

Magazine Media. Better. Believe it.

Campaign Launch Materials

1. Member Message
2. Campaign Brief
3. Press Release
4. Launch Timeline
5. Talking Points
6. FAQ
7. Letter from the CEO
8. Swiss Cheese Press Release
9. Social Media Posts

Magazine Media. Better. Believe it.

Campaign Launch Overview

Hello—

Thank you for your participation in the industry-wide advertising campaign: “Magazine Media. Better. Believe it.” We are excited to share the industry’s collective message that magazine media delivers the most credible, trusted, engaging content over any other form of media.

The official launch date is October 3, 2017. It is crucial that our activities and communication are coordinated and comprehensive so that we are able to have the biggest –and loudest—impact possible for this announcement.

To that end, we are supplying you with myriad materials and messages. We want to ensure that:

- You are completely prepared to issue a press release highlighting your company’s participation in the campaign.
- Your entire company understands the campaign and what it means for your organization and our industry.
- We speak in a unified voice as an industry to promote this campaign.

Remember, this announcement is embargoed until 10 am on October 3, so please use discretion when communicating and sharing information about the campaign.

Please see attached:

- MPA’s industry-focused press release
- A press release which may be customized to incorporate information about your company’s participation in the campaign
- A sample letter from your CEO to your organization’s employees
- Social media copy and images for participating brands *and* employees to post on Twitter, Facebook and LinkedIn. The hashtag is #BelieveMagMedia.
- FAQ about the campaign
- Magazine media and advertiser talking points
- Email signature

If you have questions about the campaign, please feel free to reach out to me or Susan Russ, SVP, Communications, sruss@magazine.org.

Many thanks,

Linda

Magazine Media. Better. Believe it.

Campaign Brief

- Background:** With all of the talk about the overload of irrelevant content—too much information with too little credibility—combined with the growing noise of unsafe digital environments, the magazine media world has a moment in time to seize the conversation and make a meaningful statement.
- Objective:** In a combined effort under the management of MPA, key magazine brands are supporting and promoting an advertising campaign that reinforces the power of magazine media and how its credible news and information is created.
- Target Audience:** Advertisers and consumers
- Promise:** Magazine media brands are long-standing, recognizable and trusted by consumers and advertisers. They communicate with authority using professionally researched, written, edited and produced curated content that is delivered in safe environments, whether on paper or on digital platforms. It is a magazine media editor’s duty to provide quality content and champion honest reporting across media.
- Support for Promise:** According to Simmons Research’s Multi-Media Engagement Study, magazine media is more trusted, inspiring and motivating than other media. Individuals are more likely to be happy, confident, excited and hopeful when they read magazines compared to time spent with other media, according to RealityMine USA TouchPoints.
- Key Messages:**
- In the past few months, the world has realized that not all media is created equal.
 - All the research points to the exact same conclusion: magazine media provide compelling benefits that aren’t matched by other media channels.
 - Magazine media filters out irrelevant content and is trusted by consumers and advertisers alike.
 - Consumers believe in magazine media brands and they transfer that belief to the advertising.
 - Advertising in magazines is perceived, understood and recalled differently, better and more often than advertising in other channels.
 - Marketers are realizing that context matters.
- Timing:** The campaign rolls out at the end of September/beginning of October (November/fall issues) and is slated to run through March 2018 in both print and digital. The official launch date is October 3, 2017.

MPA – THE ASSOCIATION OF MAGAZINE MEDIA LAUNCHES INDUSTRY-WIDE ADVERTISING CAMPAIGN EMPHASIZING CREDIBILITY AND TRUST

NEW YORK, NY (October 3, 2017) – MPA – The Association of Magazine Media today announced that 123 magazine brands from 30 of its member companies have joined forces in an industry-wide advertising campaign to share the message that magazine media delivers the most credible, trusted, engaging content over any other form of media. Starting this month and running through March 2018 in both print and digital properties, the campaign is estimated to reach 75% of U.S. adults.

