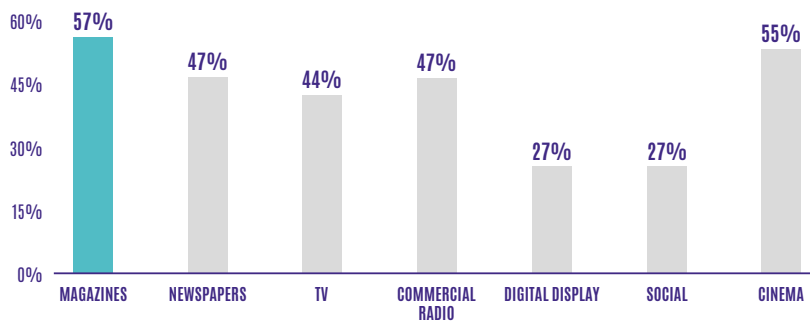
In our consumer data we noticed that targeted media such as magazines, newspapers and cinema generally tend to command the most focused top-down attention. Consumers are more likely to state that they are doing other things

while consuming broadcast media. Divided attention is inherently more competitive, advertising has to work harder to compete with the alternative and is more reliant on bottom up attention.

What magazines, newspapers and cinema have in common is that they are self-selecting and in most cases, paid for, their content is often oriented to areas of special interest to the consumer. This goes some way to explain why they are commanding a different type of attention.

WITH MAGAZINES ADVERTISING IS PART OF THE EXPERIENCE

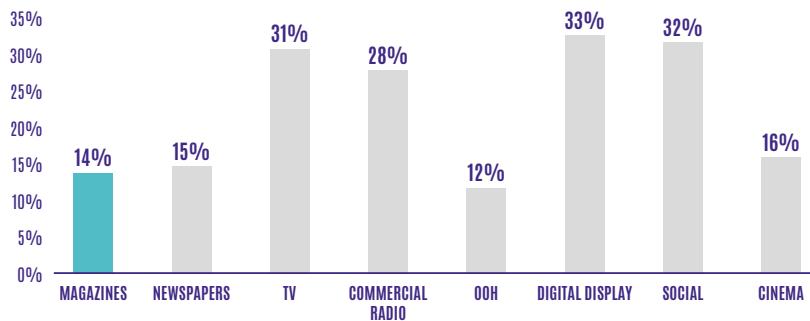
'THE ADVERTS ARE A PART OF THE EXPERIENCE' NET AGREE



Source: 'Attention Please', 2018 (Magnetic)

MAGAZINE ADVERTISING DOESN'T ATTRACT NEGATIVE PERCEPTIONS

NET AGREE (SEE STATEMENTS BELOW)

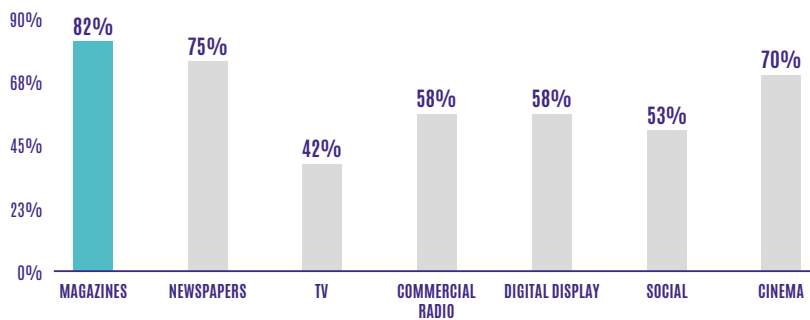


Source: 'Attention Please', 2018 (Magnetic)

Calculated using the average of the following statements:
The adverts are annoying / I feel bombarded by the advertising in this media

ADVERTISING IN MAGAZINES IS WELCOME NOT REJECTED

'IF THIS MEDIA DIDN'T HAVE ANY ADVERTISING, IT WOULD BE A LOT BETTER' NET DISAGREE



Source: 'Attention Please', 2018 (Magnetic)

Although we were interested in the media moment, the relationship consumers have with advertising in different media channels was the area we were most keen to explore, so we asked a number of questions on this topic area.

It's here that we found some strong results for magazines; 57% of consumers stated that magazine advertising is part of

the experience, the highest score for any channel.

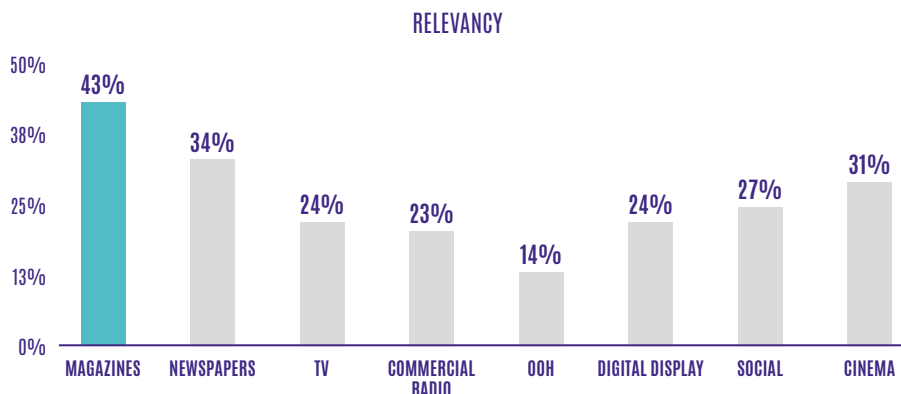
Consumers tend to experience magazine advertising more positively than advertising in other channels. They are much less likely to think the adverts are annoying or feel bombarded by them.

