

# MAGNETIC



## METRICS THAT MATTER

Findings from a unique study into  
magazines contribution to brand KPI's

# M: What are the metrics that matter?



Short term

VS



Long term

M

Magazine media moves the metrics that matter because it achieves deeper more meaningful connections with consumers and that's what delivers strong brand KPI's

M

ICE methodology works by understanding how media & other touchpoints drive brand perceptions and KPI's



Digital



Radio



TV



Magazines

Competitor Media



Experience



Word of Mouth

M: Some metrics are harder for media to move

Relevance

Quality

Presence

Knowledge

Prestige

Trust

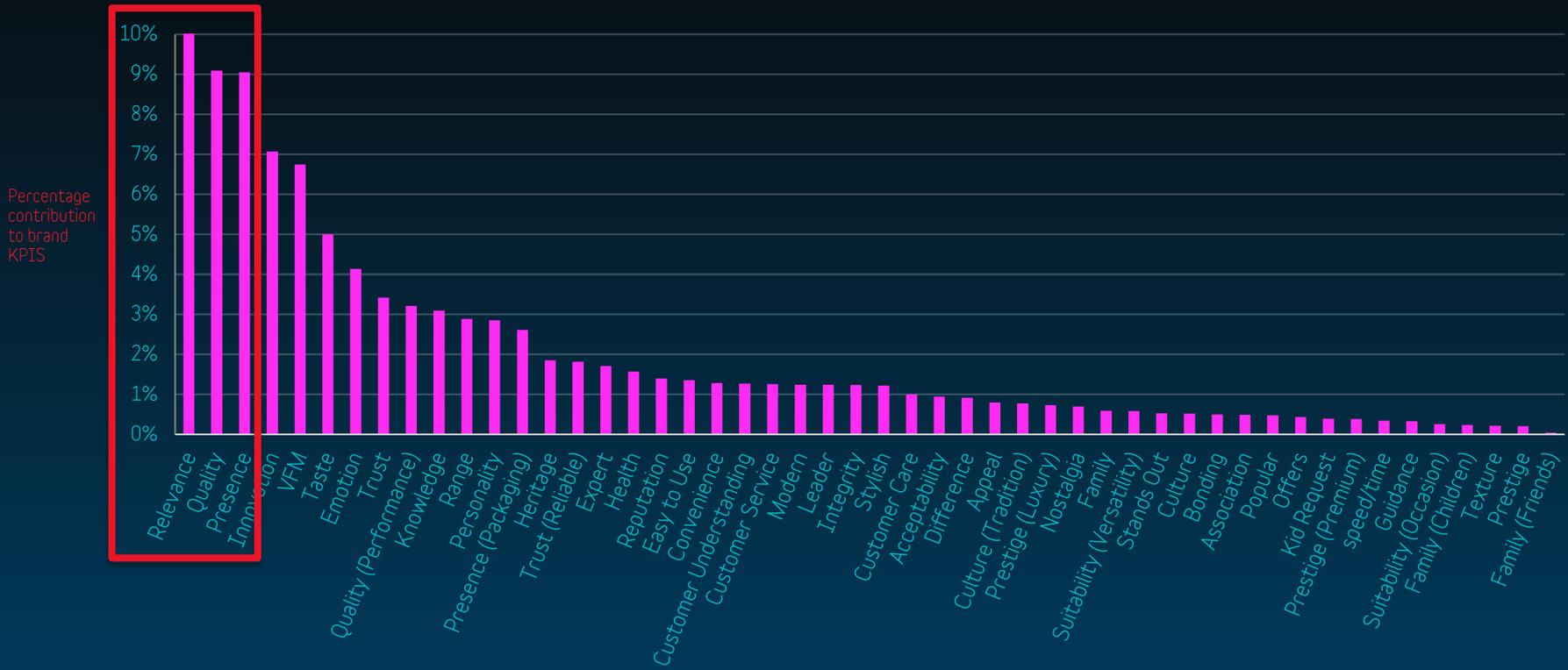
HARD

EASY



# M

## Some metrics make a bigger impact on brand KPI's than others



M Relevancy and quality are hard to move but important for brand KPI's



Relevancy



Quality

M: Magazine media channels are most able to move brand perceptions of relevancy

1.



