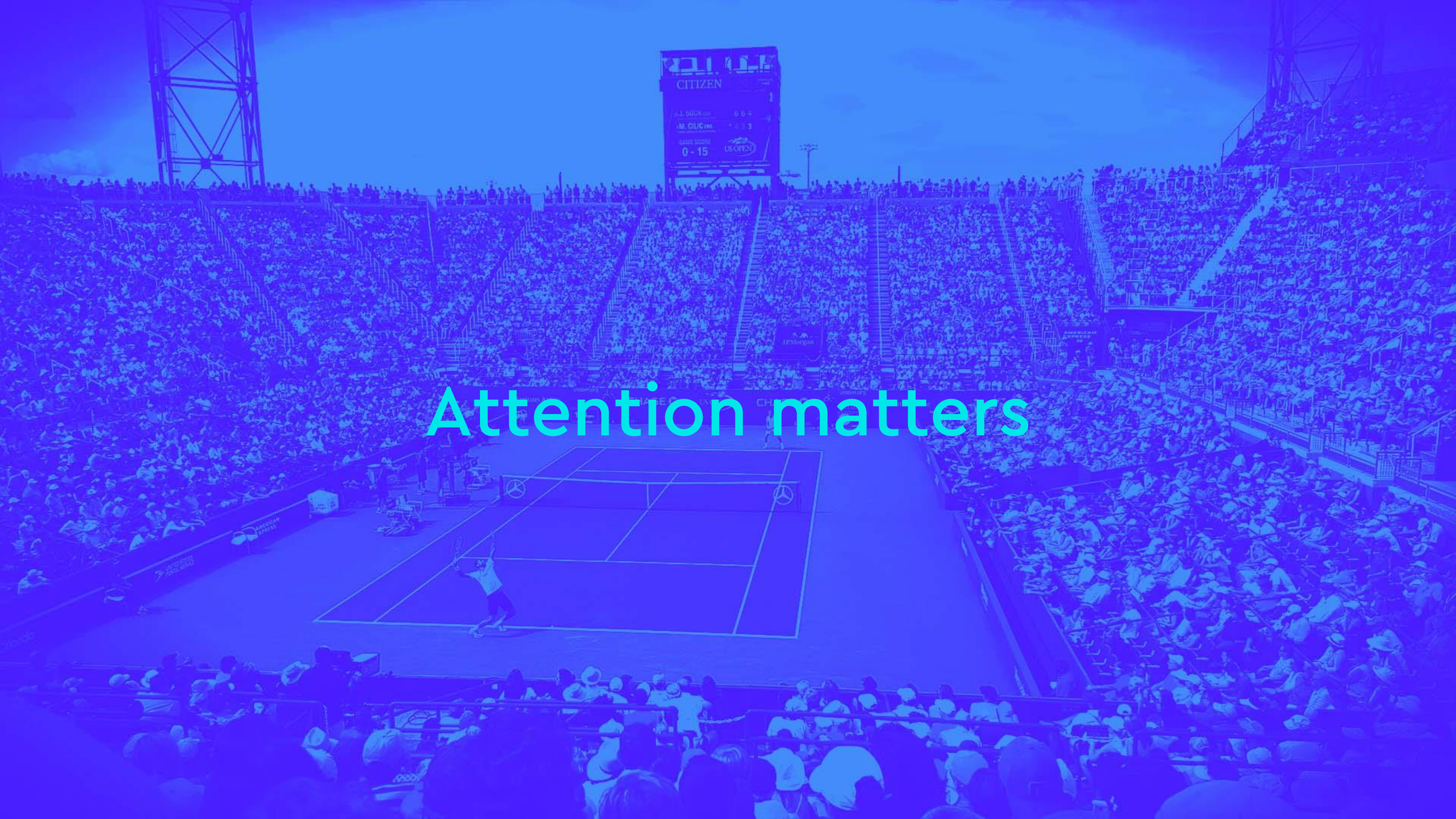




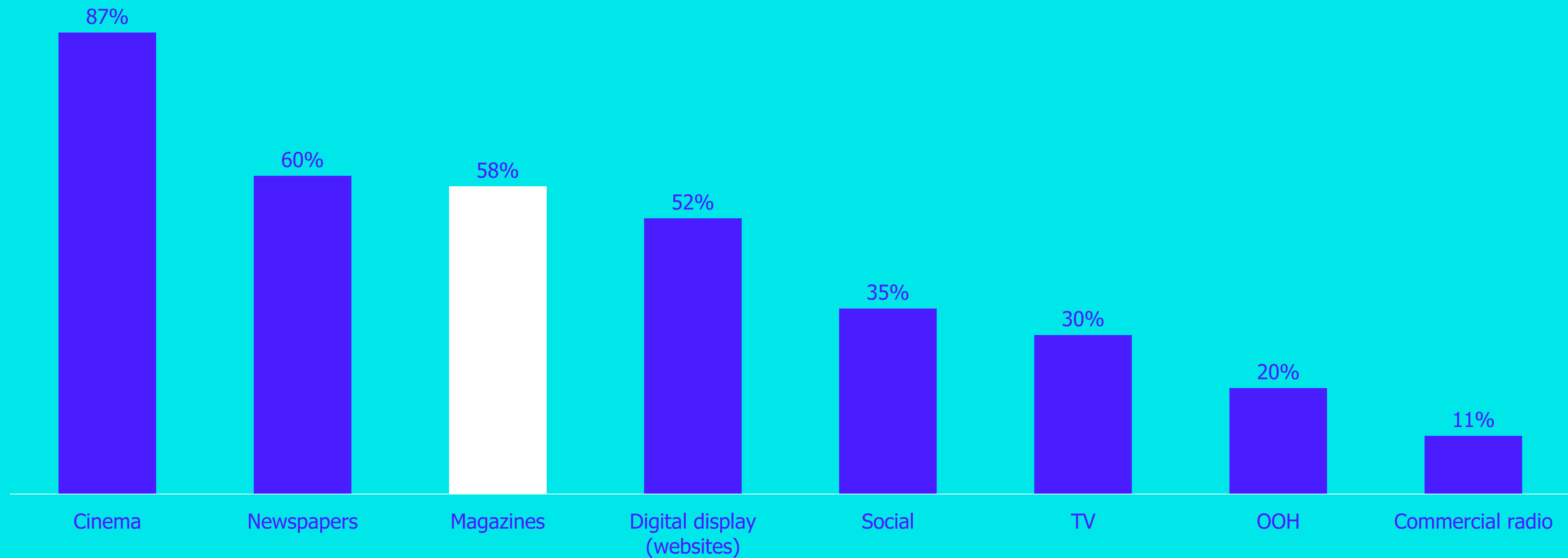
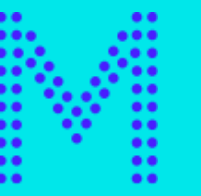
Attention Pays:
the future is bright for magazine media

MAGNETIC



Attention matters

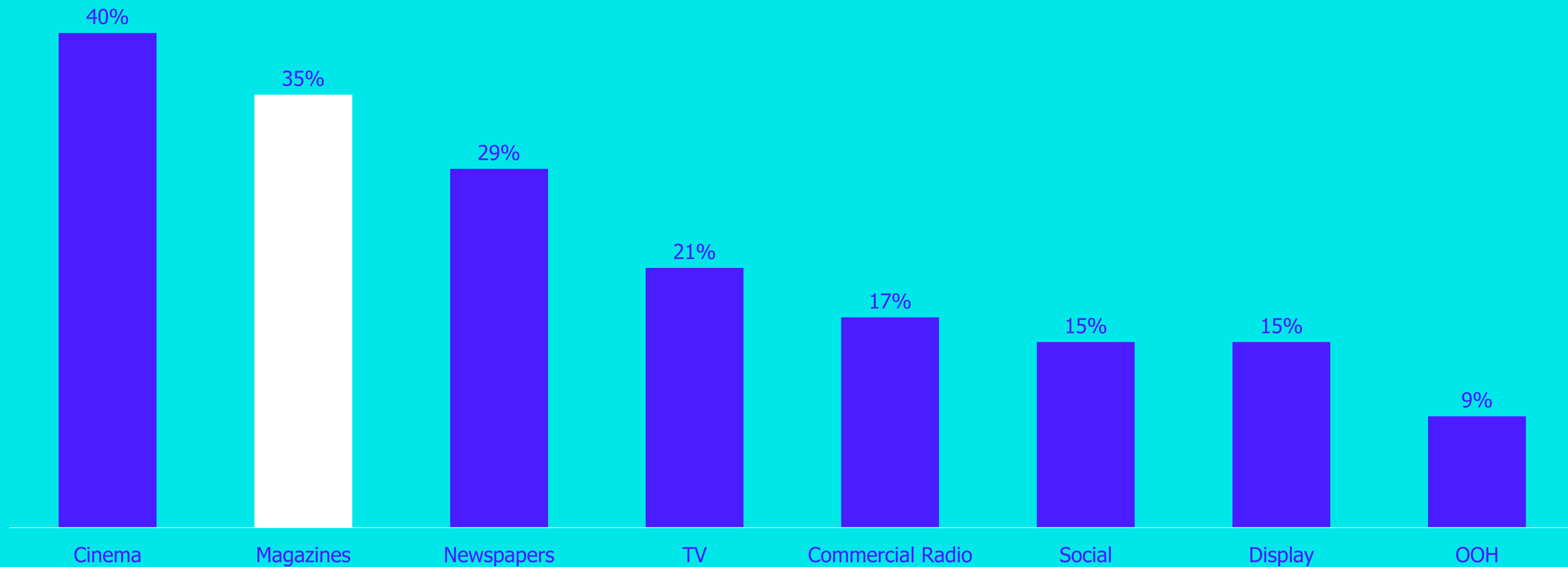
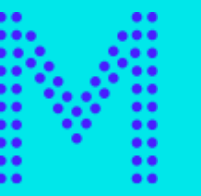
Consumers give magazines their undivided attention



