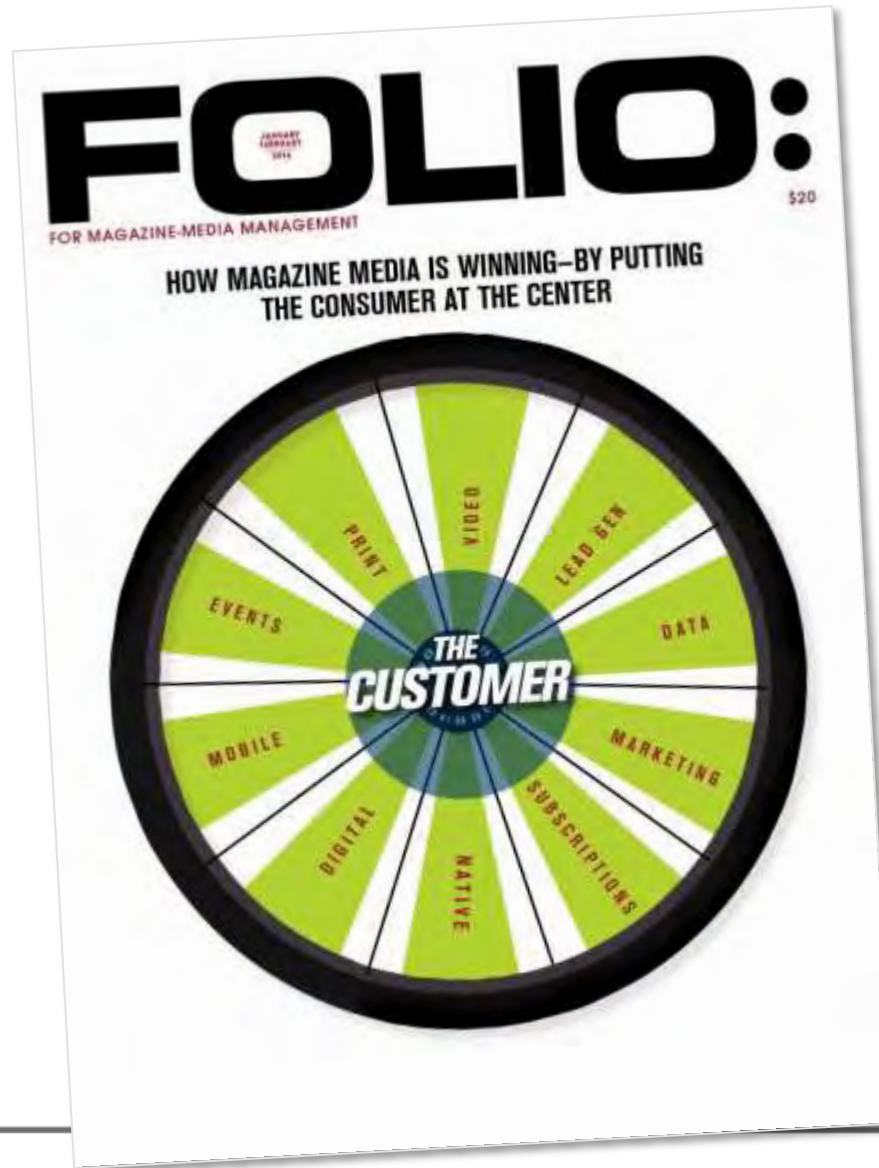




OCT
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2016

Magazine Media Tells and Sells

LINDA THOMAS BROOKS
President and Chief Executive Officer
MPA – The Association of Magazine Media



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Super Bowl Ad Tracker

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Competitors take Chobani to court over 'scare tactics' in its ads

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADWEEK VIDEO [SUBSCRIBE](#)

ADWEEKBRANDSHARE

FROM MPA THE ASSOCIATION OF MAGAZINE MEDIA

What Your Digital Campaign Is Missing, According to Neuroscience

Triggering an emotional response

By Evan Tarantino



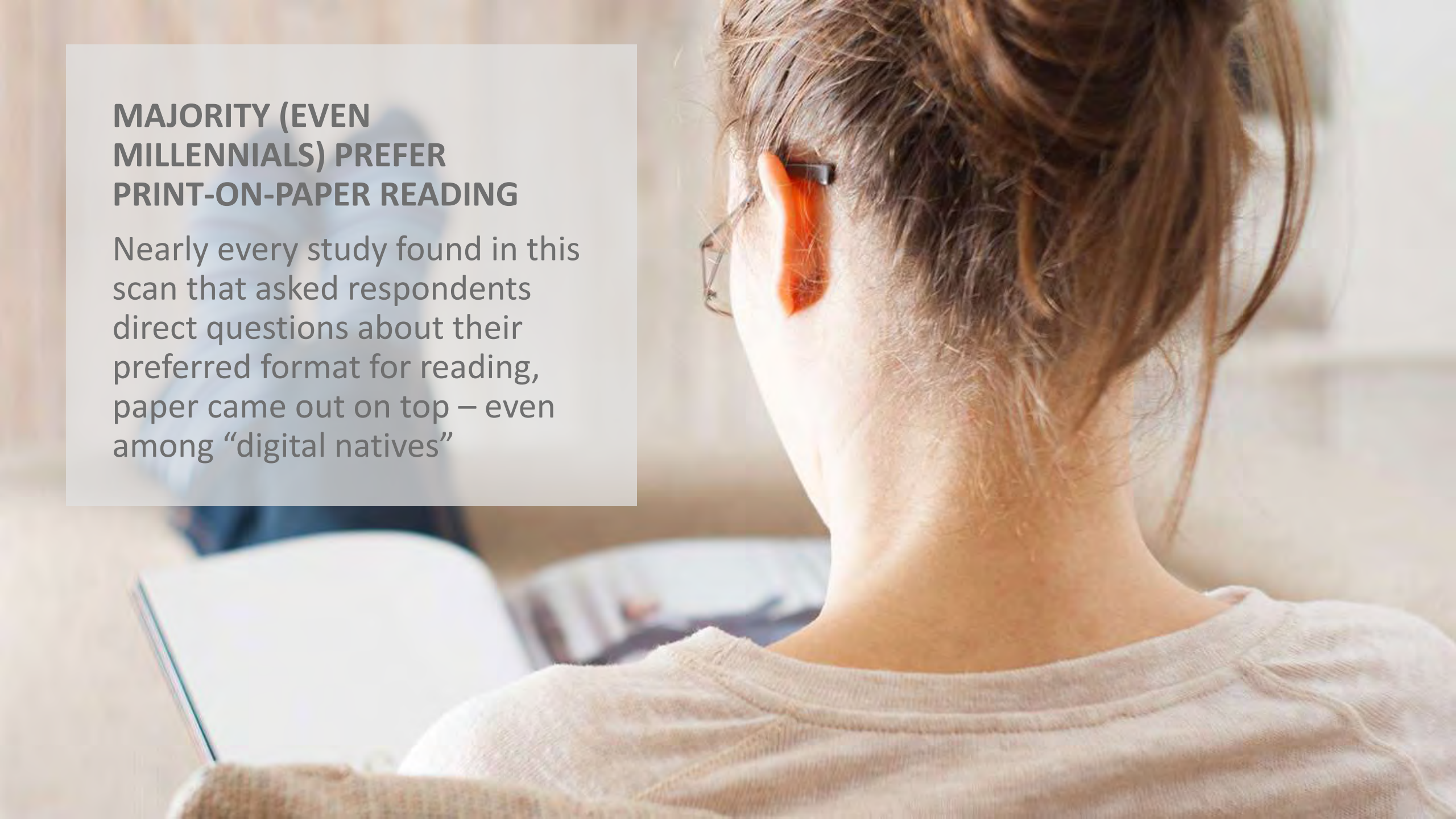
January 25, 2016, 11:45 PM EST Sponsored