This is because magazine advertising is less interruptive, not disrupting the core

reason that consumers are engaging, which is to consume the content. In the magazine environment there are lots of opportunities for advertiser objectives and consumer interests to collide, which is probably why magazine advertising is the most welcomed type of advertising.

MAGAZINES BENEFIT FROM CONTEXTUAL RELEVANCY

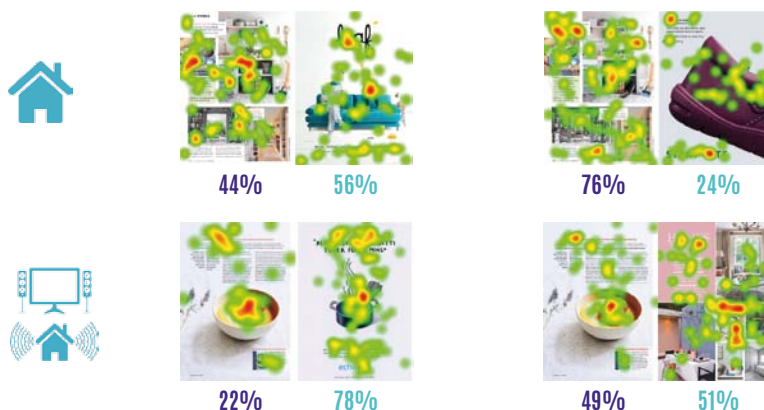
MAGAZINE ADS PERFORM BEST ON AD RELEVANCY



Source: 'Attention Please', 2018 (Magnetic)

Q26ii. Thinking about each of the statements below, please select the media channels which you believe apply to each statement.
 Q25b. On a scale of 1-5, how much do you agree with the following - 'The adverts are relevant to me'.
 Base: All adults within each media quota group for each channel.

ADVERTISING PLACED IN A RELEVANT CONTEXT ACHIEVES A GREATER SHARE OF ATTENTION



Source: 'Home Truths', 2018 (Magnetic)

Consumers also find magazine advertising to be more relevant than advertising in other channels; which again explains why it's welcomed and people pay more attention to it.

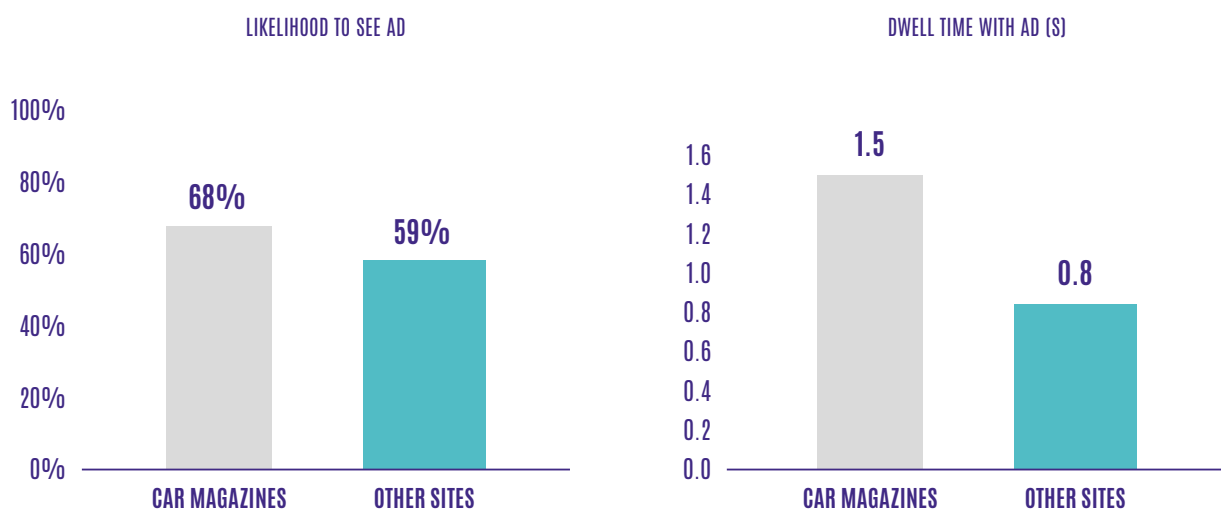
Relevancy and attention are closely linked. In another study, 'Home Truths' focused on home furnishing and electronics advertisers, we found that relevantly placed adverts achieved more attention. Note the higher scores on the relevantly placed ads above and right.

This study used an eye tracking approach and uncovered some interesting behaviour. We found that for contextually relevant ads respondents were continually switching their gaze from left to right; swapping their attention between advertising and editorial. Adverts placed in these environments experience on average eight times the number of double takes. Demonstrating the impact of advertising and editorial working together in perfect synergy. Our motors study

'Accelerate' used the same approach and reached similar conclusions for car advertisers. We believe these types of results are likely to be mirrored in other high value, high interest sectors.

<https://magnetic.media/insight/home-truths-tv-audio>
<https://magnetic.media/insight/home-truths-connected-technology>
<https://magnetic.media/insight/accelerate-automotive-report-magnetic>

CAN MAGAZINES ONLINE DELIVER QUALITY ATTENTION?



Source: Lumen

So far, we have focused predominantly on attention in print environments. We believe it's important to start here, to re-state the role of printed magazines where the case for quality attention is strongest. However, there is already evidence to suggest that magazine online environment achieve a quality of attention that is better than the digital average. Lumen, a research agency focused on eye

tracking, online measurement and attention have a great deal of evidence about publisher environments which supports the idea that premium editorial environments deliver a higher quality of attention. Work they conducted for us found that advertising on a motors magazine sites can result in an eight per cent uplift in likelihood to see the advert. Furthermore, Moat, a digital analytics

company conducted some analysis for us as part of our 'Metrics that matter' study. They compared a selection of magazine sites to the norms for all Moat subscribers. They found that the interaction rate was more than 18% higher for magazine brands online when compared with other digital environments, and that interaction time was 30% higher.

