

# MAGNETIC

31<sup>st</sup> May 2017



MEDIA GROUP



**HEARST**  
*magazines* UK

**IMMEDIATE  
MEDIA<sup>CO</sup>**

**Time Inc.**

# Magnetic's purpose

To champion the **power** and **vitality** of magazine media, in all it's forms to the media, advertising and marketing community

# Today

What we've learnt

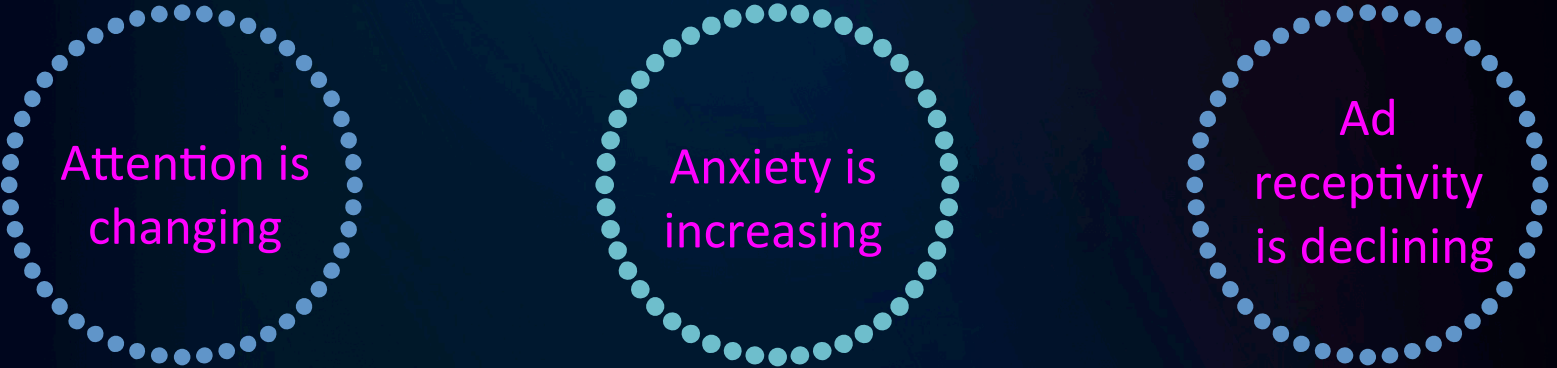
What we've done

10 reasons to believe





Our changing  
landscape



Attention is  
changing

Anxiety is  
increasing

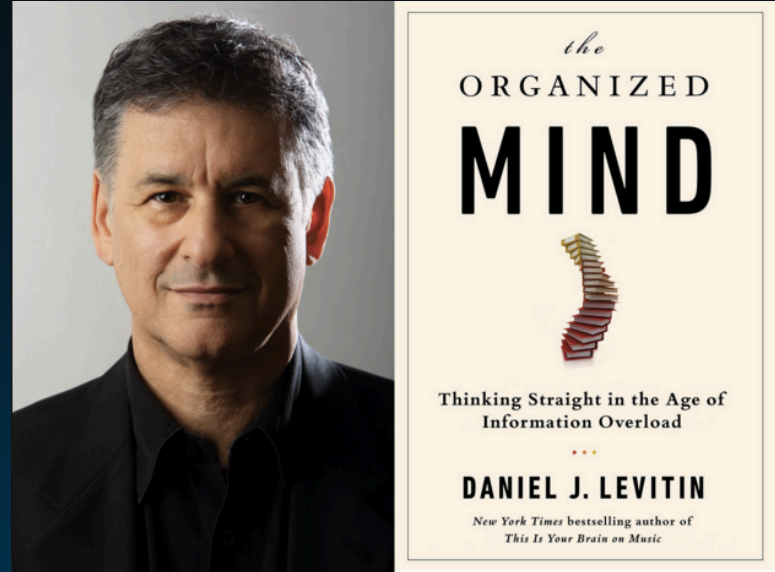
Ad  
receptivity  
is declining





The battle  
for attention

“The kind of rapid, continual shifting we do with multitasking causes the brain to burn through fuel so quickly that we feel exhausted and disoriented after even a short time. We’ve literally depleted the nutrients in our brain. This leads to compromises in both cognitive and physical performance. Among other things, repeated task switching leads to **anxiety**, which raises levels of the stress hormone cortisol in the brain.”







