<table>
<thead>
<tr>
<th>Client</th>
<th>Magazine Publishers of Australia (MPA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client contact/s</td>
<td>Mary Ann Azer</td>
</tr>
<tr>
<td>Fiftyfive5</td>
<td>Alan King, Keira Braybrook, Anna Parkinson</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:keirab@fiftyfive5.com">keirab@fiftyfive5.com</a></td>
</tr>
<tr>
<td>Date</td>
<td>June 2016</td>
</tr>
<tr>
<td>SECTION</td>
<td>KEY QUESTIONS</td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Screener</td>
<td>▪ Screening on demographics and readership of key magazines</td>
</tr>
<tr>
<td></td>
<td>▪ Media consumption and attitudes to media channels</td>
</tr>
<tr>
<td>Attitudes and</td>
<td>▪ Attitudes to magazines read</td>
</tr>
<tr>
<td>Behaviour</td>
<td>▪ Readership behaviour</td>
</tr>
<tr>
<td>(5 mins)</td>
<td></td>
</tr>
<tr>
<td>Brand metrics</td>
<td>▪ Awareness, consideration and feeling towards all of the brands featured in the campaigns</td>
</tr>
<tr>
<td>(10 mins)</td>
<td></td>
</tr>
<tr>
<td>Ad recall</td>
<td>▪ Recall of each ad exposed to</td>
</tr>
<tr>
<td>(10 mins)</td>
<td>▪ Claimed call to action of each ad recognised</td>
</tr>
<tr>
<td>Demographics</td>
<td>▪ Additional demographics</td>
</tr>
<tr>
<td>(2 min)</td>
<td></td>
</tr>
</tbody>
</table>

MEDIA CONSUMPTION AND ATTITUDES TO MEDIA CHANNEL QUESTIONS REMOVED AFTER THE FIRST 2,276 INTERVIEWS TO REDUCE SURVEY LENGTH
Print magazines included in this research

Magazines were grouped by category for analysis

- Home
- Lifestyle
- Health
- Fashion
- Food

Weeklies
Online magazines included in this research

Websites were grouped by category for analysis

Home
- House & Garden
- Better Homes & Gardens

Lifestyle
- Women's Weekly
- Cosmopolitan

Health
- Women's Health
- Marie Claire

Fashion
- Vogue
- Elle
- InStyle

Food
- delicious.
- Gourmet

Weeklies
- Woman's Day
- Who
<table>
<thead>
<tr>
<th>Category</th>
<th>Total Readers</th>
<th>Print Readers</th>
<th>Online Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>1,019</td>
<td>486</td>
<td>907</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>734</td>
<td>563</td>
<td>358</td>
</tr>
<tr>
<td>Fashion</td>
<td>499</td>
<td>343</td>
<td>352</td>
</tr>
<tr>
<td>Home</td>
<td>697</td>
<td>535</td>
<td>379</td>
</tr>
<tr>
<td>Health</td>
<td>244</td>
<td>158</td>
<td>120</td>
</tr>
<tr>
<td>Weeklies</td>
<td>1,228</td>
<td>1,162</td>
<td>458</td>
</tr>
</tbody>
</table>
MAGAZINES ARE THE MOST TRUSTED SOURCE OF INFORMATION ON BRANDS AND PRODUCTS

MAGAZINES ARE NO LONGER JUST PRINT

MAGAZINES DELIVER CURATED CONTENT THAT INSPIRES AND INFLUENCES

MAGAZINES BUILD BRANDS AT ALL STAGES OF THE CUSTOMER JOURNEY

MAGAZINES PROVIDE A DEEPLY ENGAGED AUDIENCE FOR YOUR BRAND

MAGAZINES REACH YOUR MOST VALUABLE CUSTOMERS

PASSION FOR MAGAZINES DRIVES RESPONSE

MAGAZINES REACH YOUR MOST INFLUENTIAL CUSTOMERS
Magazines transcend boundaries: monthly

63% of those who claim to read a **print magazine once a month**, also claim to read an **online magazine once a month**.

