

Magazines in the Digital Age

Reaching Target Audiences and
Influencing Consumers...Still



Table of Contents

- ① The Demise Of Print Media Has Been Greatly Exaggerated
- ② The Impact of Magazines
 - Magazines Reach the Masses
 - Magazine Readers Are Multichannel Content Consumer
 - Magazines Mean Engagement
 - Magazines Influence Purchasing Decisions
 - Magazines Drive Consumers to the Web
 - Magazines Are Trusted and Valued
 - Magazines Readers Are Digital and Social Enthusiasts
- ③ Best Practices for Advertising in Magazines
- ④ Conclusion: New Opportunities for Growth

① The Demise of Magazines Has Been Greatly Exaggerated

Today's media landscape is complex and constantly evolving. Despite the outcry that "print is dead," the consumer demand for magazine content has never been greater.

Why? Because consumers have come to rely on these time-honored publications and trust the content they deliver. Though the digital boom has presented challenges for some publishers, successful strategies have enabled them to adapt to the changing media landscape, presenting readers with content that is delivered in exciting new ways.

With the ability to reach consumers in nearly every category, magazines provide advertisers with an excellent opportunity to target their prospects with meaningful messages that are embraced as part of the brand experience.

According to The Association of Magazine Media (MPA), studies show that allocating more money to magazines in the media mix improves marketing and advertising ROI across multiple product categories by increasing brand awareness, promoting engagement, generating purchase intent, and driving sales.

"Print is alive and well, especially at GreatCall."

"With print we have the ability to tell an engaging story, touch on key features and benefits, include a clear call to action, showcase products with eye-catching imagery, and promote special offers and giveaways."

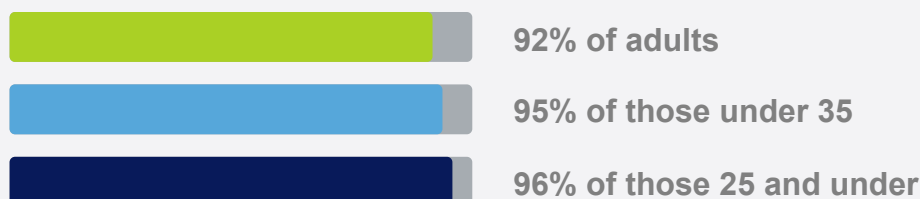
Melanie Brockway
Advertising & Print Manager
GreatCall Inc.

② The Impact of Magazines

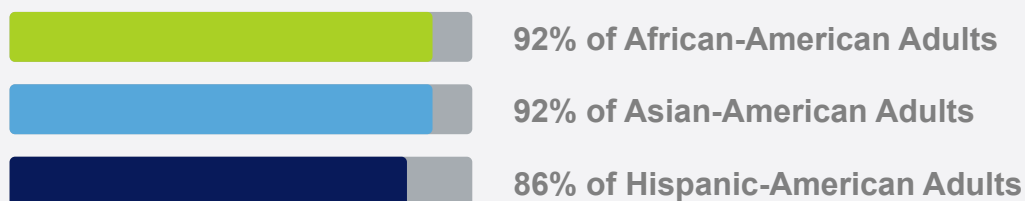
Magazines Reach the Masses

While some believe that traditional print media are only effective at reaching older consumers that have historically relied on print media for news and information, this is simply a misperception. Magazines are truly a universal medium that span across all generations and audiences in terms of age and race.

Those that have read a magazine – electronic or paper version – in the past six months:



In addition to reaching all age groups, magazines also successfully reach a diverse audience:



Though the demographic reach of each magazine differs according to each title, as a whole, this traditional media has the ability to reach a wide variety of audiences, providing advertisers with the opportunity to reach consumers of all targets as well as the ability to customize this media to fit into a tailored marketing plan.