CREATIVE HAS A ROLE TO PLAY

Our attention framework also acknowledges that advertising goals are a crucial part of attention and that creative has a role to play. We know from the IPA's strong body of work on effectiveness that creativity is a powerful force.

This is also further supported by the brilliant work of System 1* whose long-term analysis of creative and what drives effectiveness reveals three

important creative principles; fame, feeling and fluency.

More recently work conducted by Lumen and Ipsos MORI has uncovered how creative can impact on attention in the online environment. Here they find that many of the established principles hold true. Their report Attention 2**, underlines the importance of distinctive brand assets, strong visuals and a simple

message; which they find are more likely to get the audience's attention and more importantly drive brand recall or recognition.

To fully understand how to cultivate attention, we need to explore how media environment and creative interact and are best deployed to achieve quality attention. This is one of the areas we plan to explore further in the next phase of 'Pay Attention'.

Sources: *<https://www.systemresearch.com/blog/fame-feeling-and-fluency-the-only-brand-metrics-you-will-ever-need>

**https://www.ipsos.com/sites/default/files/ct/publication/documents/2018-06/ipsos_morilumen_attention_2.0_tp_may_18.pdf

MAKE YOUR CREATIVE WORK HARDER WITH MAGAZINES

PLACING YOUR CREATIVE IN AN ENVIRONMENT WHERE CONSUMERS PAY MORE ATTENTION MAKES YOUR INVESTMENT WORK HARD FOR YOU

	ATTENTION TO CHANNEL	ATTENTION TO ADS IN CHANNEL
CINEMA	69%	40%
MAGAZINES	59%	35%
NEWSPAPERS	52%	29%
TV	61%	21%
COMMERCIAL RADIO	33%	17%
DIGITAL DISPLAY	54%	15%
SOCIAL	37%	15%

Source: 'Attention Please', 2018 (Magnetic)

We agree that creative is an important element to consider if your ambition is to cultivate high quality attention. Good creative, however, can be a costly investment. So it's good to know that placing your creative in an environment

where consumers are more likely to pay attention, certainly ensures that investment works hard for you. Which is why we found it particularly interesting that magazines were the media where claimed attention to content and attention

to advertising were both high and closely matched., from this you can see that magazines successfully convert attention to their channel into attention to advertising.

CHAPTER 4

WHAT'S AT THE CENTRE OF ATTENTION?

MAGAZINES CULTIVATE ATTENTION THROUGH THE RELATIONSHIP THEY HAVE WITH THEIR READERS

The case for magazines as a quality attention environment is strong, but what is it about magazines that enable them to successfully deliver this for advertisers. A closer look at the relationship they have

with their readers and the nature of magazine content starts to reveal what is at the centre of this attention. These 3 underlying qualities explain our hypothesis.

Magazines offer advertisers quality attention because they are

- Positive
- Relevant
- Trusted

MAGAZINES - A POSITIVE EXPERIENCE

MAGAZINES ARE TIME WELL SPENT



Source: PAMCo Oct 2017-Sep 2018

Immersion and undivided attention on one thing for a sustained period makes our brains calmer and less anxious. It's why reading books help us sleep. It's why reading magazines makes us smile. Evidence of a link between magazine reading and a positive effect on wellbeing comes from two separate studies. 'Moments that matter' uncovered a 6% uplift in subjective well being; a metric developed by world renown happiness expert Professor Paul Dolan.

A study from Hearst, 'Power of

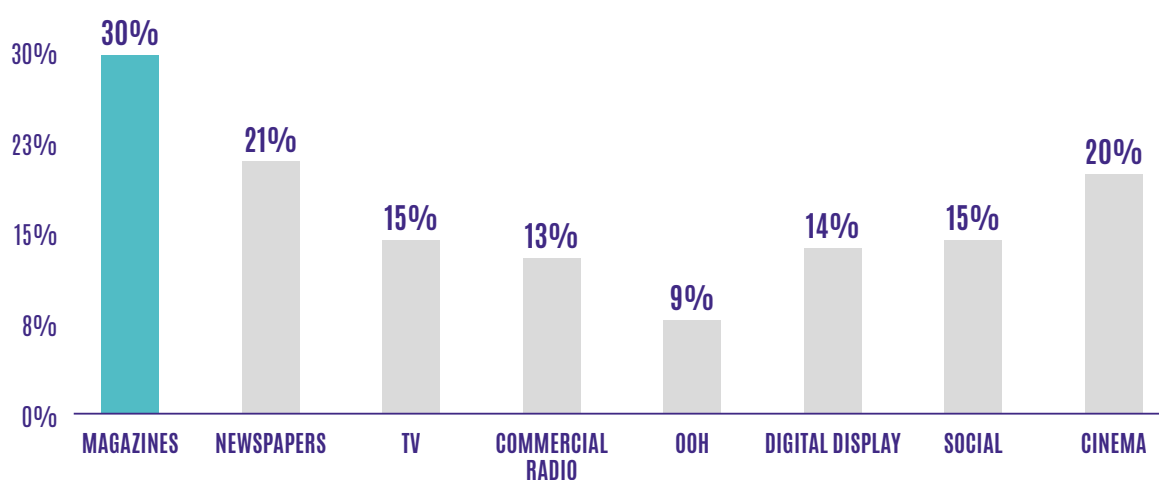
Positivity', has also revealed that magazines alongside cinema, music streaming and a selection of your favourite tv shows on demand make people feel more positive than other media experience. This groups of media experiences really excel at harnessing positivity.