77% of those who claim to read an **online magazine once a month**, also claim to read a **print magazine once a month**.

BASE: NATIONALLY REPRESENTATIVE SAMPLE OF FEMALE AUSTRALIANS
Magazines transcend boundaries: weekly

56% of those who claim to read a **print magazine once a week**, also claim to read an **online magazine once a week**.

63% of those who claim to read an **online magazine once a week**, also claim to read a **print magazine once a week**.

BASE: NATIONALLY REPRESENTATIVE SAMPLE OF FEMALE AUSTRALIANS
Magazines transcend boundaries

46% of print magazine readers went online after reading - either to visit the magazine’s online elements or search for more information about products they’d seen.
Readers feel better about, and have a greater response to magazines if read across multiple platforms.

- Readers are 22% more likely to have been influenced by ads if they read across Print and Digital than Print alone.

- Readers are 24% more likely to have been influenced by recommended or featured products if they read across Print and Digital than Print alone.
Readers feel better about magazines if read across multiple platforms

**Attitude to magazines**

<table>
<thead>
<tr>
<th>The content is relevant to me</th>
<th>I feel close to this magazine brand</th>
<th>I trust this magazine brand</th>
<th>I feel positive about this magazine brand</th>
<th>I love this magazine brand</th>
<th>I look forward to reading articles in this magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Read Paper AND Digital</strong></td>
<td><strong>Read Paper NOT Digital</strong></td>
<td><strong>Read Digital NOT Paper</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>90%</td>
<td>85%</td>
<td>89%</td>
<td>93%</td>
<td>87%</td>
<td>88%</td>
</tr>
<tr>
<td>87%</td>
<td>72%</td>
<td>78%</td>
<td>86%</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>84%</td>
<td>64%</td>
<td>80%</td>
<td>84%</td>
<td>76%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Read Paper AND Digital
Read Paper NOT Digital
Read Digital NOT Paper
Readers have a greater response to magazines if read across multiple platforms

Attitude to magazines

<table>
<thead>
<tr>
<th>Statement</th>
<th>Read Print AND Digital</th>
<th>Read Print NOT Digital</th>
<th>Read Digital NOT Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have confidence in what this magazine brand tells me</td>
<td>85%</td>
<td>74%</td>
<td>78%</td>
</tr>
<tr>
<td>I have been influenced by the articles I have read in this magazine</td>
<td>83%</td>
<td>68%</td>
<td>70%</td>
</tr>
<tr>
<td>I have been influenced by the ads I have seen in this magazine</td>
<td>67%</td>
<td>55%</td>
<td>58%</td>
</tr>
<tr>
<td>I have been influenced by the recommended or featured products I have seen in this magazine</td>
<td>77%</td>
<td>62%</td>
<td>61%</td>
</tr>
<tr>
<td>I am often inspired by what I read in this magazine</td>
<td>86%</td>
<td>77%</td>
<td>75%</td>
</tr>
<tr>
<td>I am more in-the-know after reading the magazine</td>
<td>82%</td>
<td>76%</td>
<td>70%</td>
</tr>
<tr>
<td>I am fascinated by what I read in this magazine</td>
<td>83%</td>
<td>73%</td>
<td>70%</td>
</tr>
</tbody>
</table>
Magazines reach your most valuable consumers

Magazine readers spend 29% more on their interests than the average Australian.

Online magazine readers are particularly valuable – spending 40% more on their interests than the average Australian.
Magazine readers (print or online) spend 29% more on their interests than the average Australian.

Average monthly spend on interests:

- Magazine Print or Online: $123.79
- Newspaper Print or Online: $107.55
- Radio Live or Online: $96.24
- TV Live or Online: $91.88
- Average Australians: $95.96

Magazine readers also spend 25% more on their interests than newspaper (print or online) readers.
Online magazine readers are particularly valuable – spending 40% more on their interests than the average Australian.