Magazine Brands

2.



TV

3.



Social

# M: TV, magazine brands & newsbrands drive quality perceptions

1.



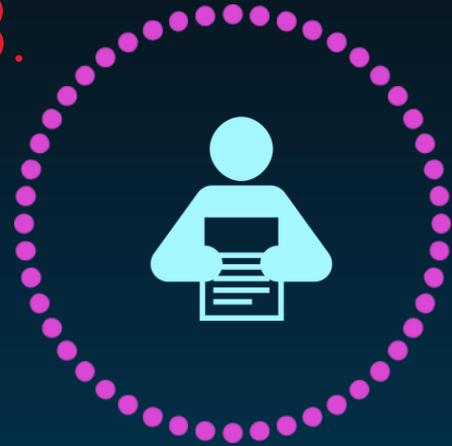
TV

2.



Magazine Brands

3.



Newsbrands

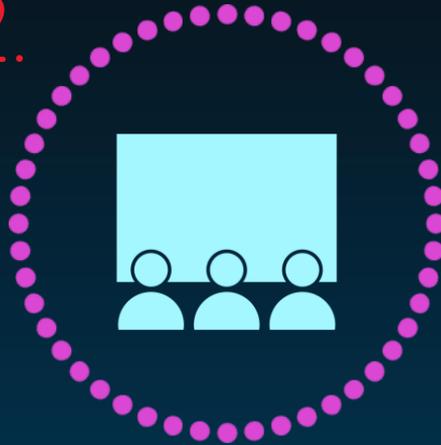
# M: TV and outdoor deliver the most impressive result for presence

1.



TV

2.



OOH

3.



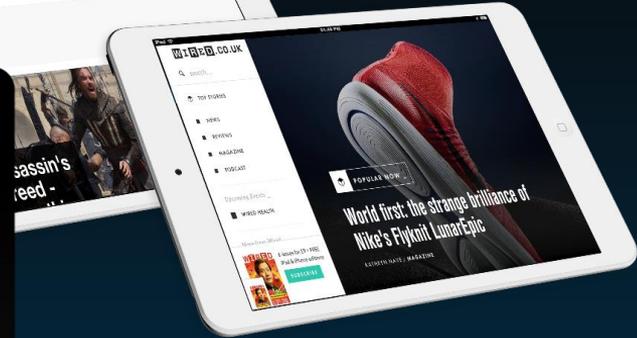
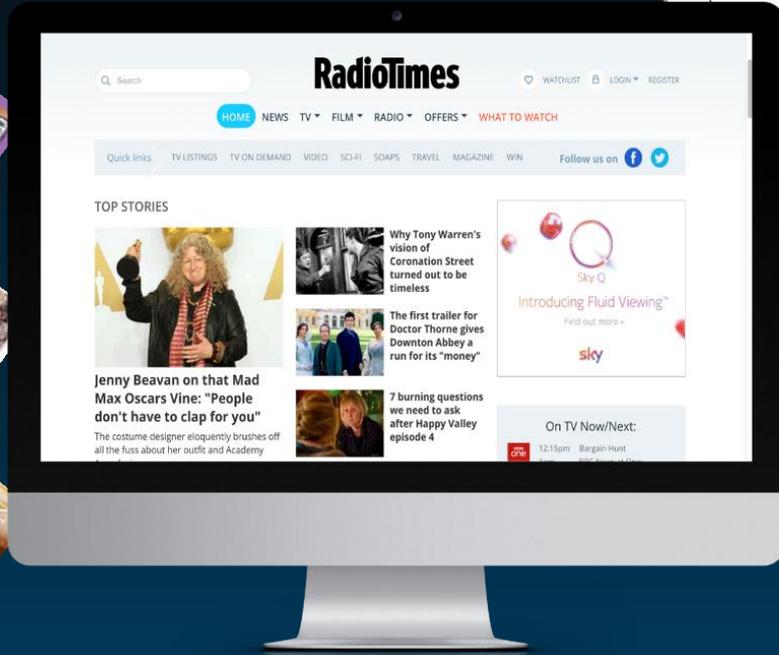
Radio