This is significant at a time when the debate about the impact of digital content on our happiness still rages, especially with regards to social media. This debate tends to focus on the nature of the content and the impact on our wellbeing of

constantly switching tasks. Furthermore; the Hearst study made a link between the ability of magazines to make readers happy and advertising effectiveness. The study found that 26% of magazine consumers went on to buy a product they had seen advertised, versus 11% for non-magazine readers.

Although this is predominantly a print led argument, PAMCo, the new audience measurement currency for the industry, finds that 92% of readers agree magazine content online is also time well spent

CONSUMERS HAVE POSITIVE PERCEPTIONS OF ADVERTISING IN MAGAZINES



Source: 'Attention Please', 2018 (Magnetic)

Calculated using the 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'

This speaks for the nature of the content playing a key role here rather than just the channel. When readers are immersed in quality content, whether that be in print or online, they are less inclined to switch away and get distracted. They see reading magazines as time well spent, time when they want to keep their

attention focused.

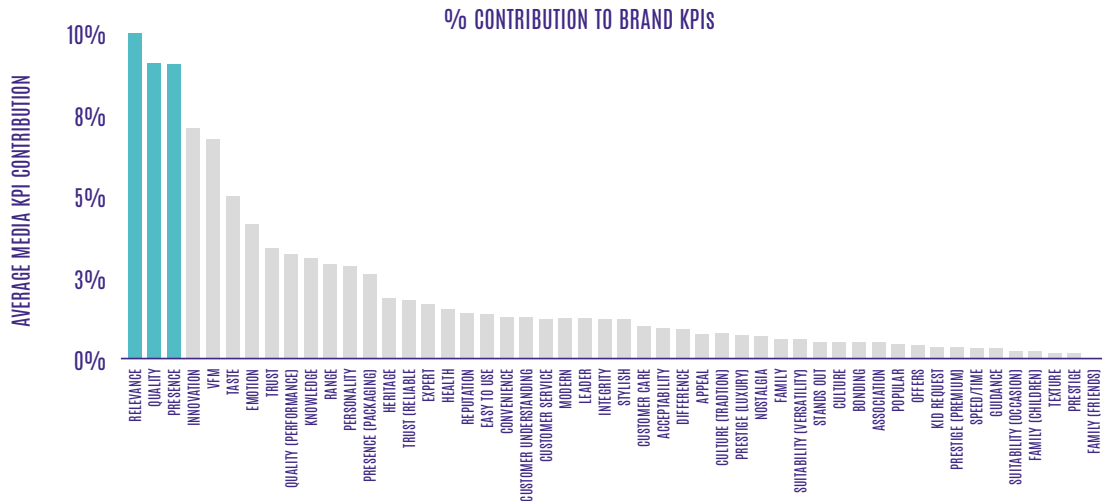
The fact that reading a magazine is experienced positively by the consumer and is considered time well spent provides benefits for advertisers too. As we have seen in 'Attention Please', this benefit translates to the way advertising is experienced in magazines. Magazines are

the highest scoring channel when it comes to positive attitudes towards advertising and the lowest scoring channel when it comes to negative attitudes to advertising.

The attention that magazines cultivate is highly positive and valued by the consumer and this provides a high quality environment for advertisers

MAGAZINES - A RELEVANT CONTEXT

RELEVANCE AN IMPORTANT CONTRIBUTOR TO BRAND KPIS



EVALUATION OF ICE DATABASE MADE UP OF 65 STUDIES FROM 2010-2015

Source: 'Metrics That Matter', 2016 (Magnetic)

GROWTH OF THE PASSION POUND



THE IDENTITY ECONOMY ACCOUNTS FOR 52% OF HOUSEHOLD SPENDING...



...AND 79% OF GROWTH IN SPEND IN THE LAST 5 YEARS

Source: 'Passion Pays', 2018 (Enders/Magnetic)

We know that brand relevancy is an important KPI from our 'Metrics that Matter' study. According to the analysis conducted, relevancy is an interesting brand perception as it has the biggest impact on brand KPIs, but is the hardest for media to move.

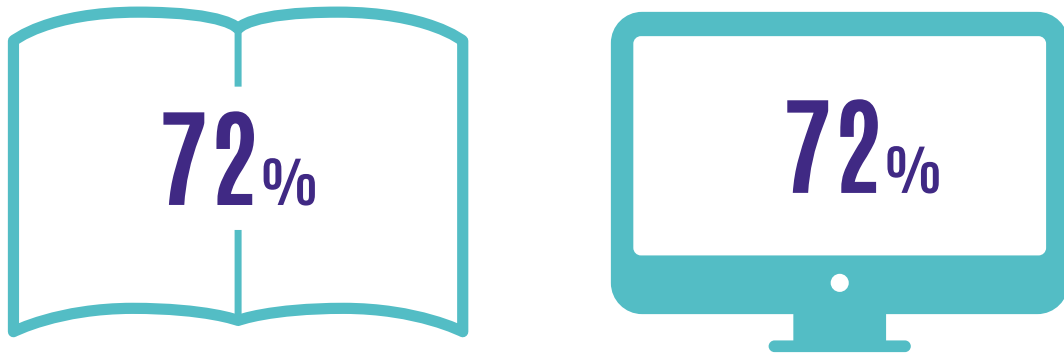
This study found that magazines were the number one channel at driving brand

relevancy; a distinctiveness or level of differentiation that is more targeted.

