



# Retaining relevance for brand growth

---

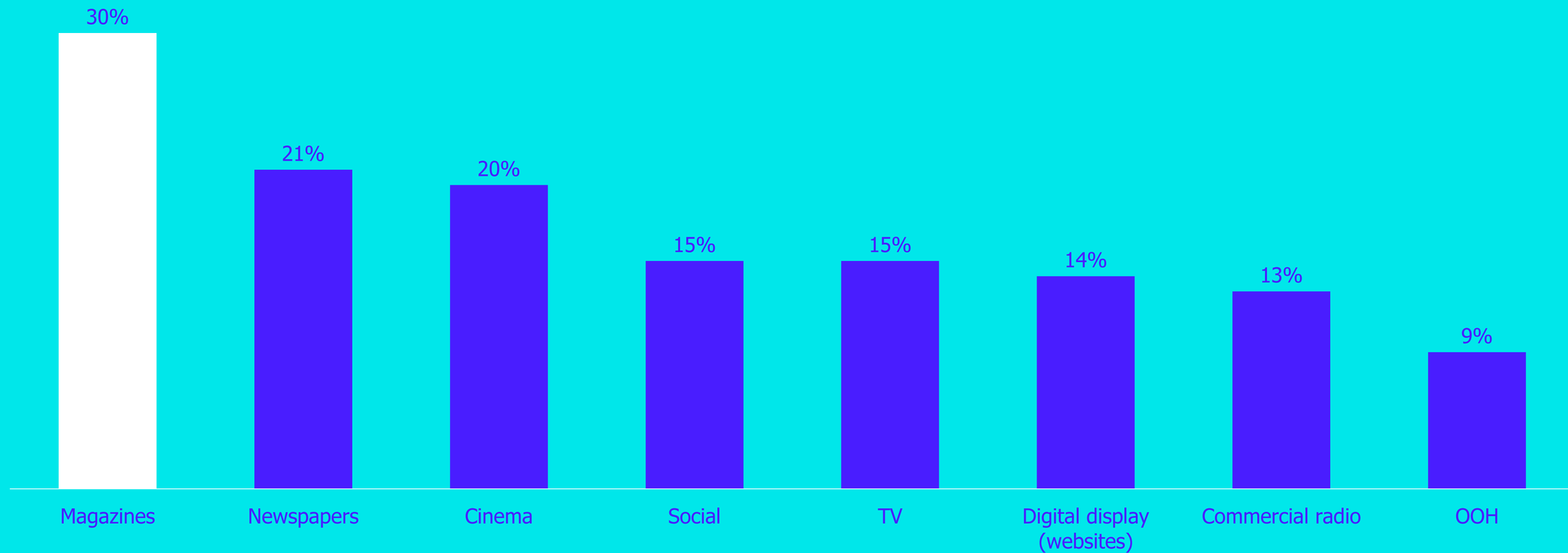
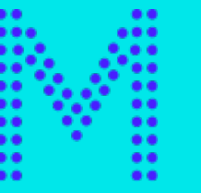
MAGNETIC



Post lockdown consumer confidence is low

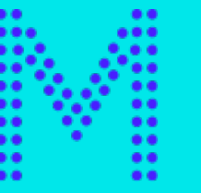
Use positive environments to stimulate brand growth

# Consumers have positive perceptions of advertising in magazines



Calculated using the average of the following statements:  
'The adverts are relevant to me' / 'I love the range of advertising this media gives me' / 'The adverts feature brands I like'

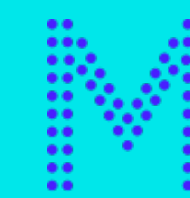
## Positive people were...



