

MAGNETIC

THE POWER OF
CONTEXT

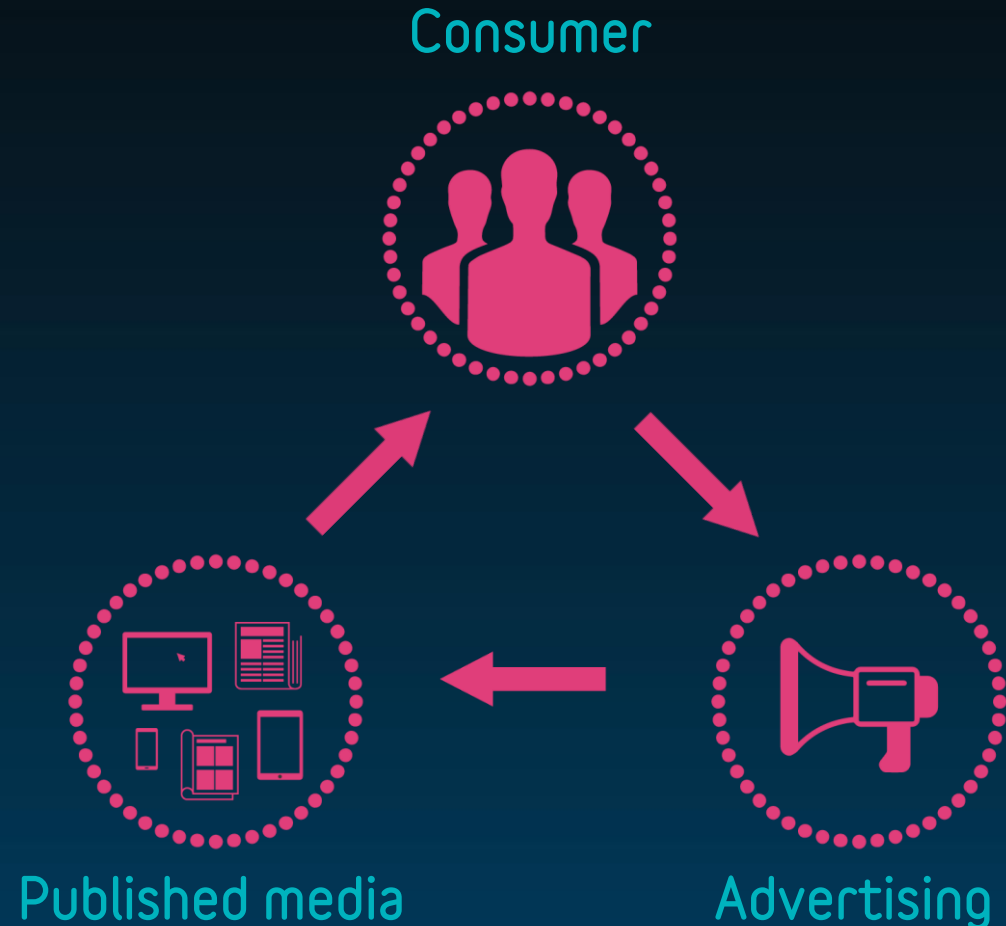
M | Published media provides brands with meaningful connections to consumers via a distinctive context

Context

'kɒntɛkst/

1. the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood.

Context is multi-layered, it is not just about where advertising is placed. The relationship consumers have with published media results in a distinctive mindset, which influences how advertising is consumed. Equally the dynamic that exists between published media and the advertising environment hindered by adblocking, this context provides a compelling opportunity for advertisers who want to meaningfully connect with consumers.