Sure, digital is the **fastest growing category** in terms of allocated U.S. ad spend, but there's one form of media that smart marketers are still obsessed with: Print. Print ads are better than both online and TV at increasing brand favorability and purchase intent, according to a Millward Brown **meta-analysis** of nearly 100 ad effectiveness studies. In other words, this research proves print's favorable attributes that every new media option is trying to tap into—namely trusted content, consumer engagement and validated sales drivers. Here are three more reasons why print advertising is a worthy investment.

1. Print ads drive higher awareness and recall





A close-up, over-the-shoulder view of a person with brown hair tied back, wearing glasses and a light-colored sweater, reading a book. The background is softly blurred, showing what appears to be a desk or table with some papers and a pen.

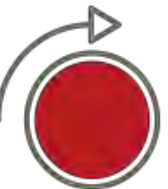
MAJORITY (EVEN MILLENNIALS) PREFER PRINT-ON-PAPER READING

Nearly every study found in this scan that asked respondents direct questions about their preferred format for reading, paper came out on top – even among “digital natives”

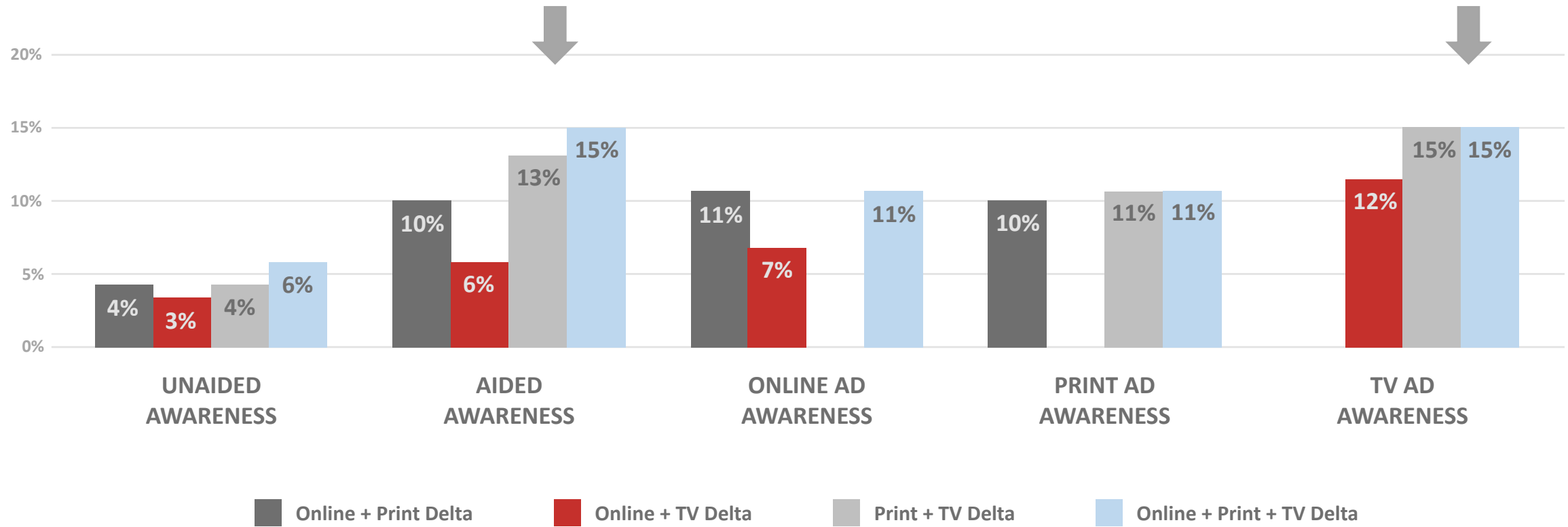
PRINT SIGNIFICANTLY BOOSTED THE EFFECTIVENESS OF CROSS-PLATFORM CAMPAIGNS

Campaigns that used
PRINT + ONLINE
improved Persuasion Metrics
by more than 10%

Campaigns that used
PRINT + TV
improved Purchase Intent
by 17%



PRINT PROVIDES LIFT IN COMBINATION WITH EVERY OTHER MEDIA CHANNEL ON AWARENESS MEASURES....



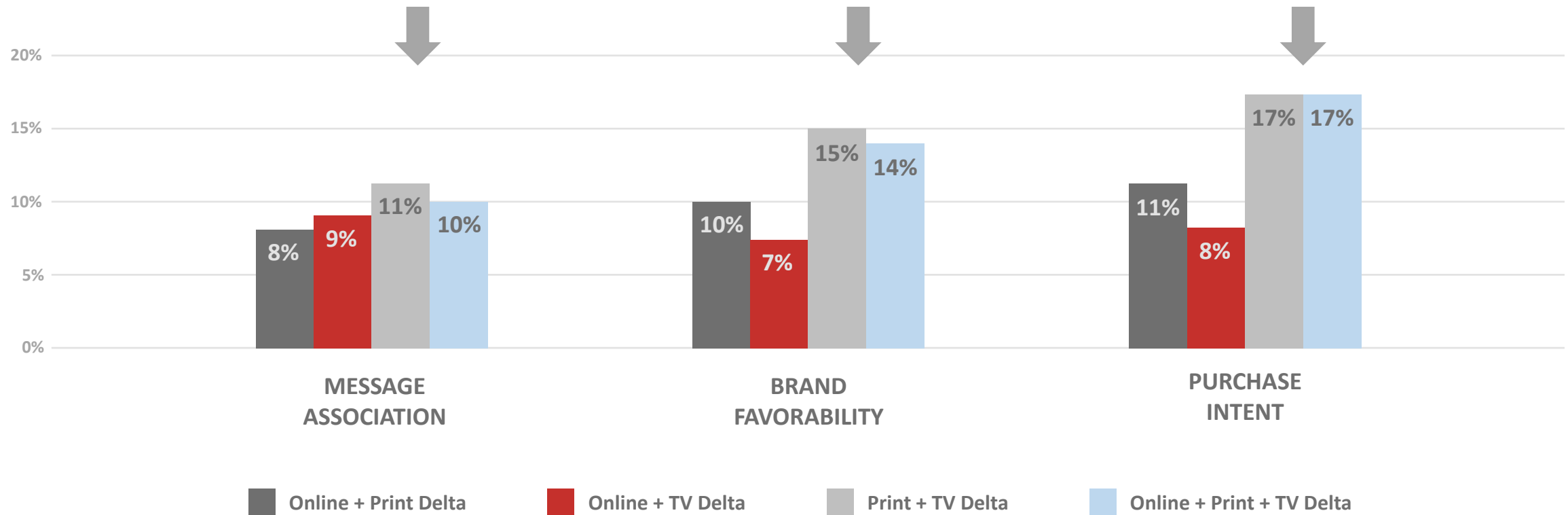
■ significant increase at 95% confidence