- 18% more likely to be favourable to brands
- 90% more likely to try something new
- 35% more likely to buy a product or service



You don't have to choose between long and short term  
Magazines are strong at brand building and activation



# Magazines impact consumers strongly across four of the five key MDF\* metrics



Number of cases per metric: \* small sample size

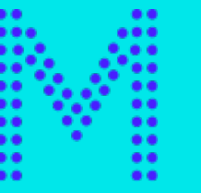
Salience: TV (231), Magazines (29), Facebook (166); Meets Needs: (TV (118), Newspapers (36), Cinema (27);

Brand Affinity: Magazines (10\*), VOD (28), TV (104); Unique: Magazines (21\*), Cinema (42), Newspapers (43);

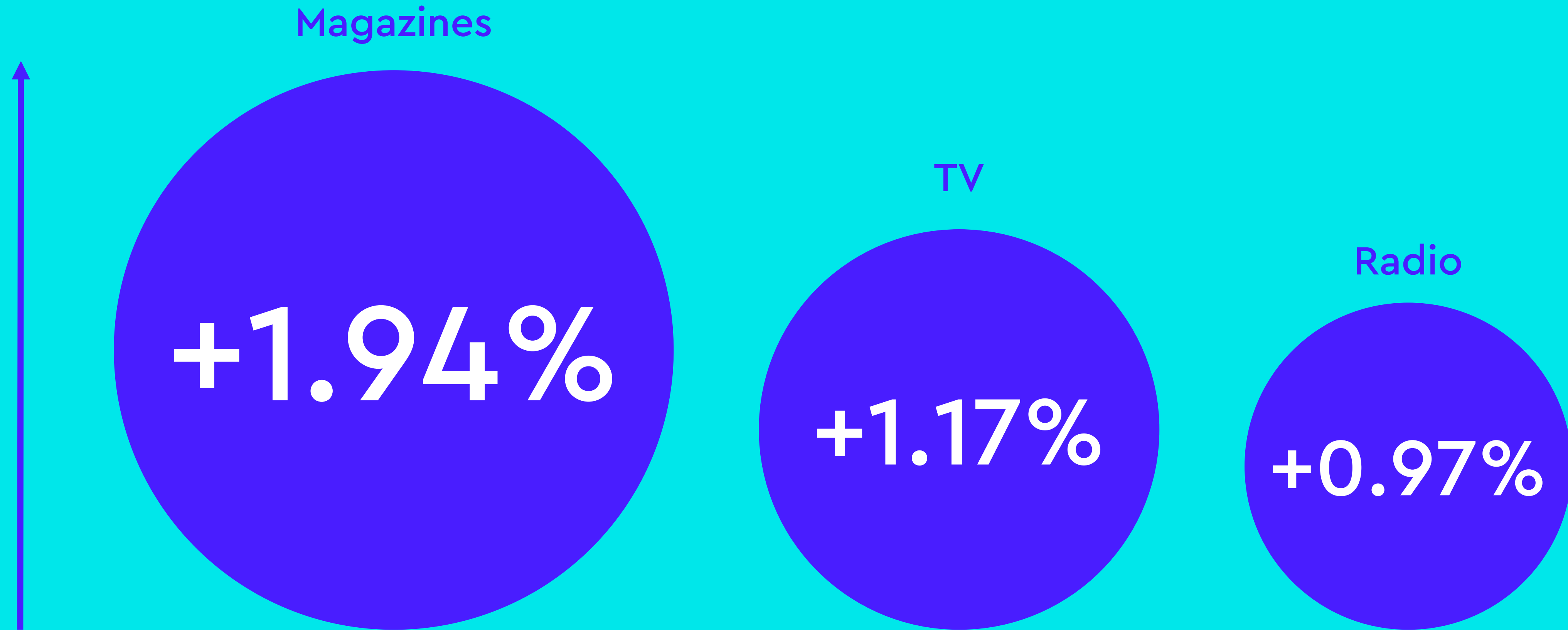
Sets Trends: Magazines (12\*), Radio (12\*), Online Video (15\*)