M | In a multi-screening world consumers still prepared to give published media solo attention

Readers don't consume any other media at the same time

Newspapers



60%

Magazines



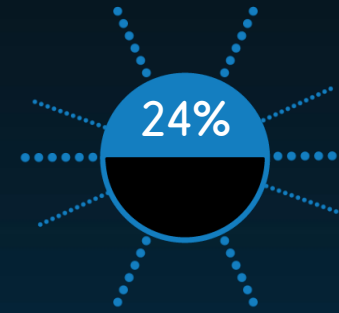
58%

A solo attention context

M Magazine and social media differ in terms of moodstate and this effects receptivity to ads



Source: Magnetic/Join The Dots, Moments that Matter 2015



Are more receptive to content when they are UPBEAT

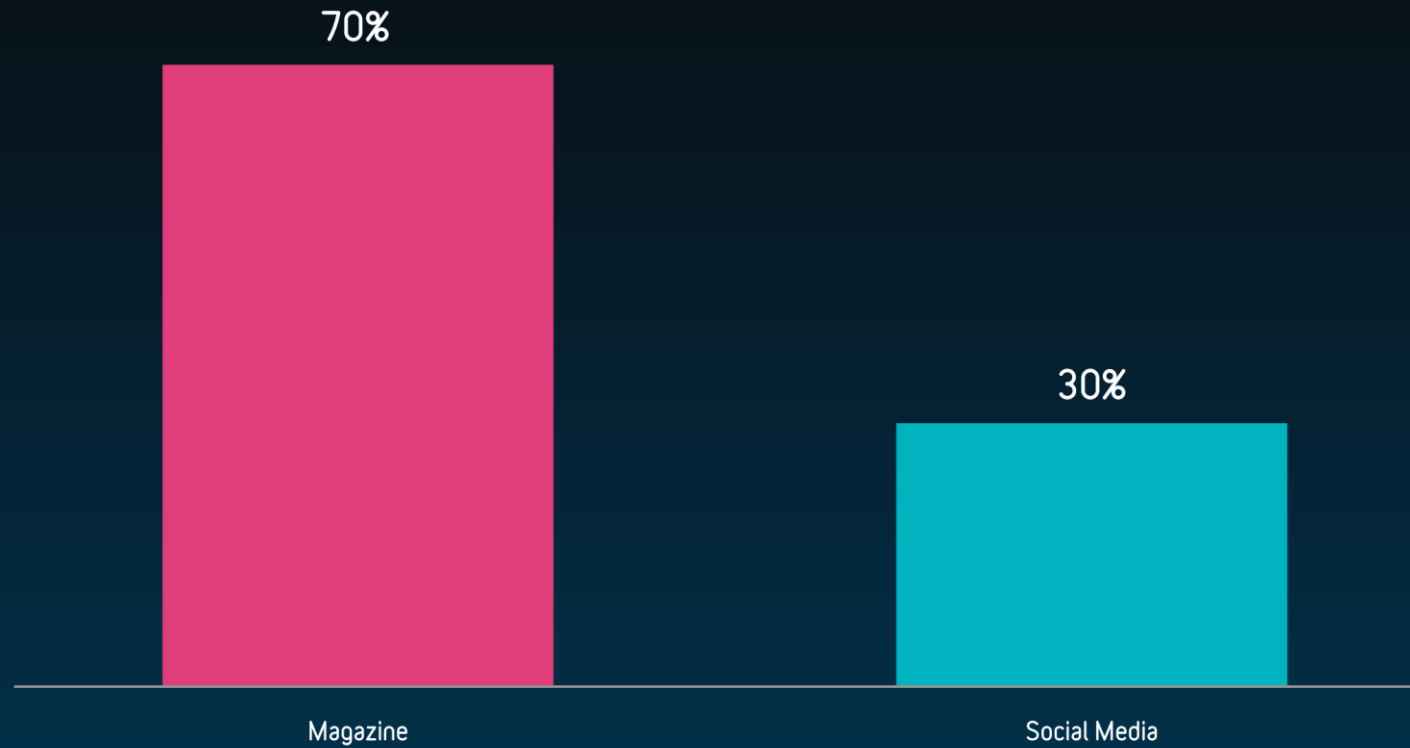
Source: Yahoo receptivity of emotions 2017

Magazines provide a happy context

Actions on social media* associated with a decrease of 5-8% in self-reported mental health. (*clicking on a link, updating one's status, or clicking 'like')

Source: University of California and Yale University - Facebook makes people less happy
<https://www.indy100.com/article/facebook-study-worse-bad-health-well-being-negative-ucsd-yale-8017266>

M | Magazines provide a trusted context



*To what extent do you trust the information provided by the above brand?
I trust the information they provide completely' + 'I slightly trust the information they provide'*

Base sample size of trust statements section: Mag readers - 2484, Social Media - 654.

