WHAT ARE WE?

THE NEW MARKETING AGENCY FOR CONSUMER MAGAZINES
PURPOSE

To champion the **power and vitality of magazine media**, in all it’s forms and at the broadest level, to the media, advertising and marketing community.
THE RULES OF ATTRACTION

- Immersion
- Belonging
- Stature
- Inspiration
- Influence
- Growth
THE RULES OF ATTRACTION STUDY 2015

15,000

magazine consumers
over 2 years

Online survey | Mobile diaries | Depths and video

Conducted by Crowd DNA
IMMERSION
#1 Magazines Address a Number of Important Needs States

Reasons given for reading magazines - % Stating:

- To relax: 65%
- Get information: 62%
- For entertainment: 58%
- Follow passion/hobby: 47%
- For inspiration: 47%
- Keep up-to-date: 39%
- As a treat: 35%
- None of these: 11%

Source: Crowd DNA Rules of Attraction, 2014/15
#1 THE THREE DRIVERS OF IMMERSION

## Personal
This media is personal
- Internet: 39%
- Magazines: 28%
- Radio: 23%
- TV: 19%
- Newspapers: 11%
- Social media: 11%

## Indulgent
This media is indulgence
- Cinema: 27%
- Magazines: 20%
- TV: 12%
- Internet: 8%
- Radio: 4%
- Social Media: 3%

## Relaxing
This media is relaxing
- TV: 67%
- Magazines: 53%
- Cinema: 49%
- Radio: 45%
- Internet: 23%
- Social media: 21%
- Newspapers: 11%

Source: Crowd DNA Rules of Attraction, 2014/15
#1 READERS IMMERSE THEMSELVES MORE IN MAGS

Proportion who associate magazines with each word/phrase

- **Relaxing**
  - WAVE 1 2013: 51%
  - WAVE 2 2014: 55%

- **Pleasurable**
  - WAVE 1 2013: 45%
  - WAVE 2 2014: 46%

- **Inspirational**
  - WAVE 1 2013: 31%
  - WAVE 2 2014: 35%

*Source: Crowd DNA Rules of Attraction, 2014/15*
#1 READERS IMMERSE THEMSELVES MORE IN MAGS
#2 STATURE IS ENHANCED BY THE PRINT BOND

<table>
<thead>
<tr>
<th>Tangibility</th>
<th>Emotion</th>
<th>Habit</th>
</tr>
</thead>
<tbody>
<tr>
<td>The tangibility of print is one of its main draws – with digital driving an appreciation of this</td>
<td>Many readers can’t explain why they like the print version, they just feel a strong connection</td>
<td>The force of habit and loyalty to the print versions is continuing to drive readership</td>
</tr>
<tr>
<td><strong>9 in 10</strong></td>
<td><strong>9 in 10</strong></td>
<td><strong>7 in 10</strong></td>
</tr>
<tr>
<td>agree it just feels better holding a physical copy</td>
<td>agree they just prefer the printed version</td>
<td>like the print version because it’s what they’ve always bought</td>
</tr>
</tbody>
</table>

*Source: Crowd DNA Rules of Attraction, 2014/15*
“Which format is more appealing?”

<table>
<thead>
<tr>
<th>Format</th>
<th>Print</th>
<th>Apps</th>
<th>Websites</th>
<th>All of these</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>87</td>
<td>5</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Only</td>
<td>40</td>
<td>24</td>
<td>7</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Print + Digital</td>
<td>75</td>
<td>10</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Print Only</td>
<td>97</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Source: Crowd DNA Rules of Attraction, 2014/15
#2 PRINT HAS APPEAL FOR A NUMBER OF REASONS

% agree or strongly agree

- 91% Just prefer print
- 91% Better having physical copy
- 74% Feel more relaxed
- 70% Always bought
- 69% Easier to hold
- 64% Keep back issues
- 60% Take to more places
- 59% Feel safer
- 51% Little piece of luxury

Source: Crowd DNA Rules of Attraction, 2014/15. All print readers
#2 QUALITY COMES FROM CURATION

51% of readers claim to “trust the reviews in my magazines”

<table>
<thead>
<tr>
<th>Q</th>
<th>MUSIC REVIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRAIL</td>
<td>EQUIPMENT TEST</td>
</tr>
<tr>
<td>EMPIRE</td>
<td>FILM REVIEWS</td>
</tr>
<tr>
<td>VOGUE</td>
<td>CATWALK</td>
</tr>
<tr>
<td>GOOD FOOD</td>
<td>CRITIQUE RECIPES</td>
</tr>
<tr>
<td>TOP GUIDE</td>
<td>TEST DRIVE</td>
</tr>
</tbody>
</table>

50% yoy increase in digital readers following editorial talent
#2 Magazines are one of the most trusted

How much do you trust these media?