Number Respondents: Print + Online = 30,588; Online + TV = 91,019; Print + TV = 24,563; Print + Online + TV = 10,967

Source: Millward Brown Digital



...AND FOR LOWER FUNNEL METRICS, TOO



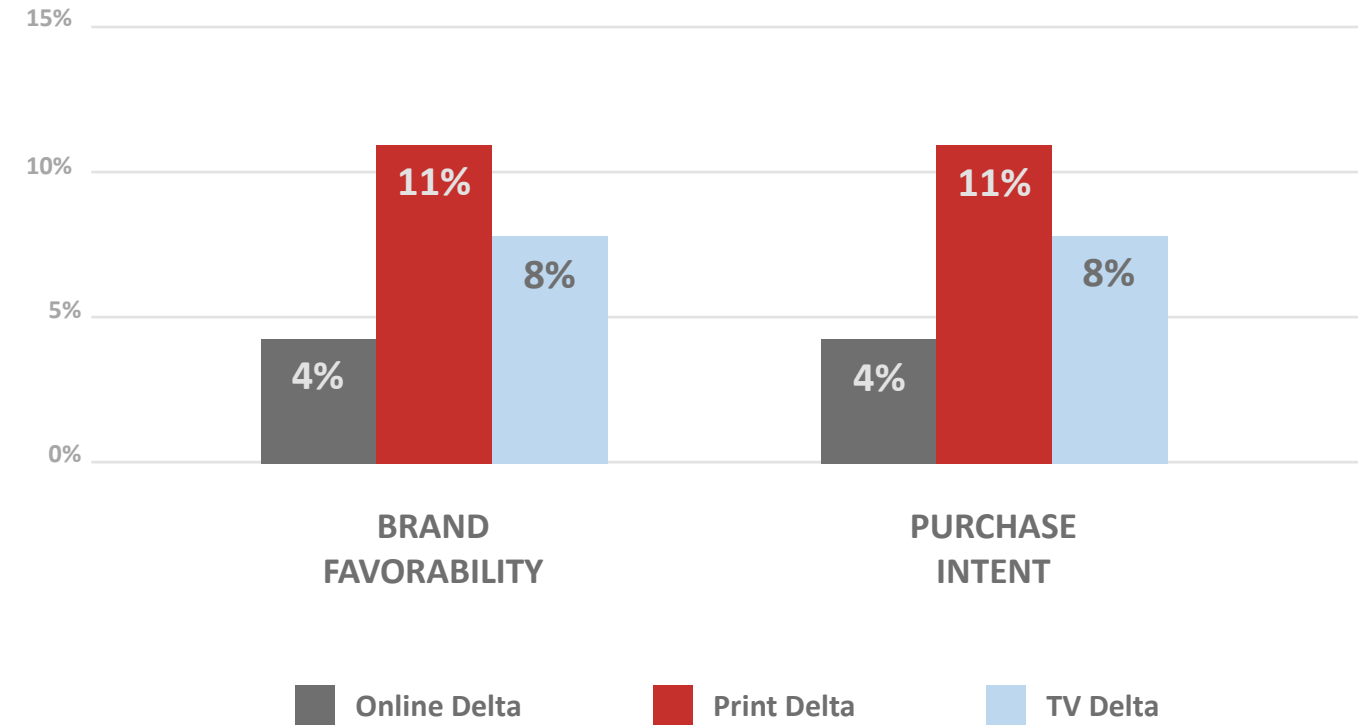
■ significant increase at 95% confidence

Number Respondents: Print + Online = 30,588; Online + TV = 91,019; Print + TV = 24,563; Print + Online + TV = 10,967

Source: Millward Brown Digital



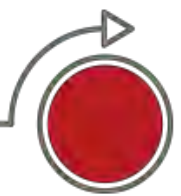
PRINT GENERATES HIGHEST LIFTS IN PERSUASION METRICS



■ significant increase at 95% confidence

Number Respondents: Online = 253,421; Print = 88,014; TV = 198,479

Source: Millward Brown Digital



BRITAIN'S EU REFERENDUM

Lawyers
In U.K.
Hedge Bets
In Ireland

By Steven M. Baskin

LONDON—Lawyers here are betting on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

U.K. lawyers are betting on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

Leave and Remain Sides Muster Their Arguments as Day of Reckoning Nears

LONDON—Campaigners on both sides began a final push to win supporters ahead of Thursday's referendum on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

U.K. lawyers are betting on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

LONDON—Lawyers here are betting on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

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—Graham Wintour

THE WALL STREET JOURNAL.

Lawyers here are betting on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

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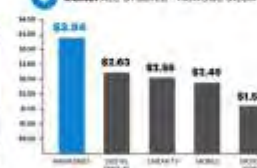
U.K. lawyers are betting on whether the U.K. will stay in the European Union, an issue that has been in the news for weeks.

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NOT EVERY AD DOLLAR
IS THE SAME.MAGAZINES:
Highest Return on
Advertising Spend

ROAS: ALL STUDIED—ACROSS MEDIA



Source: Nielsen Media Research. Based on 2018 data. ©2019 Nielsen Media Research.

Magazines have long been known as the most influential of all media, and now, reliable third-party research proves that they are also the best place to drive sales.

Nielsen Catalog Solutions analyzed 140,000 campaigns across measured media types and found that magazines yield the highest return on advertising spend (ROAS), with an average return of \$3.96 for every dollar spent on advertising.

For more data on magazine media, contact Linda Thomas Broderick, lbroderick@nielsen.com.