Source: Matter of Trust

A trusted magazine context delivers uplifts in brand KPIs

64%

Average % uplift in
Brand trust metrics

94%

M | A confident mindset whilst reading a magazine, translates to confidence in brands advertised there

Magazines are 77% more critical to building confidence in products than social media

% Top 2 box agreement

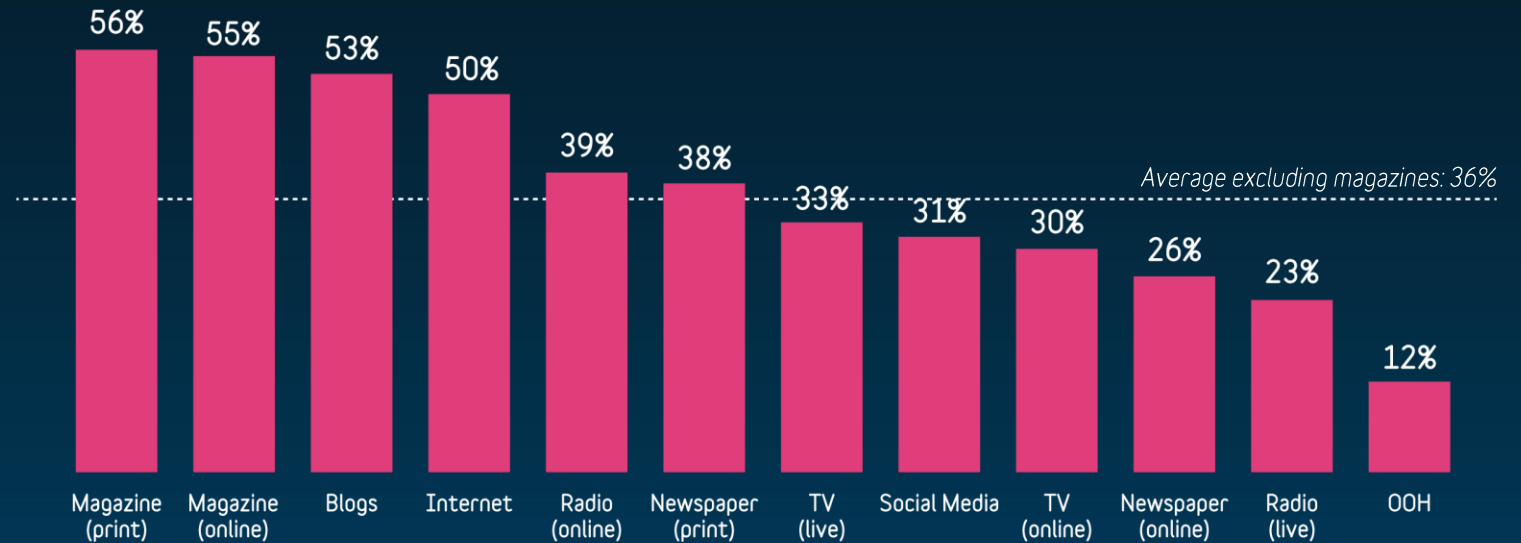
Readers 20% more likely to be feeling confident whilst reading printed magazines or newsbrands