Average monthly spend on interests

And 16% more than those who visit blogs.

BASE: AMONGST WEEK USERS OF EACH MEDIA
Magazines reach the most influential consumers

Magazine readers are 18% more likely to post on social media versus other media users.
Magazine readers are more likely to be lead consumers than other media users

Top 2 box agreement by media users (once a week or more often)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Magazine (print or online) users</th>
<th>Average other media users</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>The brands I choose are important to me as I believe they say a lot about me</td>
<td>39%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>I often post things on social media</td>
<td>44%</td>
<td>37%</td>
<td>18%</td>
</tr>
<tr>
<td>I enjoy the finer things in life</td>
<td>63%</td>
<td>55%</td>
<td>14%</td>
</tr>
<tr>
<td>I love searching out new products</td>
<td>69%</td>
<td>61%</td>
<td>13%</td>
</tr>
<tr>
<td>When I find a new product I really like I have to tell others about it</td>
<td>65%</td>
<td>58%</td>
<td>10%</td>
</tr>
</tbody>
</table>

BASE: AMONGST WEEK USERS OF EACH MEDIA
Online magazines most effective at reaching influential consumers

Online magazine readers are more active online and vocal about new products than other internet users:

- 38% more likely post on social media than other internet users
- 36% more likely to place importance on brand choice than other internet users
- 17% more likely to tell others about new products than other internet users
Online magazine readers are 38% more likely post on social media than other internet users

Top 2 box agreement by media users (once a week or more often)

- The brands I choose are important to me as I believe they say a lot about me
  - Magazine (online) users: 45%
  - Blog users: 41%
  - Internet users: 33%
  - Social media users: 35%

- I often post things on social media
  - Magazine (online) users: 51%
  - Blog users: 53%
  - Internet users: 37%
  - Social media users: 44%

- I enjoy the finer things in life
  - Magazine (online) users: 66%
  - Blog users: 64%
  - Internet users: 57%
  - Social media users: 56%

- I love searching out new products
  - Magazine (online) users: 74%
  - Blog users: 71%
  - Internet users: 61%
  - Social media users: 63%

- When I find a new product I really like I have to tell others about it
  - Magazine (online) users: 69%
  - Blog users: 69%
  - Internet users: 59%
  - Social media users: 62%

BASE: AMONGST WEEK USERS OF EACH MEDIA

Online magazine readers are just as likely to be early adopters as blog visitors
Magazines provide a deeply engaged audience for your brand

Print magazine readers spend on average **1 hour 17 mins** reading each edition, with 2 in 3 reading **at least 70%** of the content.

Time spent with magazines is treasured, providing a ‘welcome break’ for **82%** of readers.
Print magazine readers spend on average 1 hr 17mins reading each edition, with 2 in 3 reading at least 70% of the content.

Reading behaviour – print Magazines

- 36% read cover to cover, reading every article
- 27% went straight to their favourite section(s), and then read other articles
- 9% only read their favourite section(s)
- 24% just browsed for items that took their fancy

65% of readers read at least 70% of the content

Average time spent reading each edition: 1 hr 17mins
Time spent with magazines is treasured

% Top 2 box agreement with magazines (online or print)

- Magazines give 82% of readers a welcome break and 74% read magazines to treat themselves to some ‘me time’
- 79% print readers say it helps them relax or wind down

Gives me a welcome break from something else I might be doing 82%
Is a great way to pass the time 81%
Helps me relax or wind down 79%
Is a great way to treat myself to ‘me-time’ 74%
Is a great source of entertainment 73%
Is a good way to get specific information about my interests 68%

BASE: AMONGST WEEKLY USERS OF EACH MEDIA
Magazines provide a captive audience for your brand

Online magazine readers browse for an average of 42 minutes, reading on average 5.4 articles per visit.

74% of online magazine readers browse beyond their initial interest.
Online magazine readers browse for an average of 42 mins, reading on average 5.4 articles per visit.