\*MDF = Meaningful Difference

Kantar CrossMedia database 2008-2020, UK data - Impact Per Person Reached



# Meaningfully different impact



Number of cases per channel: \* small sample size

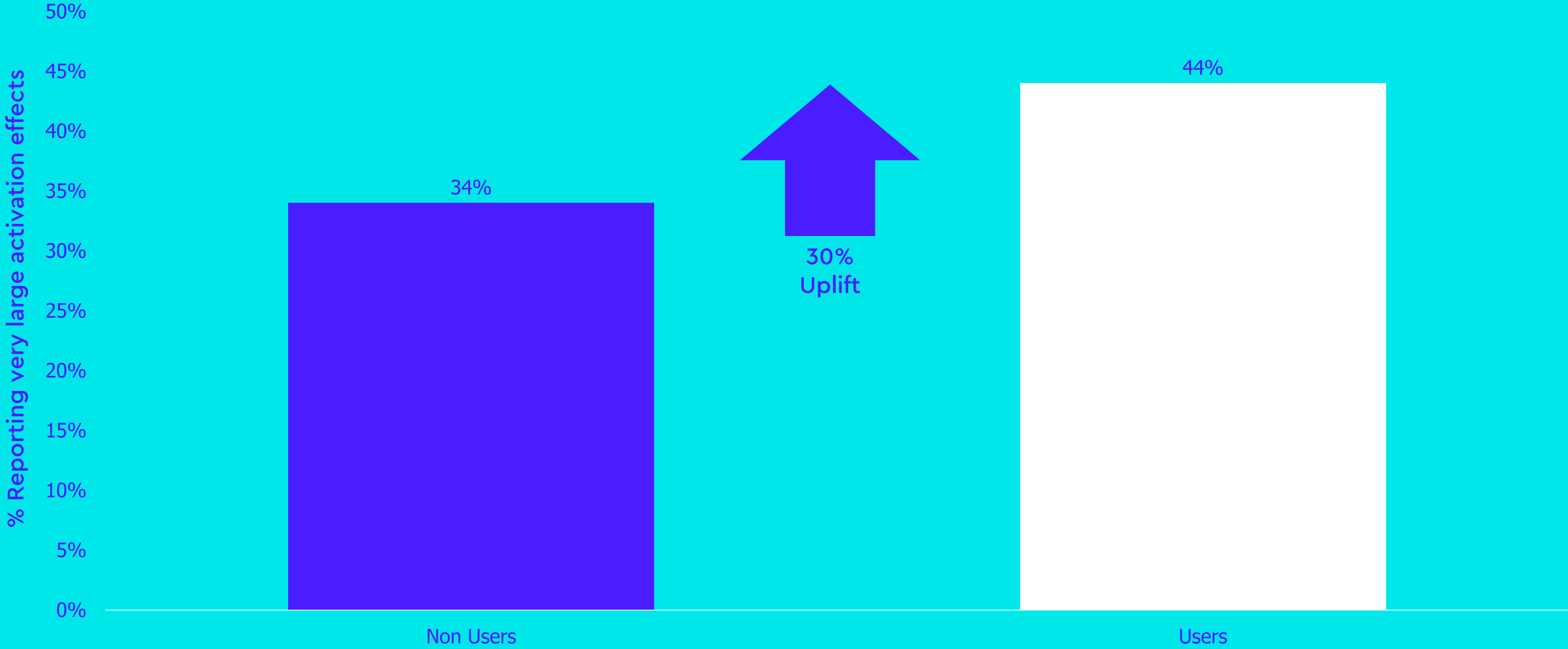
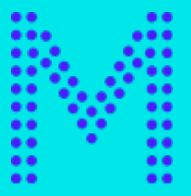
Magazines: Saliency (29), Meets Needs (17\*), Brand Affinity (10\*), Unique (21\*), Sets Trends (12\*)

TV: Saliency (231), Meets Needs (118), Brand Affinity (104), Unique (168), Sets Trends (46)

Radio: Saliency (73), Meets Needs (45), Brand Affinity (33), Unique (55), Sets Trends (12\*)

