

PRINT

THE

POWER

of magazine brands

SOCIAL

MEDIA

PR

EVENTS

A

DIGITAL

PPS

CONTENT MARKETING

SPONSORSHIP

A woman with long blonde hair is sitting on a light-colored sofa, reading a magazine. She is wearing a light blue long-sleeved top. The background is a bright, airy room with white walls and a plant visible on the left.

Magazine brands offer more creative opportunities to advertising agencies and clients than any other media

The magazine brand is at the heart of an ecosystem and it reaches audiences across a whole range of platforms providing lots of promotional opportunities for advertisers.

PRINT provides the perfect glossy indulgence . . . with paper textures, gatefolds and bound-ins all adding exciting dimensions to a campaign. But consumers are now using print in combination with other manifestations of magazines – digital editions, websites, apps, and social media. All of these provide immediate connection with large audiences.

Under the brand umbrella, there are

PR AND SPONSORSHIP OPPORTUNITIES.

NATIVE ADVERTISING, EDITORIAL PARTNERSHIPS AND CONTENT MARKETING

are all increasing both in print and digital form.

EVENTS organised by magazine brands provide face to face contact with readers and the physical experience that audiences will remember.

All of these touchpoints amplify the strength of the relationship between the reader and the magazine brand. They also amplify the receptiveness to the advertising and editorial content.

REACH:

Magazine Brands – consumer and business to business titles, reach sizeable audiences and very valuable demographic groups

63%
of adults

58%
of women

42%
of men

read magazines regularly

2.2 million

adults read a magazine in the last month

If we drill down further into the demographics we find, for example;

67%
of women under 35

70%
of women aged 20-44

67%
of ABC1s

67%
of main shopper parents

58%
of ABC1 men

50%
of men aged 20-44

67%
of professionals

read a magazine in the last month

TRUST AND ENGAGEMENT:

One of the unique characteristics of magazines is trust. What a magazine brand says, really matters to its audience. In a survey by Condé Nast young women said their magazine brand was the most trustworthy source of information and three times more trusted than TV. Consumers rely on the thoughtful, well-researched opinions given by the media brands that they trust. This trust applies as much to the advertising as the editorial.

Magazine brands are engaging. And very importantly, there is **active engagement**. Reading is not a communal activity. In fact **68%** of magazine reading is done alone. It is the least distracted medium, so audience attention is guaranteed. This engagement and affiliation with the brand, ensures that the advertising receives a high level of endorsement from the magazine's personality.

INFLUENCE and INSPIRATION:

Magazine Brands are **influential**. Influencers talk about what they read in magazines and generate word of mouth messages about the content.

- **66%** of influencers, or society's "movers and shakers", read magazines regularly;
- **49%** of women indicated they often talk to other people about the things they read in a magazine;
- Younger women are even more inspired with **62%** saying the same thing.

The **advertising** in magazine brands is influential.

- **75%** of magazine readers generally like advertising and are **receptive** to it. They are engaged with the reviews and say they have a major influence on their purchasing decisions.

Starcom in the US asked consumers to tear out 10 pages from their favourite magazines which they felt represented the essence of a magazine. 3 out of 10 pages were ads.

Another study by PPA confirmed that magazines are a very **effective** and **hospitable** place to advertise. There were huge similarities in the recall and influence of the advertising and the editorial. Audiences are just as likely to

note or to recall the advertising as the editorial, both at **54%**. They are also as likely to take action in response to advertorial stimulus as they are to editorial content (**63%** and **66%** respectively)

TIME SPENT READING (minutes):

	DIGITAL	PRINT
All Titles	54	39
Weeklies	47	31
Monthlies	55	40

- **Magazine brands reach sizeable audiences and valuable target groups.**
- **Magazine brands are creative.**
- **They generate high levels of trust and engagement.**
- **They inspire and influence their readers.**
- **Magazine readers like advertising and are receptive to it.**
- **There are no ad breaks in magazines, there is only content.**

In terms of delivering an attentive and tuned in audience, the magazine brand does all the heavy lifting. By placing relevant messages among this editorial, they will be directly in front of readers who are relaxed, engaged and actively searching for new things.

CONTACT DETAILS

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