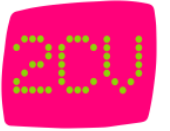


Magazine Media Influence: London Fashion Week case study

2CV report for Magnetic

September 2016

Background & Methodology:



Magazines

The most impactful authors on Twitter who describe themselves as any of the following in their bio (including related terms):

1. Magazines
2. Magazine Editors /Journalists/Columnists

Examples: [BritishVogue](#), [ELLE](#), [Grazia](#), [Katy Grand](#)



Blogs

A combination of two groups:

1. Authors who describe themselves as bloggers or linked to their own blog in their Twitter bio
2. Instagram and Blog platform authors who posted about London Fashion Week either during the event or two weeks either side.

Examples: [Naomikisted](#), [simonsphotography](#), [London Fashion By Paul](#)

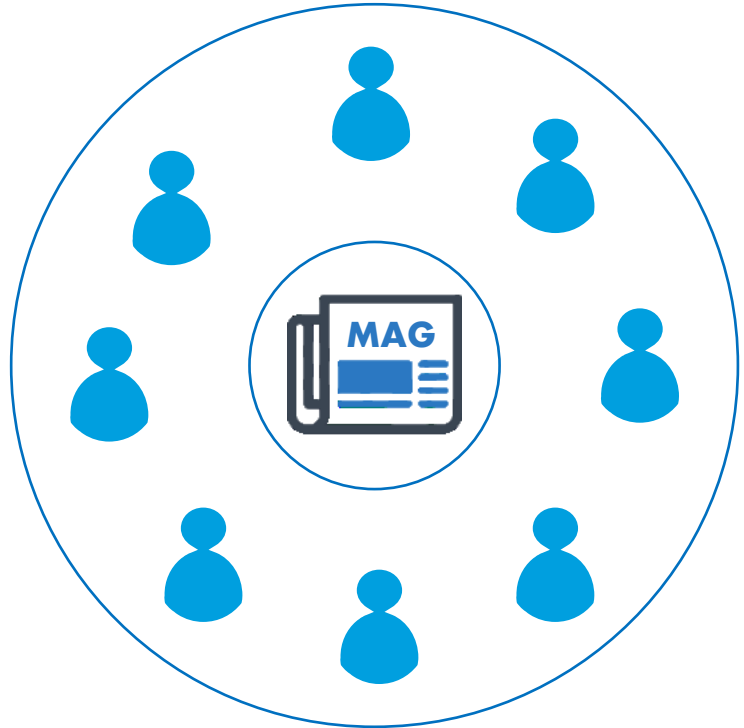
KEY NUMBERS

350K Total LFW Mentions

50K Blog + Magazine Authors

50 Top Blog + Magazine Authors

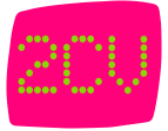
Posts from top magazine brands were liked/retweeted **4x** more than top bloggers



8
Interactions
Per Post Average



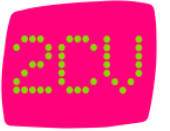
2
Interactions
Per Post Average



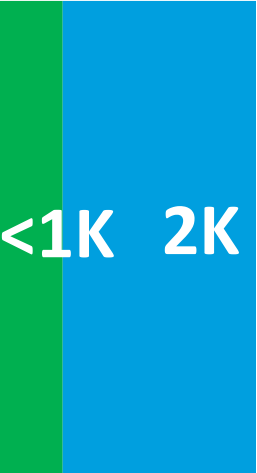
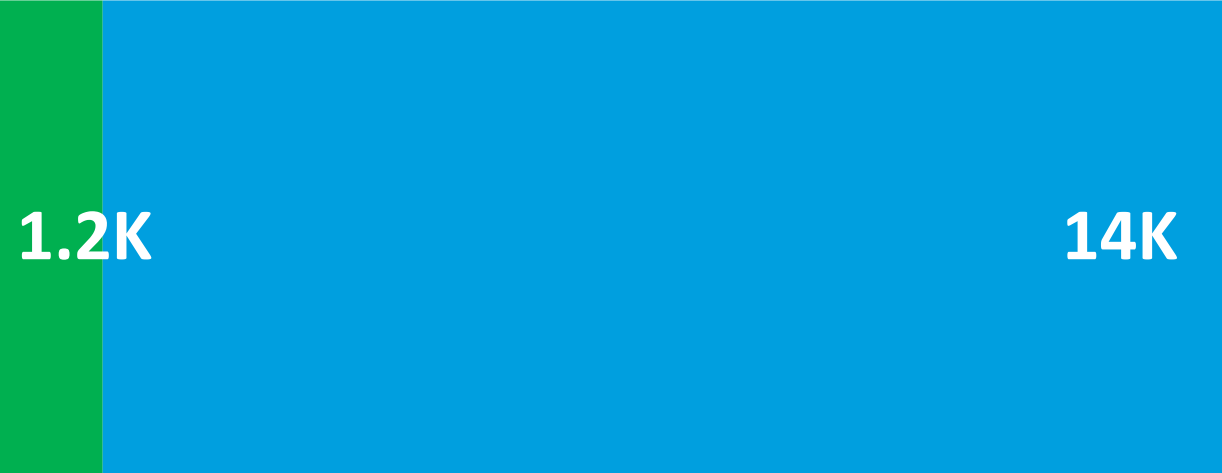
Across February's LFW, top magazine brands attracted **4x** the level of earned engagement (replies/likes/retweets) as posts from top Bloggers