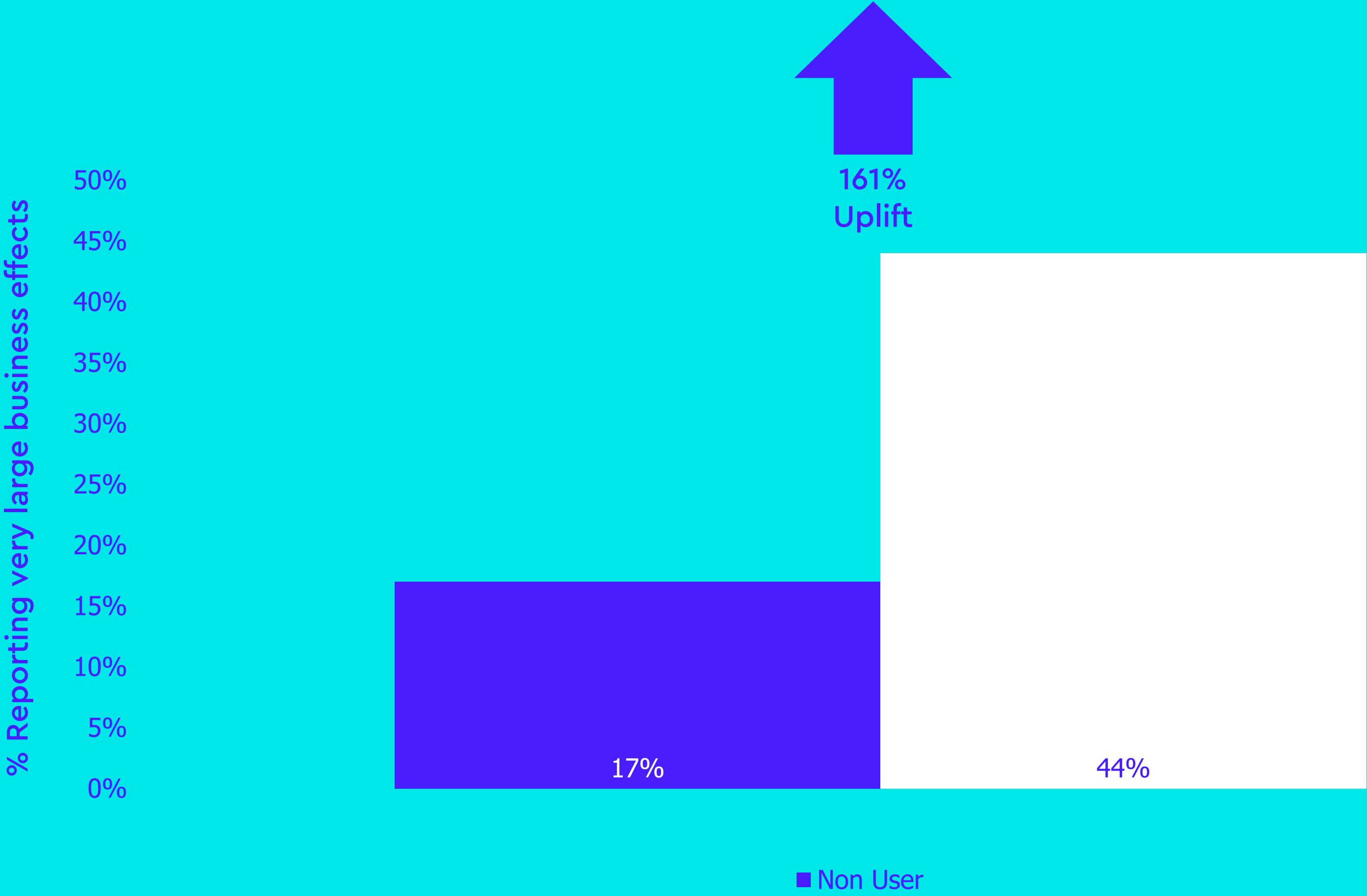
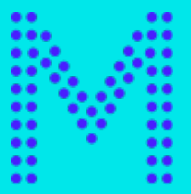
Source: Kantar CrossMedia database 2008-2020, UK data, Impact Per Person Reached