Source: IPA Touchpoints



Magazines provide a confident context

Makes me more confident about buying products featured or advertised here

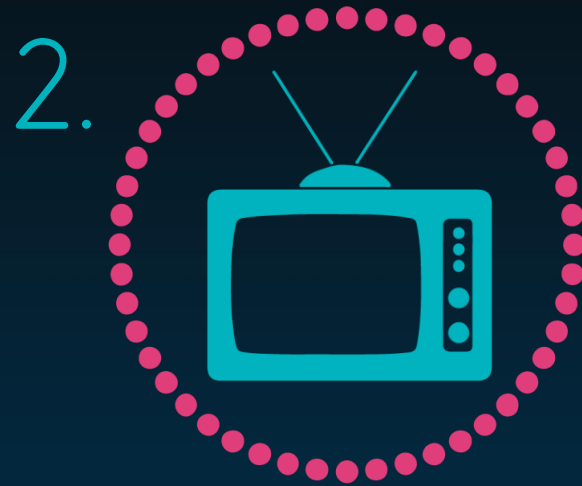


Source: Magazine Networks Australia

M | A magazine context enables brands to achieve relevancy



Magazine Brands



TV



Social

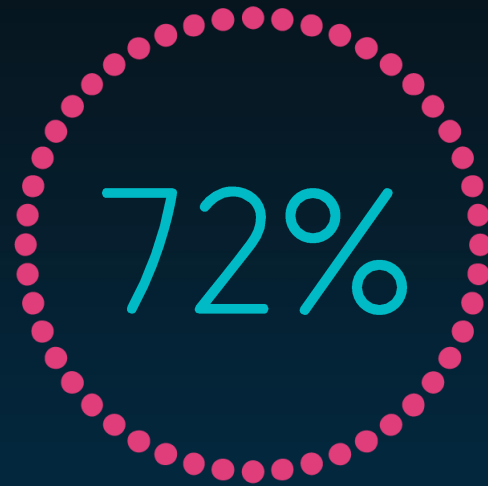
Magazines provide a relevant context

Source: Metrics That Matter- Ability to drive uplifts in brand relevancy

M | Quality editorial context delivers uplifts in brand KPIs



the lift in