©MPA, the Association of Magazine Media
magazine-media.org/ROAS

CONDÉ NAST

HERST

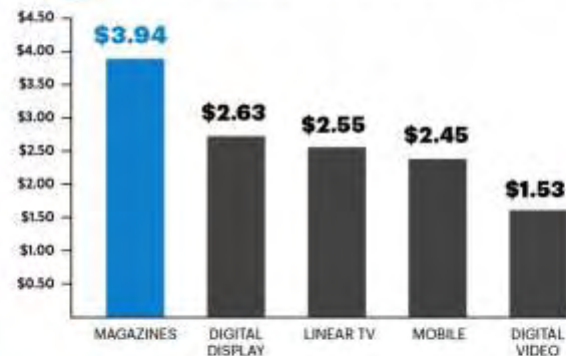
meredith

Time Inc.

NOT EVERY AD DOLLAR IS THE SAME.

MAGAZINES: Highest Return on Advertising Spend

\$ ROAS: ALL STUDIES—ACROSS MEDIA



SOURCE: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004-Q4 2015.
Copyright © 2016 Nielsen Catalina Solutions.

Magazines have long been known as the most influential of all media, and now, reliable third-party research proves that they are also **the best place to drive sales.**

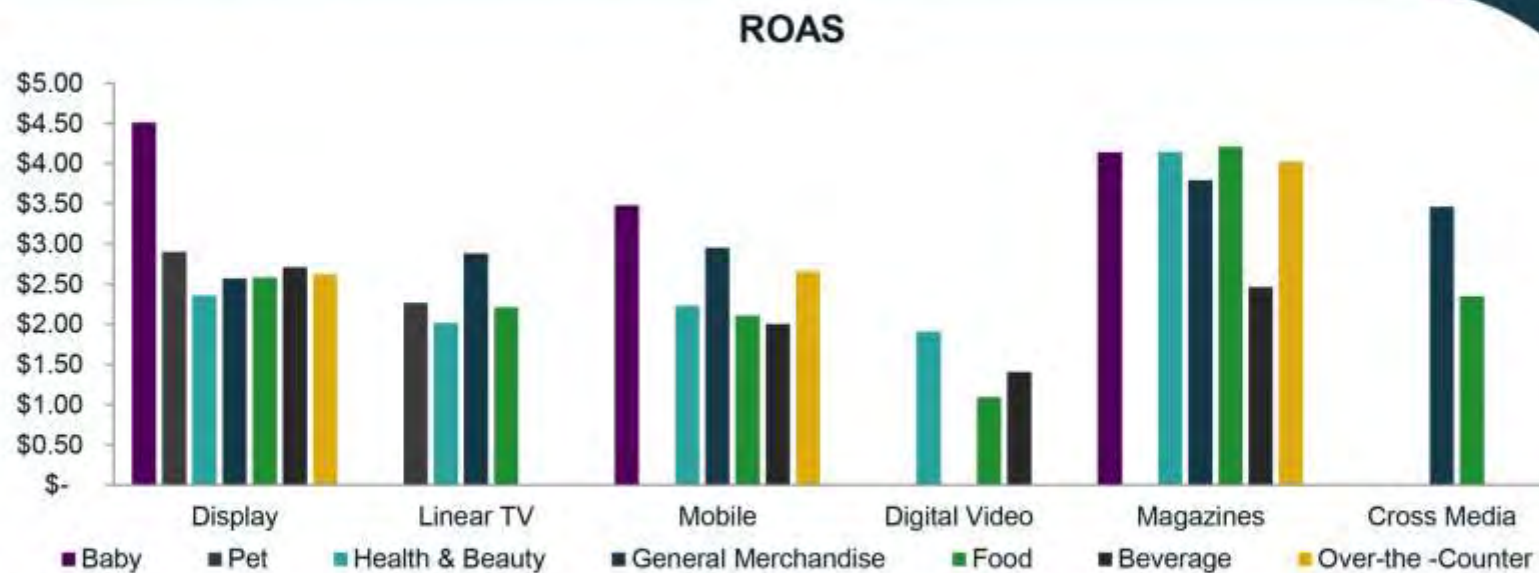
Nielsen Catalina Solutions analyzed 1400 campaigns across measured media types and results show magazines yield the **HIGHEST** Return on Advertising Spend (ROAS), with an average **return of \$3.94 for every dollar spent on advertising**

For more facts on magazine media, contact Linda Thomas Brooks, lrb@magazine.org

 **MPA** THE ASSOCIATION OF
MAGAZINE MEDIA
magazine.org/ROAS



ROAS: Category – Across Media

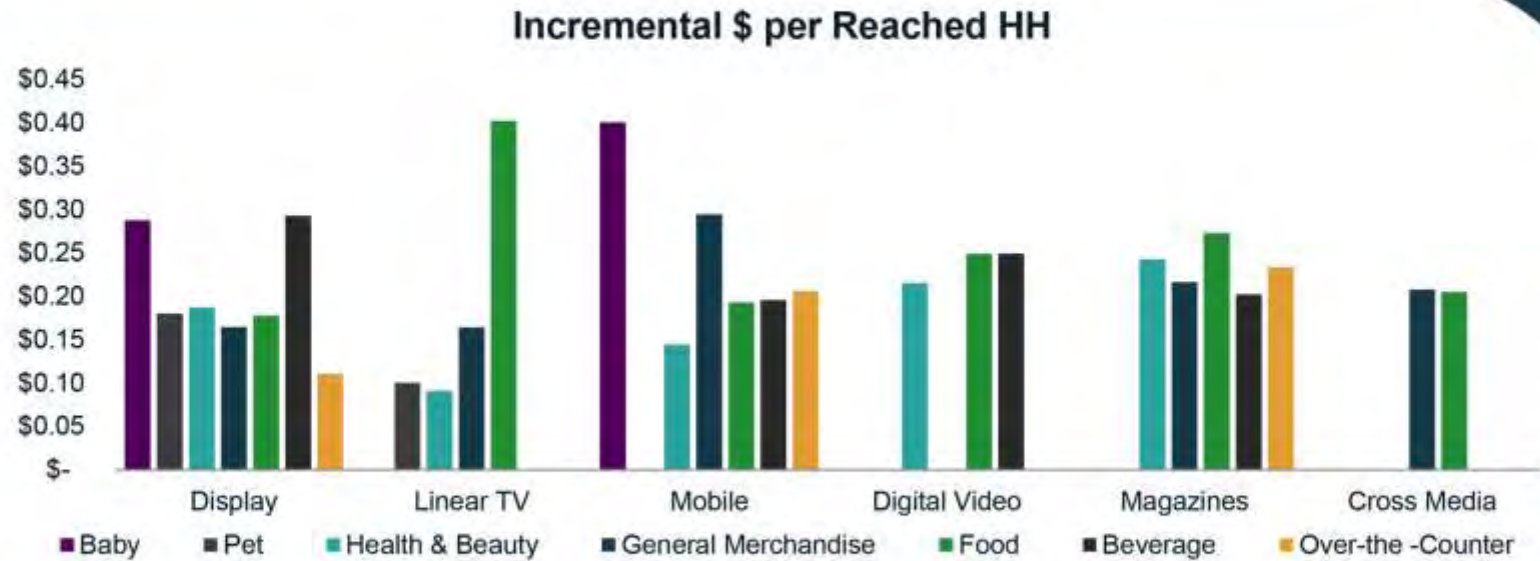


Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015. Copyright 2016 © Nielsen Catalina Solutions