Magazine content is largely orientated to consumer interests, be that fashion or football, television or travel so relevancy is at the core of magazines. A recent report from Enders Analysis underlined the value of being present in these passion orientated environments and the value of

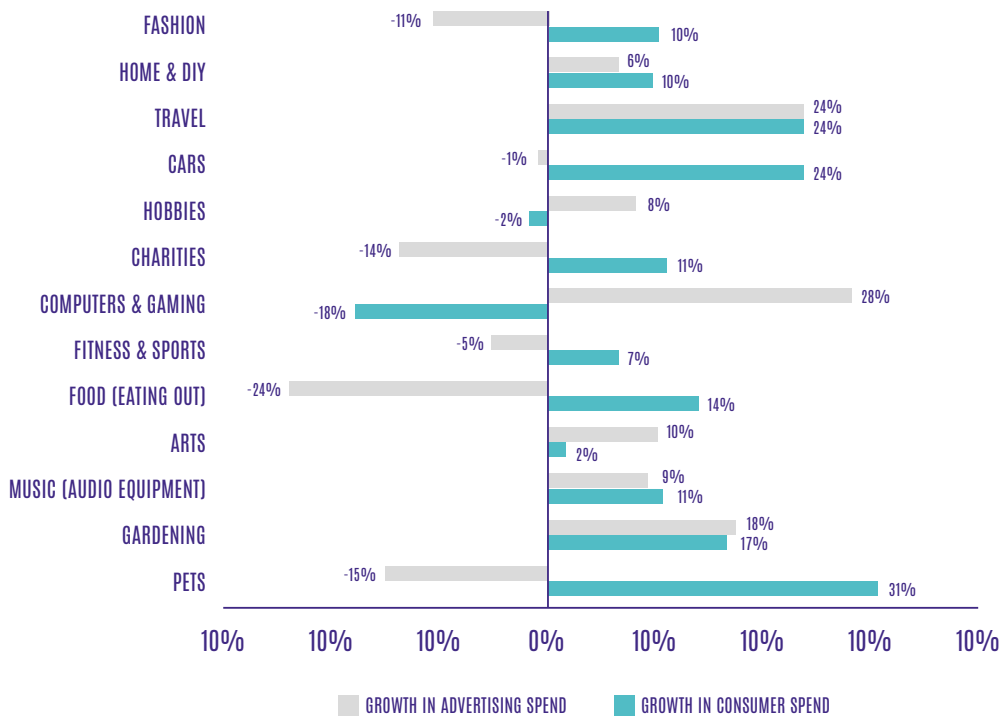
the passion pound. It found that people are spending more money on passions. The report charts the rise of the Passion Pound. It identifies a rising 'Identity Economy', where Identity categories made up 52% of discretionary household spending last year, and captured 79% of the growth in spend in the last five years.

READERS FEEL A CLOSE CONNECTION TO MAGAZINES



Source: PAMCo, Oct17-Sep18

THE MISSED OPPORTUNITY OF THE PASSION POUND



Source: 'Passion Pound', 2018 (Enders/ Magnetic)

Magazine content speaks to these passions covering subject matter as diverse as fashion, food and film, music, motoring and make-up, subject matter that really matters to their audiences. PAMCo tells us that readers feel a close connection to magazine content, 72% of readers in both print and online agree.

The Enders report makes a connection between the economic opportunity of the passion pound and a missed marketing

opportunity. In 'Identity Economy' categories, ad spend grew just 1.7% in two years, much lower than overall ad growth of 12%. This discrepancy can be explained by the ongoing shift to online performance channels like search and in-feed social media advertising.

The report calls for more investment in emotionally and culturally relevant media, such as magazines; citing academic research that suggests media

environments that make our identity more salient have a positive impact on decision making. It calls for less reliance of hyper targeted behavioural led strategies which may reach the right people with the right message but ignore context. The report underlines that consumers can be more receptive to messages based on how salient their identity as a consumer of the category is at the time.

EVEN IF YOU REACH THE RIGHT PEOPLE WITH THE RIGHT MESSAGE, THEY CAN BE MORE OR LESS RECEPTIVE TO IT BASED ON HOW SALIENT THE RIGHT PARTS OF THEIR IDENTITY ARE AT THE TIME - A FACTOR AFFECTED BY MEDIA CONTEXT.

Source: 'Passion Pound', 2018 (Enders/ Magnetic)

Magazines cover subjects that really matter to their audience, this passion driven consumption provides a highly attentive audience.

What's more, this audience are more receptive to commercial messages. As we have seen in 'Attention Please' magazine advertising is the highest scoring channel when it comes to advertising being seen as relevant. These strong results are underpinned by the opportunity that

magazine offer, a high degree of contextual relevance.

Using the contextual impact of magazines doesn't have to be limited to passion areas, as the award winning case study from Smart Energy proves. With a clever content strategy, even a subject as low involvement as your energy provider can be made relevant by connecting to areas of consumer interest.

<https://magnetic.media/magnetic-case-studies/smart-energy-persuade-67-of-young-people-to-install-a-smart-meter-with-fully-integrated-campaign>

Magazine brands are experts in content that matters to consumers, and they can put brands in front of people who care about these subject matters. This speaks volumes when it comes to commanding attention.