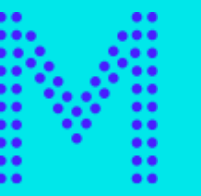
Solo focus = % not doing anything else at the time

Pay Attention, Magnetic 2019

Significant attention is paid to adverts in magazines

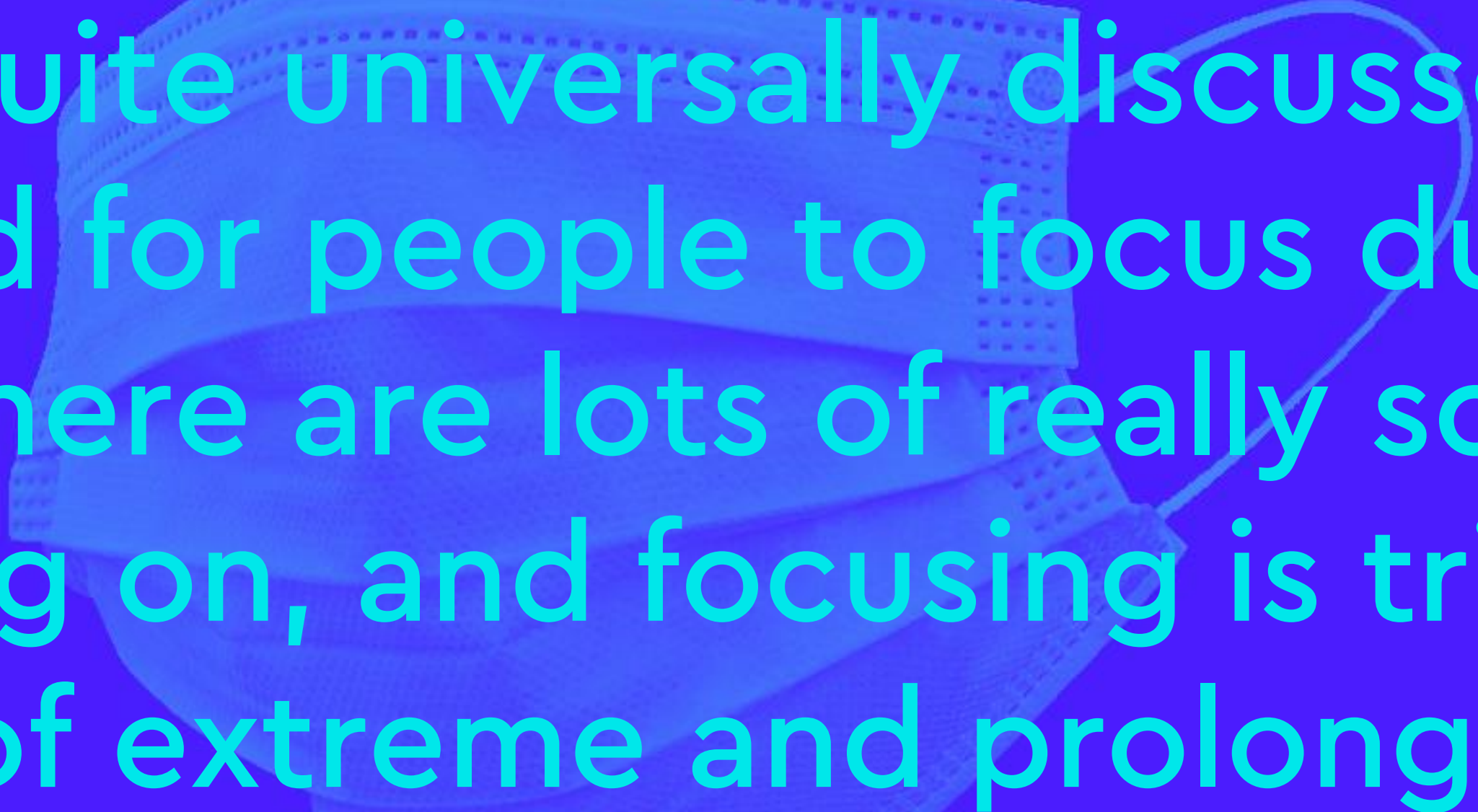


Magazines elicit a strong right brain response



19% stronger than TV
44% stronger than radio
25% stronger than social
17% stronger than other online

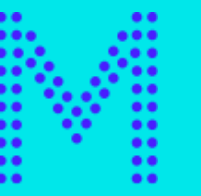




“It’s been quite universally discussed that it’s really hard for people to focus during this pandemic. There are lots of really scary, serious things going on, and focusing is tricky under situations of extreme and prolonged stress”

Faris Yakob, Genius Steals

Magazines were well placed to tap into this shift



More time to spend reading

Magazine readers spent 16% more time per day reading magazines in lockdown

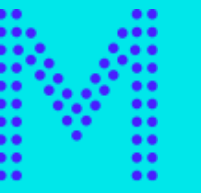
Growing levels of trust in magazines

Trust in magazine content increased by 4ppt

Aligning with people's passions

Increased circulations for titles aligned to most popular activities

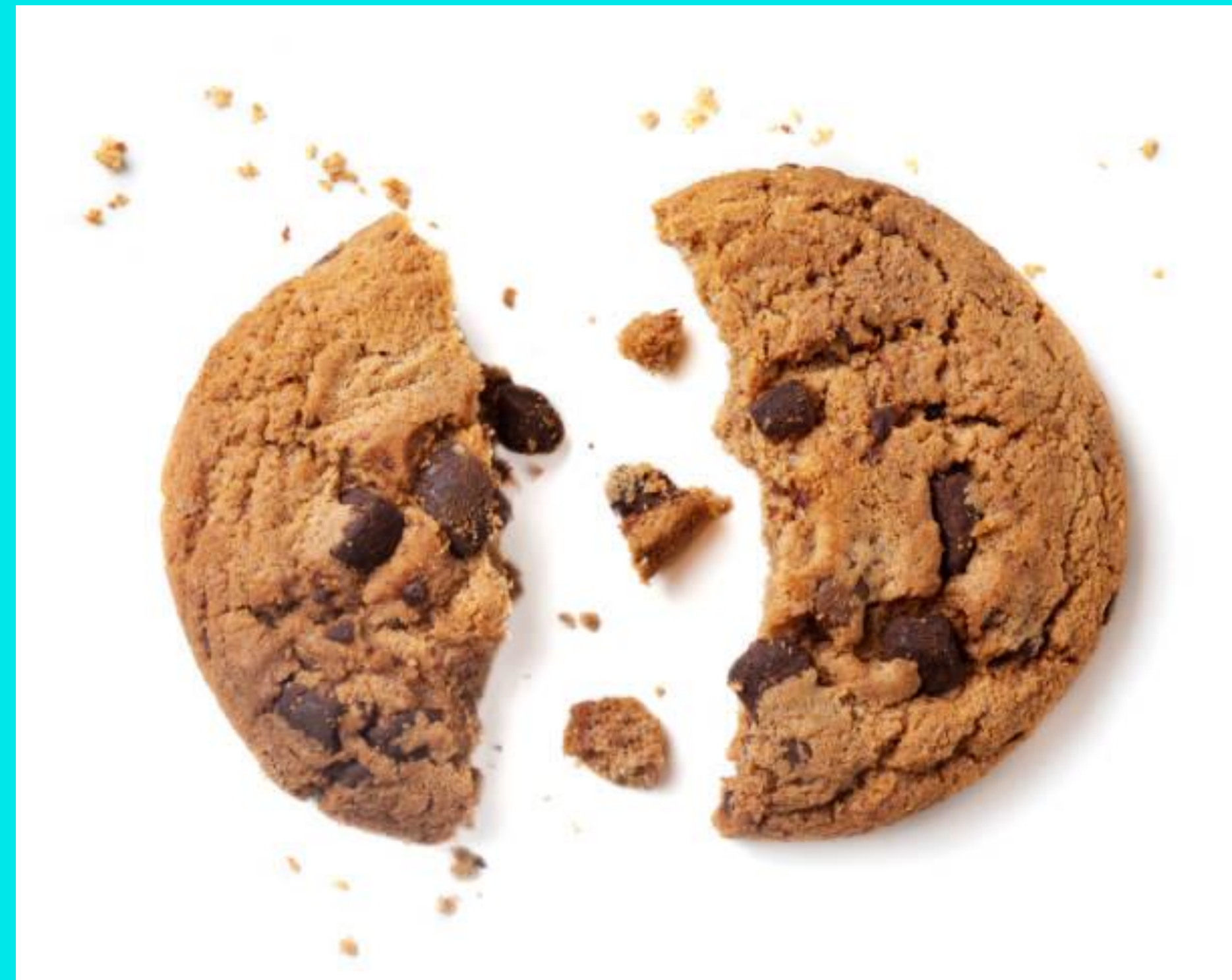
Google changes how advertisers can target online



Alison Weissbrot | March 03, 2021

Google shatters hopes of replacing cookies with independent identifiers

The tech giant dropped a bombshell on Wednesday with massive implications for independent ad tech.