## ADVERTISING RECEPTIVITY

Only **7%** of brands would be missed if they disappeared overnight



Professional edited,  
original content that drives  
action







1

MAGAZINE CONTENT UNIQUELY  
SATISFIES PLEASURE AND  
PURPOSE, THE DRIVERS OF  
WELLBEING  
AND HAPPINESS

*'We pay more attention to the things that make us happy'*

*'Happiness is about balance of pleasure and purpose over time'*

PAUL DOLAN

PROF OF BEHAVIOURAL SCIENCE AT LSE

PAUL DOLAN

# Happiness by Design

Finding pleasure  
and purpose in  
everyday life

*'Bold and original'*

Daniel Kahneman, author of  
*Thinking, Fast and Slow*



*'Few books change one's life;  
in 48 hours this has improved mine'*

Jenni Russell, *Sunday Times*



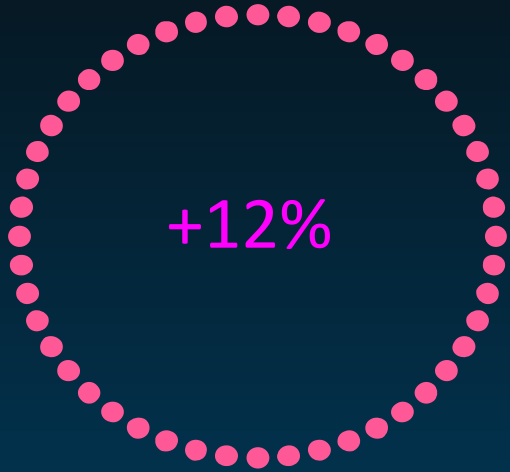
Pleasure  
'Reward'



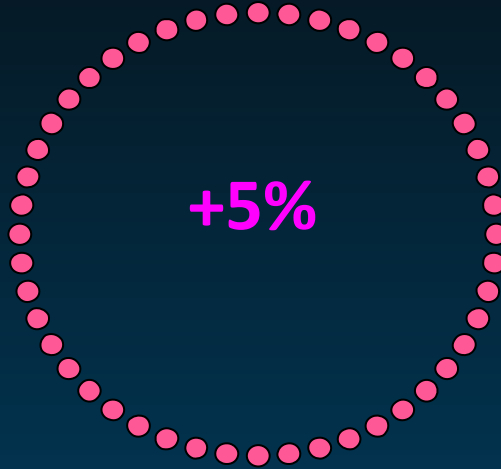
Purpose  
'Information'

70% of all magazine moments

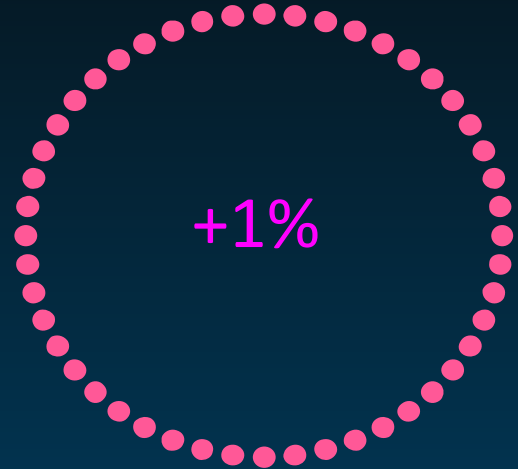
MILLENIALS



GENERATION X



BABY BOOMERS





**Magazine moments matter**

The background of the slide is a blue-tinted photograph of three people standing in a gallery, looking at various framed artworks on the wall. The scene is dimly lit, with the light from the art pieces illuminating the viewers.

2.

