

Magazine Advertising Works!
Seven key points





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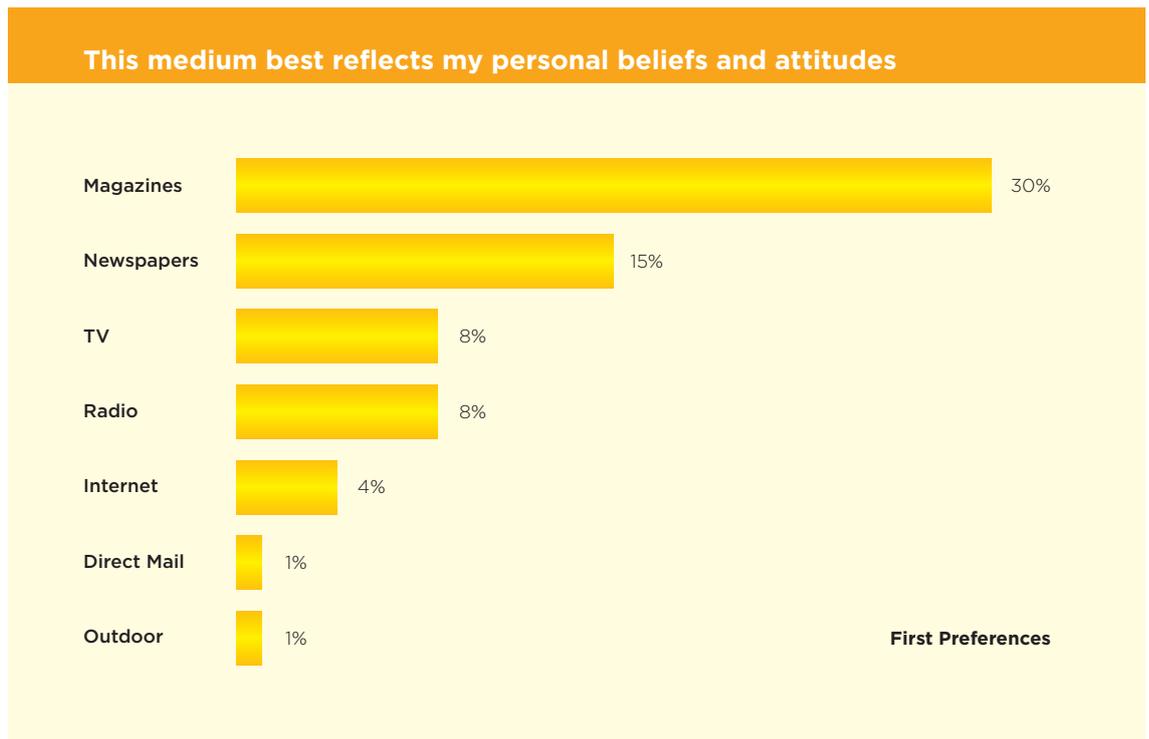
All the statements made in this document are supported by research evidence. Details can be found in the full research report, 'The Case For Magazine Advertising: The Research Evidence' which may be downloaded from the PPAI website www.ppa.ie

1. READERS DEVELOP A PERSONAL RELATIONSHIP WITH THEIR MAGAZINES

The readers' process of selection when they choose a magazine ensures the relevance of the contents to the individual reader, and an empathy with how the magazine sees its world. A personal relationship builds up. When a magazine closely chimes in with a reader's self-image there is a high level of identification with the chosen magazine.

Irish research commissioned by PPAI shows magazines as the strongest major medium in terms of 'best reflects my personal beliefs and attitudes', 'contains information that I am most interested in', and 'most tailored to meet my individual needs'.

The personal relationship between reader and magazine is a characteristic of magazines around the world. Research from many countries confirms and amplifies the Irish findings. For example, a survey conducted in Germany, UK and France identified one of the key roles of magazines as "connecting with the personal self", where magazines are a 'me time' medium. An Australian study found that magazines stand apart as the personalised medium, an indulgence, and the medium which gets closest to consumers.



