

SPRINKLE
NORTH

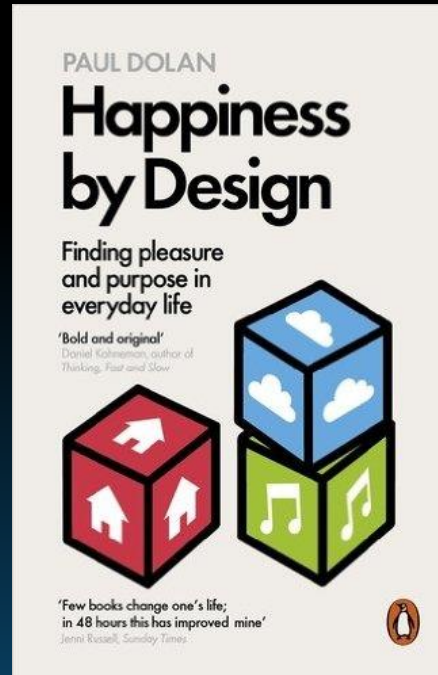
MAGNETIC

MOMENTS THAT MATTER

FINDINGS FROM A UNIQUE STUDY INTO
MAGAZINES AND WELL-BEING



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PROFESSOR OF BEHAVIOURAL SCIENCE, LSE



A large, light pink dotted circle is centered on the page, framing the text. It consists of approximately 40 small, solid pink dots arranged in a circular pattern.

CONTEXT
MATTERS



WHAT
MAKES YOU
HAPPY?



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



WHAT WE
DID



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

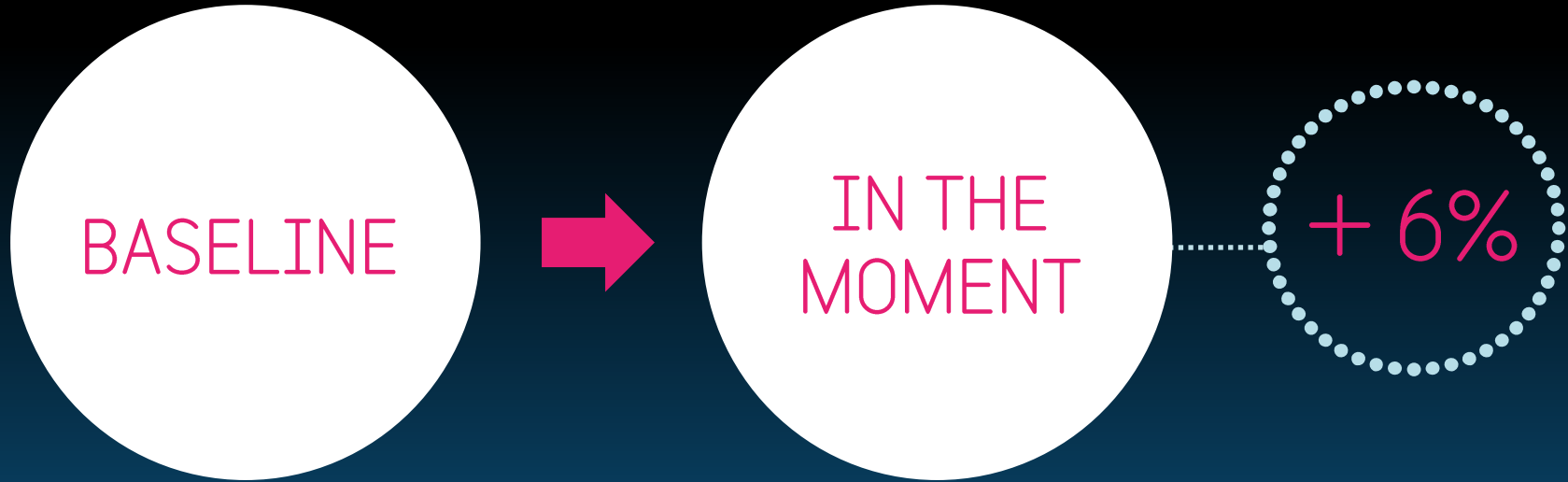
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VALUABLE
ROLE FOR
MAGAZINE
MEDIA