# Activation effects uplift from magazine usage





# Customer acquisition gain



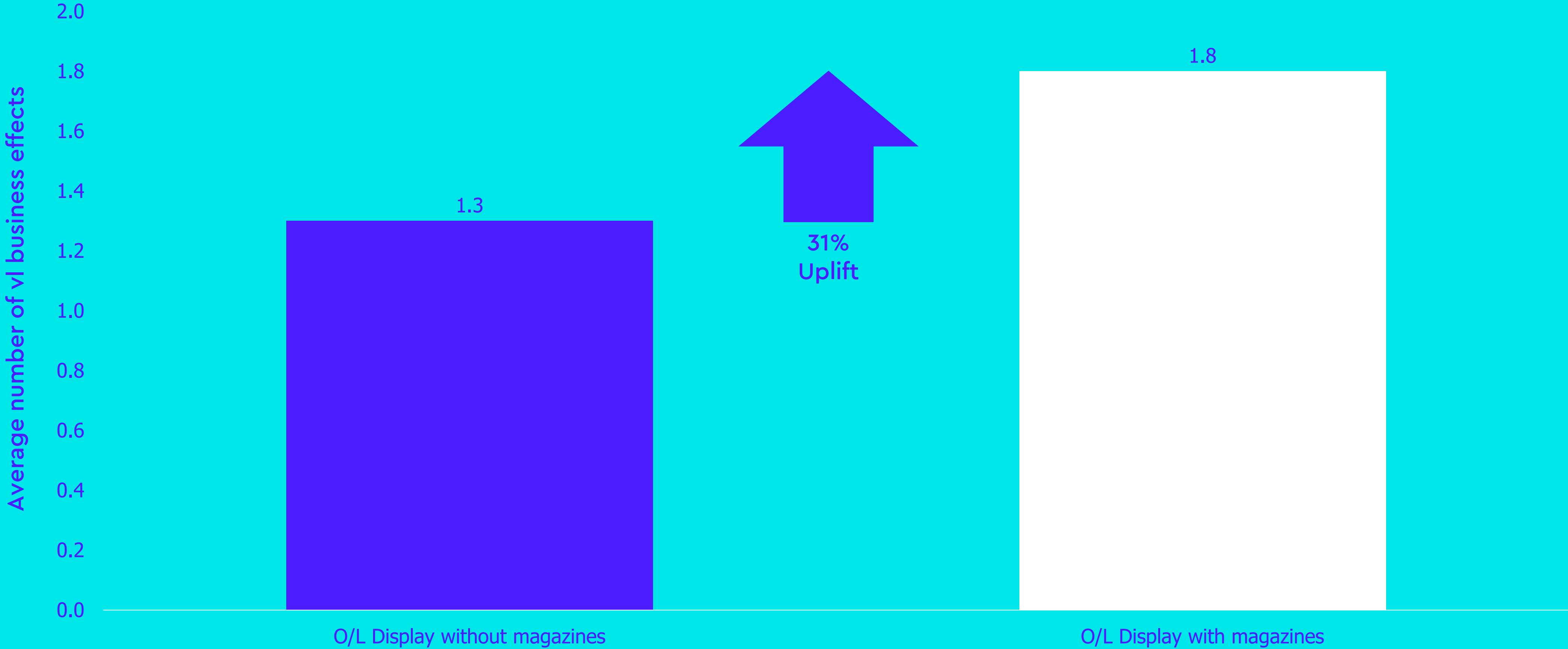
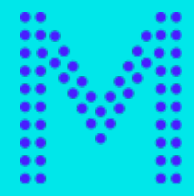