<table>
<thead>
<tr>
<th>Media</th>
<th>Low (1-3/10)</th>
<th>Medium (4-7/10)</th>
<th>High (8+/10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>8%</td>
<td>60%</td>
<td>32%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>25%</td>
<td>50%</td>
<td>25%</td>
</tr>
<tr>
<td>Internet</td>
<td>12%</td>
<td>69%</td>
<td>19%</td>
</tr>
<tr>
<td>Internet</td>
<td>9%</td>
<td>66%</td>
<td>25%</td>
</tr>
<tr>
<td>Magazines</td>
<td>2%</td>
<td>69%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: Crowd DNA Rules of Attraction, 2014/15
#2 STATURE COMES THROUGH QUALITY
BELONGING
Audiences identify with magazine brands more than any other media. PPA. Media Experience Study.
#3 Many magazine readers have a close relationship with their favourite titles

% agreeing “I would miss my favourite magazines if they weren’t there”

- All readers: 71%
- Women: 72%
- 18-24: 69%
- Print & digital: 74%
- ABC1: 70%

Source: Crowd DNA Rules of Attraction, 2014/15
#3 Magazine readers claim to share content with family & friends

4 in 10 regularly share
58% for digital readers

Source: Crowd DNA Rules of Attraction, 2014/15
#3 Magazine readers are keen followers on social media

1 in 3 magazine readers claim to follow at least 1 brand

22% follow brand on FB

18% follow on Twitter

Super user group more social usage
1 in 2 on at least one platform

Source: Crowd DNA Rules of Attraction, 2014/15
#3 LOTS OF REASONS TO FOLLOW MAGAZINES

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitions</td>
<td>46%</td>
</tr>
<tr>
<td>Offers/Discounts</td>
<td>39%</td>
</tr>
<tr>
<td>Extra Content</td>
<td>30%</td>
</tr>
<tr>
<td>Videos/Images</td>
<td>26%</td>
</tr>
<tr>
<td>Bite-sized info</td>
<td>26%</td>
</tr>
<tr>
<td>Follow Talent</td>
<td>25%</td>
</tr>
<tr>
<td>Keep Up</td>
<td>19%</td>
</tr>
<tr>
<td>Relevant</td>
<td>10%</td>
</tr>
<tr>
<td>Feel Closer</td>
<td>10%</td>
</tr>
</tbody>
</table>

The average follower lists 5+ reasons why they follow their favourite magazine brands... and growing!

Base: All Who Follow Magazine Brand on Social Media
Source: Crowd DNA Rules of Attraction Survey, 2014/15
INSPIRATION
#4 MORE CONSUMERS TAKE INSPIRATION FROM MAGAZINES THAN ANY OTHER MEDIUM

- **83%** of consumers agree content gives them ideas and inspiration
- **81%** have bought an item or visited a place after reading about it in a magazine
- **32%** rate magazines as inspirational in comparison with 12% average for all other media

*Source: Crowd DNA Rules of Attraction, 2014/15*
#4 READERS LOOK TO MAGS FOR INSPIRATION

Proportion who **associate magazines with each word/phrase**

- **Educational**: 35% (Wave 1) vs. 39% (Wave 2)
- **Useful**: 38% (Wave 1) vs. 41% (Wave 2)
- **Gives me ideas**: 54% (Wave 1) vs. 61% (Wave 2)

*Source: Crowd DNA Rules of Attraction 2014/15*
INFLUENCE
#5 INSPIRATION CARRIES OVER TO THE ADVERTISING

“This media contains ads that are most useful for inspiring my interests”

51%

Source: Crowd DNA Rules of Attraction 2014/15 Base: All readers who expressed an opinion
#5 INSPIRATION CARRIES OVER TO THE ADVERTISING

“This media contains ads that spark ideas that I act upon”

42%

Source: Crowd DNA Rules of Attraction 2014/15
#5 Magazine Advertising Less Intrusive

How much do ads spoil the enjoyment?

<table>
<thead>
<tr>
<th>Medium (4-7/10)</th>
<th>High (8+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinema 36%</td>
<td>20%</td>
</tr>
<tr>
<td>Radio 36%</td>
<td>37%</td>
</tr>
<tr>
<td>Newspapers 38%</td>
<td>9%</td>
</tr>
<tr>
<td>Internet 36%</td>
<td>44%</td>
</tr>
<tr>
<td>TV 35%</td>
<td>51%</td>
</tr>
<tr>
<td>Magazines 30%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Crowd DNA ‘Rules of Attraction’ 2014 only
#5 THE THREE DRIVERS OF INFLUENCE

**Information**
Magazines are a key source of information – both from passive browsing and active searching.

2 in 3 agree they read magazines specifically for the information they provide.

**Inspiration**
Magazines don’t only give readers information – they give them information that they act on.

8 in 10 agree magazines give them ideas and inspiration.

**Action**
Magazines create further action – readers are open to further search, research and purchase.

3 in 4 Have searched for or researched a product after seeing in a magazine.