MAGAZINES - A TRUSTED RELATIONSHIP

80%

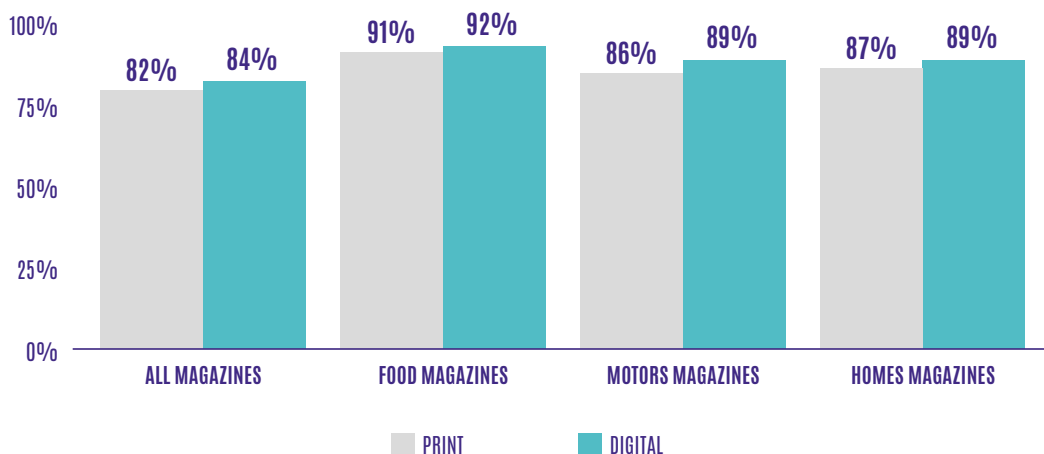
OF MAGAZINE READERS SAY THAT THEY TRUST WHAT THEY READ IN MAGAZINES

72%

MAGAZINES ARE THE MOST TRUSTED CONTEXT FOR NEWS

Source: 'News Consumption in the UK', 2018 (Ofcom) / 'Trust in News', 2018 (Kantar)

MAGAZINES ARE TRUSTED ACROSS A RANGE OF SECTORS IN PRINT & ONLINE



Source: PAMCo Oct 2017-Sep 2018

The relationship magazines have with their readers is based on trust. This is backed up by a number of studies from outside the publishing sector, including surveys from Kantar and Ofcomm.

These studies both agree that

magazines are the most trusted source for news. Our own study 'A Matter of trust', also found that magazines were more trusted than social media for content on fashion, beauty, home, motors and entertainment, as well as news.

PAMCo, the audience measurement system for magazines, also backs this up with magazines achieving high levels of trust across a range of content areas and an average trust score of 82% in print and 84% online.

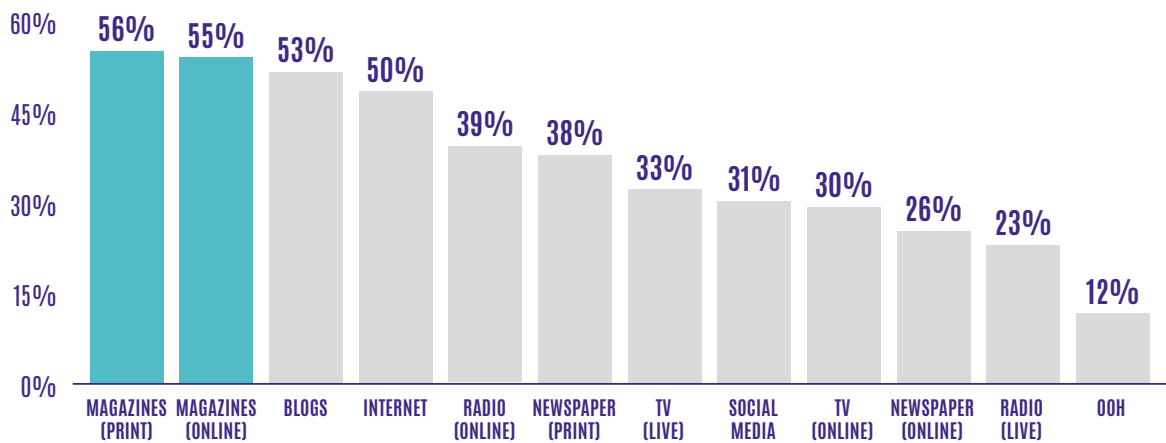
THE DRIVERS OF TRUST IN MEDIA BRANDS



Source: 'A Matter of Trust', 2017 (Magnetic/ MediaCom)

TRUST TRANSLATES INTO BRAND CONFIDENCE

'MAKES ME MORE CONFIDENT ABOUT BUYING PRODUCTS FEATURED OR ADVERTISED HERE'



Source: 'Passion Content Launch', 2016 (Magazine Publishers of Australia, Fiftyfive5)

Editorial standards and expert journalism are at the heart of these results. We know from our 'Matter of trust' study that it's relevancy, reliability and expertise that underpins the trusted status of magazines.

Magazine brands are experts in curating high quality content for their readers. They are a trusted authority for many consumers when it comes to areas

close to their hearts.