Source:
Michael Smurfit/UCD for PPAI

2. MAGAZINES ARE WELL READ

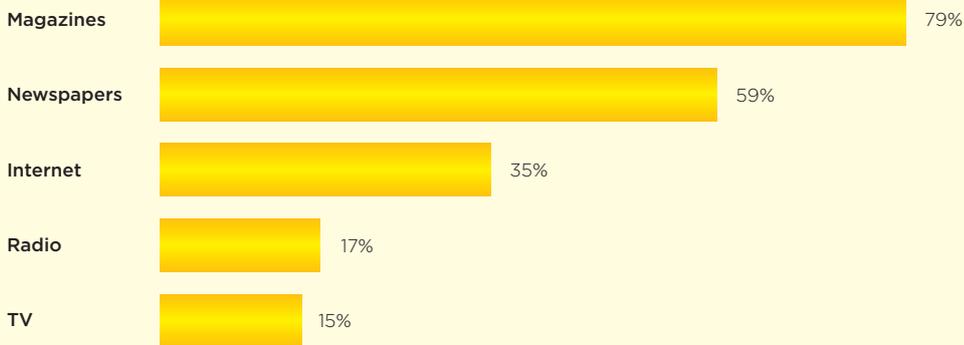
By every measure, magazines are well read. The average paid-for magazine is read for 54 minutes, picked up 5.4 times, and the average page is opened 2.5 times.

In a world of growing multi-tasking, where consumers are increasingly consuming more than one medium at a time, magazines stand out as the medium which is most used on its own without the distraction of other media. Moreover when used simultaneously with another medium, magazines usually receive the primary attention.

The typical circumstances in which many magazines are read - the 'magazine moment' - is a treasured time, a break from responsibilities which transports readers from their everyday situation, and an intensely personal, absorbing moment.

This adds up to a deep engagement by readers with their chosen magazines.

Of multi-media time spent with medium, % where it receives primary attention



During multimedia usage, print media, and magazines in particular, attract primary attention far more than internet, radio or TV.

Source:

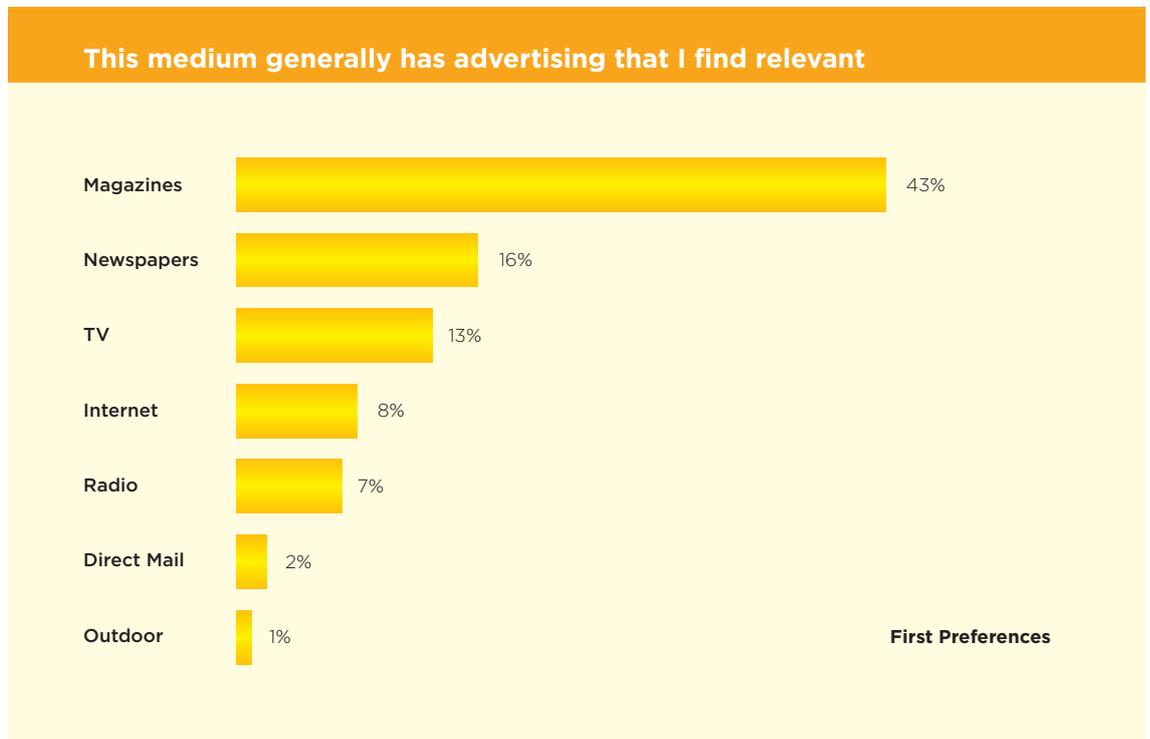
*'Engaging the Ad-Supported Media',
Ball State University*

3. READERS ARE RECEPTIVE TO THE ADVERTISING

Readers are receptive to the advertising in magazines. The personal relationship, and the world into which a magazine takes its readers, ensure that readers are in a receptive frame of mind. The effect is heightened because the advertising is relevant to the contents and function of the magazine, and thus the advertising is regarded as an integral part of the publication.