THIS CREATES A  
MORE RECEPTIVE AUDIENCE  
AND MORE WELCOMING  
ENVIRONMENT FOR  
ADVERTISING

Humans are hard wired to engage more deeply with positive experiences

Emotions and memories are inexorably linked





# MAGAZINES: What we know...

are engaging, involving, entertaining, informative.  
ENGAGING? Is FLOW achieved?  
Advertising BENEFIT from this state of mind?

## WHAT WE DID...

We invited 200 women aged 18-64 to read a selection of ACP magazines. Titles given to the group included *The Australian Women's Weekly*, *Cleo*, *Cosmopolitan*, *Shop Til You Drop*, *Harper's Bazaar*, *madison*, *NW*, *Good Food*, *Good Health*, *Woman's Day* and *Australian House & Garden*.

Each woman received magazines that were relevant to their lifestyle, and was asked to read each magazine in their usual way. While they read, we measured their levels of brain activity to determine their levels of engagement, and if a state of 'flow' was reached. We also measured their reactions, as well as how they responded to the advertising. Every second during the test, we measured eight key areas of the brain to gauge the reaction.

## GO WITH THE FLOW

The research showed that, from the very first page, our readers were connected with their magazine. They immediately engaged with the content. It also showed that along with engagement, the content was immediately encoded into long-term memory and sustained for the entire reading experience.

In the parallel study, readers reported feelings of happiness and inspiration, and each woman agreed that time "flew" as they read. In addition to being highly engaged, each of the 11 magazines had their own unique emotional "signature", a combination of varying qualities, such as attention, likes and dislikes, engagement and memory.

## EMOTIONAL TRIGGERS

Emotional qualities are the triggers to long-term memory and extend from the magazine's content to the advertising. The great news for advertisers is a huge positive emotional response, or "salience" to the content. We tested 64 advertisements across the 11 magazines and after the magazine reading session.

## THE RESULTS

In this session, most brands showed high levels of engagement. Readers were asked about

## LOVE IN A NUTSHELL

As we have learned from hundreds of focus groups before this project, the Neuroscience participants reported after reading how much they enjoyed the experience and that "the time just flew by". The readers were connected with the content and engaged. They entered the flow-zone. The graph (top right) "emotional intensity" demonstrates that readers actively enjoyed the entire reading session. The second graph "memory encoding" (below right) illustrates what is actively being encoded into the long-term memory as it is being laid down. Both left and right sides are being engaged throughout the reading session. Again, we are seeing incredibly high levels of engagement compared to all other media.

## EMBEDDED INTO MEMORY

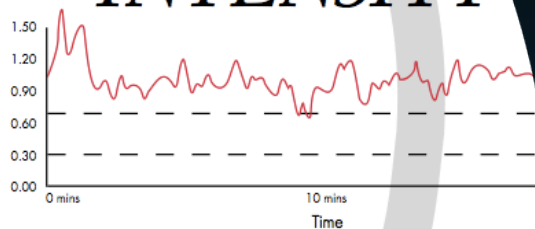
From prior research, we know that memory encoding and consumer behaviour go hand in hand. Our research showed readers can recall the brand or the message they have seen in the magazine before they go shopping.

We also know that the total reading experience of magazines, from cover to cover, is an immersed level of high engagement, with very high emotional intensity and ultimately very high memory encoding.

The results of this ground-breaking Neuroscience approach to understanding how readers engage with magazines, is that we learn what works with readers and the science of why.

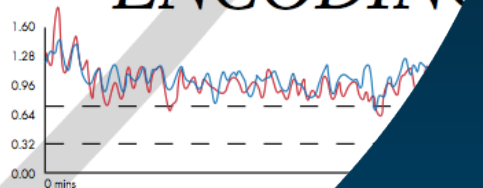
We are pioneering new territory but are also confirming what we already know: consumers love magazines. They involve. Inspire. Engage. They evoke emotions, resonate, motivate and inform. Quite simply, magazines work – for consumers and for advertisers. ♥