Budgets are under scrutiny

Magazines make online display work harder

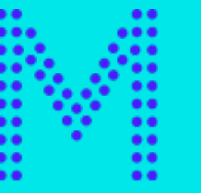


# Magazine multiplier effects with online display

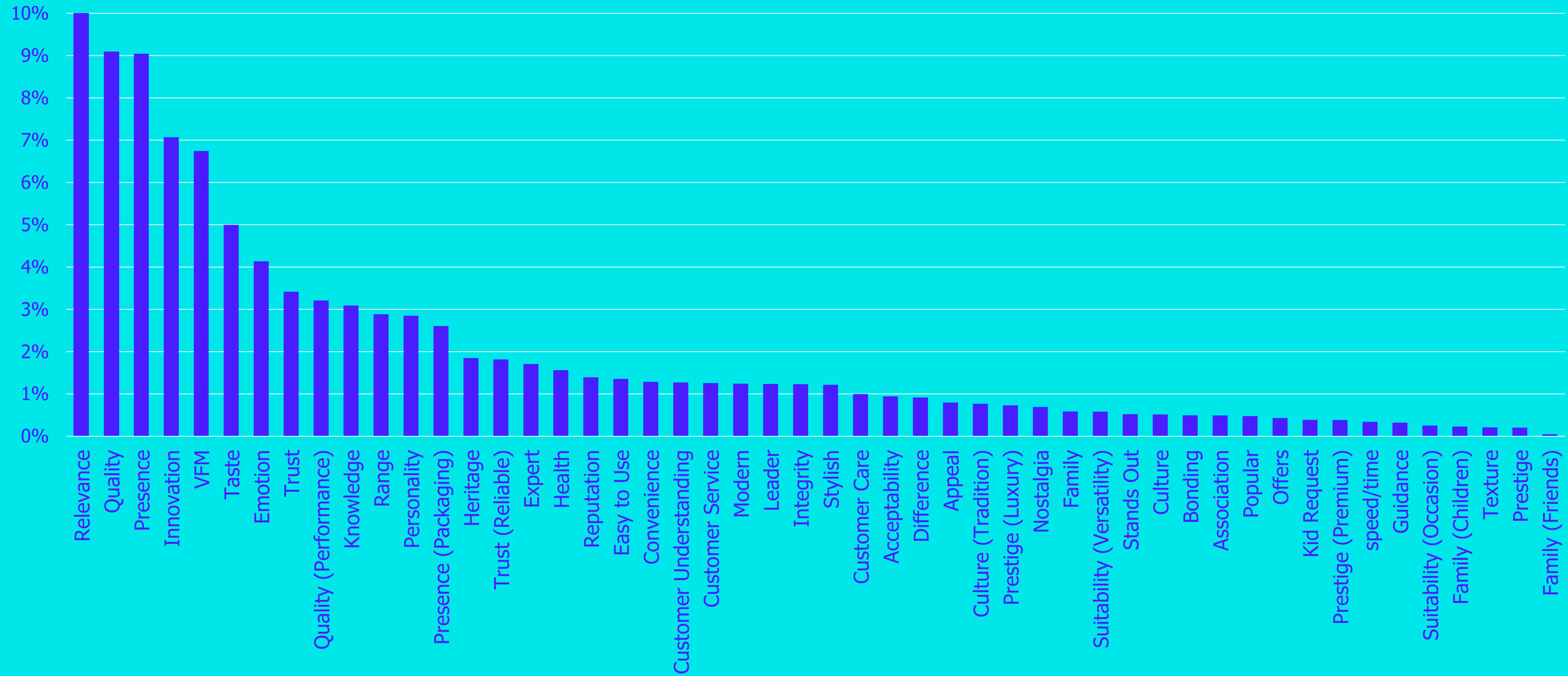


A woman with long blonde hair, wearing a black tank top and black shorts, is riding a blue Specialized mountain bike. The bike has "SPECIALIZED" written on the frame. The background is a blurred outdoor setting with greenery and a blue sky. The text is overlaid on the center of the image.

Some brand metrics are more important than others  
Brand relevancy is particularly important right now