**Reading behaviour – Online magazines**

- Went directly to the article/section I was interested in, and then read other articles (37%)
- I only read my favourite section(s) (20%)
- I just browsed for items that took my fancy (37%)

**Average number of articles read: 5.4**

**Number of articles read last visit**

- 1 article: 5%
- 2 articles: 12%
- 3 articles: 14%
- 4 articles: 12%
- 5 articles: 12%
- 6 articles: 10%
- 7 articles: 9%
- 8 articles: 8%
- 9 articles: 5%
- 10 articles: 3%
- 11+ articles: 8%

**Average time spent visiting the website: 42 mins**
Magazines allow you to reach people on multiple occasions, building ad recall

Each edition of a magazine is picked up and read on average 2.7 times.

The more a magazine is picked up and read, the higher the ad recall.
The more often a magazine is picked up and read, the higher the ad recall

% recall at least one ad (from print magazine)

Number of times picked up and read last edition

- Just once: 74%
- Twice: 80%
- Three times: 83%
Magazines deliver curated content that inspires and influences

81% of magazine readers believe the content is curated for people like them

78% of magazine readers are inspired by the content

72% of readers have been influenced by the content
Curation drives willingness to pay for content, both in print and online

Print magazine readers are 1 ½ times more willing to pay for their content than other media users.

Readers are 33% more willing to pay for their content in print magazines, than in print newspapers.

1 in 3 online magazine readers are willing to pay for the content they read.

Online magazine readers are 1 ½ times more willing to pay for their content versus blog or social media visitors.
Magazine readers are 1.5 times more willing to pay for their content than other media

% Top 2 box agreement

<table>
<thead>
<tr>
<th>Media</th>
<th>Top 2 Box Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine (print)</td>
<td>65%</td>
</tr>
<tr>
<td>Newspaper (print)</td>
<td>49%</td>
</tr>
<tr>
<td>TV (online)</td>
<td>40%</td>
</tr>
<tr>
<td>Magazine (online)</td>
<td>38%</td>
</tr>
<tr>
<td>Internet</td>
<td>38%</td>
</tr>
<tr>
<td>TV (live)</td>
<td>31%</td>
</tr>
<tr>
<td>Radio (online)</td>
<td>28%</td>
</tr>
<tr>
<td>Newspaper (online)</td>
<td>21%</td>
</tr>
<tr>
<td>Blogs</td>
<td>15%</td>
</tr>
<tr>
<td>Social media</td>
<td>12%</td>
</tr>
<tr>
<td>Radio (live)</td>
<td>11%</td>
</tr>
<tr>
<td>OOH</td>
<td>9%</td>
</tr>
</tbody>
</table>

Average excluding magazines*: 27%

Online magazine readers are also 1.5 times more willing to pay for their content versus blog or social media visitors

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH
Curation of content drives trust and passion for magazines

Magazines are the most trusted source of information on brands and products.

Magazine readers are more than twice as likely to trust what they read and see in magazines (print or digital) than on social media.

61% of readers believe magazines provide them with information they trust on trends, brands or products.

Readers feel more passionately towards magazines (print) than any other media.

Readers feel more passionately towards magazines (print) than any other media.
Magazines are the most trusted source of information for brands and products.

% Top 2 box agreement

Provides me with information I trust on trends, brands or products

<table>
<thead>
<tr>
<th>Media</th>
<th>% Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine (online)</td>
<td>62%</td>
</tr>
<tr>
<td>Magazine (print)</td>
<td>60%</td>
</tr>
<tr>
<td>Internet</td>
<td>57%</td>
</tr>
<tr>
<td>Blogs</td>
<td>56%</td>
</tr>
<tr>
<td>Radio (online)</td>
<td>46%</td>
</tr>
<tr>
<td>Radio (print)</td>
<td>45%</td>
</tr>
<tr>
<td>Newspaper (online)</td>
<td>43%</td>
</tr>
<tr>
<td>Newspaper (print)</td>
<td>43%</td>
</tr>
<tr>
<td>TV (live)</td>
<td>39%</td>
</tr>
<tr>
<td>TV (online)</td>
<td>39%</td>
</tr>
<tr>
<td>Social media</td>
<td>35%</td>
</tr>
<tr>
<td>Radio (live)</td>
<td>17%</td>
</tr>
<tr>
<td>OOH</td>
<td></td>
</tr>
</tbody>
</table>

Average excluding magazines: 45%*

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH
Magazine readers are more than twice as likely to trust what they read and see in magazines than on social media.