## emotional INTENSITY



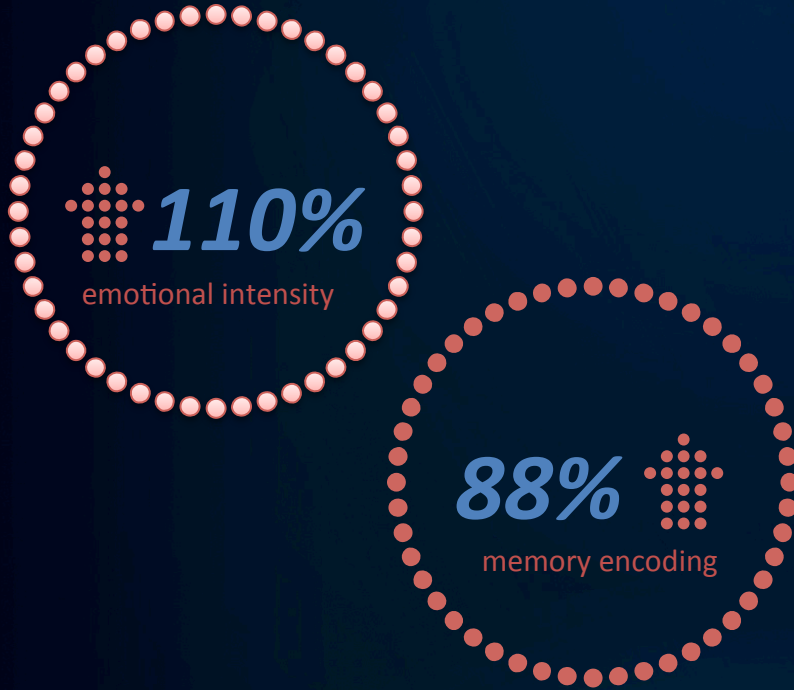
This graph shows the emotional intensity for a Woman's Day reader during a 20 minute read. The average for Woman's Day is 1.05 – **110% HIGHER** THAN THE AVERAGE FOR ALL OTHER MEDIA.

## memory ENCODING

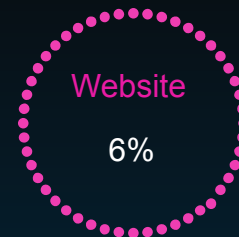
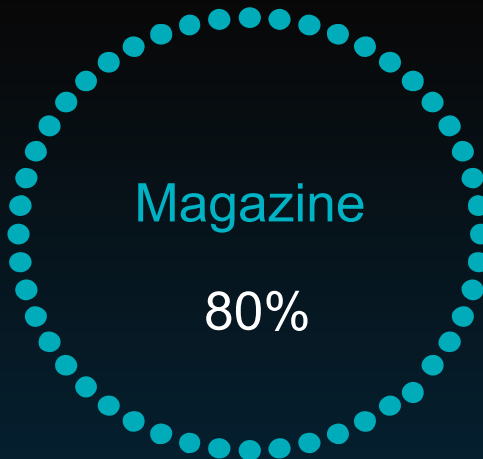
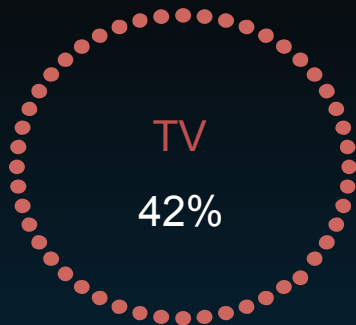


CAN'T GET ENOUGH NEWS  
If you'd like





In a neuroscience study by ACP, respondents showed an uplift in emotional intensity 110% higher than the average for all other media, and an uplift in memory encoding 88% higher than the average for all other media



Advertising doesn't  
distract from the  
content experience

Moments that Matter 2015

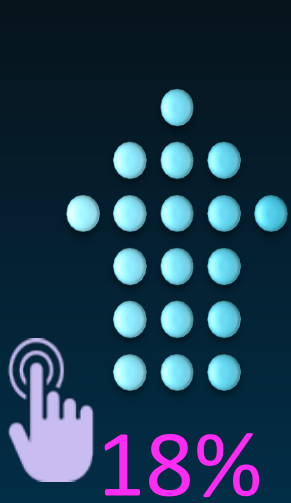
Join the Dots

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to each of the following?