A chance to do things better

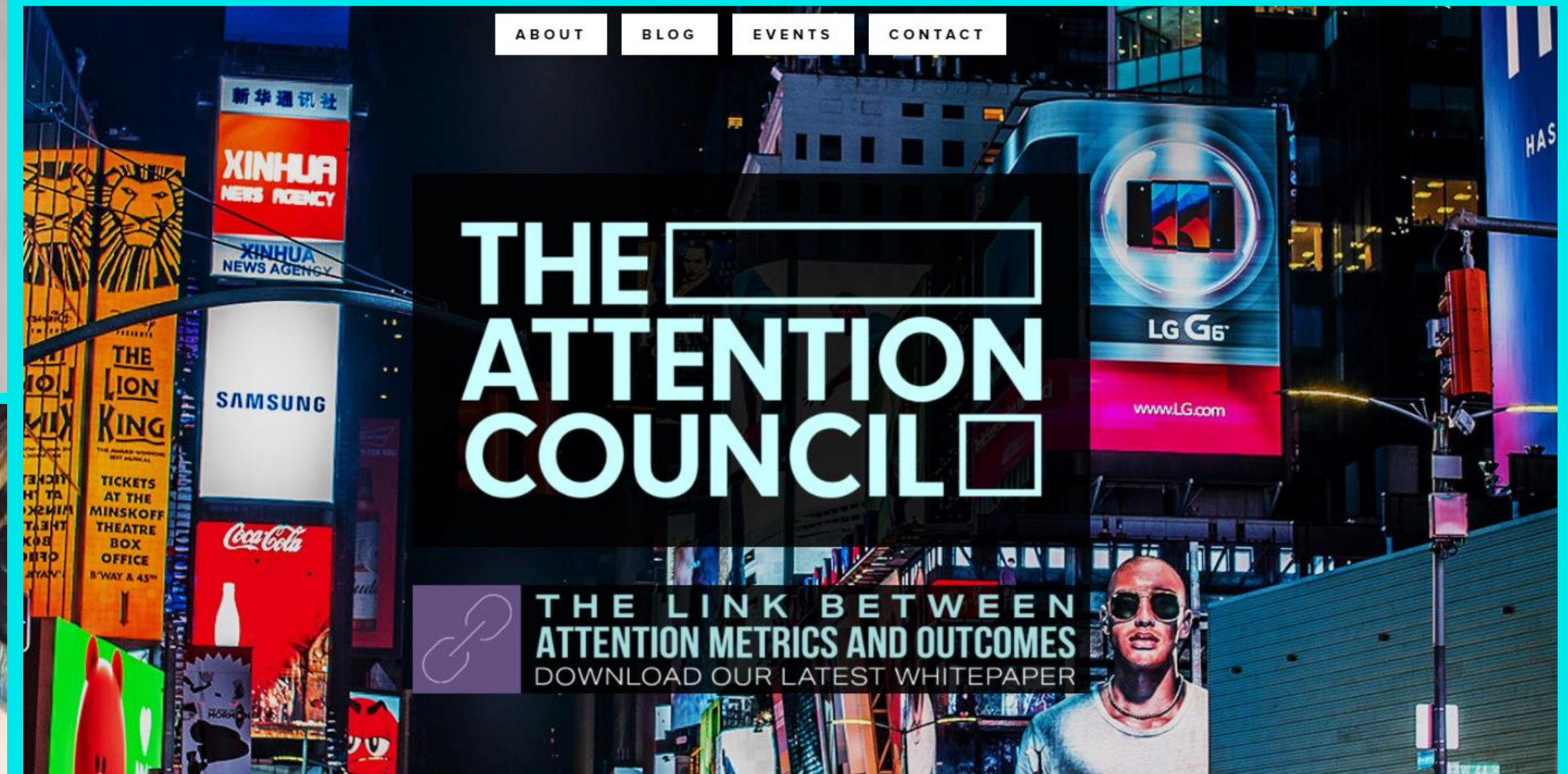
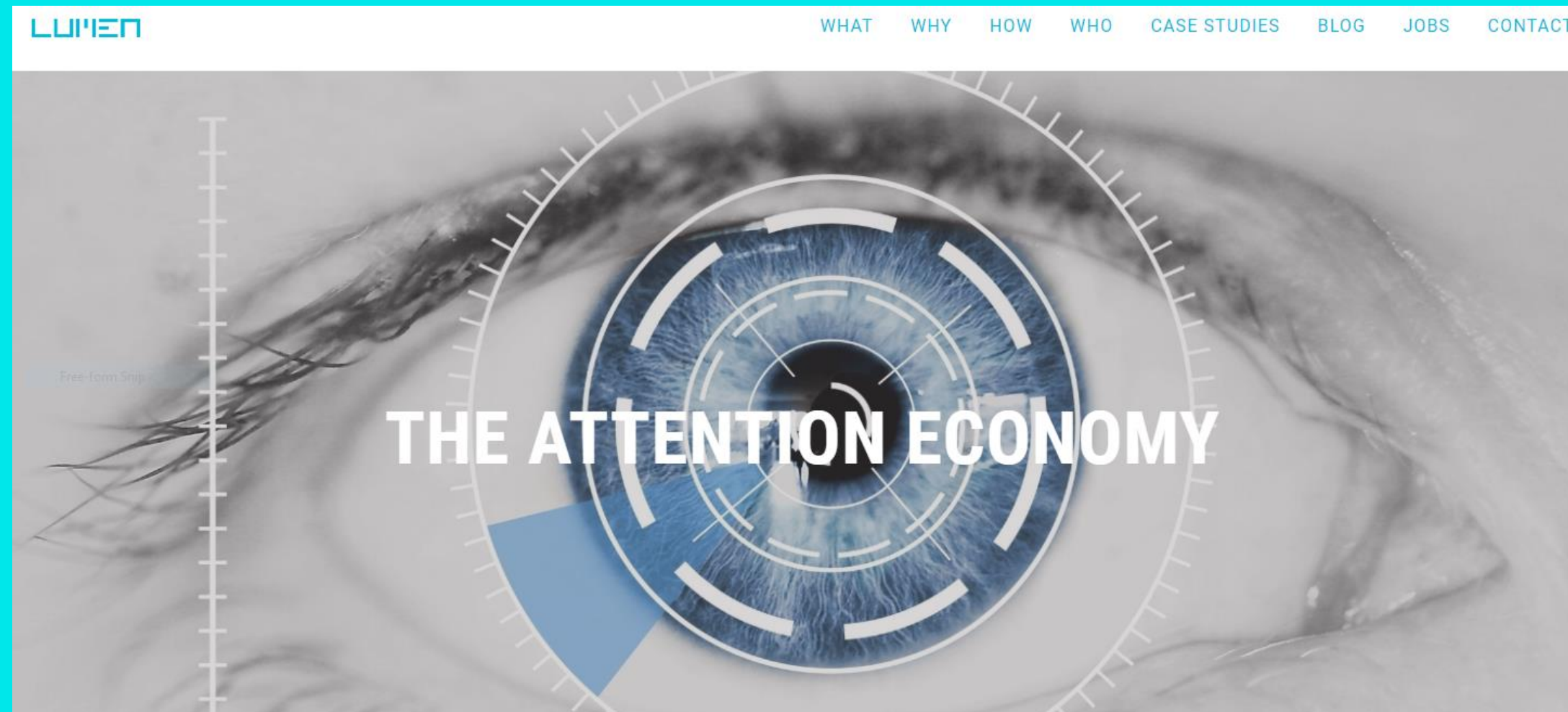
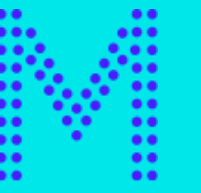
Analysis over 90 third-party audiences across 19 data brokers showed that they correctly identified gender