② The Impact of Magazines

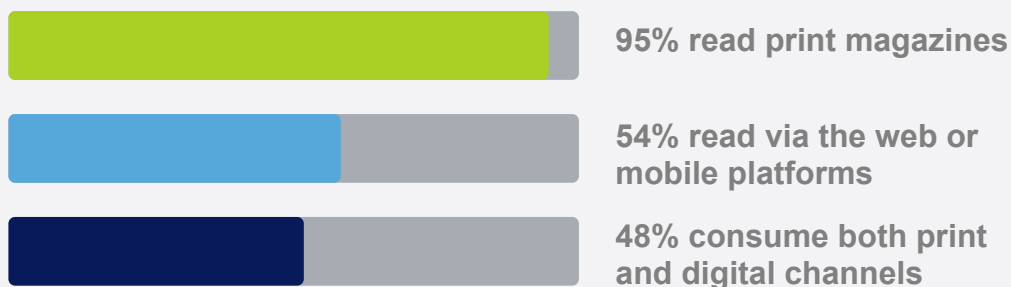
Magazine Readers Are Multichannel Content Consumers

Tying the traditional media and digital media worlds together with print and digital magazine subscription models and mobile applications, consumers have the ability to access magazines virtually anywhere.

Mobile magazine apps are on the rise and are currently among the top-grossing apps in key categories in the iPad App Store. According to Nielsen, 41% of mobile users download mobile magazine applications, and are willing to pay for digital magazine content on their mobile devices. Multichannel magazine readership allows advertisers to reach consumers across a variety of channels, while remaining within a source that consumers trust.

Though digital readership has increased significantly, the majority of magazine readers continue to consume print magazines, disproving the notion that “print is dead.” A pattern of overlap between the two formats is surfacing, as consumers interact with magazines across multiple formats.

Of the total magazine audience:



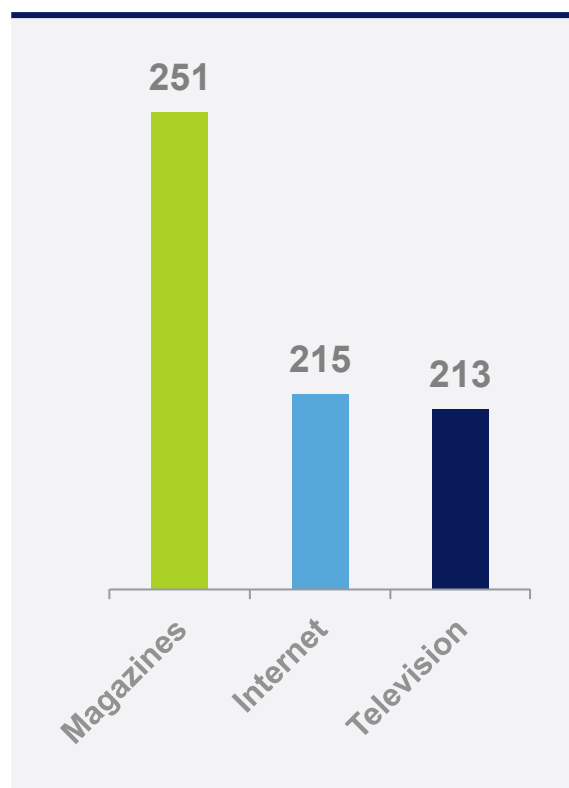
② The Impact of Magazines

Magazines Mean Engagement

When compared to other media, magazines continue to score higher in “ad receptivity” and engagement measures. According to the MPA, readers spend an impressive 41 minutes with each magazine issue, and are highly engaged with the content they read, both in digital and print formats.

Demonstrating the high level of involvement that magazine readers possess, magazine media delivers strong ad recall. While 54% of consumers noted a magazine ad displayed in a printed magazine, 55% of consumers noted an ad displayed in a digital version, demonstrating that both print and digital magazines readers react well when viewing ads in these formats.

Compared to television and the internet, magazines score higher in ad receptivity and social interaction, proving their important role in reaching consumers who have come to rely on this media for news and information.



Note: On a 100-500 scale

② The Impact of Magazines

Magazines Drive Action and Influence Purchasing Decisions

Magazines rank #1 in driving purchase intent and have been proven to increase purchase intent five times as much as television or the internet, according to the MPA.

Magazines motivate readers to further research a product in order to make a purchasing decision. In fact, more than 60% of print magazine readers took action as a result of a magazine ad, while an impressive 91% of digital magazine readers took action after reading a digital issue.