4.

THE QUALITY OF ATTENTION  
AND ENGAGEMENT TO ADVERTISING  
IN OUR DIGITAL ENVIRONMENTS  
FAR OUTPERFORMS INDUSTRY  
AVERAGES



18%

INTERACTION RATE



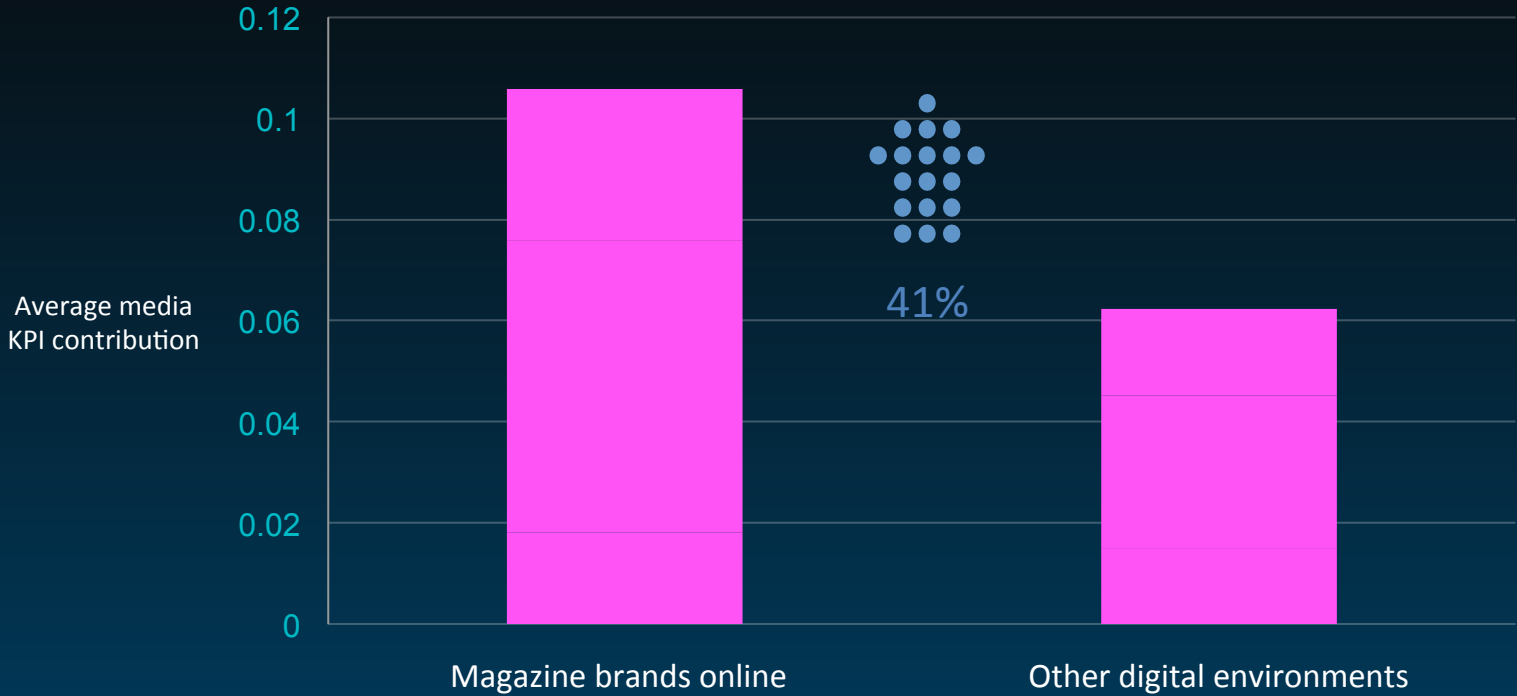
30%

INTERACTION TIME





# Magazine brands online deliver a stronger impact on brand KPI's



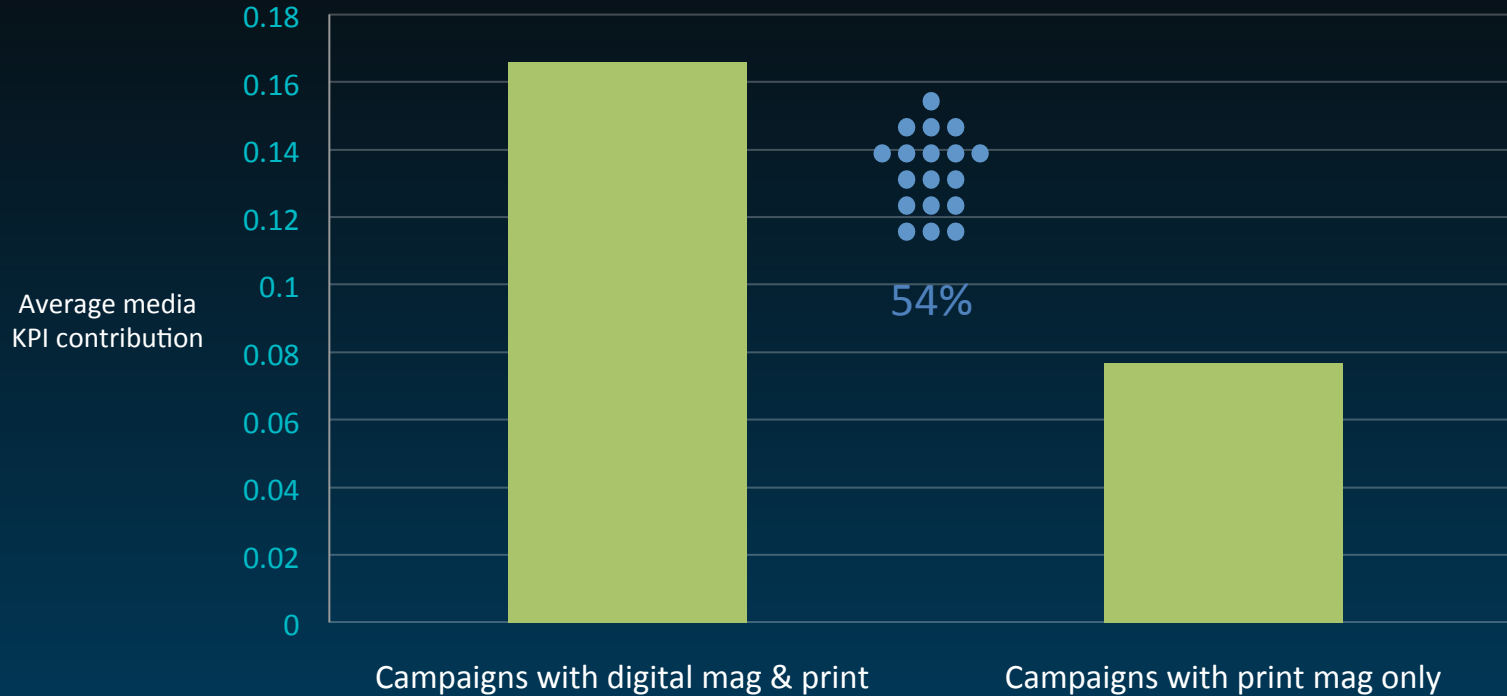


5.

WHEN OUR DIGITAL  
ENVIRONMENTS ARE  
COMBINED WITH PRINT  
CAMPAIGNS ARE OVER  
TWICE AS EFFECTIVE



# Campaigns with magazine print & digital are twice as impactful on brand KPI's as print alone



6.

WE HAVE MORE  
**INFLUENCE** THAN  
THE INFLUENCERS!