The trusted environment of magazines delivers quality attention and there is a rub effect for advertisers. 'Matter of trust' also found that brands who invested in magazine advertising saw significant uplifts in brand attributes connected to trust. This is backed up by a study from Magazine Networks Australia which finds

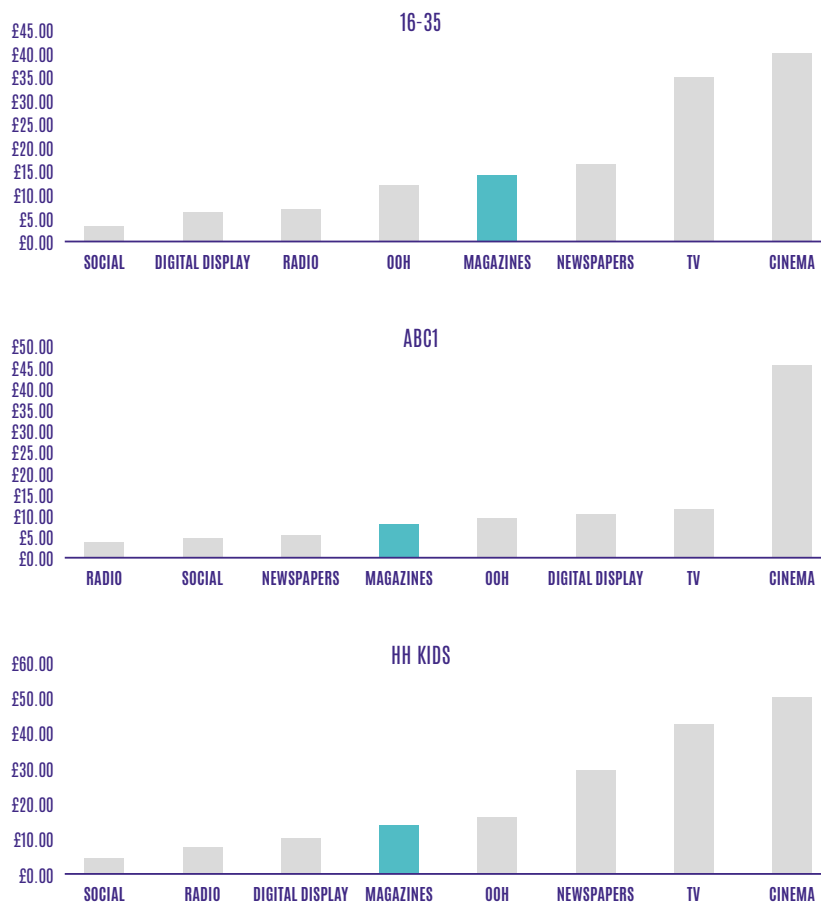
that magazines are the best channel to build confidence in products. In fact, they are 77% more critical to building product confidence compared to social media.

Magazines are highly trusted brands in themselves and the confidence consumers have in their content and editorial enables advertisers to build confidence in their brands too.

CHAPTER 5

PAY LESS FOR MORE ATTENTION

QUALITY ATTENTION DOESN'T HAVE TO BE EXPENSIVE



Source: 'Attention Please', 2018 (Magnetic)

*CPT data is taken from a combination of Warc data and Ebiquity data published in Re-evaluating media report. These provide adult cost per thousands. We then used PHD audience CPT data to apply a factoring to create costs for 16-34's, HH+CH and ABC1's. See Methodology section for more detailed explanation.

You might expect quality attention to come at a premium. You only need to look at average planning costs* to see this is not the case. We have gathered some planning costs from a number of sources, including publicly available data from Ebiquity and WARC. In partnership with PHD we have applied a factoring so that we can get to

audience costs, that better reflect the most commonly planned and bought demographics, rather than relying on all adults' figures,

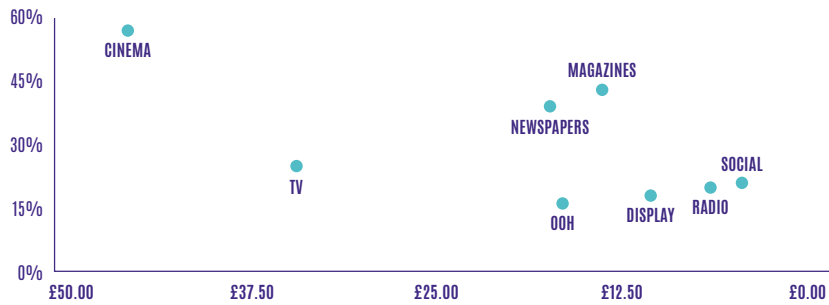
Of course, these are still average costs, buyers will deal with different costs depending on programmes, titles and packages. In addition, costs will vary to

some extent by agency group. However, the shape of the costs on average will remain broadly the same.

What you will notice here is that magazines consistently feature in middle of this range. If you consider that magazine attention is high, it starts to reveal the exceptional value that magazines offer.

MAGAZINES PROVIDE HIGH QUALITY ATTENTION AT EXCEPTIONAL VALUE

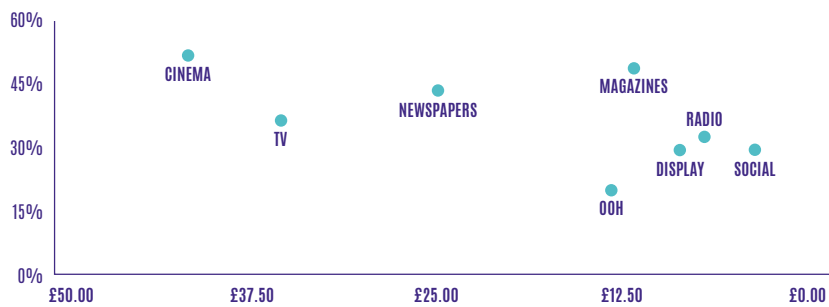
ATTENTION TO ADS: 16-34s ATTENTION & CPT



ATTENTION TO ADS: ABC1s ATTENTION & CPT



ATTENTION TO ADS: HHKIDS ATTENTION & CPT



Source: 'Attention Please', 2018 (Magnetic)

*CPT data is taken from a combination of Warc data and Ebiquty data published in Re-evaluating media report. These provide adult cost per thousands. We then used PHD audience CPT data to apply a factoring to create costs for 16-34's, HH+CH and ABC1's. See Methodology section for more detailed explanation.