% Top 2 box agreement

I trust what I read/see/hear

Average excluding magazines: 36%*

NEWSPAPER (print) 49%
MAGAZINE (online) 46%
MAGAZINE (print) 45%
RADIO (online) 41%
NEWSPAPER (online) 39%
BLOGS 37%
INTERNET 37%
RADIO (live) 34%
TV (live) 34%
TV (online) 33%
SOCIAL MEDIA 22%
OOH 14%
Readers feel more passionately towards magazines (print) than any other media

% Top 2 box agreement

I feel passionately about it

51% 48% 43% 39% 37% 35% 33% 32% 31% 30% 30% 7%

Average excluding magazines: 36%*

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH
Magazines significantly more likely to be associated with advertising new products/services

**% Top 2 box agreement**

Magazines (print) 34%
Newspaper (print) 34%
Magazine (online) 30%
OOH 28%
TV (live on your TV) 28%
Radio (live on your radio) 25%
Radio (online, e.g. streaming, on-demand) 21%
Newspaper (online e.g. website, digital edition) 20%
TV (online e.g. streaming, on-demand) 19%
Social media (not including blogs) 18%
Internet (e.g. websites) 18%

Average excluding magazines: 23%

BASE: AMONGST WEEKLY USERS OF EACH MEDIA
Magazines curated content halos onto advertising...

73% of magazine readers believe the featured and recommended products are curated to suit them.

65% of readers have been influenced by the recommended or featured products.

68% of magazine readers believe the ads have been curated.

59% of readers have been influenced by the ads.
as trust in magazines halos onto brands featured, driving confidence and encouragement

Magazines encourage two-thirds of readers to consider products featured

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

Magazines (print and online) significantly more likely to be associated with brands people trust than other media channels

Magazines critical to guiding purchase by driving discovery, building confidence and encouraging purchase
### Magazines critical to guiding purchase by driving discovery, consideration and building confidence

#### % Top 2 box agreement with magazines (online or print)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourages me to consider products</td>
<td>66%</td>
</tr>
<tr>
<td>Provides me with information I trust on trends, brands or products</td>
<td>61%</td>
</tr>
<tr>
<td>Provides me with personally relevant news and gossip</td>
<td>61%</td>
</tr>
<tr>
<td>Is a fantastic source of inspiration</td>
<td>61%</td>
</tr>
<tr>
<td>Helps me feel connected</td>
<td>56%</td>
</tr>
<tr>
<td>Is critical to keeping me informed about new products/the latest trends</td>
<td>56%</td>
</tr>
<tr>
<td>Makes me more confident about buying products featured or advertised here</td>
<td>54%</td>
</tr>
</tbody>
</table>
Magazines significantly more likely to be associated with brands people trust than other media channels

% Top 2 box agreement

Is only associated with brands I trust

<table>
<thead>
<tr>
<th>Media Type</th>
<th>% Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine (online)</td>
<td>40%</td>
</tr>
<tr>
<td>Magazine (print)</td>
<td>40%</td>
</tr>
<tr>
<td>Newspaper (print)</td>
<td>32%</td>
</tr>
<tr>
<td>Radio (online)</td>
<td>30%</td>
</tr>
<tr>
<td>Blogs</td>
<td>26%</td>
</tr>
<tr>
<td>TV (online)</td>
<td>25%</td>
</tr>
<tr>
<td>Internet</td>
<td>24%</td>
</tr>
<tr>
<td>Newspaper (online)</td>
<td>23%</td>
</tr>
<tr>
<td>TV (live)</td>
<td>22%</td>
</tr>
<tr>
<td>Social media</td>
<td>19%</td>
</tr>
<tr>
<td>Radio (live)</td>
<td>15%</td>
</tr>
<tr>
<td>OOH</td>
<td>10%</td>
</tr>
</tbody>
</table>

