



WIFI: BIGMAG

Password: atasteofmagazines

#BIGMAG



A TASTE OF
MAGAZINES

The unique value of magazine brands



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Reading behaviour 35 years ago.



LINDA.NL

HOME NIEUWS LINDA.TV ONTDEK ALLES OVER LINDA Q, "zoeken bv: bobbi" abonneren inloggen



VIDEO'S
WAT WEET JIJ VAN DE ORANJELEEUWINNEN? DOE DEZE QUIZ EN TEST JE KENNIS



WIL JE TOCH EVEN WETEN
OLCAY GULSEN OVER BREUK MET RUUD DE WILD: 'MEER TIJD VOOR MEZELF NODIG!'



KOOP NU

MEER & MOOIER!

GROEN GELUK

vtwonen

PUUR natuur

LEEF JE UIT MET NATUURLIJKE MATERIALEN EN KLEUREN



Nº 05 2019



BINNENKIJKEN
zò verrassend mooi is 'groen' wonen

ecolicious
Hout-de-luxe: van nevelwit naar warm bruin

53 natuurschoon
huis vol jute, rotan & zeegras



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Reading behaviour nowadays.

**Power of diversity.
A unique value.**



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TARGETGROUP

m/f 18 - 65 years
Min. 1x p/mnd magazinemedia
Offline/online
Spread over different magazine categories



METHODE

QUALITATIVE

Community study



135
members



Fieldwork

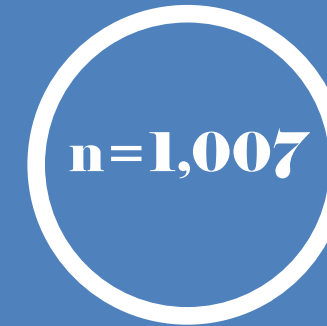
8 April 2019 until 19 April 2019



METHODE

QUANTITATIVE

Data collection online



n=1,007

Sample size

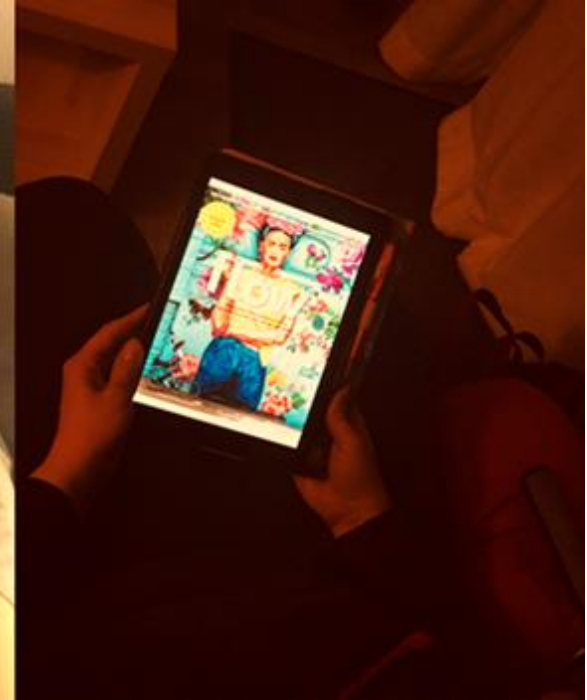


Fieldwork

6 May 2019 – 14 May 2019



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a Taste of Magazines Examples of uploaded pictures of reading moment in online community



Magazines are the ultimate interpretation for a me-moment



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Reading experience: The power of print.



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83%

prefer magazines above online because of the ultimate reading experience

82%

perceive magazines as a source of relaxation in busy and hectic times

79%

feels in control when reading a magazine

77%

is fully concentrated on the content of the magazine



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Offline moments without any incentives and disruption is for young people an important motivation to read magazines.



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“ You get a magazine and read the things you’re interested in at that moment without any disruption. Online you read things that is pushed by clickbaits or promotions. And meanwhile you’re busy with Whatsapp and e-mails that enter continuously.

“ For me, magazines are unique, because of the tangibility of it. And I am much more focussed on the content too. Online I am much more distracted because of the other possibilities internet offers.

“ I read magazines especially for a me-time moment. I choose a magazine that I like for that moment, with the content that I like at that moment. With social media content comes in much more unsolicited.

“ Everything is digital already. It is nice to have moments that you’re not online. You can pick up and open magazines any time you like.





84%

**is of the opinion that advertising belongs to the content of magazines
Advertising is no moodkiller.**



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Omnichannel



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Online activities of magazine brands are an important trigger for the visibility and accessibility of magazine brands offline



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57%

follow minimal once a week the website or app of a magazine brand.

49%

follow minimal once a week social media channels of a magazine brand.

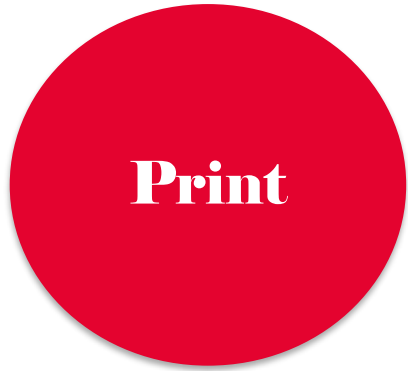


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**Different channels.
Different functions.**



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Print

Relaxation
Me-moment
Entertainment



**Website/
app**

Up-to-date information
To learn more about a specific topic
To kill time



**Social
media**

To kill time
Up-to-date information



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Conclusion



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88% thinks magazine brands are indispensable!

