

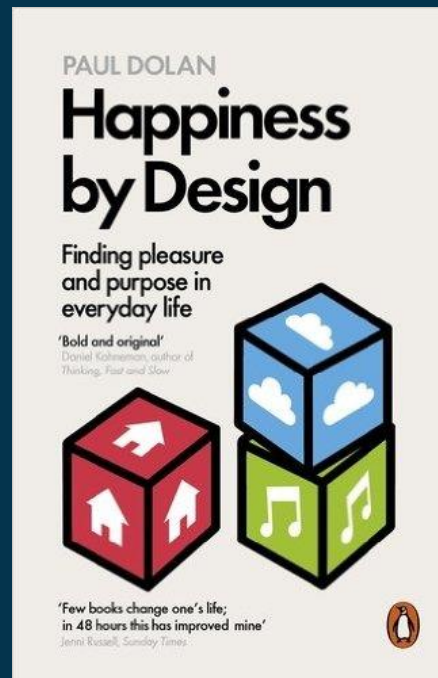


MOMENTS THAT MATTER

MAGNETIC



PAUL DOLAN  
PROFESSOR OF BEHAVIOURAL SCIENCE, LSE





# CONTEXT MATTERS

M!

WHAT  
MAKES YOU  
HAPPY?



MAGAZINE MEDIA MAKES YOU HAPPY  
BECAUSE IT UNIQUELY SATISFIES  
PLEASURE AND PURPOSE, AND THAT  
CREATES A WELCOME ENVIRONMENT  
FOR ADVERTISING

M!



# HAPPINESS THEORY



Emotions	Aroused	Not Aroused
POSITIVE	Joyful, Excited	Content, Calm
NEGATIVE	Anxious, Angry	Sad, Depressed



POINTLESSNESS

PURPOSE





## ACTIVITIES THAT BRING US...

Pleasure	Purpose
Being with friends	Volunteering
Being outdoors	Working
Eating	Spending time with children
Watching TV	Homework
Music	



## SUBJECTIVE WELL- BEING



- Overall, how satisfied are you with your life nowadays?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?
- Overall, how worthwhile are the things that you do in your life?

*A white paper to inform how the UK government should collect wellbeing data*

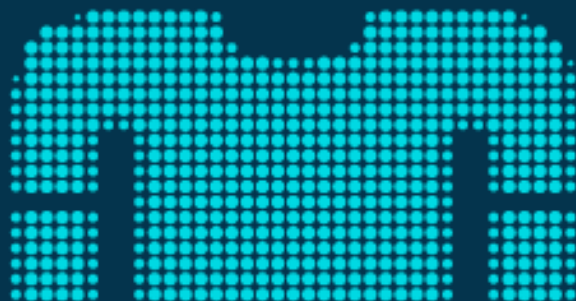
PAUL DOLAN  
PROFESSOR OF BEHAVIOURAL SCIENCE, LSE



VALUABLE  
ROLE FOR  
MAGAZINE  
MEDIA



POSITIVE SHIFT  
IN SUBJECTIVE  
WELLBEING WHILE  
CONSUMING  
MAGAZINE CONTENT



M:

THE SHIFT IS MORE PRONOUNCED FOR  
YOUNGER GENERATIONS

12%

MILLENNIALS

5%

GENERATION X

1%

BABY  
BOOMERS



REWARD



USING TIME



SHARING



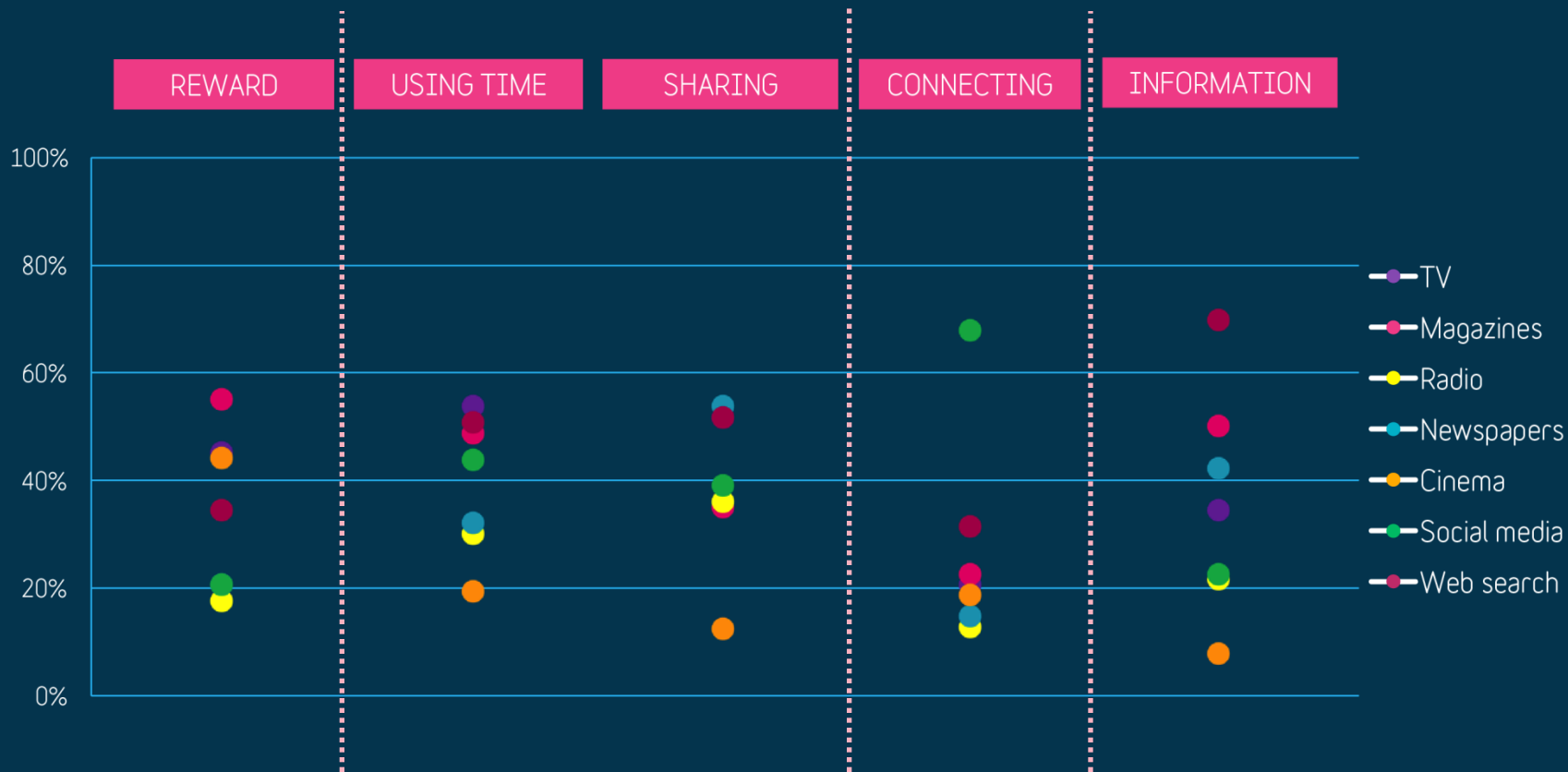
CONNECTING



INFORMATION

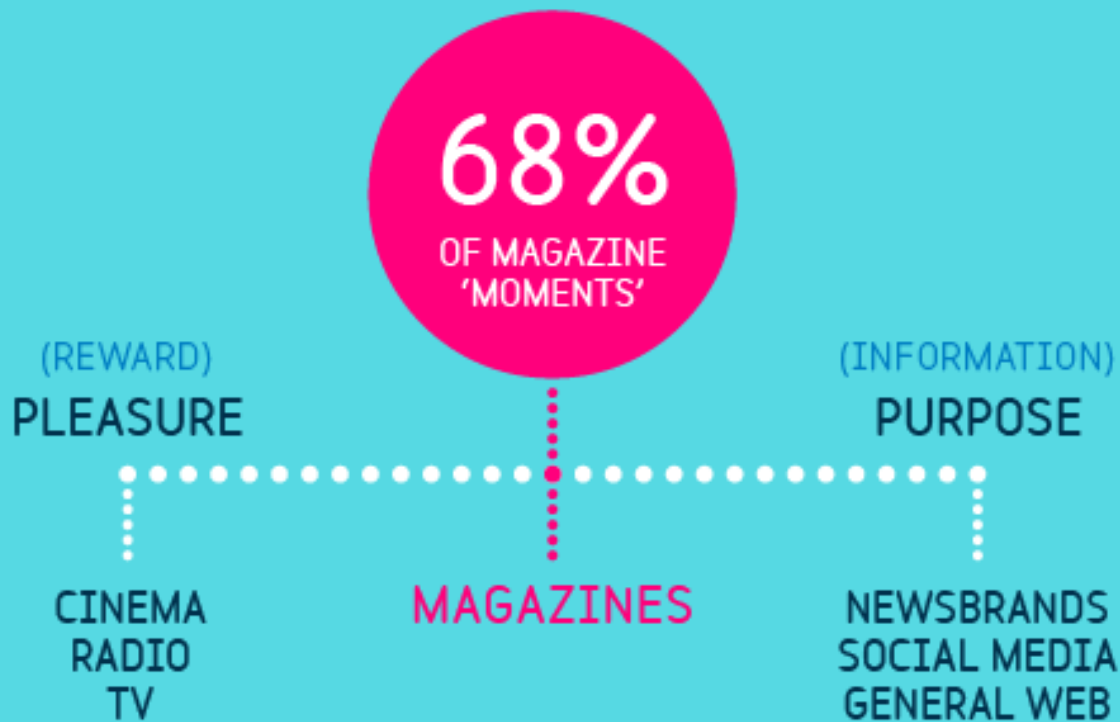
PLEASURE

PURPOSE





## UNIQUELY MAGAZINES DELIVER BOTH PLEASURE & PURPOSE







# ADVERTISING IN MAGAZINE MEDIA



# CONTEXT MATTERS

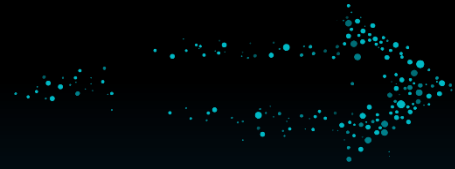
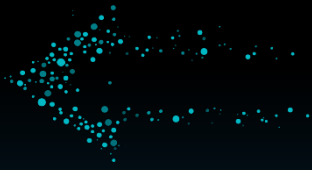


OUTRIGHT REJECTION

AMBIVALENCE

OPENESS

ACTIVE CONSUMPTION



Advertising distracts from  
the experience

I look at /read the adverts

Adverts are relevant to me

Advertising is welcome



## ADVERTISING IN MAGAZINE BRANDS COMPARED TO OTHER MEDIA

DOESN'T DISTRACT FROM  
THE EXPERIENCE

80%

MAGAZINE BRANDS

82%

NEWSBRANDS

ADS ARE WELCOMED

35%

MAGAZINE BRANDS

21%

NEWSBRANDS

ADS ARE RELEVANT

32%

MAGAZINE BRANDS

19%

TV

ACTIVELY READ ADS

36%

MAGAZINE BRANDS

29%

TV



## ADVERTISING IN MAGAZINE MEDIA

DOESN'T DISTRACT FROM  
THE EXPERIENCE

57%

OVERALL

67%

IN THE MOMENT

ADS ARE WELCOMED

59%