Many readers consider that the advertising contributes to the enjoyment of their magazine. Consequently, as research in Ireland and elsewhere showed, deliberate attention to the advertising runs at a far higher rate than in any other major medium.

Compared with other media, advertisements in magazines are the least intrusive. The lowest levels of ad avoidance are in magazines.



Source:
Michael Smurfit/UCD for PPAI

4. MAGAZINE ADVERTISING INFLUENCES THE DECISION-MAKING PROCESS

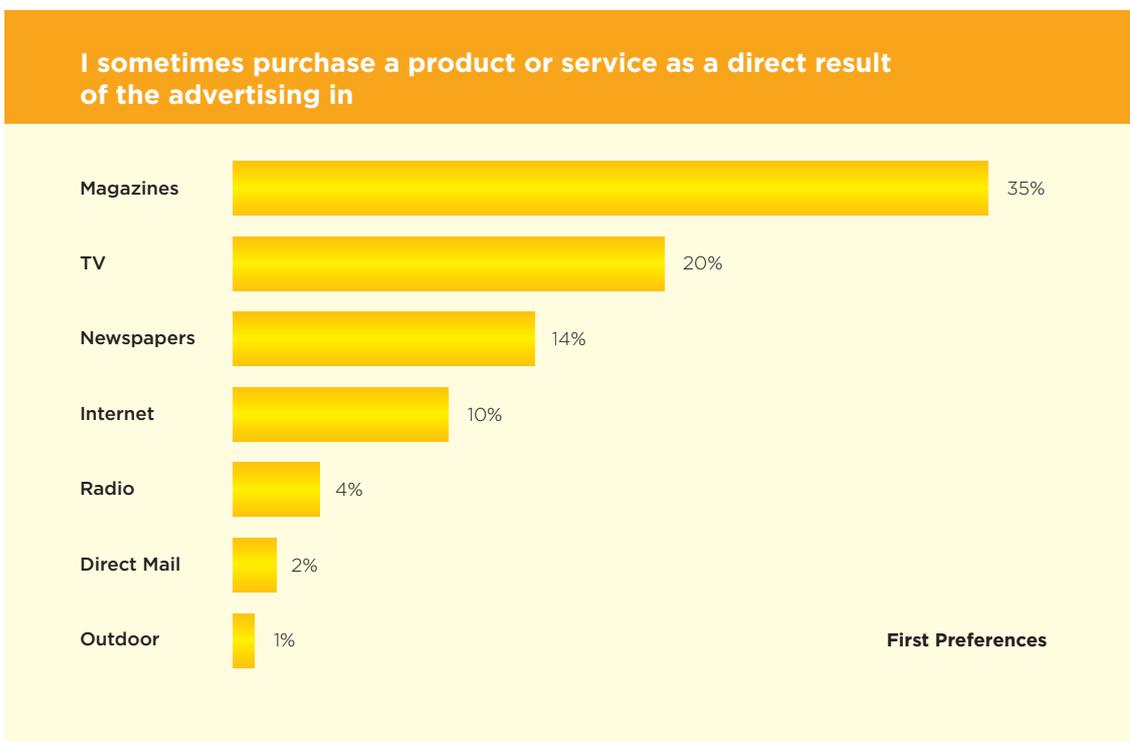
It is in magazines that consumers find the advertising most helpful as a guide before purchasing, and providing useful product information. It is also the medium where users say they are most likely to make a purchase as a direct result of the advertising it carries.

Readers expect to react to all areas of their magazines, including the advertising. There are many ways in which surveys show readers taking action as a result of seeing magazine ads. Actions such as trying out suggestions, talking to others about an advertised product, and buying a product that was advertised in the magazine - these are all associated with high percentages.

The effectiveness of magazine advertising is seen at every stage of the decision-making process - from such measures as brand awareness, ad awareness, association of the message with the correct brand, and developing a favourable impression of the brand, through to an intention to buy.

Within mixed-media campaigns also involving television and the internet, magazines' contribution is particularly strong in terms of 'purchase intent' - which is arguably the most important criterion since it is closest to the act of purchasing and reflects a decision already made in principle.

One of the reasons why television, internet and magazines work well together is the synergy that occurs between these different forms of media.