The central theme, **“Magazine Media. Better. Believe It.”** addresses magazine media’s unmatched ability across platforms to produce professional, credible, trusted and brand-safe content. At a time when claims of “fake news” are running rampant, and marketers and consumers alike are questioning the trust and brand safety of content environments, the ad campaign uses vibrant, thought provoking questions to demonstrate magazine media’s advantages for both consumers and advertisers. They include:

- Are all experts worth believing?
- Can you believe what you read?
- Is every real-time story real?
- Been fooled by fake content?
- Do you steer clear of bad car advice?
- Hungry for food tips you can trust?
- Sick of phony health experts?
- Can sharing beauty tips get ugly?

“In a media world where three-out-of-four Americans say they have fallen for fake headlines, and marketers as well as consumers are challenging the legitimacy of many media outlets, we believe it is imperative to remind our customers about the tremendous resources the industry puts behind our content platforms,” says **Linda Thomas Brooks, President and Chief Executive Officer of MPA – The Association of Magazine Media.** “This campaign is designed to reaffirm to both of these audiences that our industry remains dedicated to creating the most professionally researched, written, curated and best-in-class content.”

According to Simmons Research’s Multi-Media Engagement Study, magazine media is more trusted, inspiring and motivating than other media. Individuals are more likely to be happy, confident, excited and hopeful when they read magazines compared to time spent with other media, according to RealityMine USA TouchPoints.

“Magazine media does what other media cannot,” states **Michael Clinton, President, Marketing and Publishing Director, Hearst Magazines.** “After experiencing often unsafe and ineffective digital inventory as well as questionable results, marketers are turning to magazine brands to cut through the clutter. In an age of confusion, it is important to convey the power and professionalism of magazine media, driving home the fact that our industry provides news and information that both consumers and marketers can trust.”

“Magazines are a shortcut to quality,” adds Thomas Brooks. “With content that is proven to be consistently credible, magazine media is a reliable source of information that consumers believe. No matter what a consumer’s interests or needs – from news to recipes to health advice – magazine brands have consumers’ backs and consistently make their lives easier.”

The following companies are participating in the advertising campaign: America Media, American Media, AMG Parade, Active Interest Media, AFAR Media, Bonnier, Condé Nast, The Economist Group, Forbes Media, Garden & Gun, Harper’s, Hearst Magazines, HistoryNet, Hollywood Reporter-Billboard Media Group, Ink Global, Mariah Media, Meredith Corp., The Nation, National Geographic, New York Media, Ogden Publications, Pride Media, Rodale, Smithsonian Media, This Old House Ventures, Time Inc., Today Media, Trusted Media Brands and Weight Watchers. For a full list of participating brands, visit Magazine.org/BelieveMagMedia.

To view the advertisements and learn more about the campaign, visit BelieveMagMedia.com.

ABOUT MPA

MPA – The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry’s vitality and increase its revenues and market share. Established in 1919, MPA represents 200 domestic, associate and international members. MPA is headquartered in New York City, with a government affairs office in Washington, D.C. For more information, visit www.magazine.org.

The theme of the 2018 American Magazine Media Conference will be “Magazine Media. Better. Believe it.” to coincide with the advertising campaign. The event will take place on Tuesday, February 6, 2018 at The Conrad Hotel in New York City.

Contact:

Susan Russ
212/872-3732
SRuss@magazine.org

Industry Advertising Campaign Launch Timeline

Launch Date: Tuesday, October 3, 2017

- ✓ MPA will issue a press release announcing the campaign at **10:00am ET**.
- ✓ If you issue your own press release, email a copy to SRubel@magazine.org.
- ✓ Distribute memo from your CEO to all employees as close to the release time as possible and encourage social media posting. (We will follow up with a link to the LinkedIn post when it goes live).
- ✓ Equip your external-facing staff with talking points, FAQ and a copy of the press release.
- ✓ Ensure that all participating brands post about the campaign on social media.
- ✓ Encourage employees to update their email signature with the image provided.
- ✓ Utilize all internal platforms for further internal release distribution: company newsletters, bulletin boards, etc.

After the Launch

- During the ANA Masters of Marketing Conference from October 4-7, MPA will be showcasing the campaign in a custom newsstand on-site. If you are attending the conference, please stop by and share pictures of the booth and the ads.
- The campaign will continue through March 2018 in both print and digital.
- Continue posting about the campaign on social media. This includes the copy provided, the press release, any positive stories about the campaign, etc. The MPA team will provide updated messages for you to use.