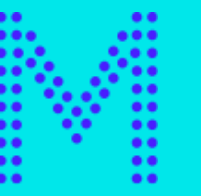
46%

of the time on average
...which is worse than random

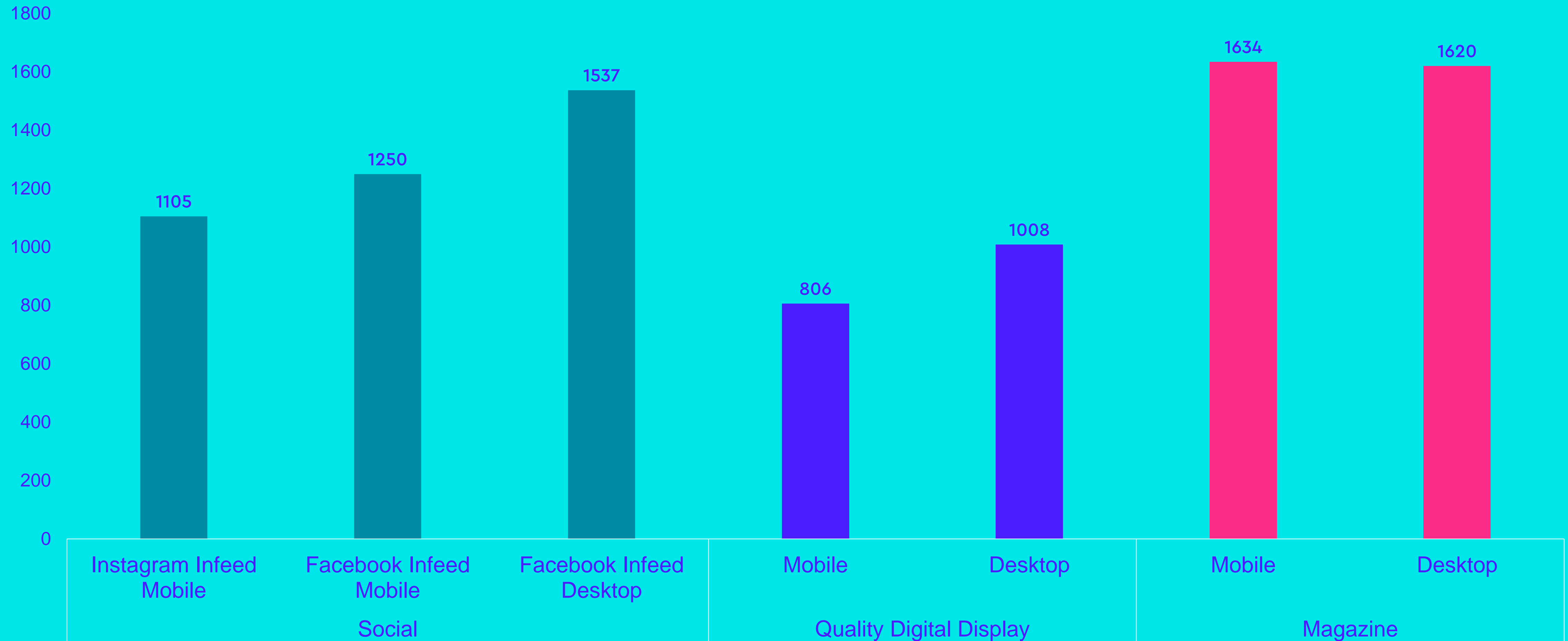
Not All Impressions Are Created Equal



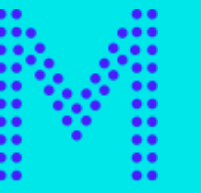
Magazines online generate TWICE the attention



Attentive seconds per 000 impressions



Three reasons why magazines are attention gold

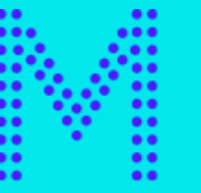


1
A slower more mindful
media experience

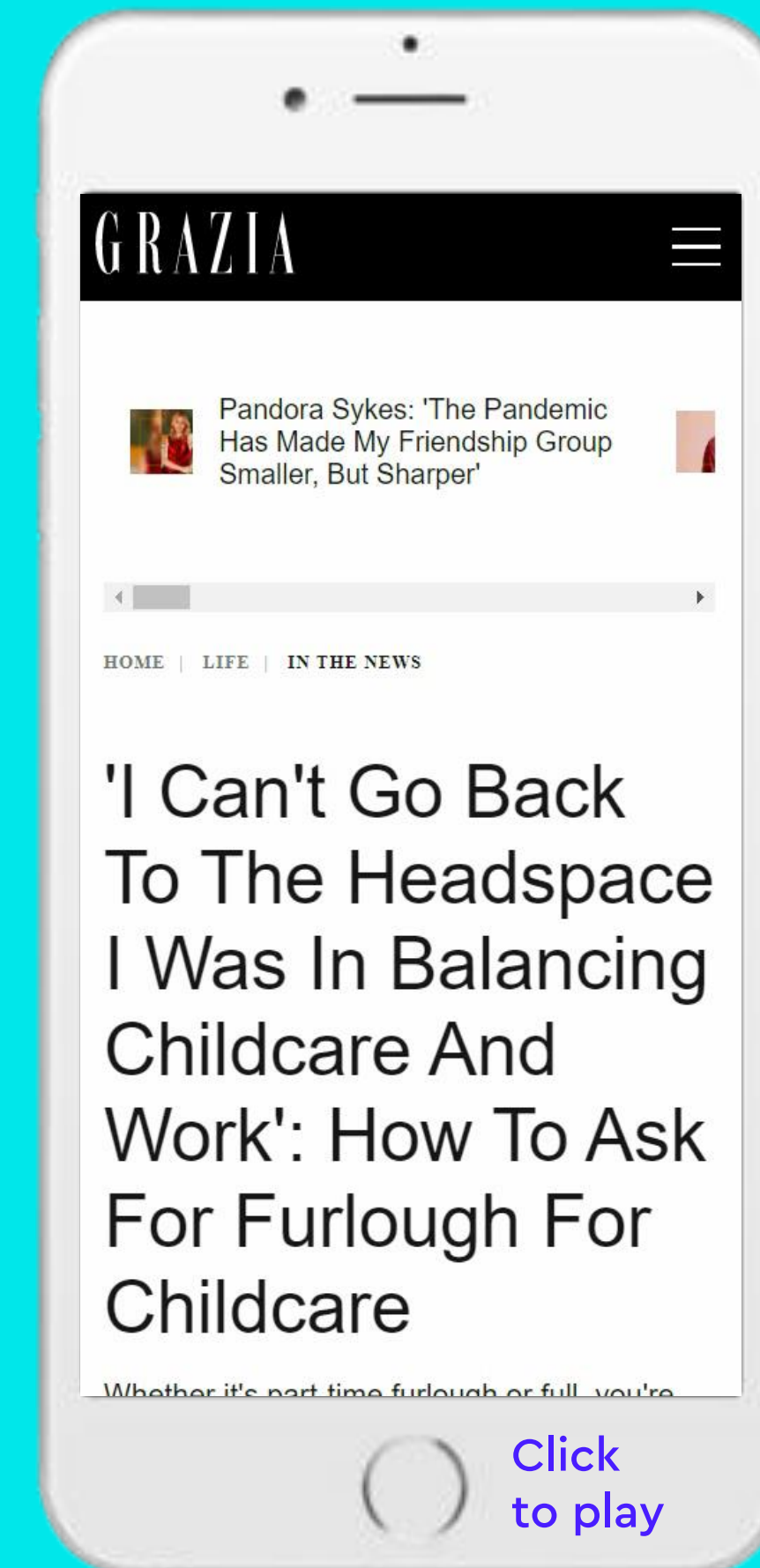
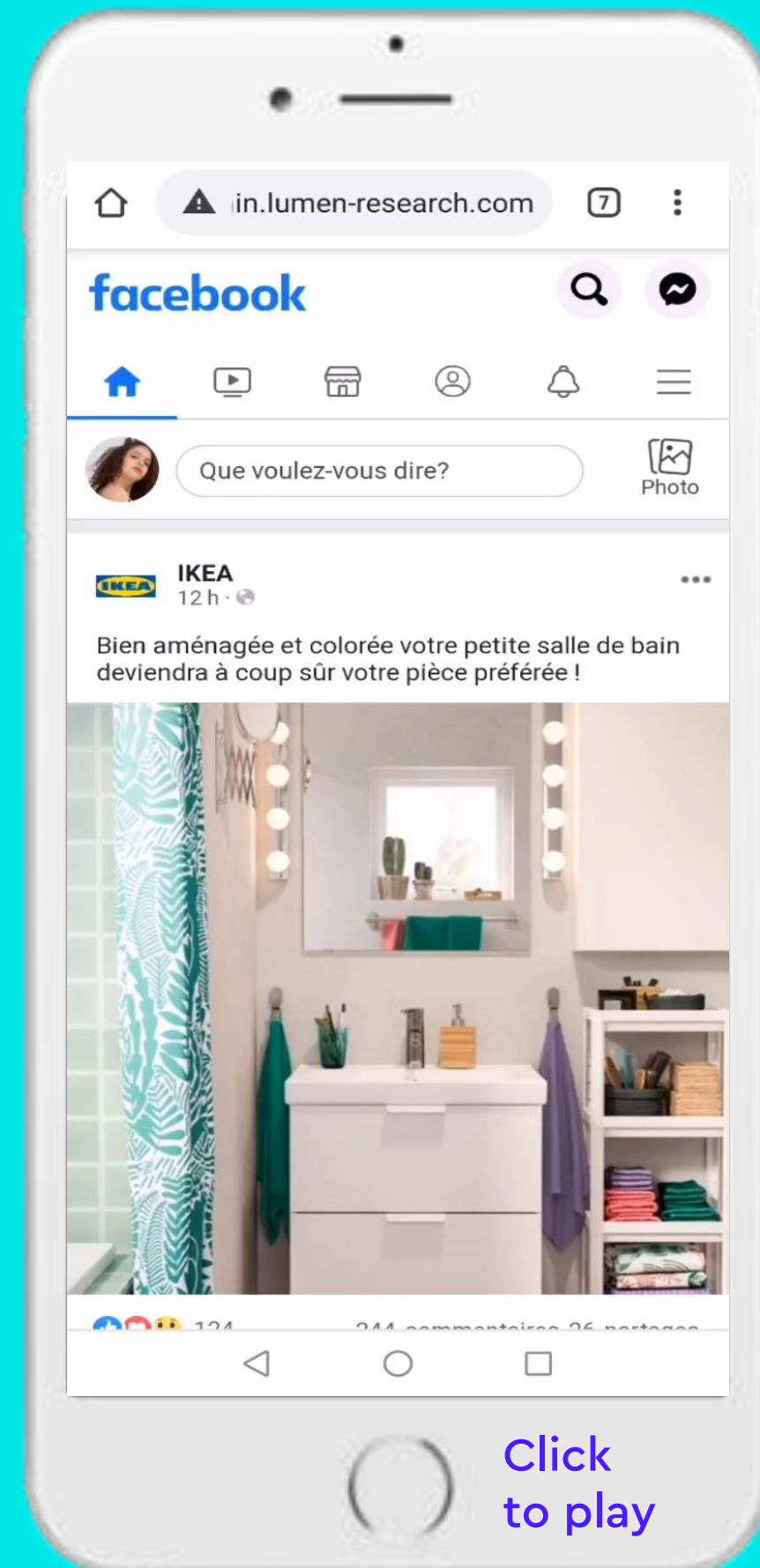
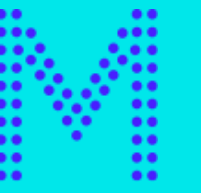
2
A positive
advertising
experience