Actions readers took or plan to take as a result of exposure to specific magazine ads:

- ① 22% considered purchasing the advertised product or service
 - ② 21% had a more favorable opinion about the advertiser following the ad
 - ③ 16% gathered more information about the advertiser's product or service
 - ④ 14% recommended the product or service
 - ⑤ 13% visited the advertiser's website
 - ⑥ 9% purchased the product or service
 - ⑦ 8% clipped or saved the ad
 - ⑧ 8% visited or planned to visit the retail store
-

② The Impact of Magazines

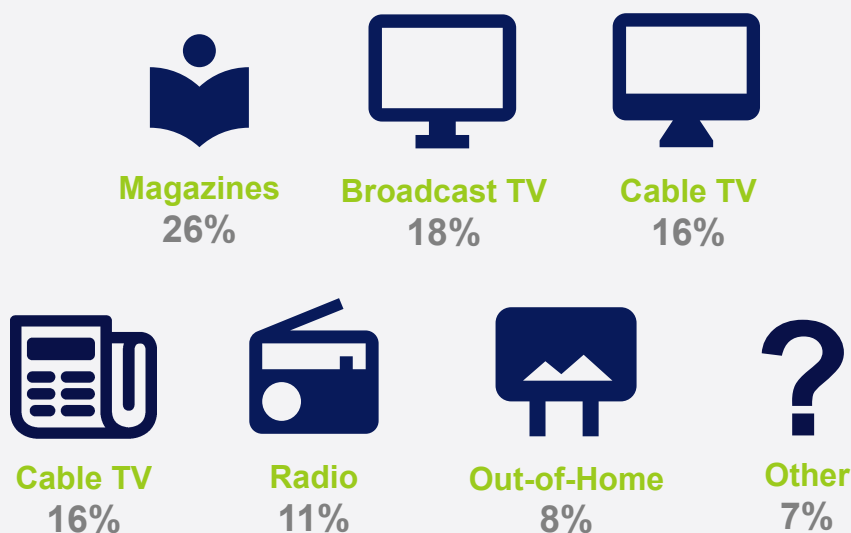
Magazines Drive Consumers to the Web

Traditional media play a critical role in driving web and search traffic throughout each stage of the purchasing funnel. Magazines rank the highest in terms of effectiveness of media in driving consumers to the web.

Magazine readers, compared to non-readers, are also more likely to make an online purchase. Studies show that 43% of magazine readers make online purchases, compared to 21% of non-magazine readers. Likewise, magazines create more than a 40% lift in web traffic after a consumer views an advertisement.

As advertisers ultimately strive to drive sales with their marketing dollars, it's clear that magazines play an important role in the research and decision-making process that consumers' take before making an investment in a product – whether it be large or small.

Effectiveness of Media Channels at Driving Consumers to the Web:



① The Impact of Magazines

Magazines Drive Consumers to the Web

Magazine ads drive action and influence purchasing decisions to lead consumers down the sales funnel – a vital process as it relates to achieving customer acquisition and sales revenue goals. But why do magazine ads have such great success in driving response?

Because consumers trust print media.

Despite the changes in media consumption habits and the introduction of an abundance of digital advertising channels in recent years, traditional print media continues to have great value when evaluating consumers trust in advertising.

66% of avid magazine readers agree with the following fact:

“Magazines for me are one of the most highly credible sources of information for the areas that I’m personally interested in.”

Though advertisers are diversifying their media budgets to include digital channels as part of their multichannel marketing strategies, these facts support the need to preserve print as part of the media mix.

“The value of print media remains strong.”

“The value of print media remains strong. Readers engage with magazines issue after issue, developing a relationship with the writers and editors; trusting their advice and expertise to make decisions and take action based on the content they read. The brand loyalty and responsiveness that magazine consumers display still exists in today’s crowded media landscape and is one of the reasons why magazines are still an essential part of any media buy.”

Andrew Amill
VP, Media Group
Weight Watchers

② The Impact of Magazines

Magazines Readers Are Digital and Social Enthusiasts

Magazine readers on social media sites and are influencers in their networks – often sharing the content they’ve consumed with others and interacting with magazines in the online space.

Agreeing that interacting with media is generally enhanced when shared with others, more than 6 in 10 readers have shared the content they were reading with a friend on Facebook. For advertisers, this social sharing phenomenon extends the reach of a message to those outside of the immediate subscriber network.