Talking Points

MEMBER MESSAGING

Background

- With all of the talk about the overload of irrelevant content—too much information with too little credibility—combined with the growing concern about unsafe digital environments, the magazine media world has a moment in time to seize the conversation and make a meaningful statement. In a combined effort under the management of MPA, magazine media companies have joined forces in an industry-wide advertising campaign to share the message that magazine media delivers the most credible, trusted, engaging content over any other form of media.
- According to Simmons Research's Multi-Media Engagement Study, magazine media is more trusted, inspiring and motivating than other media. Individuals are more likely to be happy, confident, excited and hopeful when they read magazines compared to time spent with other media, according to RealityMine USA TouchPoints.
- Magazine media brands are long-standing, recognizable and trusted by consumers and advertisers. They communicate with authority using professionally researched, expertly written, precisely edited, masterfully produced, curated content that is delivered in safe environments, whether on paper or on digital platforms.

Talking Points

- In the past few months, the world has realized that not all media is created equal. All the research points to the exact same conclusion: magazine media provides compelling benefits that aren't matched by other media channels. In print, online, on mobile or video, magazine media delivers expertly written and produced content that both consumers and marketers can trust.
- With the influx of unreliable news sources pushing fake content, brand safety is more important than ever before. Magazines are not only brand-safe, they are brand edifying. Beating out websites and TV, adults 18-49 overwhelmingly agreed that magazine media ads "fit well with the content" and readers "get valuable info from the ads." (Source: Simmons Research, Multi-Media Engagement Study, Spring 2016). As advertisers look for partnerships, it is essential for them to advertise in media sources that match their own company's values. Marketers are realizing that context matters.
- Magazine editors have a duty to adhere to journalistic standards and champion honest reporting across all platforms. Readers trust what they see in a magazine. Magazine brands take the guesswork out of finding credible content, because they have teams of researchers and fact checkers whose sole purpose is to verify stories.

ADVERTISER MESSAGING

Background

- With three out of four Americans saying they have fallen for fake headlines, and marketers focused on how to ensure that their brands are engaging with “real” consumers in brand safe, trusted content environments, magazine media companies want to get the message across that our brands deliver the most credible, trusted, engaging content over any other form of media.
- Advertising in print in combination with other media adds substantially to the persuasion of other media. Print ads yield greater increases in brand awareness, brand favorability and purchase intent than online or TV advertising. According to GfK MRI, 64% of readers are inspired to take action after seeing a print magazine ad. This includes clipping the ad, recommending the product or buying it.
- Not only are magazines the most influential of all media, they are also the best place to drive sales. Third-party analysis of 1,400 advertising campaigns across measured media types and results shows magazines yield the highest Return on Advertising Spend (ROAS). For every dollar spent on advertising, magazines deliver \$3.94. (Source: Nielsen Catalina Solutions.)

Talking Points

- With the influx of unreliable news sources pushing fake content, it’s more important than ever before that we place ads in credible publications and websites. As we look for ad partnerships, it is essential for us to advertise in media sources that match our own company’s values.
- Advertising in magazine media is perceived, understood and recalled differently, better and more often than advertising in other channels. Consumers trust magazine media and are more likely to purchase or recommend a product if they see it advertised in a magazine.
- Advertising in magazine media is a safe bet, because not only is it trusted by consumers, it’s effective at selling product too. Research shows that magazines yield the highest Return on Advertising Spend than any other form of media. Plus, the magazine media industry is the only industry to offer a sales guarantee for qualifying advertisers.

FOR MPA MEMBER INTERNAL USE ONLY. NOT FOR DISTRIBUTION.

Magazine Media. Better. Believe it.

Frequently Asked Questions

- **Why is magazine media credible? What evidence supports the campaign's claim that magazine media delivers the most credible content?**

Magazine media brands are long-standing, recognizable and trusted by consumers and marketers. The magazine media industry uses independent third-party research and measurement to substantiate this claim.

According to Simmons Research's Multi-Media Engagement Study, magazine media is more trusted, inspiring and motivating than other media. Individuals are more likely to be happy, confident, excited and hopeful when they read magazines compared to time spent with other media, according to RealityMine USA TouchPoints.