(Magazines = No.6)



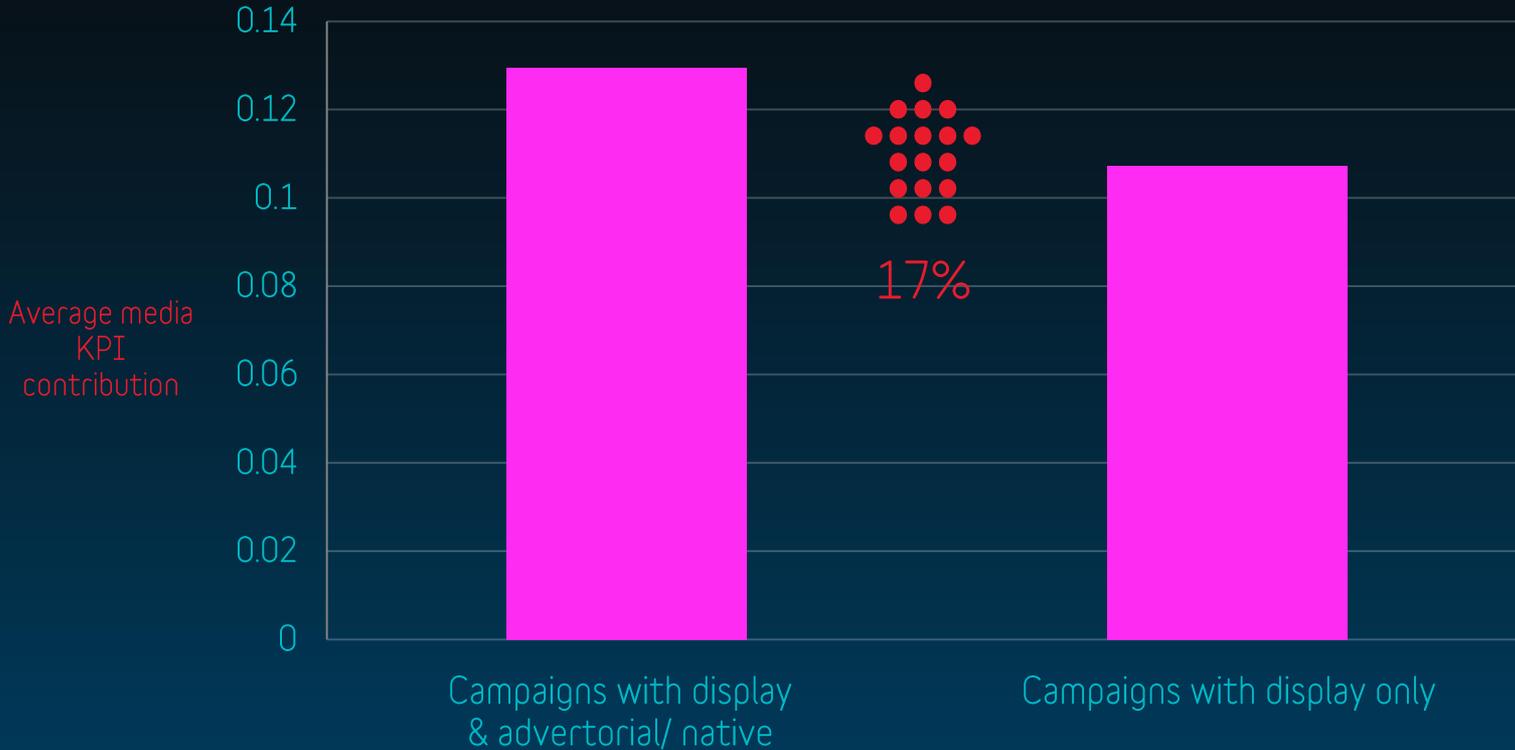
Magazine  
brands deliver  
a meaningful  
connection

# M Understanding the contribution of our different assets





# Campaigns with magazine display and advertorial/ native are almost 20% more impactful than display alone



Partnerships are included in advertorial /native in this instance where the content is relevant D & A = 19 D = 8

M This is because of their ability to impact multiple brand attributes in particular...