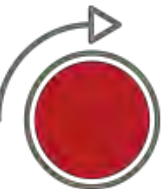




Incremental Sales per Reached HH: Category – Across Media



Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015. Copyright 2016 © Nielsen Catalina Solutions





ROAS:

Clusters – Across Media

■ Values with 10-20 studies

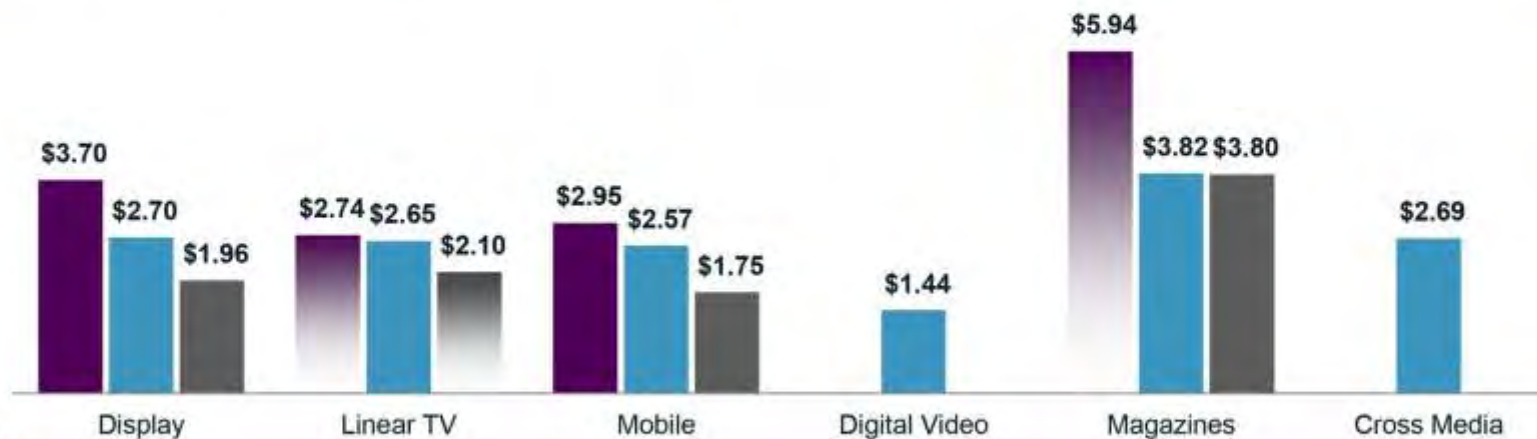
■ Values with 10-20 studies

ROAS

■ Marquee Brands

■ Midsize Brands

■ Infrequent Use



Source: Nielsen Catalina Solutions, Multi-Media Sales Effect Studies from 2004 – Q4 2015. Copyright 2016 © Nielsen Catalina Solutions





Tells + Sells



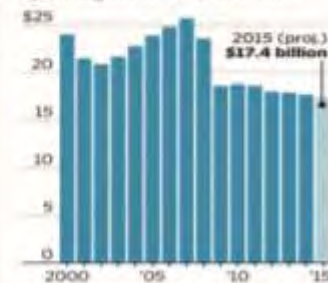
Magazines Offer Money Back on Ads

Publishers vow refunds if advertisements don't boost sales in effort to prove clout with readers



Periodical Decline

Magazine print advertising spending in the U.S., in billions



Source: ZenithOptimedia
THE WALL STREET JOURNAL.

MAGAZINES READERS TRUST AND RELY ON PHARMA ADS

Agreement with statement and options about pharmaceuticals and healthcare (index)

	magazine media	internet*	TV	radio	newspapers
I trust pharmaceutical companies that advertise the medications I take.	138	120	125	100	104
I research healthcare information so that I am better informed about different healthcare treatment options.	146	108	93	113	106
Pharmaceutical advertisements make me more knowledgeable about medicines.	133	111	109	111	104

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

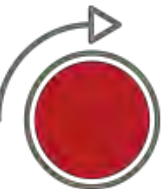


MAGAZINE READERS VALUE NAME-BRAND PRESCRIPTION MEDICATION

Agreement with statement and options about pharmaceuticals and healthcare (index)

	magazine media	internet*	TV	radio	newspapers
It's worth paying more for branded prescription medications rather than generic.	126	100	101	114	125
I am willing to ask my doctor for a prescription medication or drug sample that I have seen or heard advertised.	136	104	112	109	111
I research treatment options on my own and then ask my doctor about them.	137	113	95	111	101

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015

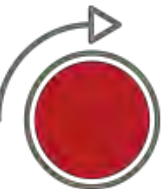


MAGAZINE READERS RESPOND, DISCUSS AND ACT ON PHARMA ADS

Actions taken in the last 12 months as a result of healthcare advertising (index)

	magazine media	internet*	TV	radio	newspapers
discussed an ad with your doctor	260	99	143	95	149
discussed an ad with a friend or relative	253	163	148	128	151
asked your doctor to prescribe a specific drug	234	128	155	119	113
consulted a pharmacist	231	117	148	107	160
used a coupon	210	119	124	144	156

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015



MAGAZINE READERS VISIT BRAND WEBSITES AND FOLLOW THROUGH WITH DOCTOR VISITS

Actions taken in the last 12 months as a result of healthcare advertising (index)

	magazine media	internet*	TV	radio	newspapers
visited a pharmaceutical company website	276	169	112	168	146
made an appointment to see a doctor	170	108	138	118	144
asked your doctor to prescribe a specific drug	234	128	155	119	113
took medication	190	127	109	137	143

*Includes internet magazine activity.
Index: Top quintile of users of each medium vs. adults 18+.
Source: Kantar Media, MARS Consumer Health Study, 2015



MAGAZINE READERS ARE FREQUENT PHARMA BUYERS

In the last 12 months, number of times purchased prescription products (index)

	magazine media	internet*	TV	radio	newspapers
6+ times	139	110	116	117	137
3+ times	129	110	113	107	129
1+ times	120	109	109	107	119
none	68	89	92	127	87