Average excluding magazines: 24%*

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH
Magazines are 30% more critical to keeping shoppers informed than social media

% Top 2 box agreement

Is critical to keeping me informed about new products/the latest trends

<table>
<thead>
<tr>
<th>Media</th>
<th>% Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>61%</td>
</tr>
<tr>
<td>Magazine (print)</td>
<td>59%</td>
</tr>
<tr>
<td>Magazine (online)</td>
<td>56%</td>
</tr>
<tr>
<td>Blogs</td>
<td>54%</td>
</tr>
<tr>
<td>Radio (online)</td>
<td>44%</td>
</tr>
<tr>
<td>Newspaper (online)</td>
<td>44%</td>
</tr>
<tr>
<td>Newspaper (print)</td>
<td>44%</td>
</tr>
<tr>
<td>Social media</td>
<td>43%</td>
</tr>
<tr>
<td>TV (live)</td>
<td>41%</td>
</tr>
<tr>
<td>TV (online)</td>
<td>34%</td>
</tr>
<tr>
<td>Radio (live)</td>
<td>30%</td>
</tr>
<tr>
<td>OOH</td>
<td>17%</td>
</tr>
</tbody>
</table>

Average excluding magazines: 44%*
Magazines are 77% more critical to building confidence in products than social media

% Top 2 box agreement

Makes me more confident about buying products featured or advertised here

- Magazine (print): 56%
- Magazine (online): 55%
- Blogs: 53%
- Internet: 50%
- Radio (online): 39%
- Newspaper (print): 38%
- TV (live): 33%
- Social media: 31%
- TV (online): 30%
- Newspaper (online): 26%
- Radio (live): 23%
- OOH: 12%

Average excluding magazines: 36%*

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH
Two-thirds of magazine readers are encouraged to consider products featured in magazines

% Top 2 box agreement

Encourages me to consider products

<table>
<thead>
<tr>
<th>Media Type</th>
<th>% Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine (online)</td>
<td>67%</td>
</tr>
<tr>
<td>Internet</td>
<td>65%</td>
</tr>
<tr>
<td>Magazine (print)</td>
<td>63%</td>
</tr>
<tr>
<td>Blogs</td>
<td>62%</td>
</tr>
<tr>
<td>TV (live)</td>
<td>48%</td>
</tr>
<tr>
<td>Newspaper (print)</td>
<td>48%</td>
</tr>
<tr>
<td>Social media</td>
<td>41%</td>
</tr>
<tr>
<td>TV (online)</td>
<td>40%</td>
</tr>
<tr>
<td>Radio (online)</td>
<td>40%</td>
</tr>
<tr>
<td>Newspaper (online)</td>
<td>34%</td>
</tr>
<tr>
<td>Radio (live)</td>
<td>29%</td>
</tr>
<tr>
<td>OOH</td>
<td>28%</td>
</tr>
</tbody>
</table>

Average excluding magazines: 45%*

BASE: AMONGST WEEKLY USERS OF EACH MEDIA

*ALSO EXCLUDING OOH
Passion drives greater response

THOSE WHO FEEL PASSIONATELY ABOUT MAGAZINES VS. THOSE DON’T

- 8 x more likely to trust the brands featured in magazines
- 4 x more confident about buying products featured or advertised in magazines
- 4 x more willing to pay for content
- 3 x more informed about new products/the latest trends
- 2 x as likely to feel encouraged to consider products featured
# Passion drives greater response