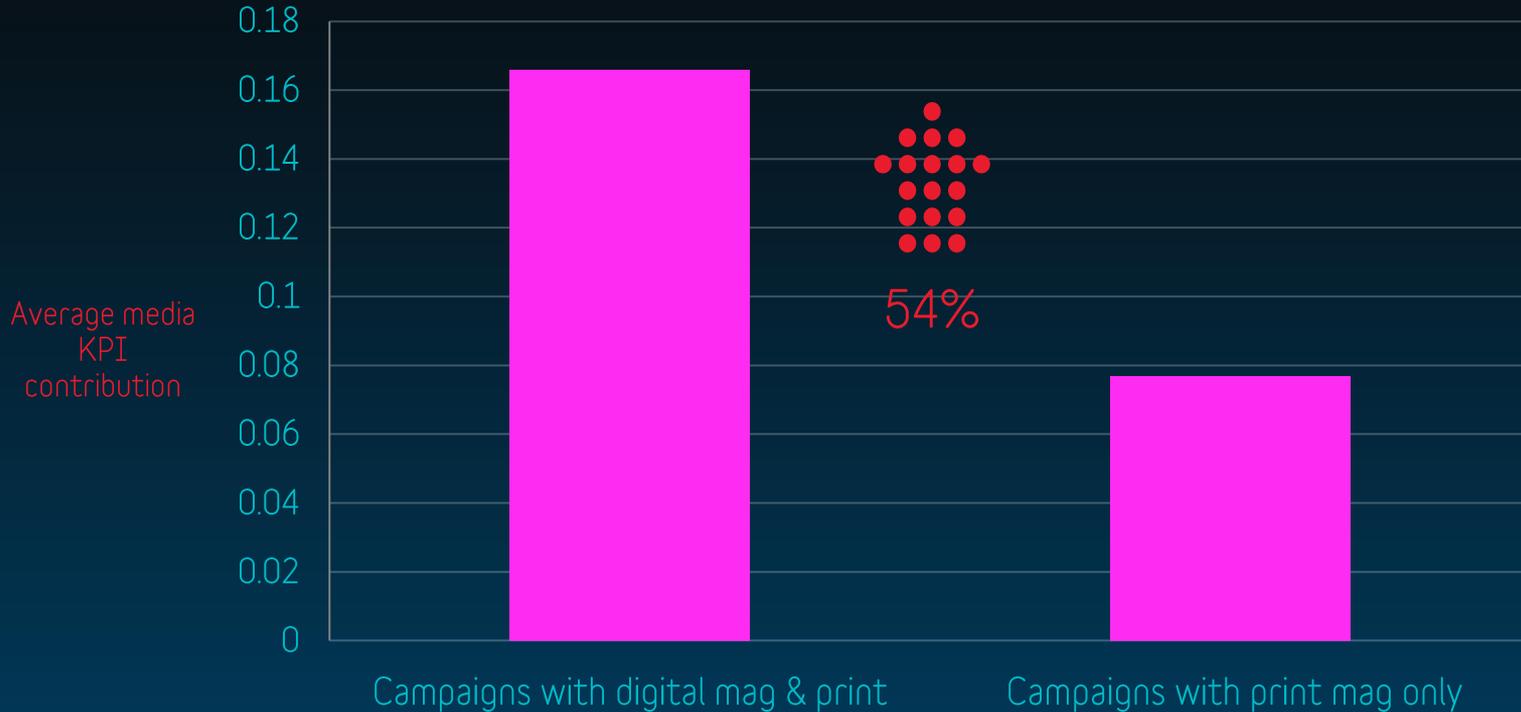
Trust



Innovation



# Campaigns with magazine print & digital are twice as impactful on brand KPI's as print alone

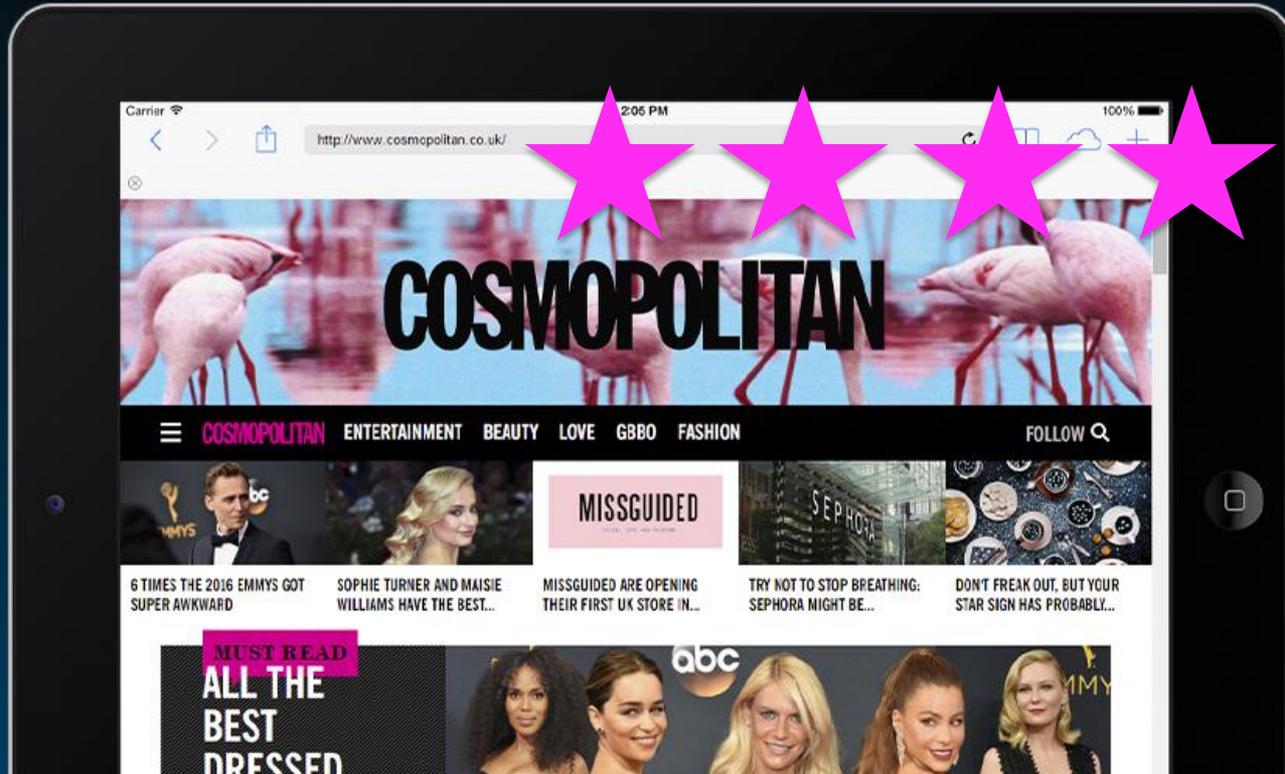


Campaigns with dig & print N=10 - Magazines with print only N= 29