3
A relevant and
trusted context for
advertising

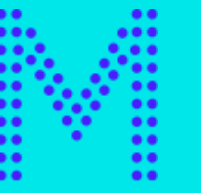
A mindful and passion based media experience



scrolling v quality time



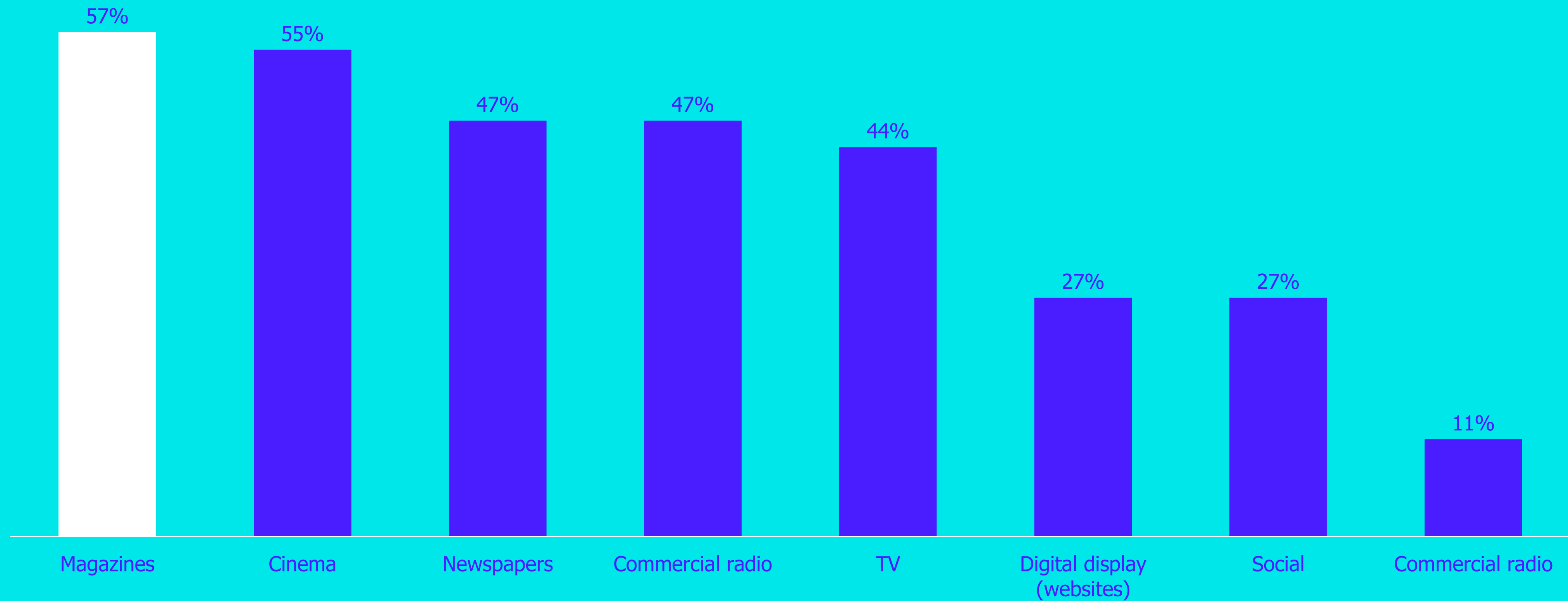
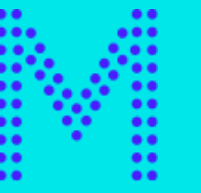
The need for a more positive advertising experience



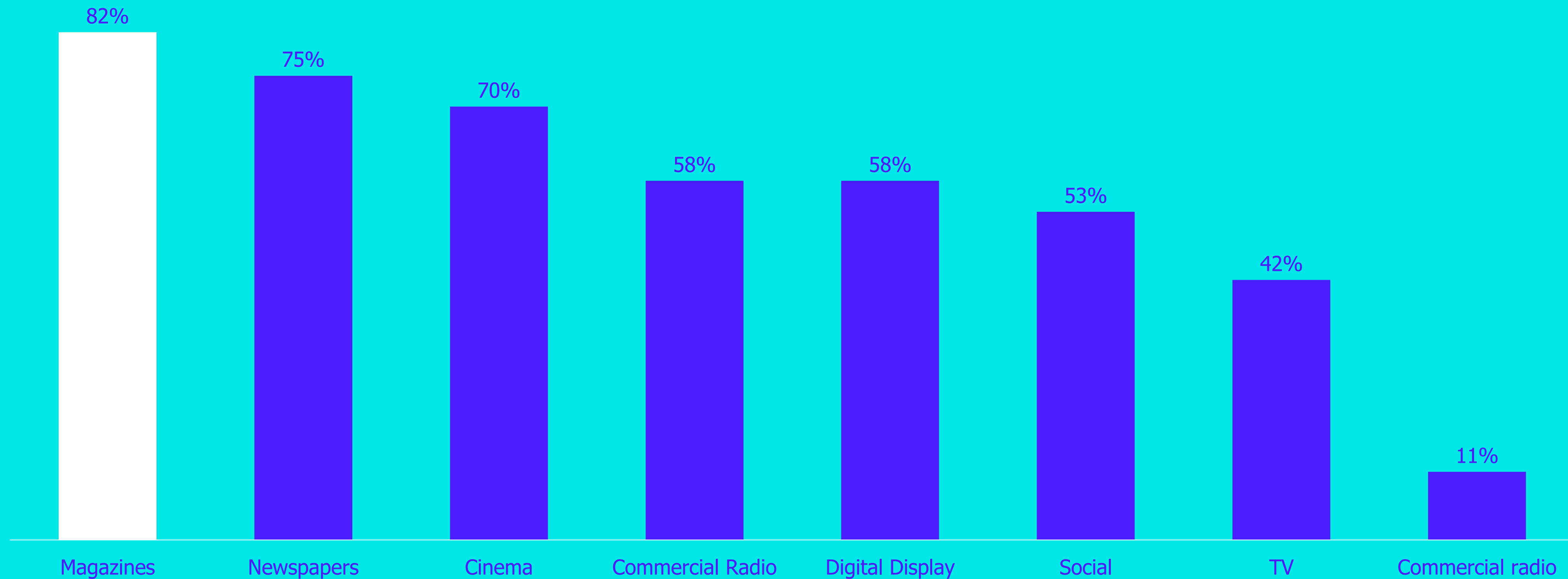
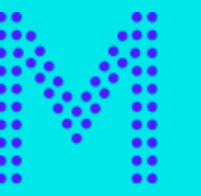
REPORT: ARRESTING THE DECLINE OF PUBLIC TRUST IN UK ADVERTISING