## % Top 2 box agreement

<table>
<thead>
<tr>
<th>I FEEL PASSIONATELY ABOUT MAGAZINES</th>
<th>Strongly/Slightly Agree</th>
<th>Strongly/Slightly Disagree</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is only associated with brands I trust</td>
<td>61%</td>
<td>7%</td>
<td>777%</td>
</tr>
<tr>
<td>I trust what I read/see/hear</td>
<td>68%</td>
<td>14%</td>
<td>387%</td>
</tr>
<tr>
<td>Is something I’m willing to pay for</td>
<td>72%</td>
<td>18%</td>
<td>295%</td>
</tr>
<tr>
<td>I look forward to spending time with it</td>
<td>85%</td>
<td>22%</td>
<td>284%</td>
</tr>
<tr>
<td>Makes me more confident about buying products featured or advertised here</td>
<td>79%</td>
<td>21%</td>
<td>282%</td>
</tr>
<tr>
<td>Helps me feel connected</td>
<td>73%</td>
<td>24%</td>
<td>206%</td>
</tr>
<tr>
<td>Is critical to keeping me informed about new products/the latest trends</td>
<td>72%</td>
<td>24%</td>
<td>201%</td>
</tr>
<tr>
<td>Provides me with information I trust on trends, brands or products</td>
<td>84%</td>
<td>29%</td>
<td>185%</td>
</tr>
<tr>
<td>I enjoy the experience of interacting with this media</td>
<td>87%</td>
<td>33%</td>
<td>165%</td>
</tr>
<tr>
<td>Is a fantastic source of inspiration</td>
<td>84%</td>
<td>33%</td>
<td>156%</td>
</tr>
<tr>
<td>Encourages me to consider products</td>
<td>84%</td>
<td>38%</td>
<td>121%</td>
</tr>
<tr>
<td>Provides me with personally relevant news and gossip</td>
<td>76%</td>
<td>36%</td>
<td>110%</td>
</tr>
<tr>
<td>Is a great way to treat myself to ‘me-time’</td>
<td>88%</td>
<td>52%</td>
<td>68%</td>
</tr>
<tr>
<td>Is a great source of entertainment</td>
<td>89%</td>
<td>53%</td>
<td>68%</td>
</tr>
<tr>
<td>Is a good way to get specific information about my interests</td>
<td>84%</td>
<td>50%</td>
<td>67%</td>
</tr>
<tr>
<td>Helps me relax or wind down</td>
<td>90%</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>Gives me a welcome break from something else I might be doing</td>
<td>91%</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Is a great way to pass the time</td>
<td>88%</td>
<td>71%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Passion drives greater response

Readers are **57% more likely** to have purchased products advertised in magazines they trust.

Readers are **29% more likely** to have purchased products advertised in magazines they have confidence in.

Readers are **20% more likely** to have purchased products advertised in magazines they love.
Readers 57% more likely to have purchased products advertised in magazines they trust

Impact of trust on purchase

% Bought products or services mentioned in the magazine/website

- I trust this magazine - Strongly Agree: 33%
- I trust this magazine - Slightly Agree: 26%
- I trust this magazine - Neither/Slightly/Strongly Disagree: 21%

BASE: STRONGLY AGREE (N=172), SLIGHTLY AGREE (N=290), NEITHER/SLIGHTLY/STRONGLY DISAGREE (N=390)
Reader 29% more likely to have purchased products advertised in magazines they have confidence in

Impact of confidence on purchase

% Bought products or services mentioned in the magazine/website

<table>
<thead>
<tr>
<th>Confidence Level</th>
<th>% Bought Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>31%</td>
</tr>
<tr>
<td>Slightly Agree</td>
<td>25%</td>
</tr>
<tr>
<td>Neither/Slightly/Strongly Disagree</td>
<td>24%</td>
</tr>
</tbody>
</table>

BASE: STRONGLY AGREE (N=180), SLIGHTLY AGREE (N=283), NEITHER/SLIGHTLY/STRONGLY DISAGREE (N=182)
Readers 20% more likely to have purchased products advertised in magazines they love