*Data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers 4

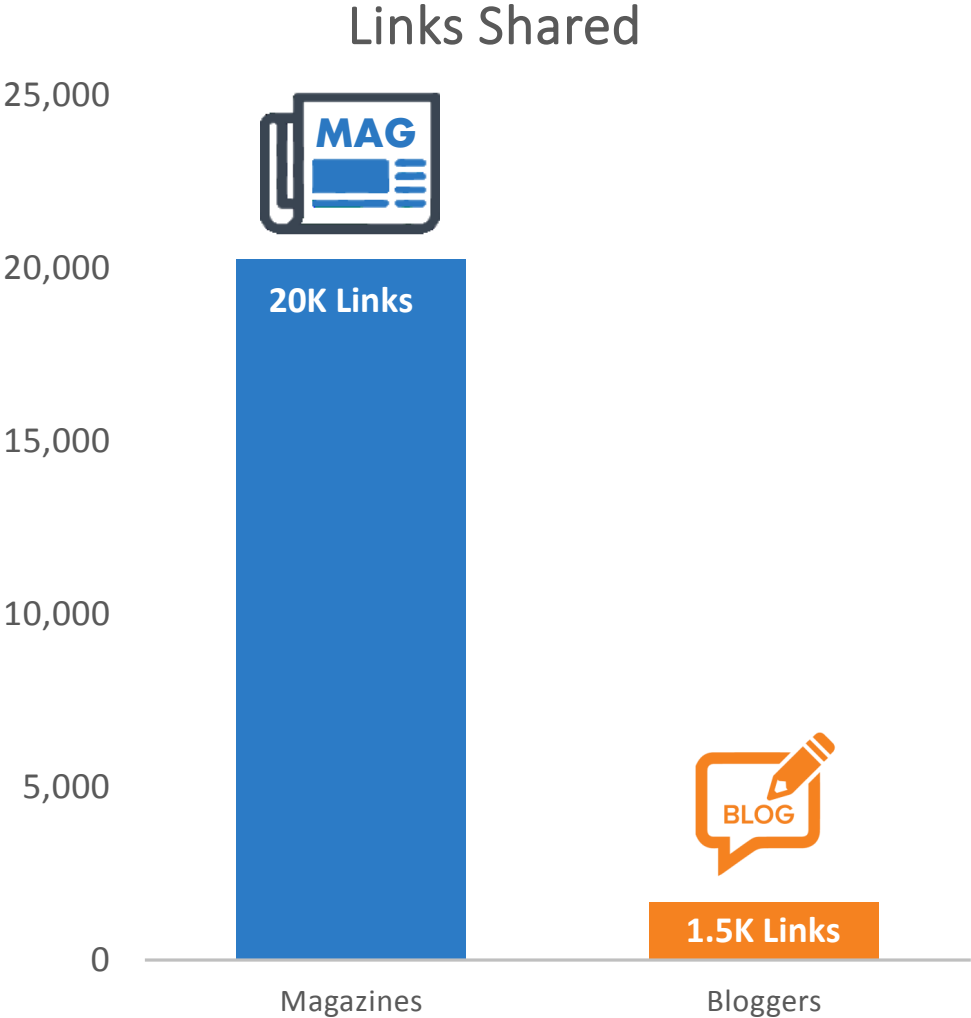


And a very similar pattern is emerging for the current LFW (SS17)