With magazines advertising is part of the experience



Advertising in magazines is welcome not rejected



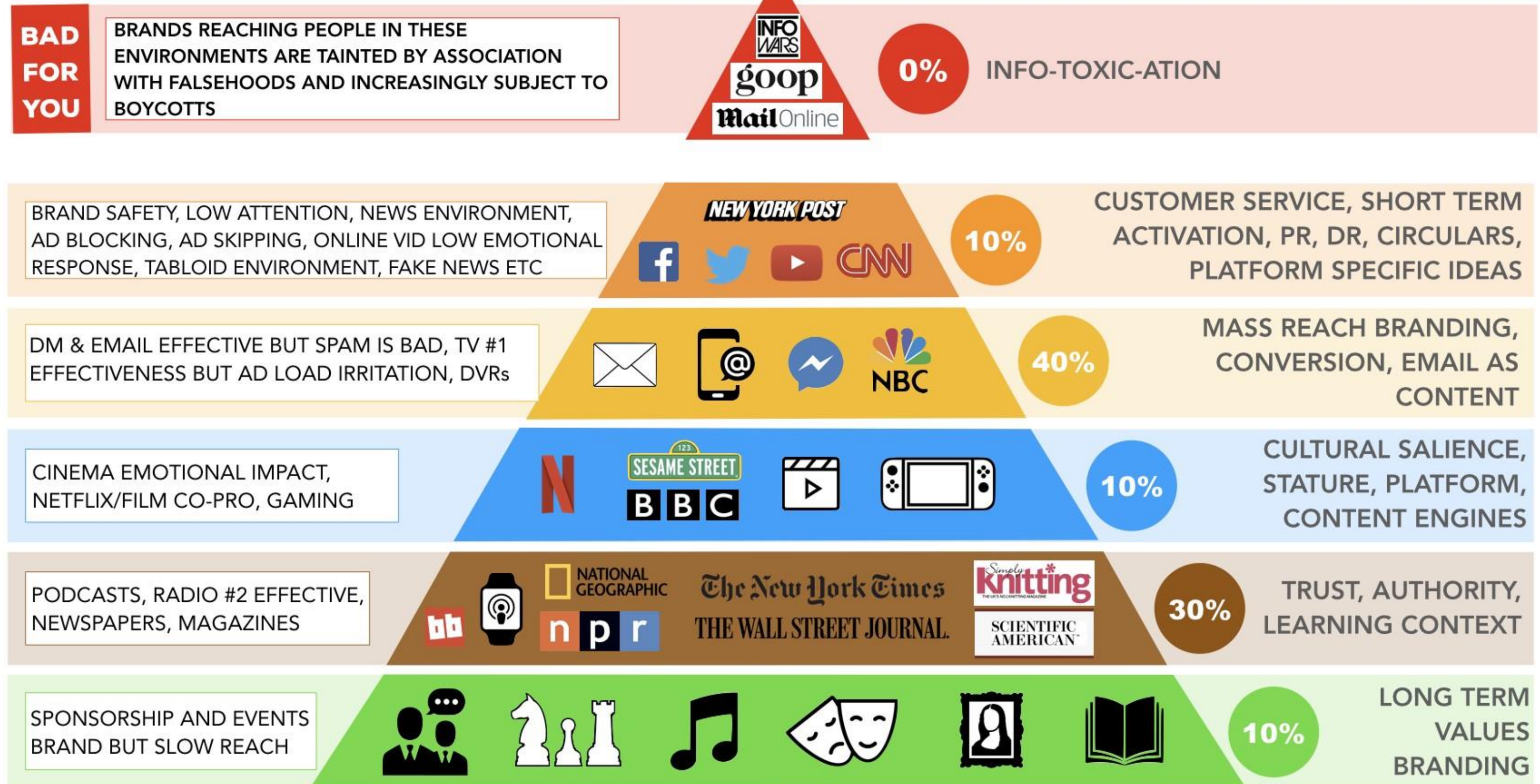
'If this media didn't have any advertising, it would be a lot better' Net disagree

Pay Attention, Magnetic 2019

We know that context is key

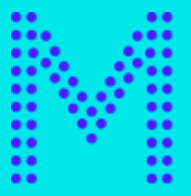
THE MEDIA PLANNING PYRAMID

SUGGESTED BUDGET & ROLES



NB: This is abstract and subjective, flawed by confusions of channel and content,. However, the research it is based on suggests we are drawn to junk food of the mind just as we are the body and that we report feeling happier afterwards when we are actively engaged in choice [Netflix], consumption [reading] or active socializing [inter-personal communications as opposed to Facebook Newsfeed].