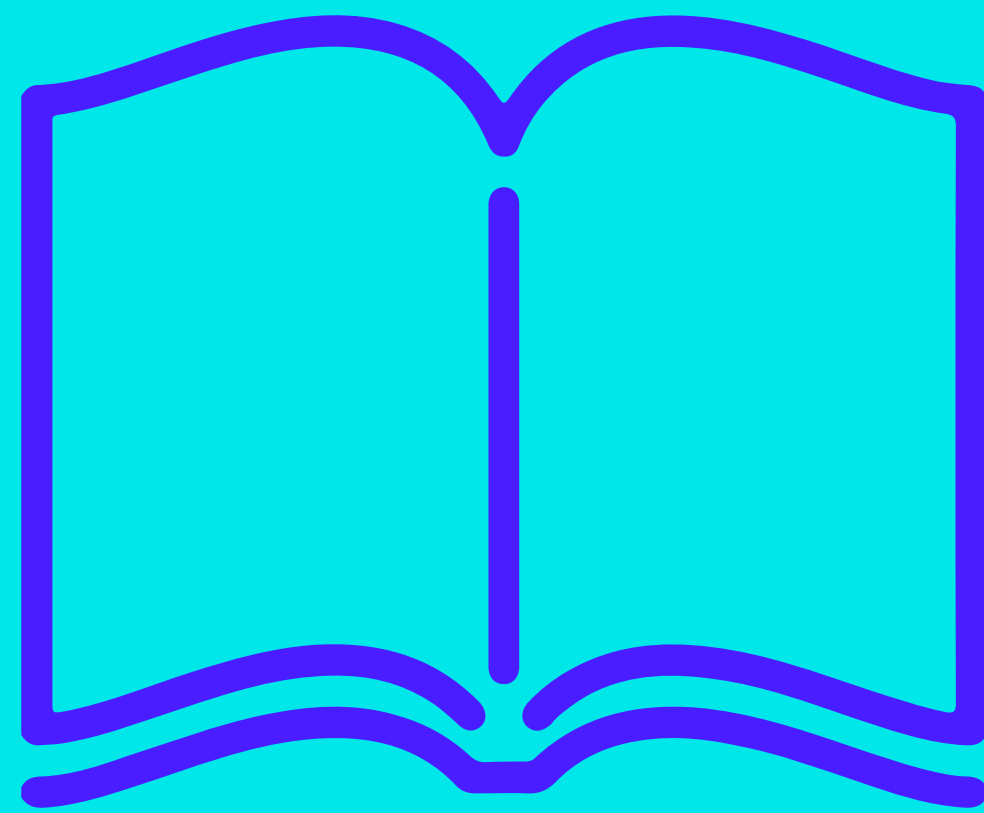


# Some metrics make a bigger impact on brand KPIs than others



# Magazine media channels are most able to move brand perceptions of relevancy

1.



Magazine brands

2.



TV

3.

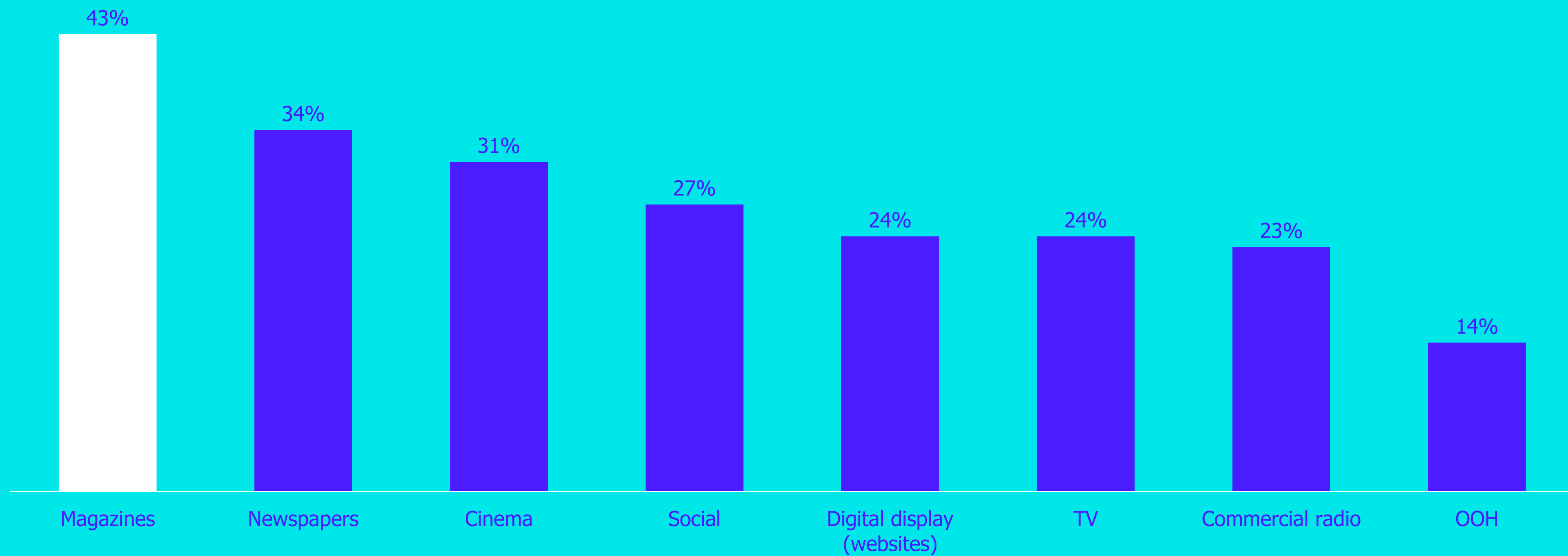
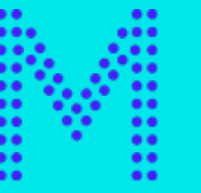