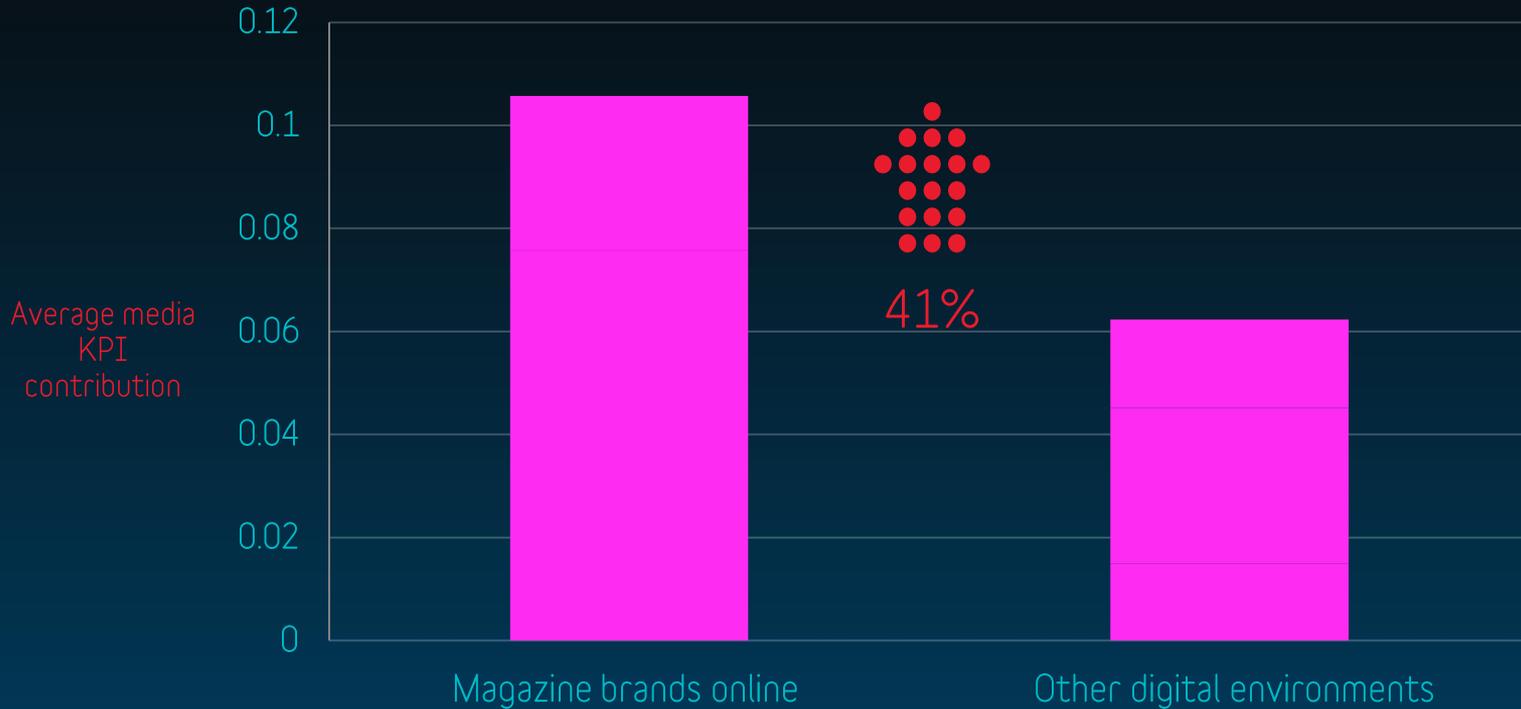
Printed  
magazines present  
the stronger  
opportunity for  
brands to express  
relevancy

M Magazine brands online provide the stronger opportunity for brands to express quality

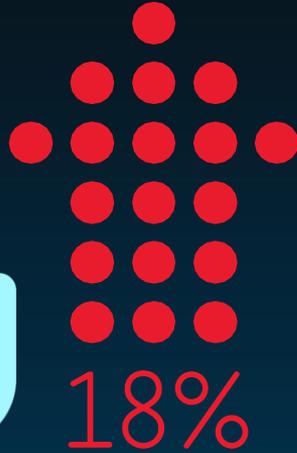




# Magazine brands online deliver a stronger impact on brand KPI's

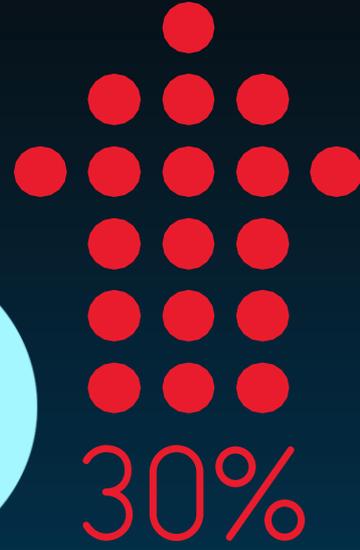


# M | Attention and quality of engagement online



18%

Interaction rate



30%

Interaction time