Relevantly placed display gets more attention

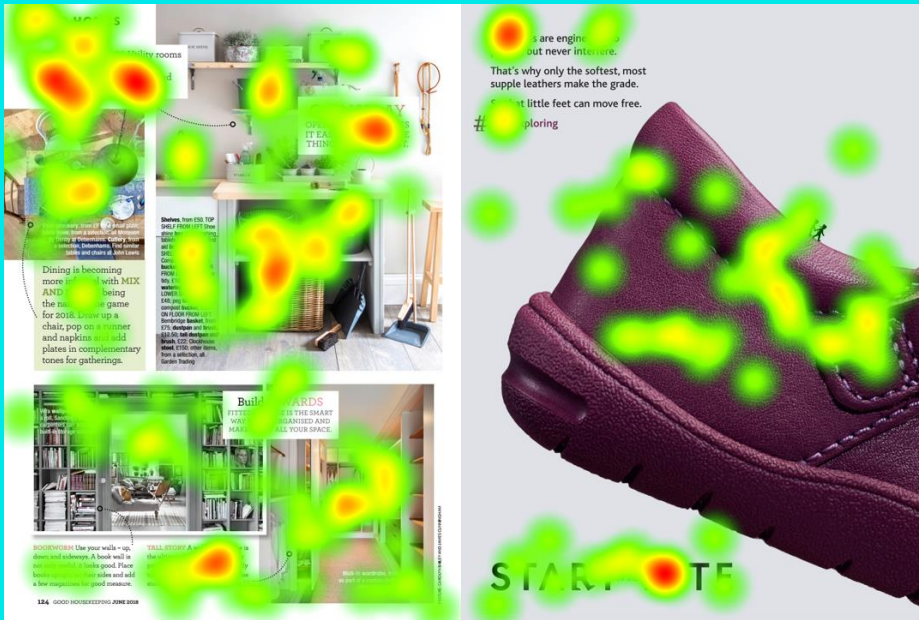


Home interiors



44%

56%

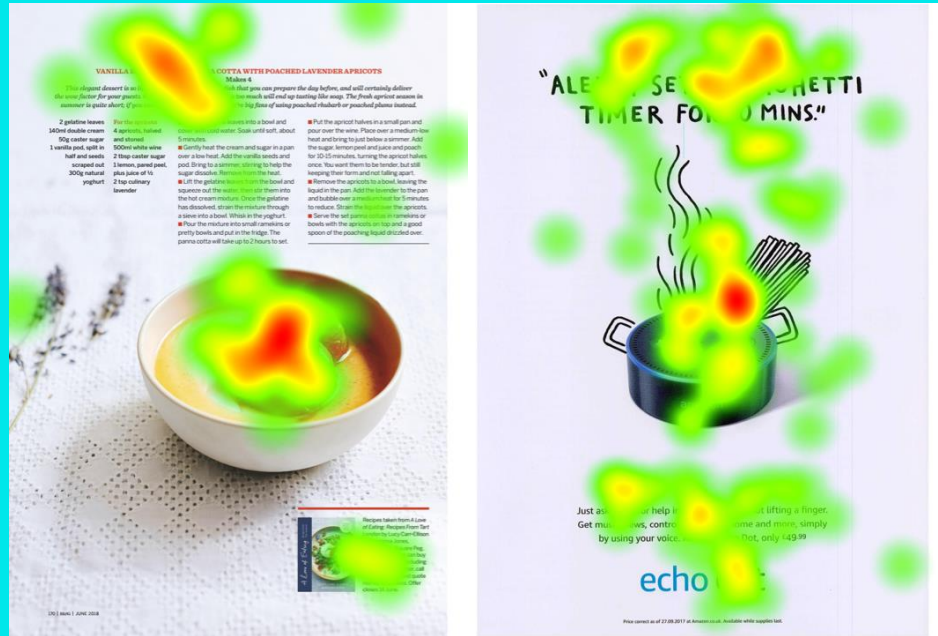


76%

24%

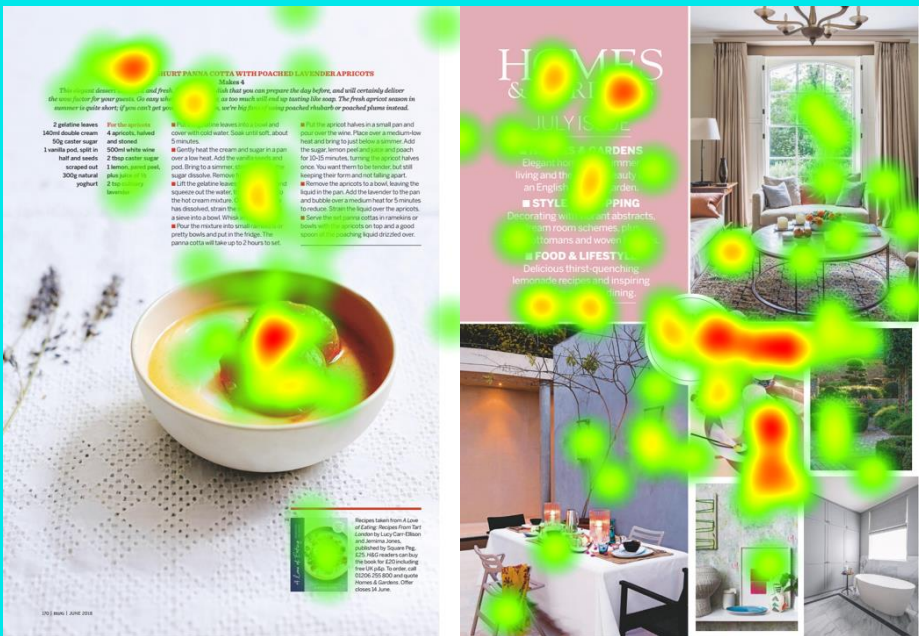


Technology



22%

78%



49%

51%

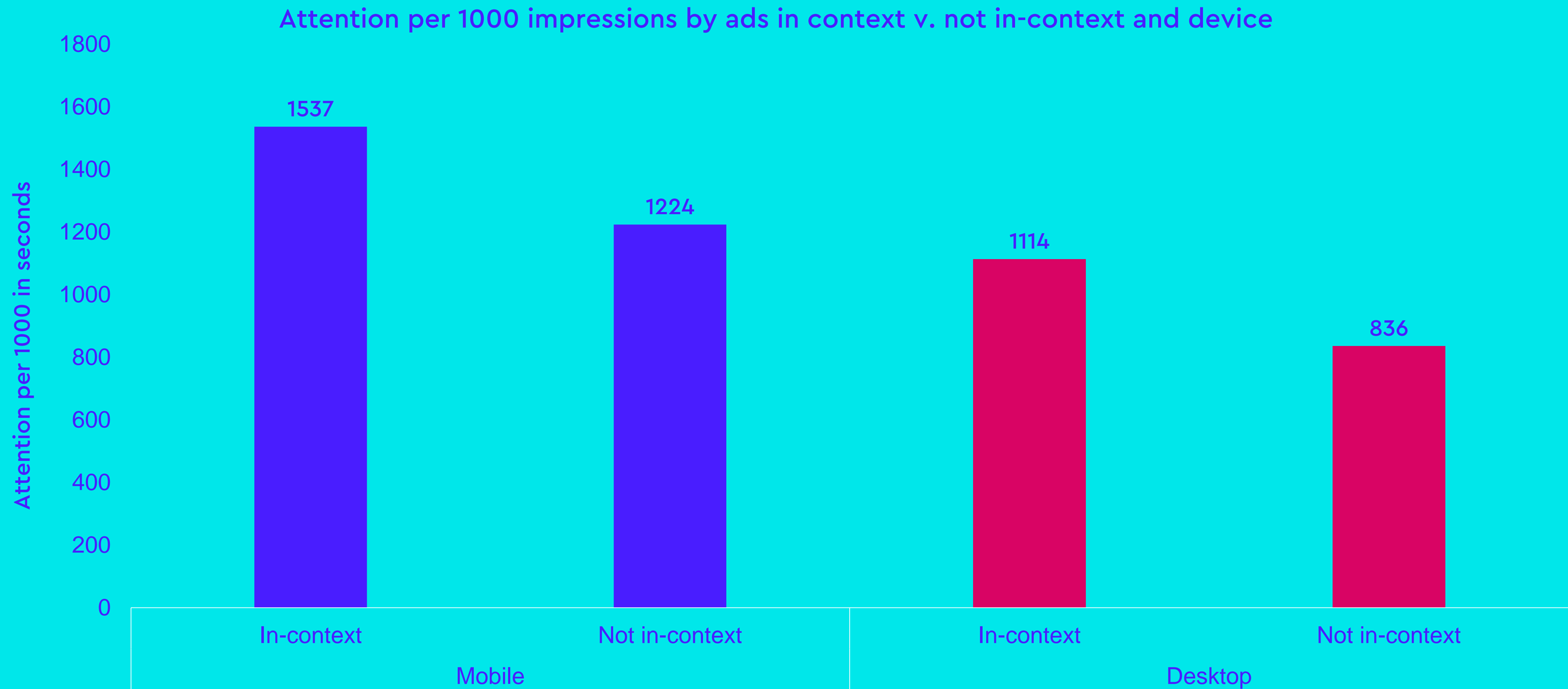
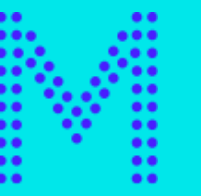
The value of targeting based on relevance rather than on audience data

Research / Studies

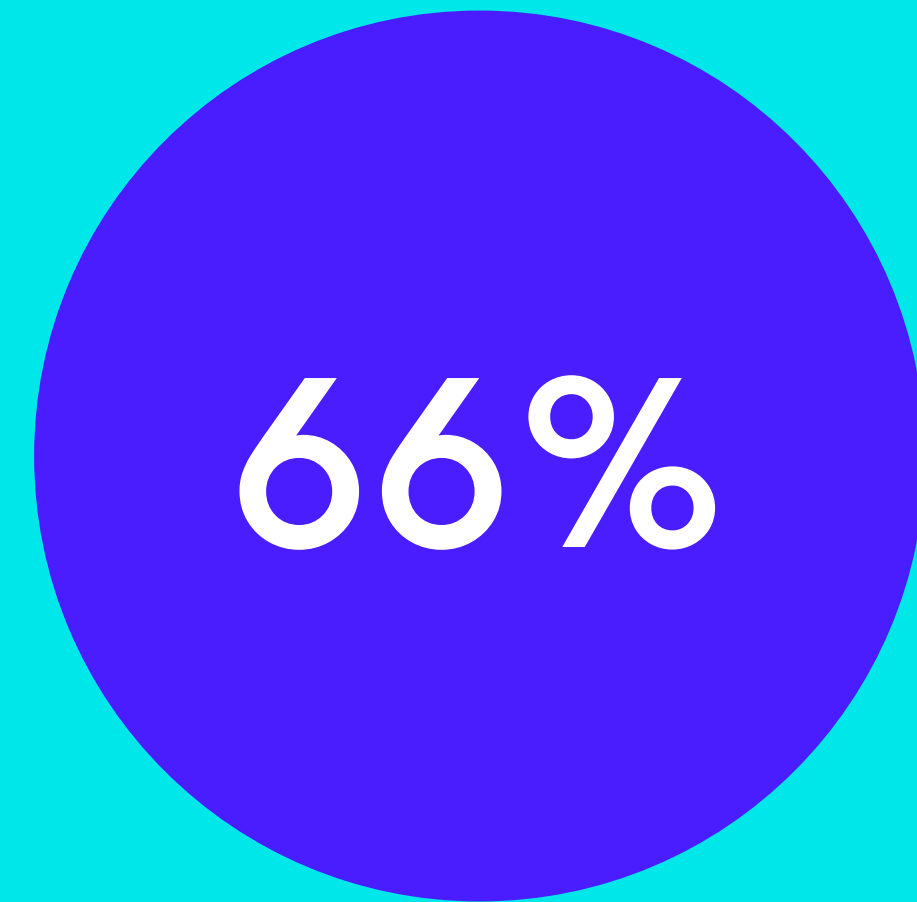
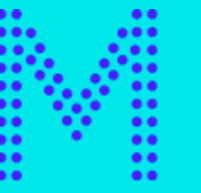
People, passions & pounds
– the role of magazines in
the emerging identity
economy