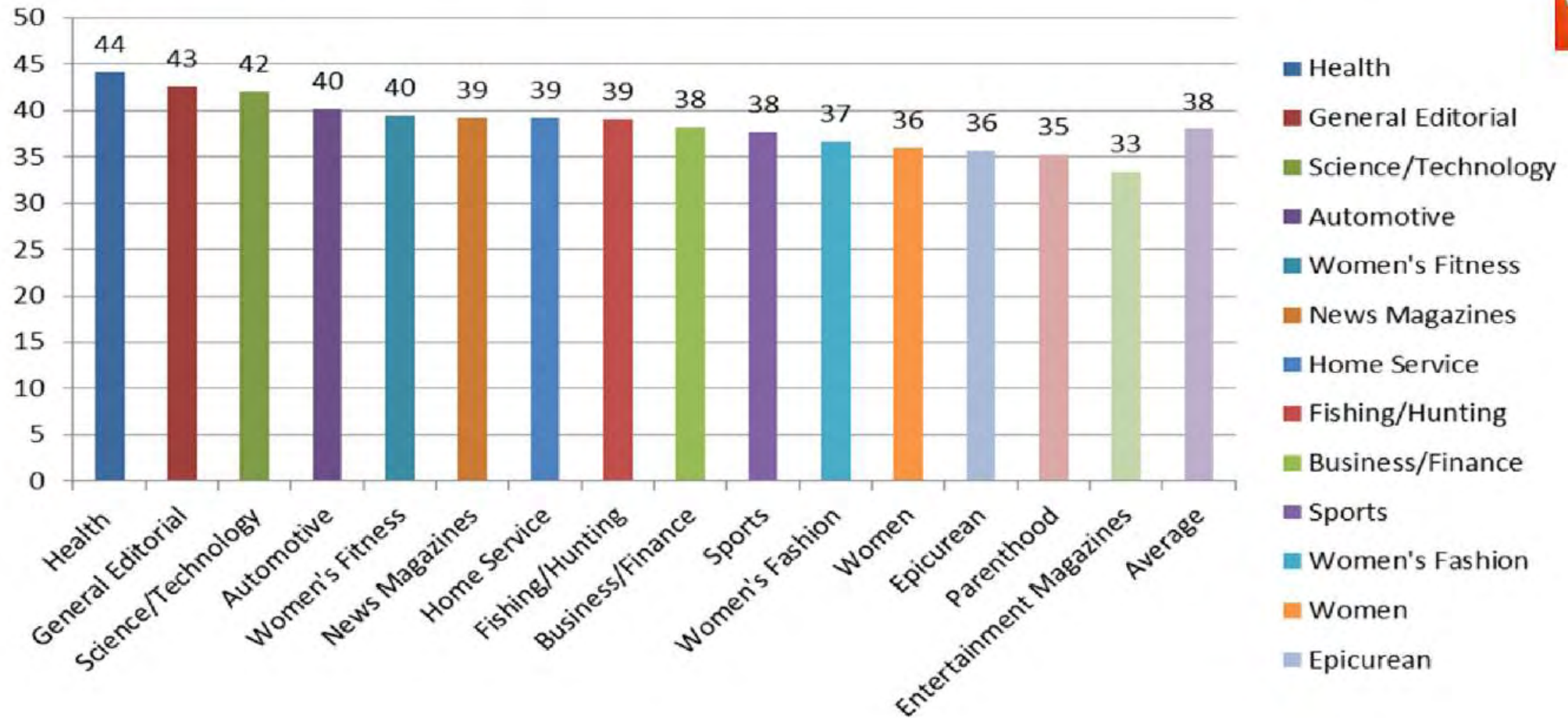
Includes internet magazine activity.

Index: Those who saw/heard healthcare advertising in each medium in the last 12 months vs. adults 18+.

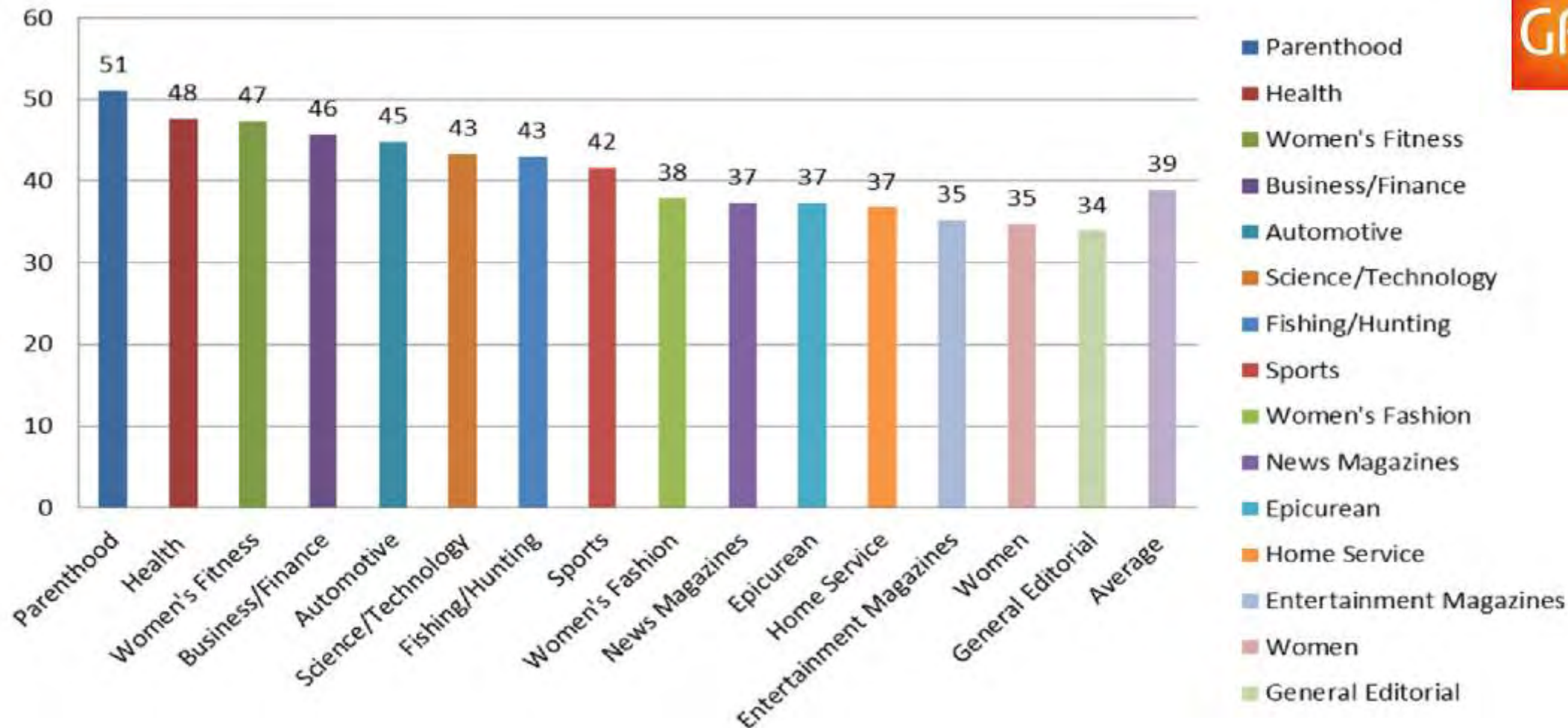
Source: Kantar Media, MARS Consumer Health Study, 2015