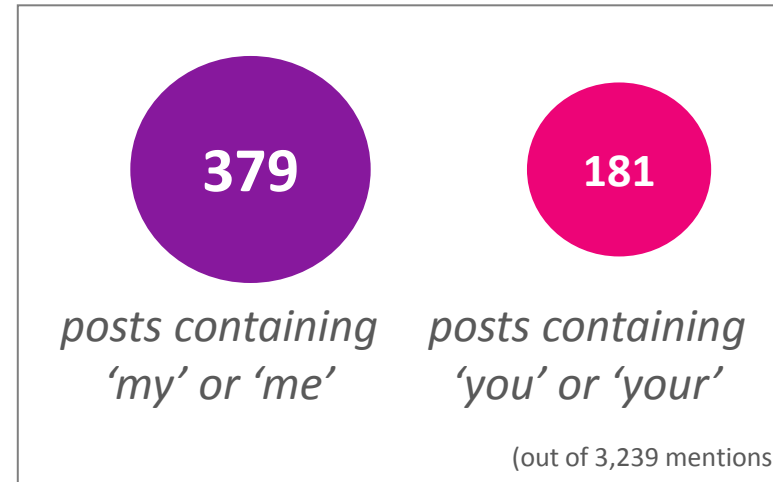
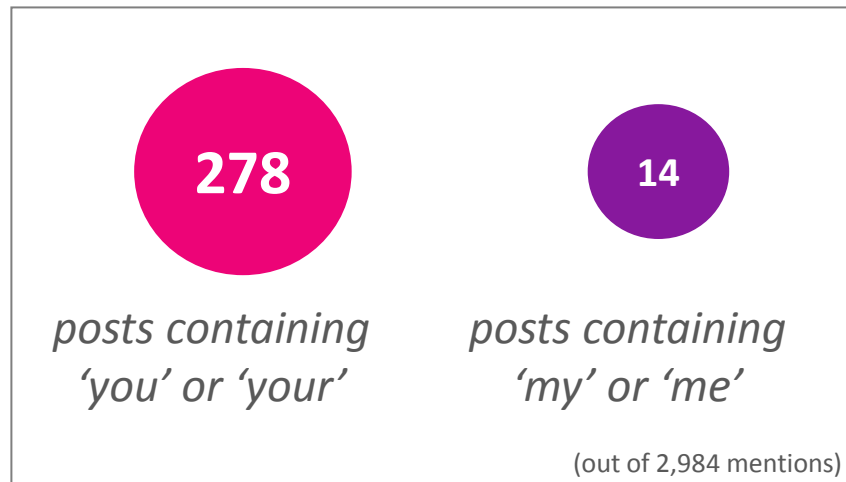
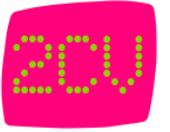
- Owned
- Earned

On Twitter, magazine brand content was shared far more than that of top bloggers



*Data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers 6

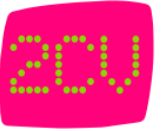
Magazine brands are outward looking, with content that sparks conversation



*Data based on a comparison of the top 50 magazine brands vs top 50 fashion bloggers

Magazine content has the ability to reflect positivity back towards the brands and people featured in content – whereas blogger positivity is very personal and self focused

Summary & Conclusions



Relevance

- **Magazine brands are a highly relevant source of information** – seen to cover the key topics/trends (Models, Celebs, Brands, Details, Street Style, Front Row & Expert Insight/review etc)

Reach

- **The reach of magazine content is equivalent to that of Bloggers, despite lower volumes of content produced**
- Although magazine authors produce less content – it reaches a large audience who are willing to spread content further

Resonance

- **Magazine content is significantly more engaged with (almost 4x times more likely than Blogs)**
- Magazine content is also much more likely to be linked to by consumers/other authors (either through RT's or original posts)

Relationship

- **Magazine content has the ability to reflect positivity back towards the brands and people featured in content**
- Blogger content is typically more 'self' focused, rather than a reflective showcase of brands