- **Aren't there magazine brands that put forth questionable and unreliable content?**
There are always exceptions to the rule, but generally speaking, magazine media content is expertly researched, written and fact checked. The brands participating in this campaign follow a strict set of journalistic standards and have teams of fact checkers to validate their stories.
- **Why is the industry coming together for this advertising campaign now?**

Leading marketers and consumers are challenging the media industry to demonstrate that their content is truly authentic. Both of these groups are questioning content from nontransparent and undifferentiated sources. Marketers, including leading brands and companies are challenging the performance of their marketing efforts from unreliable media.

Magazine media strongly believes it offers solutions to all those issues and that by combining our resources we could develop, support and promote a campaign that clearly differentiates and distinguishes the authenticity of our content from other forms of media.

- **Why is it advantageous for companies to advertise in magazine media?**

Outside research validates that advertising in magazine media provides branding, awareness benefits and sales (ROI and ROAS) results. Advertising in print in combination with other media adds substantially to the persuasion of other media. Print ads yield greater increases in brand awareness, brand favorability and purchase intent than digital or TV advertising. According to GfK MRI, 64% of readers are inspired to take action after seeing a print magazine ad. This includes clipping the ad, recommending the product or buying it.

Not only are magazines the most influential of all media, they are also the best place to drive sales. Third-party analysis of 1,400 advertising campaigns across measured media types and results shows magazine yield the highest Return on Advertising Spend (ROAS). For every dollar spent on advertising, magazines deliver \$3.94.

- **Why are you using print to spread your message?**

Actually, this is a cross platform program which includes print as the anchor of this campaign. The campaign includes event promotion, digital and social media platforms, and trade/business media advertising.

Print magazines have a MASSIVE reach. To put things in perspective, with over 120 brands donating space in this ad campaign, we will reach an estimated 75% of all U.S. adults 18+. Data shows that 91% of U.S. adults read print magazines—and an even bigger percent of those under 25 do as well.

Additionally, neuroscience studies prove that paper-based reading stimulates emotions and desires, drives sensory involvement and leads to higher comprehension and recall than reading on a screen. Plus, print is preferred by the majority of people—including such critical and growing audiences as millennials.

- **According to recent reports, print magazine advertising is continuing to decline. Do you believe this campaign can change that course?**

Unfortunately, too many of these press reports fail to take into account that most magazine brands provide marketers with integrated, cross-platform solutions to help them engage with their highly valued audiences. When you examine the continued cross-platform growth of magazine media, which enjoys a total audience of 1.8 billion, along with the fact that many of the nation's top marketers are placing a premium on content that provides a brand-safe environment, magazine media is performing as well if not better than other media platforms.

In fact, a number of key marketers in categories such as consumer packaged goods and automotive have recently indicated that they are planning on expanding the work they do with magazine media brands in the coming year.

- **How was the campaign created?**

Fortunately, the magazine industry has an incredible depth of highly talented marketing professionals who worked to help shape and create this campaign.

It is important to remember that this multi-channel effort was driven by the members' awareness of the incredible scrutiny facing all media also impacts magazine media both with consumers and marketers alike. They felt it was critical to demonstrate the value, trust, brand safety and content authority of magazine brands with these audiences is stronger than ever.

Suggested Letter from your CEO

Dear Colleagues,

In a time when credible journalism is competing with fake news, magazine media plays an important role in delivering reliable and engaging content that both consumers and marketers depend on. No other medium is as trusted, inspiring and motivating... and we have third-party research to prove it.

In an effort to share this message, the magazine media industry has joined forces in an advertising campaign called “Magazine Media. Better. Believe it.” Spearheaded by MPA – The Association of Magazine Media, the campaign consists of eight eye-catching ads that pose a series of questions about fake news and untrustworthy “experts.” From now through March 2018, 123 magazine brands from 30 companies will run the ads in their print publications and websites. The print campaign will reach an estimated 75% of U.S. adults 18+.