emotional resonance



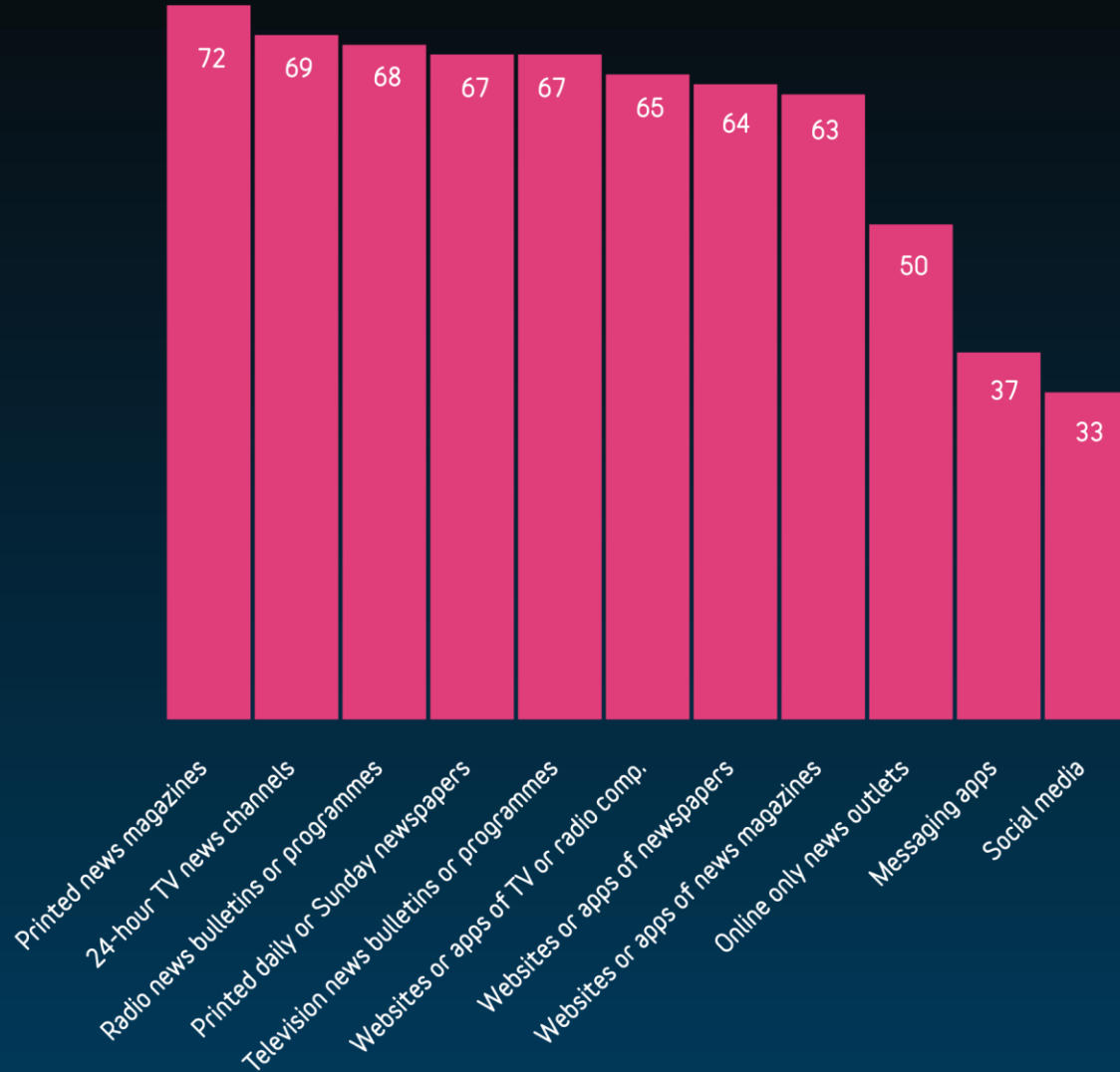
the lift in
ad recall



more positive
emotional resonance



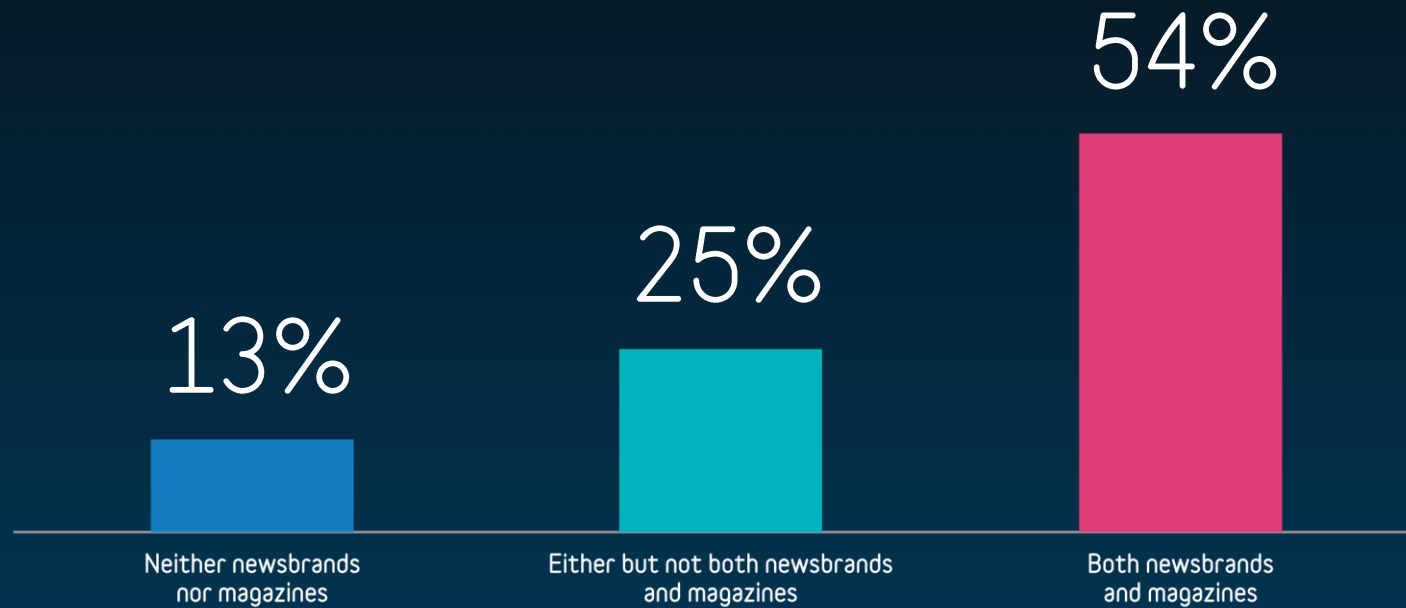
Magazines are the most trusted context for news



Magazines provide a trusted context

M | Published media facilitate discovery and enable brands to acquire new customers

% of cases reporting very large customer acquisition effects



M | Published media are becoming more effective at delivering new customers



Source: Peter Field, IPA Databank 2012-2016 UK cases