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Sources: ROI TGI 2013 | Nielsen Ad Spend 2013 | PPA Magnify 2011 | 21st Century Woman Condé Nast 2012
TNS 2012 + Global Studies | IPA TouchPoints 2012 | Magazine Experiences Europe, Time & Fortune

PRINT
THE
POWER
of magazine brands
SOCIAL
MEDIA
EVENTS
DIGITAL
SPONSORSHIP
PR
APP
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7 out of **10** adults read magazines regularly

magazines are the **No.1** most trustworthy source of information

in any business category **OVER 90%** of influentials are magazine readers

68% of magazine reading is done alone, compared to 24% of TV viewing

Magazine brands offer more creative routes for advertisers than any other media

Advertising: Part of the magazine essence

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

3 out of **10** pages were ads

Advertising Influence:

Audiences regard the advertising and the editorial as a **seamless** blend of relevant content. There are no advert breaks in magazines – there is only **content**. The strong **affiliation** between magazine brands and their audience ensures advertising is endorsed by the magazine's personality.

Recall:

Audiences are just as likely to recall advertising as they are editorial and to take action:

	NET ACTION SCORES	NOTED SCORES
Advertising	63%	54%
Editorial	66%	54%

The Power of Messages Multiplied: Lifestyle attitudes of magazine readers in last month

Advertising receptors:

75% of magazine readers generally like advertising and 74% enjoy watching ads featuring their favourite celebrities

Engaged with reviews:

74% of magazine readers agree product reviews have a major influence on their purchasing decisions

Advocates:

72% of influencers of products and services read magazines in the last month



ROI

Advertising in magazines gives brands the highest ROI of all.

Analysis identifies that brands can at least double their investment in magazine advertising before its ROI dropped to that of its nearest alternative. The impact of TV, internet and outdoor iterations are amplified among audiences who have also seen magazine adverts.

Share of pie for full year 2013

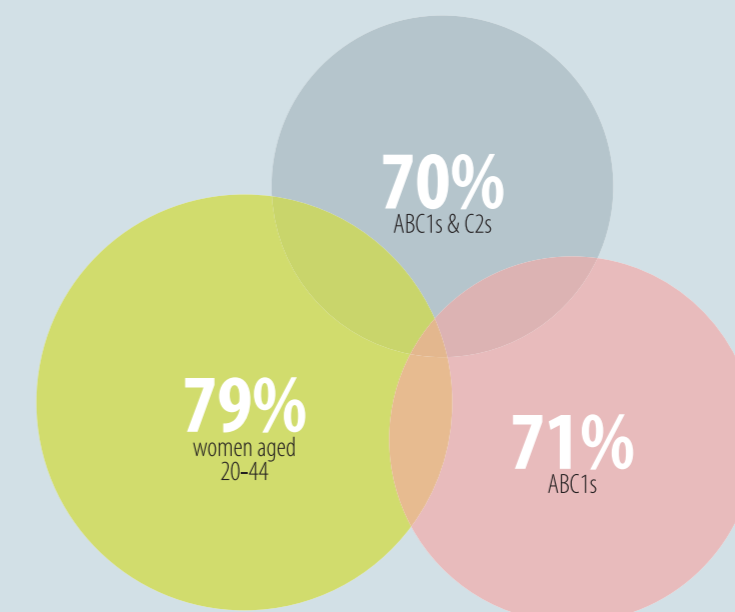
€29m or 4% of all media spend (€783m)

Audience:

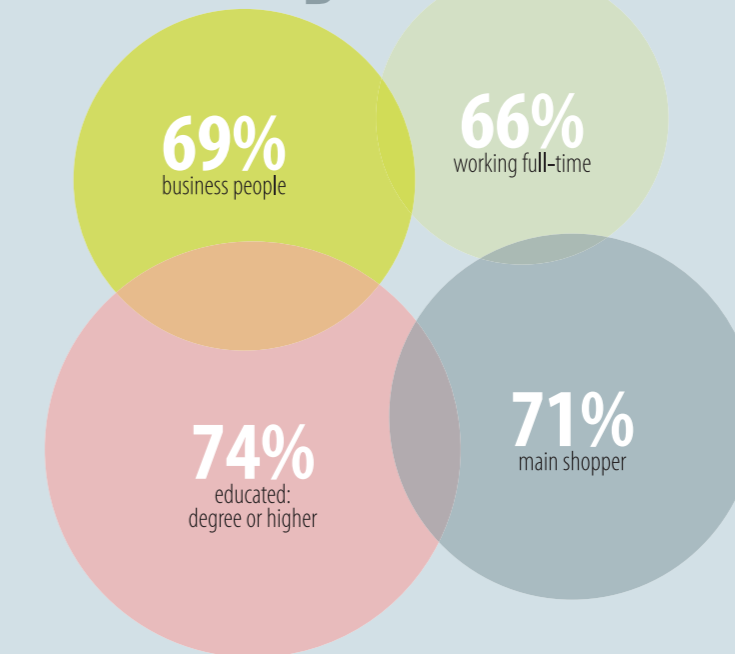
2.5 million adults read a magazine in the last month

81% of women under 35 read a magazine in the last month

60% of men read a magazine in the last month



Diversity:



In print & online:

Digital has a significant cross-over audience with print magazines



In the last month **91%** of visitors to magazine websites read a printed magazine in same period

Online Equity and Influence:

Influencer Marketing: Society's "movers and shakers" stay ahead of the game by valuing the knowledge and opinion of magazine brands



Mobile: Magazine editorial works perfectly on mobile devices. Audiences enjoy long-form content in print and also engage with different format content from the same trusted brands on the go

Social & Sharing: Magazine brand content has always been about sharing. Advertisers involved with magazine brands have access to immediate audiences, at scale



49% of women indicated that they often talk to other people about the things they read in magazines

62% of younger audiences are even more inspired by editorial, with 62% of 15 to 35 year old women saying the same thing

What magazine brands say really matters to their readers. Audiences invest in them to acquire knowledge and develop a point of view from a source they believe to be expertly informed and trustworthy.