MAGAZINE GENRE AND NOTED (%)



MAGAZINE GENRE AND ANY ACTION TAKEN (%)

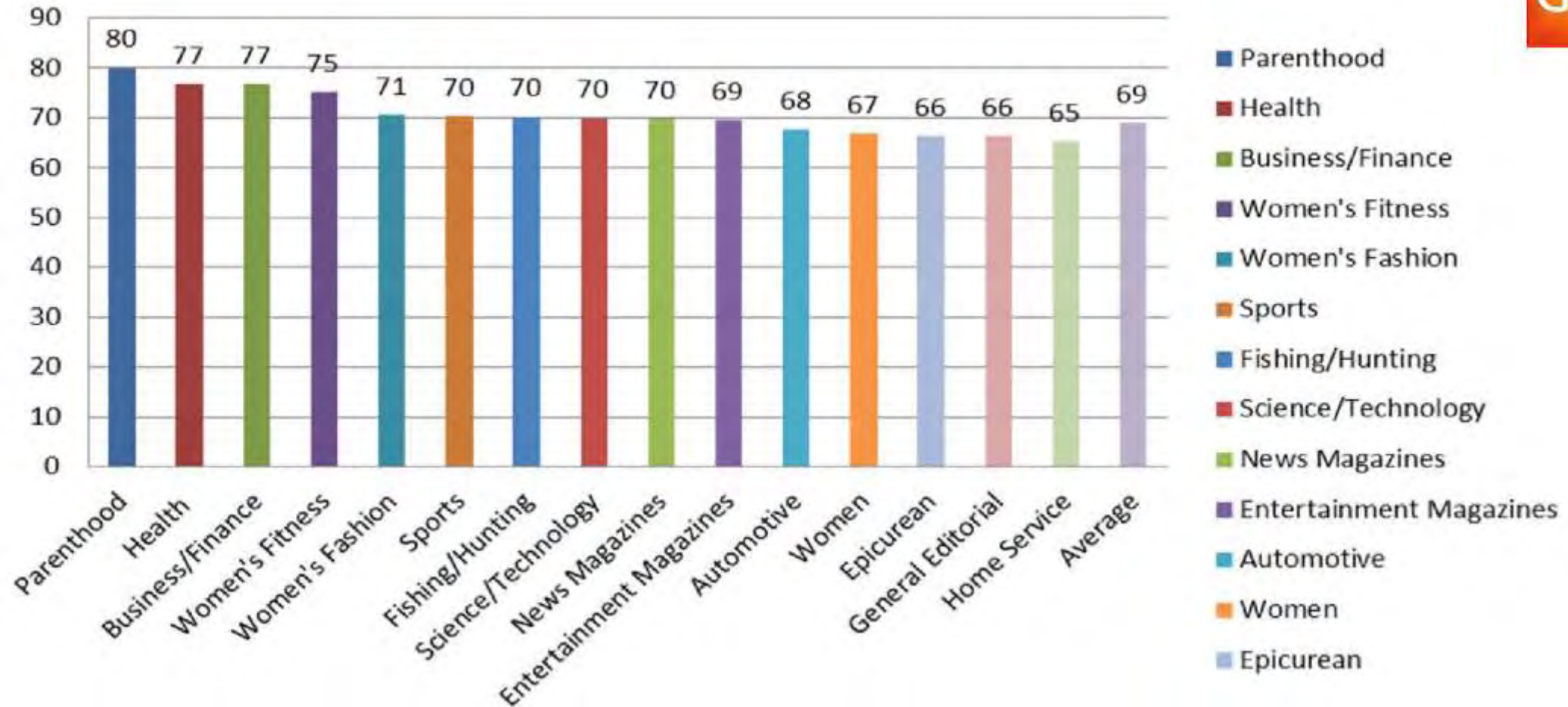


*Any Action Taken (%) uses a base of Noters.

© GfK 2013 | Direct-to-Consumer Pharmaceutical Advertising

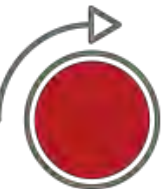


MAGAZINE GENRE AND READ ANY (%)



*Read Any (%) uses a base of Noters. Read Any (%) is only reported for ads that contain more than 4 words. Disclaimer ads are not measured.

© GfK 2013 | Direct-to-Consumer Pharmaceutical Advertising



TOP 10 TV SHOWS

(Adults 18-49 in 2015-16 season)

NBC Sunday Night Football	7.5
Empire	6.4
The Big Bang Theory	5.8
CBS Thursday Night Football	5.7
The X-Files	4.8
The OT	4.4
NBC Football Night in America	4.0
Grey's Anatomy	3.6
How To Get Away With Murder	3.5
Modern Family	3.4

TOP 10 MAGAZINES

(Adults 18-49 in MRI Spring 2016)

People	16.5
Better Homes & Gardens	12.7
National Geographic	11.7
The Costco Connection	8.9
Cosmopolitan	8.9
Sports Illustrated	8.6
ESPN The Magazine	8.5
Parents	7.0
US Weekly	6.5
Game Informer	6.4

Source: Full 2015-2016 TV Season Series Rankings Live + 7, adults 18-49, The Nielsen Company, 2016; GfK MRI, adults 18-49, Spring 2016

TOP 5 TV SHOWS

(Adults 18-49 in 2015-16 season)

NBC Sunday Night Football	7.5
Empire	6.4
The Big Bang Theory	5.8
CBS Thursday Night Football	5.7
The X-Files	4.8

TOP 5 HEALTH & WELLNESS MAGAZINES

(Adults 18-49 in MRI Spring 2016)

Men's Health	6.1
Women's Health	4.6
Men's Fitness	4.0
WebMD the Magazine	3.2
Health	2.9

Source: Full 2015-2016 TV Season Series Rankings Live + 7, adults 18-49, The Nielsen Company, 2016; GfK MRI, adults 18-49, Spring 2016



THE POWER OF MAGAZINE MEDIA

The five top-ranking automotive IMAG magazine brands – **Motor Trend, Hot Rod, Automobile, 4 Wheel @ Off-Road, and Four Wheeler** – each beat all of the automotive shows on television.