Source:

Michael Smurfit/UCD for PPAI

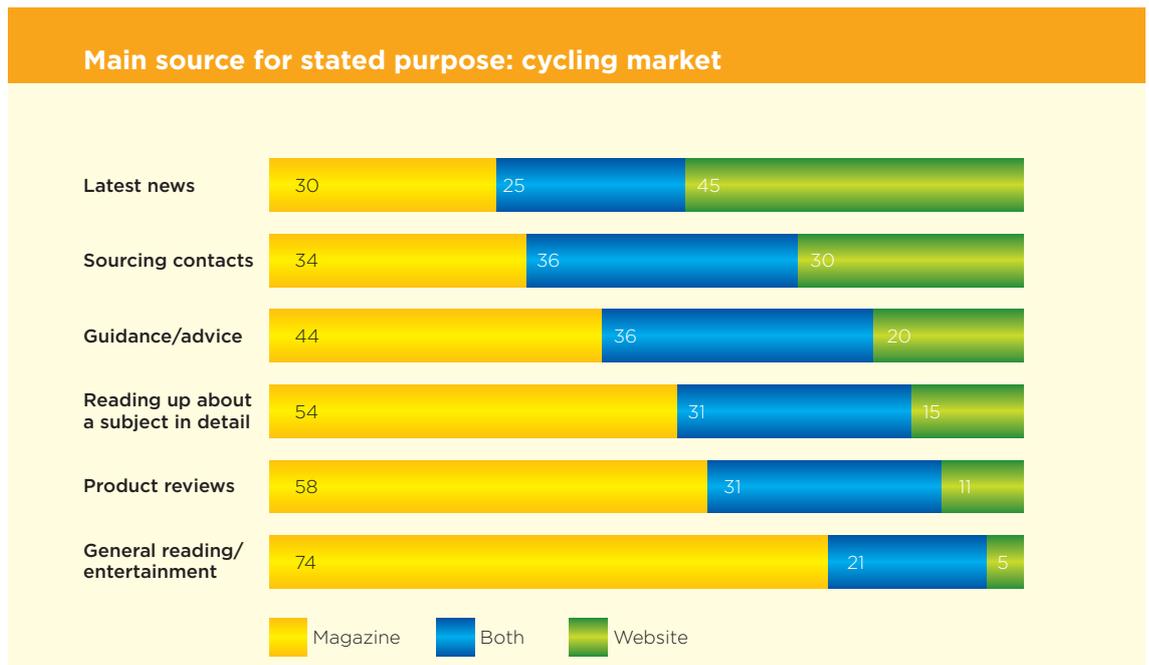
5. MAGAZINES MAKE DIGITAL MEDIA & BUZZ WORK HARDER

Magazines drive consumers to visit websites, including advertisers' own sites.

Studies show that, compared with other media, magazines are particularly effective at influencing consumers to talk to others about products they have seen in the advertising. Magazines, sitting at the heart of communities of interest, are a vital medium for establishing a regular dialogue with the key 'influencers' within a market. Magazines can play a central role in igniting the process that leads influencers to seek further information online and share it with others.

Magazines are in a particularly good position to mediate messages between brands and consumers. With the strong personal relationships and trust which they create, magazines can generate the frisson needed to give a brand some prominence in the digital media arena of websites, social networks, blogs, virals and so on.

The diagram illustrates the complementary use of two media, magazines and websites. Magazines are the main source for most purposes (e.g. general reading), while websites are best for latest news. Marketing campaigns need to utilise both traditional and online tools in order to connect with consumers.