In order to have the biggest—and loudest—impact possible, please help us in promoting the campaign. Attached to this email, you will see suggested social media posts and images and an email signature. Please familiarize yourself with the campaign and the research behind it and spread the message on your social media accounts. I also ask that you add the logo to your email signature for the next few weeks.

With all of the talk about the overload of irrelevant content combined with the growing noise of unsafe digital environments, the magazine media world has a moment in time to seize the conversation and make a meaningful statement. I hope you’ll join us in making this campaign a success.

Thanks for your support,

CEO Name

(Please remember to change CEO’s email signature.)

COMPANY TO PARTICIPATE IN INDUSTRY-WIDE ADVERTISING CAMPAIGN:
“MAGAZINE MEDIA. BETTER. BELIEVE IT.”

[XX] Magazine Media Brands from COMPANY to Run Print and Digital Ads in Fall Issues and Continue through March 2018

LOCATION (October 3, 2017) – COMPANY today announced its participation in the industry-wide advertising campaign “Magazine Media. Better. Believe it.” spearheaded by MPA– The Association of Magazine Media. The campaign rolls out this month in the fall issues of XX brands in the COMPANY portfolio and is slated to run through March 2018 in both print and digital. COMPANY is one of 30 companies participating in the campaign, reaching an estimated 75% of U.S. adults.

QUOTE FROM CEO OF COMPANY

The central theme of the campaign addresses magazine media’s unmatched ability to offer highly researched and fact-checked content. According to Simmons Research’s Multi-Media Engagement Study, magazine media is more trusted, inspiring and motivating than other media. In light of the recent influx of unreliable resources and unsubstantiated claims, the campaign will pose a series of topical questions:

- Are all experts worth believing?
- Can you believe what you read?
- Is every real-time story real?
- Been fooled by fake content?
- Do you steer clear of bad car advice?
- Hungry for food tips you can trust?
- Sick of phony health experts?
- Can sharing beauty tips get ugly?

The following COMPANY brands are participating in the advertising campaign: **LIST BRANDS HERE**. For a full list of participating brands across companies, visit Magazine.org/BelieveMagMedia.com.

To view the advertisements and learn more about the campaign, visit BelieveMagMedia.com.

COMPANY BOILERPLATE

ABOUT MPA

MPA – The Association of Magazine Media is the primary advocate and voice for the magazine media industry, driving thought leadership and game-changing strategies to promote the industry’s vitality and increase its revenues and market share. Established in 1919, MPA represents 200 domestic, associate and international members. MPA is headquartered in New York City, with a government affairs office in Washington, D.C. For more information, visit www.magazine.org.

The theme of the 2018 American Magazine Media Conference will be “Magazine Media. Better. Believe it.” to coincide with the advertising campaign. The event will take place on Tuesday, February 6, 2018 at The Conrad Hotel in New York City.

Contact:

COMPANY CONTACT

MPA

Susan Russ

212/872-3732

SRuss@magazine.org

#BelieveMagMedia Social Media Posts

Participating Companies and Brands + Employees

TWITTER

We are proud to participate in @MPAmagmedia's industry-wide campaign, #BelieveMagMedia. Learn more at BelieveMagMedia.com.

Third-party research shows that #magmedia is more trusted than other media. Learn more at BelieveMagMedia.com. #BelieveMagMedia

Looking for content you can trust? Look no further than magazine media. Learn more at BelieveMagMedia.com. #BelieveMagMedia

Say no to fake news. If you read it in magazine media, you know it's true! Learn more at BelieveMagMedia.com. #BelieveMagMedia

FACEBOOK AND LINKEDIN

Credible content is more important than ever before. We are proud to participate in @MPAmagmedia's industry-wide campaign, #BelieveMagMedia. Learn more at BelieveMagMedia.com.

We are proud to participate in the #BelieveMagMedia campaign, because you deserve expertly researched and thoroughly fact checked content. Magazine media does it better than the rest. Learn more at BelieveMagMedia.com. #BelieveMagMedia

According to Simmons Research's Multi-Media Engagement Study, magazine media is more trusted, inspiring and motivating than other media. Learn more at BelieveMagMedia.com. #BelieveMagMedia

With fake news running rampant, magazine media delivers content you know you can trust. Learn more at BelieveMagMedia.com. #BelieveMagMedia