Across February's LFW, top magazine brands attracted **4X** the level of earned engagement (replies/likes/retweets) compared to top Bloggers



The background is a collage of various magazine covers, including titles like 'Indie Head', 'JASON SCHWAB', 'Can Get', 'Phone Tips', 'Dazzle', 'Diamond Watch', 'Mode a', 'Paris', 'Concours & St-Bar', 'WINTER', 'Ven tend', 'EASE', 'BRITISH', 'VICTORIA BECKHAM', 'STREET STYLE', 'STELLA MCCARTNEY', 'KATE MOSS', 'AT PLAY', 'See it, lose it, shop it, share it', 'SMART TO MA', 'MONE', 'TWO', 'Pome', 'use it', 'Your style checklist for the new season', 'Go GRAPHIC', 'Plastic FANTASTIC', 'Sixties REMIX', 'The FLAT is BACK', 'SPRING', and 'Model of the year'. A large white circle is centered over the collage.

7.

MAGAZINE MEDIA MOVES  
THE MOST DIFFICULT AND  
MOST IMPORTANT BRAND  
METRIC- **RELEVANCY**

RELEVANCE

PRESENCE

KNOWLEDGE

QUALITY

PRESTIGE

TRUST

HARD

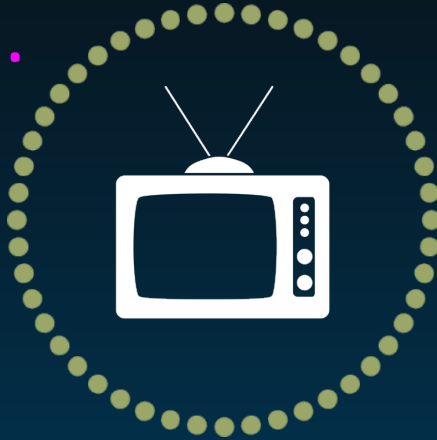
EASY

1.



Magazine Brands

2.



TV

3.



Social



8.

MAGAZINES OFFER THE  
MOST **COST EFFECTIVE**  
WAY TO BUILD A  
BRAND LONG TERM

## SALIENCE

Across 87 campaigns TV and Magazines have the strongest impact on the **salience dimension** - the ability to create top of mind awareness with consumers



TV

+ 2.1%



Magazines

+ 2%



Newspapers

+ 1.5%



Radio

+ 1.3%

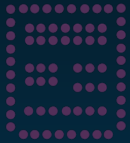


Online Display

+ 0.5%

## MEANINGFUL

Newspapers and TV have the strongest impact on the **meaningful dimension** – the ability to help consumer understand whether a product meets their needs



Newspapers

+ 1.6%



TV

+ 1.5%



Magazines

+ 1.1%



Online Display

+ 0.9%



Radio

+ 0.5%

## DIFFERENT

Cinema and Magazines have the most impact on **different dimension**, the ability to help consumers understand what makes a brand unique and more desirable than others