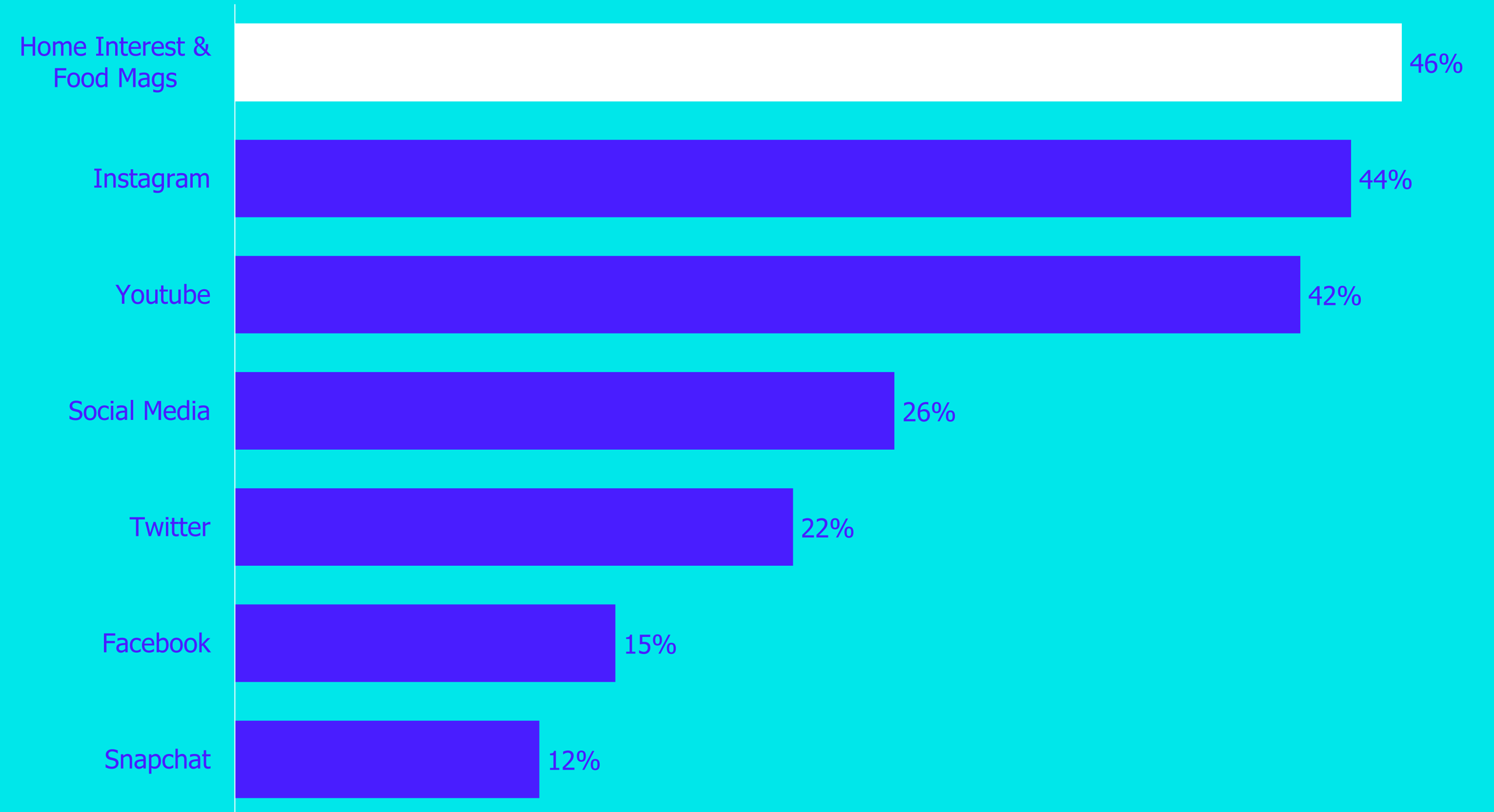
Relevant context delivers attention



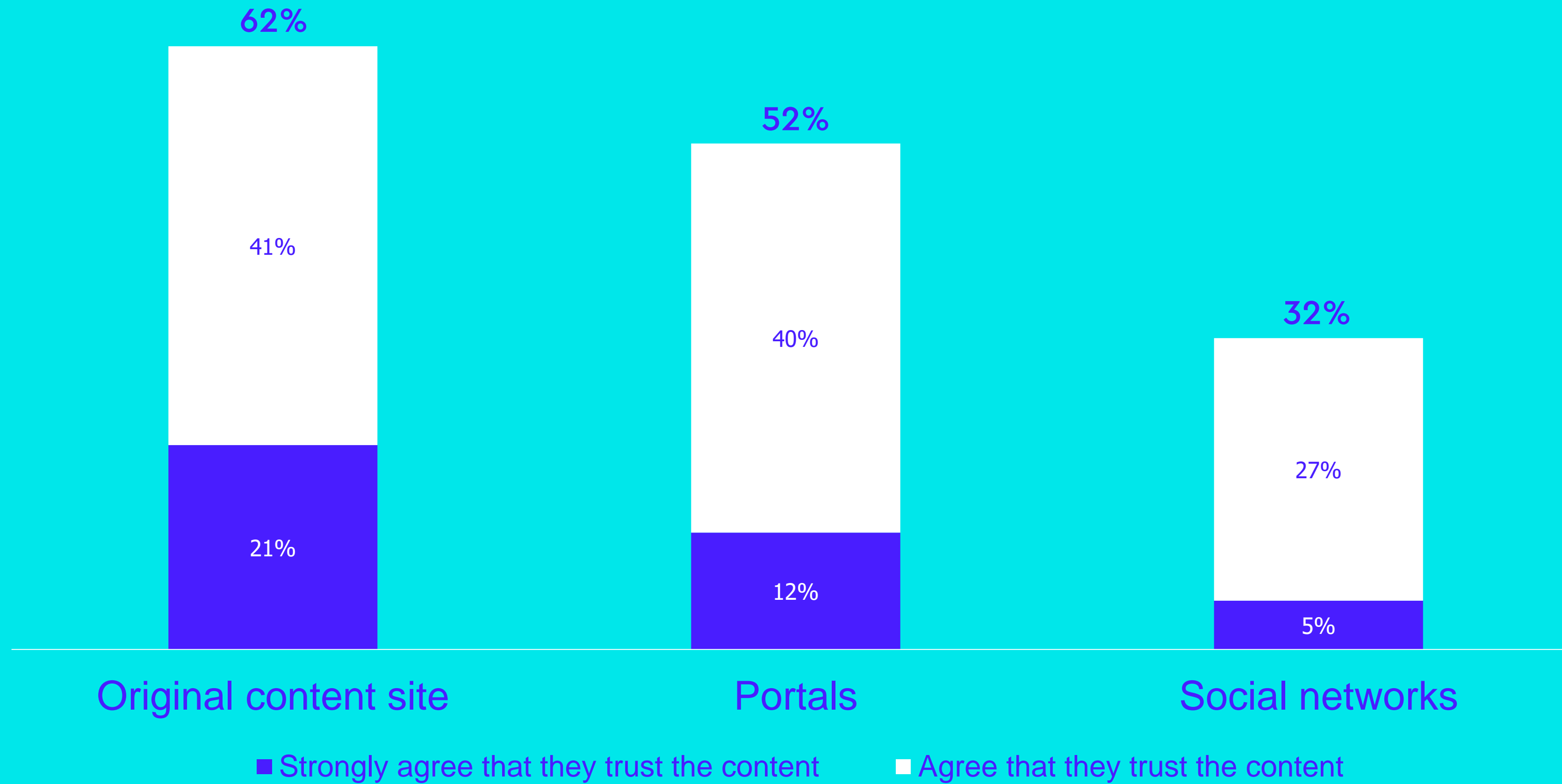
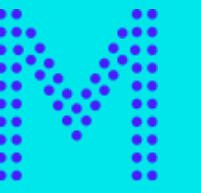
And magazines are a trusted context too



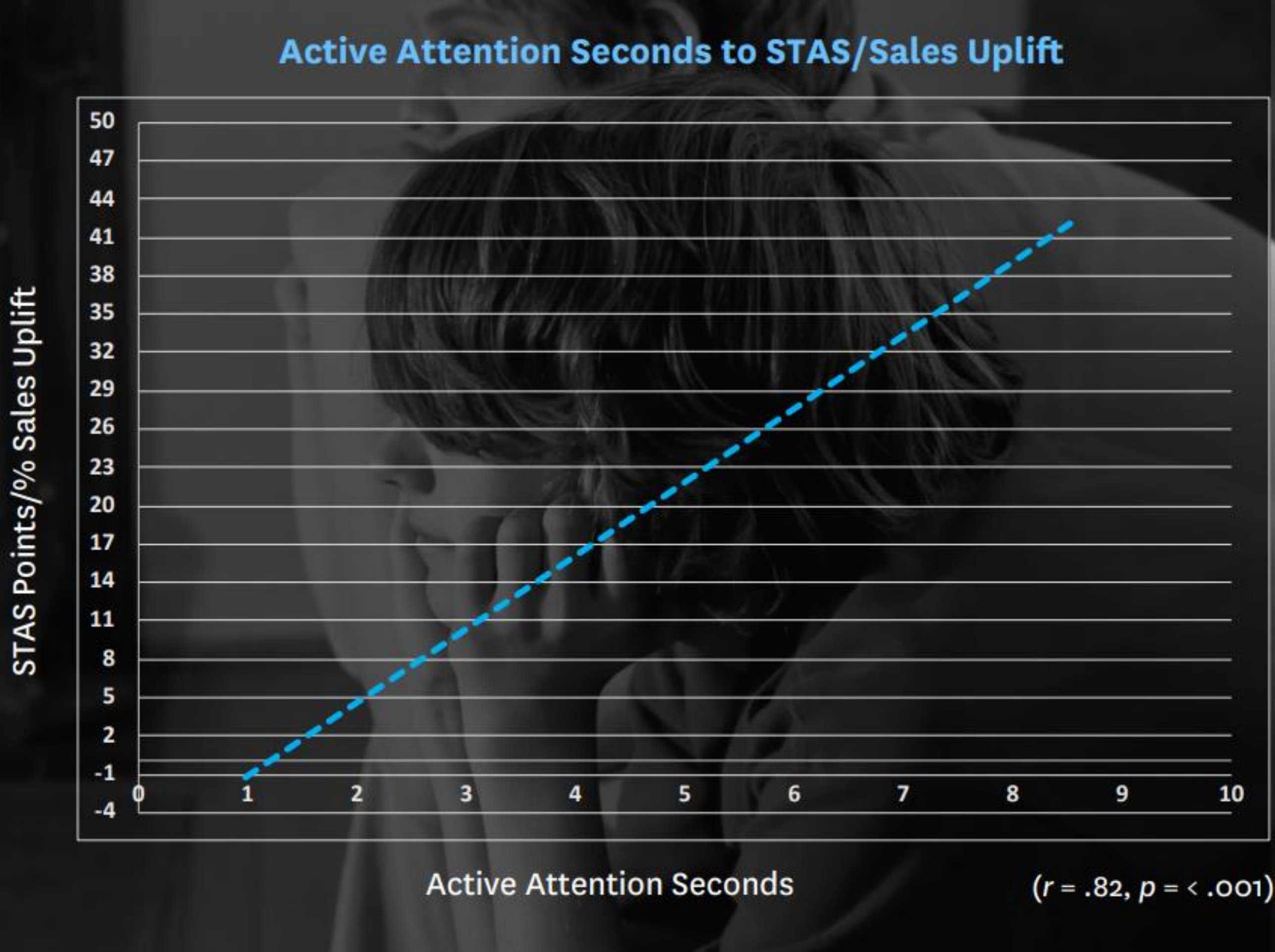
PAMCo latest trust %



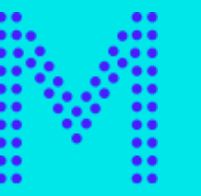
We know that magazines are trusted online



Attention matters because: Attention = sales



Advertisers are starting to plan for attention



campaign

Co-op claims industry first with online ads optimised for attention

New Google algorithm could help advertisers buy online media more effectively.




MARS

CASE STUDY

The Creative Approach to Measuring Attention

SORIN PATILINET

GLOBAL MARKETING INSIGHTS DIRECTOR AT MARS

A woman with short blonde hair, wearing a blue and white plaid shirt, is looking down at a magazine she is holding. The entire image is overlaid with a semi-transparent blue filter. The text "The opportunity for magazine media is now" is centered over the image in a white, sans-serif font. Below the text is a horizontal dotted line.

The opportunity for
magazine media is now



For more information:
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 Magnetic Media UK

 @MagneticMedia