*Source: Crowd DNA Rules of Attraction 2014/15*
#5 THE THREE DRIVERS OF INFLUENCE

**Inspiration**

- This media is inspirational

<table>
<thead>
<tr>
<th>Media</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>33%</td>
</tr>
<tr>
<td>Internet</td>
<td>23%</td>
</tr>
<tr>
<td>Cinema</td>
<td>16%</td>
</tr>
<tr>
<td>TV</td>
<td>16%</td>
</tr>
<tr>
<td>Radio</td>
<td>10%</td>
</tr>
<tr>
<td>Social Media</td>
<td>10%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>6%</td>
</tr>
<tr>
<td>Poster adverts</td>
<td>1%</td>
</tr>
</tbody>
</table>

**Spark Ideas**

- This media gives me ideas

<table>
<thead>
<tr>
<th>Media</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazines</td>
<td>61%</td>
</tr>
<tr>
<td>The internet</td>
<td>57%</td>
</tr>
<tr>
<td>TV</td>
<td>25%</td>
</tr>
<tr>
<td>Social media</td>
<td>18%</td>
</tr>
<tr>
<td>Poster adverts</td>
<td>18%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>16%</td>
</tr>
<tr>
<td>Radio</td>
<td>1%</td>
</tr>
<tr>
<td>Cinema</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Functionality**

- This media is useful

<table>
<thead>
<tr>
<th>Media</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The internet</td>
<td>69%</td>
</tr>
<tr>
<td>Magazines</td>
<td>41%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>40%</td>
</tr>
<tr>
<td>TV</td>
<td>28%</td>
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<td>Cinema</td>
<td>3%</td>
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</tbody>
</table>

Source: Crowd DNA Rules of Attraction 2014/15
#5 ACTIVELY SEEKING ADVERTISING LEADS TO IMPACT

9 in 10 magazine readers look at the adverts

1 in 2 often share adverts with friends and family

Source: Crowd DNA Rules of Attraction 2014/15
#5 READERS HAVE A MORE POSITIVE ATTITUDE TO ADVERTISING
GROWTH
#6 DIGITAL OPENS UP NEW OPPORTUNITIES TO ENHANCE THE READERSHIP EXPERIENCE

**Access**
Apps and digital editions that can be accessed on the go are providing readers with content anywhere, anytime

8 in 10 easily access content on-the-go

**Speed**
Digital formats are allowing readers to access more up-to-date content, filling the gap between print editions

7 in 10 agree it’s quicker to get the latest content digitally

**Personalisation**
Digital platforms are allowing readers to personalise their experience by accessing the most relevant content

6 in 10 agree it’s easy to navigate to the content they want to see digitally

Source: Crowd DNA Rules of Attraction 2014/15
#6 GROWTH WILL COME FROM POSITIVE PERCEPTIONS

OVERALL % INCREASE IN POSITIVE PERCEPTIONS: WAVE 1 – WAVE 2

- MAGAZINES: +11%
- TELEVISION: +8%
- INTERNET: +4%
- RADIO: +2%
- NEWSPAPERS: -1%

Source: Crowd DNA ‘Rules of Attraction’ 2014/15
#6 GROWTH MAY ALSO COME FROM DIGITAL-ONLY READERS

% OF DIGITAL-ONLY READERS WHO CLAIM THEY ARE LIKELY TO READ PRINT MAGAZINES IN NEXT 12 MONTHS

29%

Equates to 200,000+ potential new print purchasers

Meanwhile, 96% of print & digital readers stay they are going to stick with print

Source: Crowd DNA, Rules of Attraction 2015
Proportion who associate magazines with each word/phrase

**FUNCTIONAL**
- Gives me ideas: Overall 61%, Super Users 71%
- Useful: Overall 41%, Super Users 48%
- Educational: Overall 39%, Super Users 47%

**EMOTIONAL**
- Relaxing: Overall 55%, Super Users 60%
- Pleasurable: Overall 46%, Super Users 50%
- Inspirational: Overall 35%, Super Users 43%

*Source: Crowd DNA Rules of Attraction, 2014/15*
#6 ‘SUPER-USES’ ARE EVEN MORE ENGAGED

Proportion who read magazines for each of the following reasons

- To relax: Super-Users 68, All Readers 74
- To get information: Super-Users 64, All Readers 77
- For entertainment: Super-Users 59, All Readers 70
- To follow passion/hobby: Super-Users 52, All Readers 64
- For inspiration what/where to buy: Super-Users 48, All Readers 60
- As a treat: Super-Users 44, All Readers 48
- To keep up to date: Super-Users 39, All Readers 48

Source: Crowd DNA Rules of Attraction 2014 only
IN SUMMARY

• Magazine core readership solid
• Print provides strong foundation
• Digital still to reach potential
• The 6 rules of attraction make sense
• Insight is the vital ingredient
THANK YOU

TW: @MAGNETIC.MEDIA  
LI: MAGNETIC MEDIA UK