Cinema

+ 3.2%



Magazines

+ 2%



Radio

+ 1.2%



Online Display

+ 1%



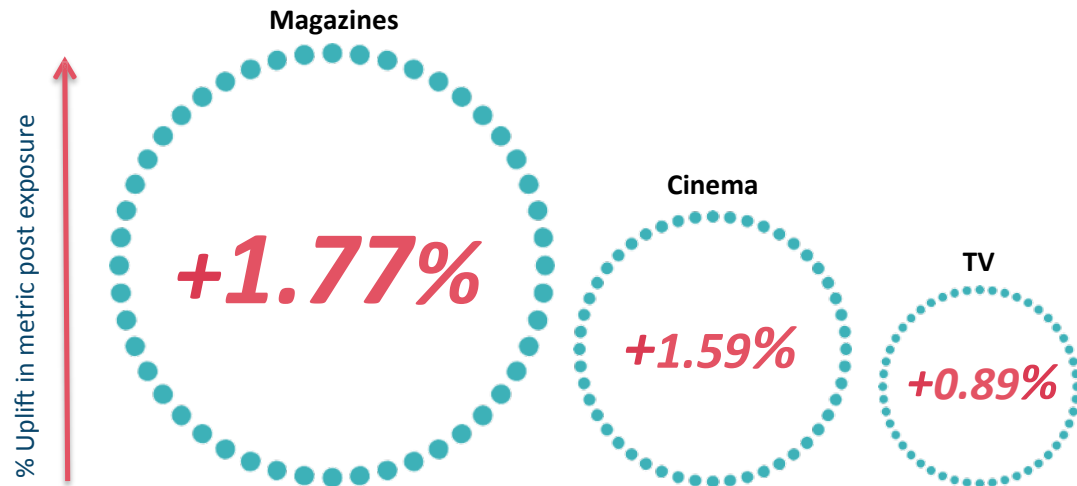
TV

+ 0.9%





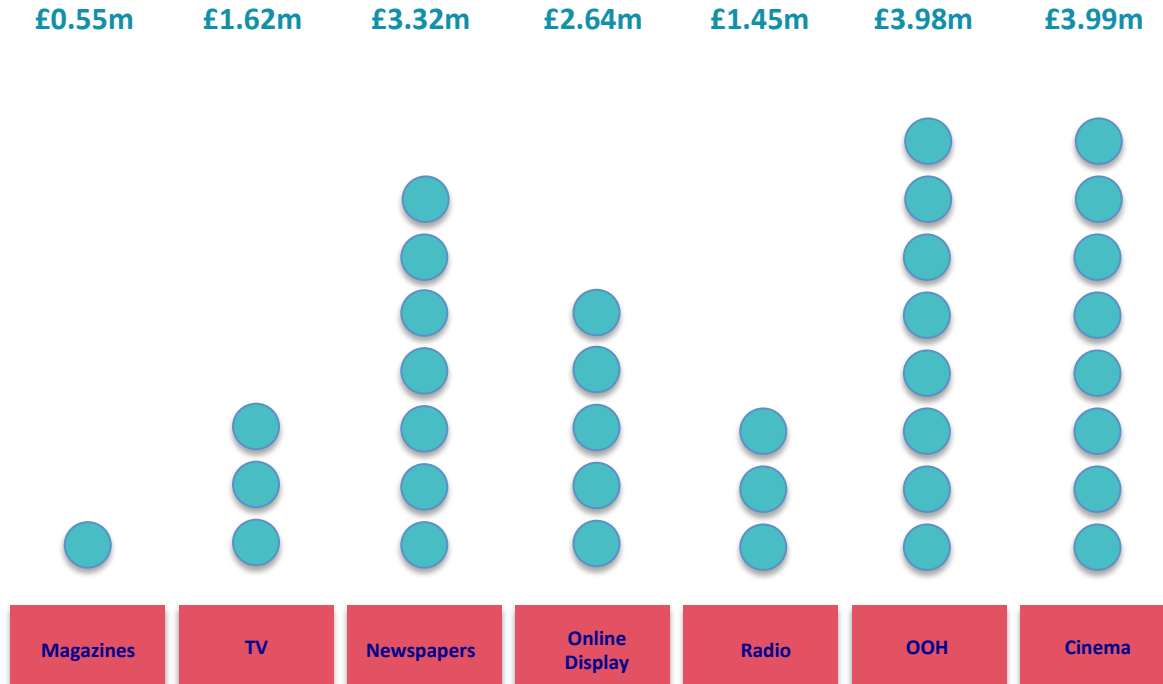
# MEANINGFULLY DIFFERENT IMPACT



Magazines and Cinema  
excel at helping  
brands deliver a  
meaningfully  
different impact for  
consumers



# COST PER 1% MDI CONTRIBUTION



Magazines have the lowest overall cost to deliver 1% of MDI

A hand holding a pen over a document, with a large white circle overlaid containing text.

9.

DEMAND FOR MAGAZINE  
CONTENT  
IS GROWING



10.

BECAUSE SIR MARTIN  
SORRELL ( AND OTHERS)  
SAY SO

"There is an argument at the moment going on about the effectiveness of newspapers and magazines, even in their traditional form, and maybe they are more effective than people give them credit [for]."

Martin Sorrell

# Our approach

Connect with the young

Cut through with industry debates

Collaborate and collective



## INTRODUCING THE CLASS OF 2017



ANY QUESTIONS?