This becomes even clearer when you plot attention to advertising and media cost in combination. It shows that what magazines deliver is high quality attention at exceptional value. High quality attention doesn't have to be expensive; with magazines you pay less for more attention.

Magazines have one of the highest levels of attention to advertising, second only to cinema, but are more competitive on cost. If you consider the high attention channels, magazines have the lowest cost of all of these for two of the three key buying audiences. We looked at how the Attention

vs CPT analysis changed for 16-34's, HW+CH and ABC1's; which account for the majority of the ad spend in the UK market place. Magazine come out the most favourably for 16-34's and HW+CH, with Newspapers being the most competitive high attention channel for ABC1's.

CONCLUSION

Magazines are an under-rated media channel when it comes to effectiveness. There is a big gap between the evidence and perceptions.

Given declining trust and openness to advertising, attention to advertising is an increasingly important area to consider when planning campaigns.

Attention comes in many forms but the type of attention that magazines offer warrants more serious consideration.

Magazines offer advertisers a high attention environment, which translated into high attention to their messages. This is because magazines provide:

- A positive content and advertising experience.
- A relevant context that enhances receptivity to advertising.
- A highly trusted environment.

With magazines, advertising is not rejected, it is seen as positive part of the experience.

What's more, this high-quality attention doesn't need to be expensive. If you take price into consideration, you actually pay less for more attention with magazines.

METHODOLOGY: ATTENTION PLEASE

SAMPLE SIZE

	TOTAL	16-34s	ABC1s	HOUSEPERSON WITH KIDS
MAGAZINES	820	230	494	234
NEWSPAPERS	949	266	573	259
TV	985	276	601	191
COMMERCIAL RADIO	983	270	589	238
OOH	986	271	596	171
DIGITAL DISPLAY	982	270	594	166
SOCIAL	983	275	600	186
CINEMA	988	271	592	206

Source: 'Attention Please', 2018 (Magnetic)

THE SURVEY

Stage one of the 'Attention Please' project was conducted as a 20 minute online survey of claimed behaviour in relation to various media types. The survey was conducted among 2,000 adults in the UK.

THE CHANNELS COVERED

The survey covered Magazines, Newspapers, TV, Radio, OOH, Digital Display, Social and Cinema.

Due to the number of media channels, each respondent was allocated up to four media channels to answer questions

about, based on channel usage.

All channels are analysed based on users of that channel only.

All channels were set quotas to ensure a mix of frequency of usage, i.e. a mix of heavier, medium and lighter users. The heavy / medium / light levels were set based on TGI definitions

If a respondent was assigned a channel this was labelled as Media Quota Group for that channel

WEIGHTING

Data at total sample level was weighted to be the same broad age, gender

and social grade splits across media quota groups

SAMPLE SIZES

All media quota groups had some broad quotas set to aim for 40% light users, 30% medium users, and 30% heavy users at total level. Frequency groups below were predominately put together using TGI definition where available. Nat rep TGI definitions are roughly 50% light, 30% medium and 20% heavy, however our sample were naturally slightly heavier media consumers due to the cross channel media requirements.

SAMPLE DESIGN

	NON USER	LIGHT	MEDIUM	HEAVY
MAGAZINES	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	ONCE A MONTH (WEEKLY) OR EVERY FEW MONTHS (MONTHLY)	EVERY OTHER ISSUE FOR WEEKLY OR MONTHLY	EVERY ISSUE FOR WEEKLY OR MONTHLY
NEWSPAPERS	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	ONCE A WEEK (DAILY) OR ONCE A MONTH (WEEKLY)	EVERY OTHER ISSUE FOR DAILY OR WEEKLY	EVERY ISSUE FOR DAILY OR WEEKLY
TV	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	LESS THAN 20 HOURS PER WEEK	20-30 HOURS PER WEEK	30+ HOURS PER WEEK
COMMERCIAL RADIO	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	LESS THAN 5 HOURS PER WEEK	5 - 15 HOURS PER WEEK	OVER 15 HOURS PER WEEK
OOH	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	TRAVEL 0.5 - 3.5 HOURS PER WEEK	TRAVEL 4 - 8.5 HOURS A WEEK	TRAVEL 9 + HOURS A WEEK
DIGITAL DISPLAY	NO QUOTAS SET AS ONLINE PANEL ALL HIGH INTERNET USAGE			
SOCIAL	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	LESS THAN 5 TIMES A DAY	5 TIMES A DAY	10 TIMES A DAY OR MORE
CINEMA	NO NON USERS OF CHANNEL WITHIN QUOTA GROUP	LESS THAN TWICE A YEAR	2 - 3 TIMES A YEAR (ONCE EVERY 2 - 3 MONTHS)	ONCE A MONTH OR MORE OFTEN

Source: 'Attention Please', 2018 (Magnetic)

CPT METHODOLOGY

The CPT data was sourced at an All Adults level through a combination of WARC 2016 published data and Ebiquity's 2018 study 'Re-evaluating Media' for Radiocentre.

WARC CPT data was used for Cinema,

TV, Magazines, Press and Radio while Ebiquity data was used for Social Media and Digital Display.

OOH data was taken using a combination of the data sources and needed to be adjusted to factor in a 6S and 48S blended average, paper and digital.

We then identified three key buying audiences, 16-34s, ABC1s and Households with kids. In order to project equivalent costs for each of these audiences, factors were applied to the All Adults CPT data. This was calculated using PHD buying data for each of the three audiences.

THANK YOU FOR YOUR ATTENTION