CONSUMING MAGAZINE CONTENT DELIVERS A POSITIVE SHIFT IN SUBJECTIVE WELL-BEING



M

THE SHIFT IS MORE PRONOUNCED FOR YOUNGER GENERATIONS

12%

MILLENNIALS

5%

GENERATION X

1%

BABY
BOOMERS



REWARD



USING TIME



SHARING



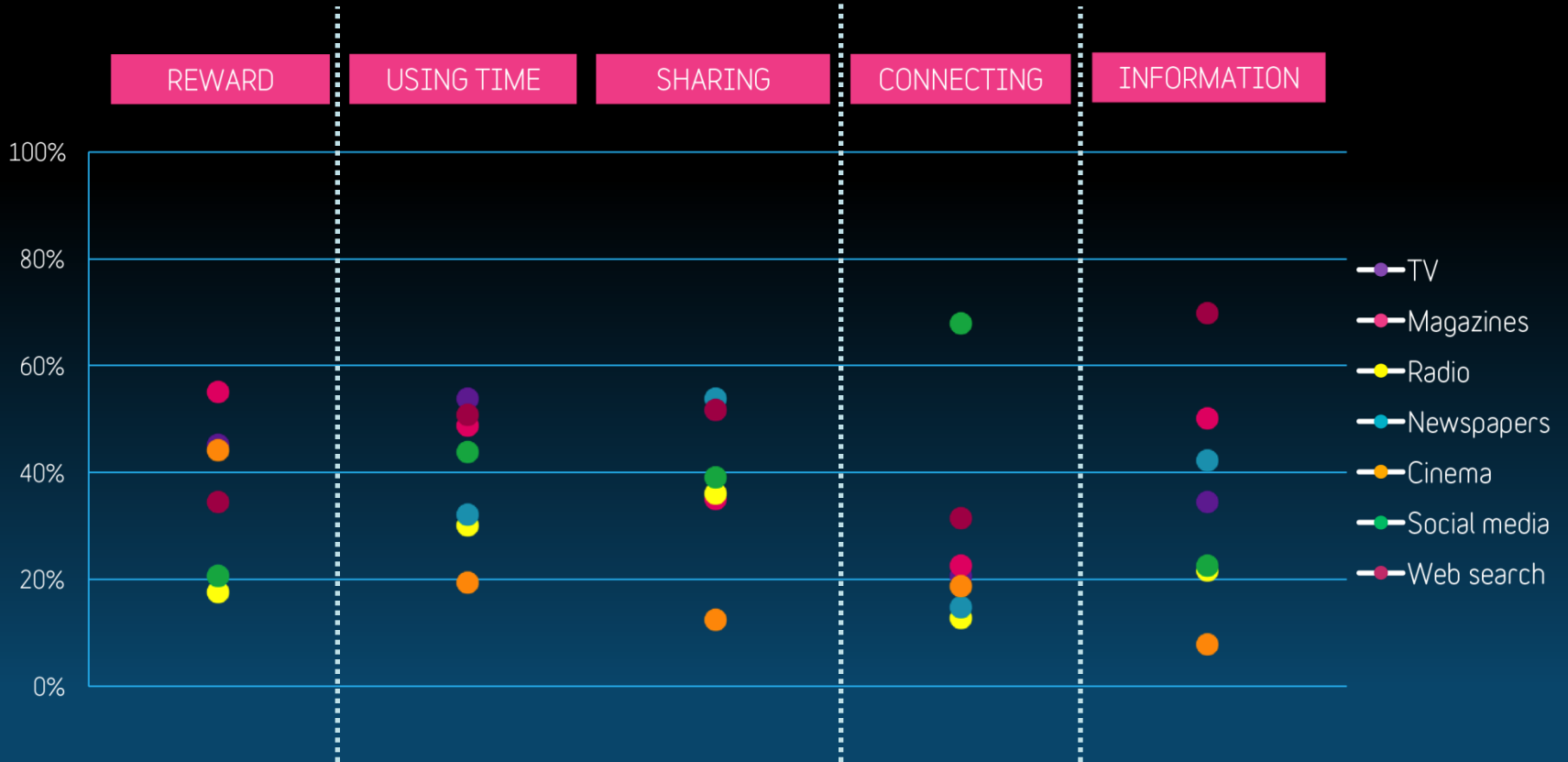
CONNECTING



INFORMATION

PLEASURE

PURPOSE





UNIQUELY MAGAZINES DELIVER AGAINST PLEASURE AND PURPOSE

PLEASURE

REWARD

Cinema
Radio
TV

PURPOSE

INFORMATION

Magazines:
Print/Digital

Newsbrands
Social Media
General Web

68%
OF MAGAZINE
MOMENTS

A large, light pink dotted circle graphic that frames the central text.

ADVERTISING
IN MAGAZINE
MEDIA

A large, circular border made of small, solid pink dots, centered on the page. It frames the central text.

CONTEXT
MATTERS

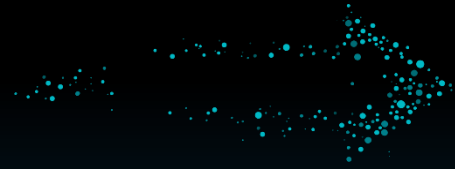