While magazine readers are also active followers of the publications they subscribe to on social networks, this online interaction boosts their positive consumer experience, making them more valuable customers for advertisers.



75% of adults who read magazines have “liked” a magazine on Facebook.



75% have followed a magazine account on Twitter.



75% have followed a magazine account on Pinterest, or have re-pinned content from a magazine.

③ 10 Best Practices for Advertising in Magazines

① Set a Single Objective for the Ad

Are you featuring a new product or service? Promoting brand awareness? Driving traffic to your website? Looking for a response to an offer? This will dictate all factors of target audience, message, and timing.

② Headline Should Define Your Objective

You only have a matter of seconds to get the attention of your reader. Entice readers with a headline that encourages them to read on.

③ Present a Compelling Offer

The offer should be clear and relevant for the user. It should be well positioned and close to the CTA.

④ Your Call-to-Action (CTA) should Be Obvious

Prospects should know precisely how to obtain the product or service through a phone number or website URL.

⑤ Send a Clear, Concise Message

Be clear and write in a consistent tone and language. Keep jargon at a minimum. Copy should be concise but substantive. Where appropriate, use bulleted lists and call-out boxes.

⑥ Use Color & Images Appropriately

Color ads are not only read more but are more frequently remembered compared to black and white ads. Make appropriate color and image choices to coincide with your messaging.

⑦ List Benefits Followed by Features

Your prospects want to know what's in it for them. The benefit is the need you're offering to fulfill – the feature is how you intend to do so.

⑧ Proof and Proof, Again!

There is nothing more embarrassing than a typo. And nothing turns off prospects more than the wrong phone number or e-mail address when they are calling to buy!

⑨ Test Your Ad

A/B testing can help you increase your ad's effectiveness by determining which ad the audience is more responsive to.

⑩ Measure Your Ad's Performance

Evaluate your ads performance to see if it meets the goals set for the campaign. If you are meeting the objective you initially set, keep it up! If not, reassess, resolve, and try again.

④ Conclusion: New Opportunities for Growth

As the magazine industry continues to evolve, the fear of print media's unknown place in the future is not uncommon, however, it is unwarranted. The digital age isn't causing a demise of magazines and traditional print media, in fact, it's creating new opportunities for growth.

Over the past year, the U.S. Magazine audience for print and digital editions combined increased nearly 3% to 1.2 billion, according to AdWeek. While digital editions continue to grow in the future, as consumers expand their technology adoption and as magazine publishers optimize digital editions for mobile devices, the patterns of multichannel content consumption suggest that print magazines will still have a place in the mix.

The ability to measure print media's performance in the market through order and call-volume allows marketers to quantify the impact of each ad and make educated decisions based on data.

With high rates in engagement and trust, consumers have come to rely on these time-tested publications that continue to deliver information and entertainment that create an experience unlike their media counterparts. As new opportunities in digital media continue to expand, these developments will provide readers with enhanced features that add to the overall experience.

“Print is a critical component in any multi-touchpoint strategy.”

“[Print] allows a brand to speak to consumers within a lifestyle context while also providing ample visibility to reinforce reasons to purchase like few media can.”

Connor Morhardt
Senior Marketing Manager
Nestle Waters North America

About Media Horizons

Media Horizons is an award-winning digital and direct marketing agency located in Norwalk, CT with over 25 years of experience in successfully reaching the Boomer and Senior markets.

Media Horizons has repeatedly launched effective digital marketing campaigns targeting this demographic, spanning a wide variety of products and services, successfully helping brands generate new customers and maximize their lifetime value throughout digital channels.

Full-service capabilities include Strategic Planning, Creative Development, Media Planning & Buying, Data & Analytics and Customer Database Marketing, Project Management and Process Mapping.

Media Horizons



Alan Kraft
Chief Revenue Officer



203.857.0770



40 Richards Avenue
Norwalk, CT 06854



info@mediahorizons.com



www.mediahorizons.com

Sources:

- Entrepreneur, 2014. "Why This Retailer Still Insists on Printing a 12-Pound Catalog."
- Business Insider, date. "The Story of How J.Crew Became The 3 Billion Dollar Company Everyone Was Fighting Over."
- Businessweek, 2013. "The New J.Crew Catalog is a Pinterest Page."