If **Dwell** were a TV show, it would be the highest rated shelter and home décor show of its kind, beating all in its category.



The magazine **Cooking with Paula Deen** has a bigger audience than Hell's Kitchen, Master Chef, or even Top Chef.

Discover magazine's audience is the size of TV's Family Guy, and bigger than that of Survivor, The Bachelor or The Simpsons.

Source: Full 2015-2016 TV Season Series Rankings Live + 7, adults 18-49, The Nielsen Company, 2016; GfK MRI, adults 18-49, Spring 2016





A woman with dark hair, wearing a grey cardigan over a yellow top, is sitting on a brown couch and smiling while looking at a tablet. She is pointing at the screen with her right index finger. The background shows a window with a grid pattern and some indoor plants.

#1 Social Actions vs. All Media

MAGAZINE MEDIA FUN FACTS



The **#1 brand** on Facebook, Twitter and Instagram is a magazine media brand.



Readers of digital edition magazines spend an average of **50 minutes per issue.**



24 of the top 100 brands on Facebook, Twitter and Instagram are magazine media brands



In 2015, magazine media audience reached **1.8 billion** across various platforms: Print + Digital, Web, Mobile Web, and Video.



Magazine media brands **beat out** brands like the NFL, Fox News, E! Online, ABC News and CNN on Facebook, Twitter and Instagram



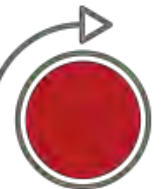
In 2015, magazine media captured over **9.5 billion social actions** across social media – outperforming TV, online media, radio, or newspapers

Source: MPA, Magazine Media 360, 2016; Shareablee 2016; GfK MRI, Fall 2015



comScore Research

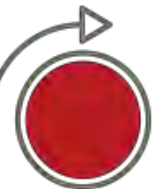
- Display/video ads on premium publisher sites had an average of 67% higher brand lift, confirming that premium sites deliver premium performance.
- Premium publishers are more than 3x more effective in driving mid-funnel brand lift metrics, such as favorability, consideration and intent to recommend.



comScore Research

50% higher ad effectiveness

$$\frac{\text{Overall Effectiveness}}{\text{Viewability}} = \text{Halo Effect} \triangleright \frac{1.67}{1.11} = 1.51$$



Print magazine readers believe in brands —and are heavily swayed by advertising

Definitely agree or agree that... (Index)

	print magazines	TV	radio
I choose branded drugs because they are higher quality	144	133	123
I am willing to pay more for luxury brands	139	119	121
I will buy some brands without even looking at the price	137	121	120
I have expensive tastes	132	112	113
Advertising helps me choose what I buy	130	126	119
People tend to ask me for advice before buying things	128	110	117
I tend to choose premium products and services	123	114	116
Well-known brands tend to be better than generic brands	123	115	113
I don't mind paying extra for quality	108	102	103

Index: Percentage of top users of each medium vs. percentage of adults 18+.

Note: Devoted print magazine readers are defined as those who read printed magazines at least several times per week. Devoted radio listeners are those who listen to FM radio at least two hours a day or AM radio at least one hour a day. Devoted TV viewers are defined as those who watch live or "catch-up" TV at least 31 hours per week. Each group represents approximately the same proportion of U.S. adults 18+.

Source: YouGov Profiles, April 2016



Magazine media:
more trusted,
inspiring and
motivating than
 other media

(index)	magazine media	websites	ad supported TV networks
a way to learn about new products	133	103	83
touches me deep down	132	92	96
inspires me in my own life	131	96	88
gets me to try new things	127	100	85
inspires me to buy things	122	104	83
a treat for me	121	85	115
brings to mind things I enjoy	121	88	106
affects me emotionally	116	92	100
gives me something to talk about	114	91	103
trust to tell the truth	114	102	88
get valuable information from	113	103	87

Note: Data for each medium based on levels of agreement with the above statements for a set of vehicles in each medium used by individuals with the most purchase influence in the household.

Index: Percentage of purchase influencers within the household for each medium vs. percentage of purchase influencers within the household for the combination of all magazine media, websites and TV vehicles used by each purchase influencer.

Source: Simmons Research, Multi-Media Engagement Study, Spring 2015



Individuals are more likely to be **happy, confident, excited and hopeful** when they read magazines compared to time spent with other media

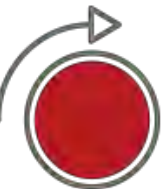
Share of gross half-hours when emotion was experienced (Index)

	print/digital magazines	TV	radio/ audio	computer*	mobile*	tablet*
hopeful	400	92	132	111	169	176
confident	306	81	158	156	128	134
excited	164	112	130	94	127	103
happy	129	101	101	81	104	91
any positive emotion (net)	132	101	115	94	108	106

*Excluding digital magazines.

Index against percentage of all half hours in which emotion was experienced.

Source: RealityMine USA TouchPoints, 2015

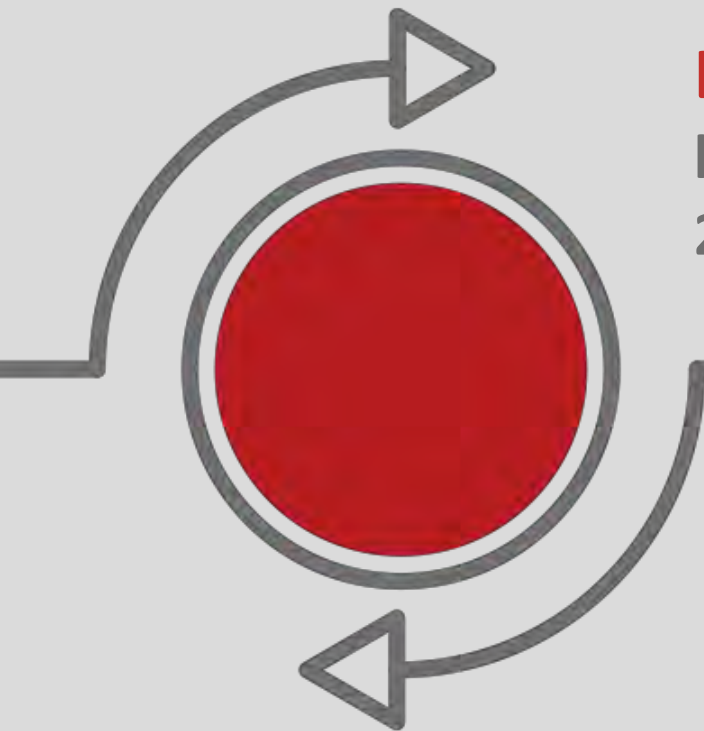


MAGAZINES WORK!!



- Neuroscience
- Upper + Lower Funnel Results
- Sales Results
- Digital effectiveness
- Quality metrics





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212.872.3710

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