OUTRIGHT REJECTION

AMBIVALENCE

OPENESS

ACTIVE CONSUMPTION



Advertising distracts from
the experience

I look at /read the adverts

Adverts are relevant to me

Advertising is welcome



DOESN'T DISTRACT FROM THE EXPERIENCE

NEWSBRANDS
82%

MAGAZINE BRANDS
80%

ADS ARE RELEVANT

MAGAZINE BRANDS
32%

TV
19%

ADS ARE WELCOMED

MAGAZINE BRANDS
35%

NEWSBRANDS
21%

ACTIVELY READ/ LOOK AT THE ADS

MAGAZINE BRANDS
36%

TV
29%



DOESN'T DISTRACT FROM THE EXPERIENCE

OVERALL

57%

IN THE MOMENT

67%

ADS ARE WELCOMED

OVERALL

59%

IN THE MOMENT

74%

ADS ARE RELEVANT

OVERALL

55%

IN THE MOMENT

67%

ACTIVELY READ THE ADS

OVERALL

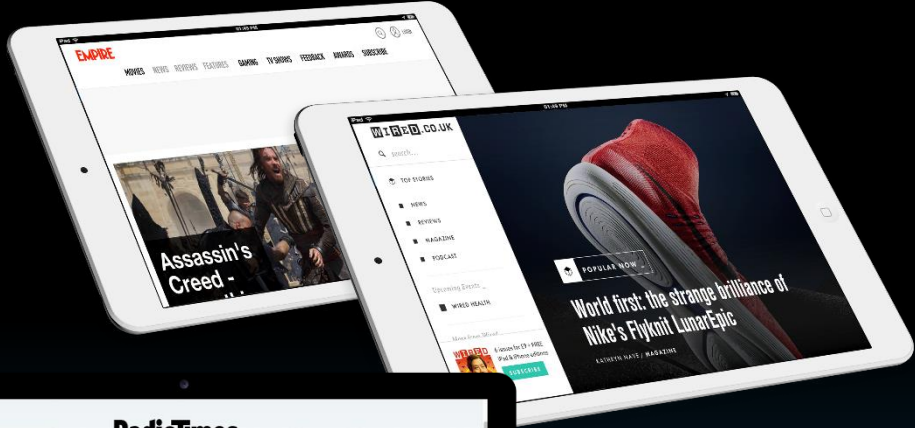
50%

IN THE MOMENT

64%



- 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



THE NEXT
PHASE