Social



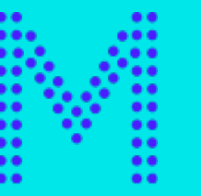
Make your Covid marketing budget work harder  
Invest in relevant environments that get attention

# Magazine ads perform best on relevancy



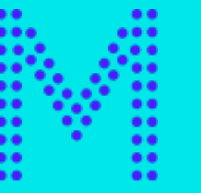


# Advertising in contextually relevant environments achieves more attention



**40%**  
more share  
of attention

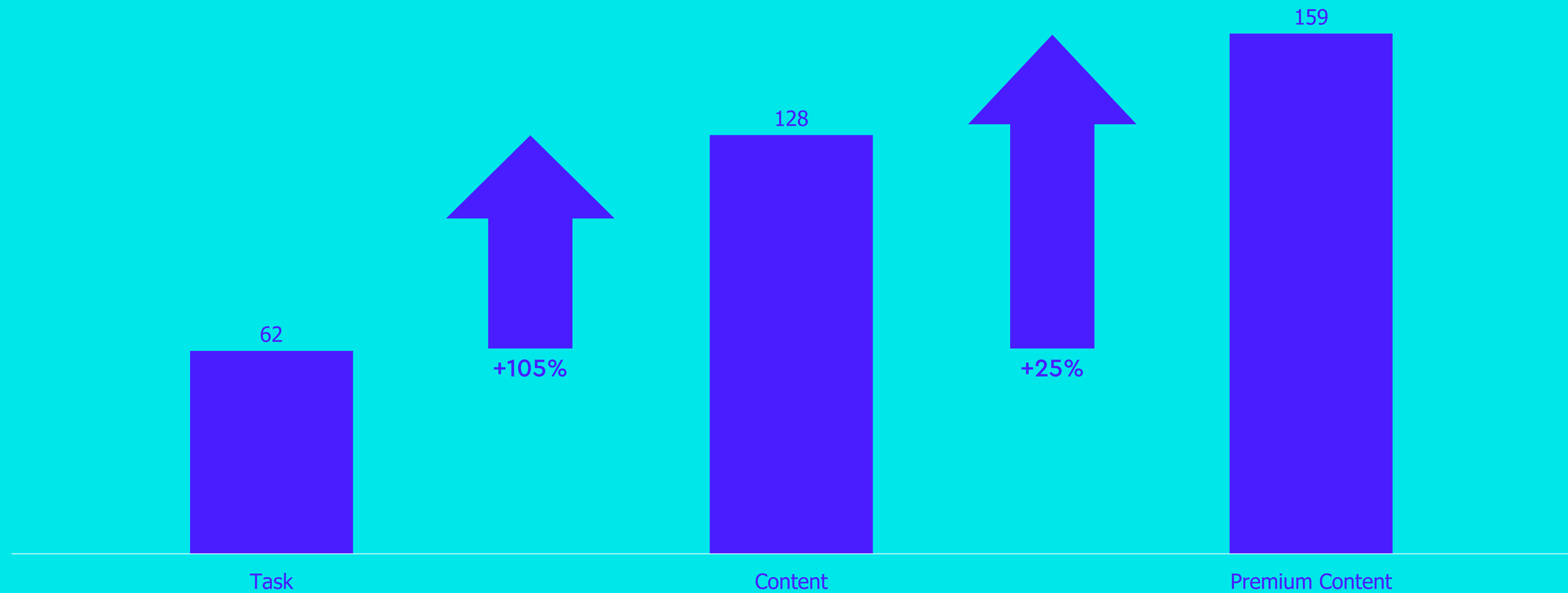
Looked at for  
**38%**  
longer



2 in 3

Love it  
when advertising taps  
into their passions

# Ads on premium content sites result in nearly three times more attention than task sites



Media consumption is booming over Covid



+7%

Magazine brands' online reach