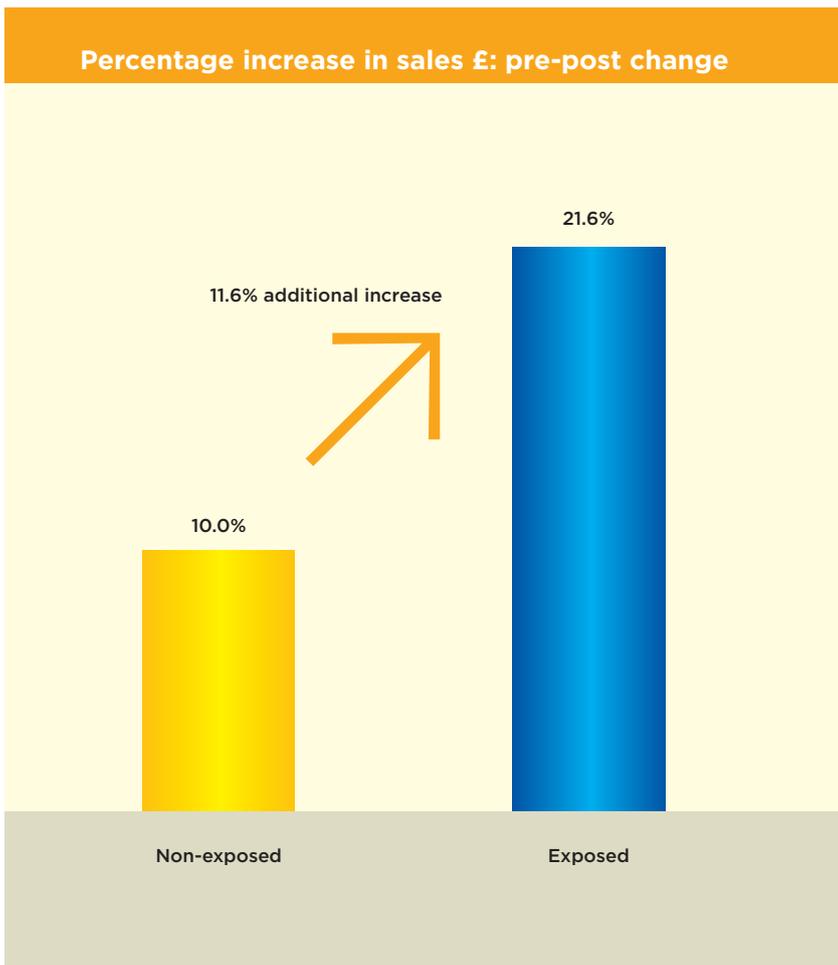
Source:
'Engagement Counts', Future Publishing Ltd

6. MAGAZINE ADVERTISING CREATES SALES

Magazine advertising creates sales, whether magazines are used on their own or in combination with other media. One analysis of major brands of fast-moving consumer goods found an average uplift in sales of 11.6% from using magazine advertising, and on average market share rose by 7%. Market penetration rose, as did average weekly weight of purchase of these major brands after exposure to magazine advertising. The return on investment was substantial, and comparable to that of television advertising.

Moreover the combination of television and magazine advertising outperformed the use of television advertising on its own. Relating media costs to performance, magazines were much more cost-effective than television – at the relative levels of expenditure used in each medium. This probably means that too high a proportion of the budgets were spent on television (which had passed the point of severe diminishing returns) and too low a proportion in magazines and other media (still on a steep part of the response curve).

Many other studies have agreed with these crucial findings.



Combining 20 brands, the average sales increase among consumers who had not seen magazine advertisements was 10.0%. Among those exposed to the magazine advertisements the increase was 21.6%, a gain of 11.6 percentage points.

Source:
'Sales Uncovered', PPA

7. MAGAZINES ARE A VITAL INGREDIENT IN B2B MARKETING CAMPAIGNS

Many of the characteristics which make consumer magazines a strong medium also apply to business-to-business (b2b) magazines – for example, the personal relationships which readers establish with their regular magazines, the intensity with which they are read, the receptiveness to relevant advertising, the ability to influence the process of purchase decision-making, the proven ability to generate sales leads and sales, and the complementarity of print and online. However the very different nature of the markets in which b2b magazines operate, compared with consumer markets, means that for the most part research on b2b magazines must be considered separately.

Research commissioned by PPAI showed that b2b magazines were very strong (compared with other media) in terms of containing advertising that is useful for readers' work, providing information that can be trusted, helping respondents keep up to date, stimulating new business ideas, and generally helping respondents to do their jobs better. The advertising carried by b2b magazines was considered relevant and useful.

By 2009 b2b publishers have become positioned as publishers of content across multiple platforms, especially online services operating alongside print, with face-to-face media also playing a substantial role. Recent research shows that these industry-specific media are very effective at reaching business decision makers, and are very heavily used by them.

Within the mix of media, magazines remain highly relevant and valuable to decision makers. B2b websites and b2b magazines are the top two sources for key business activities. Executives identify different strengths for each type of industry-specific b2b medium, and consequently it is highly beneficial to combine media in an integrated manner and take advantage of the media-multiplier synergy which can be achieved.

"It is easier for me to recognise or remember a company's brand or products/services when I see messages about it in multiple media such as magazines, online, or at events". 91% of decision makers agreed with this statement.

Source: Forrester/ABM

B2b marketers held a similar view. Almost all felt that it was the combination of industry-specific media – rather than using any of them in isolation – that was most valuable in promoting their products and services. Moreover the b2b media extend the reach and effectiveness of the b2b marketer's own sales organisation.



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