OVERALL

74%

IN THE MOMENT

ADS ARE RELEVANT

55%

OVERALL

67%

IN THE MOMENT

ACTIVELY READ ADS

50%

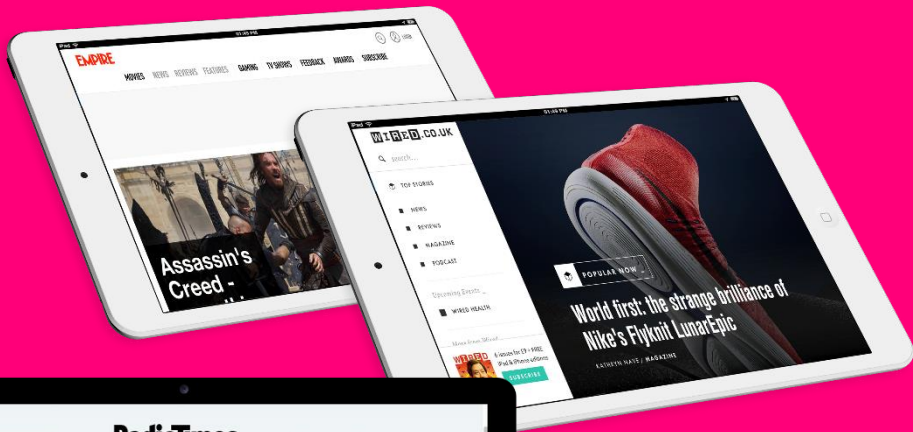
OVERALL

64%

IN THE MOMENT



- In a world with a surplus of content, much of that for free, **magazine brands** continue to thrive because they **make people happy**
- Uniquely **magazine media satisfies both pleasure and purpose** which is a valuable role in a climate of declining attention and rising anxiety
- In a challenging marketing environment declining ad receptivity this happy context provides a **welcome environment for advertising**



PLEASURE

PURPOSE

Profession	% agreeing that they are happy
Florists and gardeners	87
Plumbers and water workers	76
Marketers and PR people	75
Scientists and researchers	69
Leisure and tourism workers	67
Doctor / Dentist	65
Architect	62
Teachers	59
Electricians	55
HR and personnel staff	54
IT and telecoms workers	48
Bankers	44



Doctor / Dentist



Scientists and researchers



Florists and gardeners



Plumbers and water workers



IT and telecoms workers



HAPPY  
CUSTOMER



HAPPY  
CLIENT