Impact of passion on purchase

% Bought products or services mentioned in the magazine/website

- I love this magazine - Strongly Agree: 30%
- I love this magazine - Slightly Agree: 28%
- I love this magazine - Neither/Slightly/Strongly Disagree: 25%

BASE: STRONGLY AGREE (N=199), SLIGHTLY AGREE (N=277), NEITHER/SLIGHTLY/STRONGLY DISAGREE (N=175)
Perceived curation of ads drives contextual relevance

Most ads seen to have a natural fit with the magazines they feature in:

- **47%** believe the ad(s) fit very well
- **41%** believe the ad(s) fit fairly well
Most ads seen to have a natural fit with the magazine it featured in

Fit of ads with magazines

- It fit very well: 47%
- It fit fairly well: 41%
- It didn’t fit at all: 7%
- Not sure: 5%
Ads featured in Food and Lifestyle magazines seen to have the most natural fit

Fit of ad with magazine type

- **Lifestyle**: It fit very well - 54%, It fit fairly well - 38%, It didn’t fit at all - 8%, Not sure - 5%
- **Fashion**: It fit very well - 51%, It fit fairly well - 41%, It didn’t fit at all - 9%, Not sure - 5%
- **Food**: It fit very well - 56%, It fit fairly well - 32%, It didn’t fit at all - 8%, Not sure - 9%
- **Home**: It fit very well - 49%, It fit fairly well - 33%, It didn’t fit at all - 6%, Not sure - 6%
- **Health**: It fit very well - 33%, It fit fairly well - 51%, It didn’t fit at all - 5%, Not sure - 6%
- **Weeklies**: It fit very well - 38%, It fit fairly well - 8%, It didn’t fit at all - 8%, Not sure - 8%
Contextual relevance drives impact

**Ad fit with magazine drives:**

- Desire to buy/use the advertised product by **61%**
- Desire to find out more about the product by **59%**
- Desire to buy/use OR find out more about the advertised product by **65%**
Contextual relevance important to driving impact

Response to advertising by claimed fit

<table>
<thead>
<tr>
<th>Difference</th>
<th>Ad fits very well</th>
<th>Ad fits fairly well</th>
</tr>
</thead>
<tbody>
<tr>
<td>61%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>59%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>37%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>63%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>71%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 29% I wanted to buy/use what was being advertised
- 28% I felt more positive about what was being advertised
- 27% I wanted to go online/into a store to find out more about what was being advertised
- 26% It made me more likely to consider what was being advertised
- 26% It increased my desire for the product
- 24% I felt more informed about what was being advertised
- 22% I wanted to talk to other people about what was being advertised/the ad
- 18% I wanted to see the ad again or other ads from this brand
Magazines build brands at all stages of the customer journey

- **Discovery** (awareness)
- **Familiarity** (brand I know a lot about)
- **Relevance** (for people like me)
- **Intrigue** (brand I want to find out more about)
- **Desire** (brand I would like to own)
- **Commitment** (T2B purchase intent)
- **Advocacy** (brand I want to tell others about)
Magazines establish the presence of brands

Drive brand discovery by 40%

Build familiarity by 56%
Magazines build desire for brands

*Increase brand relevance by 50%*

*Build desire by 43%*

*Drive intrigue by 36%*
Magazines drive purchase and amplify brands

Build commitment to purchase by 27%

Drive advocacy by 69%
Not only does magazine advertising drive discovery, it builds intrigue, desire, commitment and advocacy

Impact of magazine advertising

- **Discovery**: +40%
- **Familiarity**: +56%
- **Relevance**: +50%
- **Intrigue**: +36%
- **Desire**: +43%
- **Commitment**: +27%
- **Advocacy**: +69%
Not only does magazine advertising drive discovery, it builds intrigue, desire, commitment and advocacy.

**Impact of magazine advertising**

**Awareness** (% prompted aware)
- Not seen advert: 57%
- Seen advert: 80% (+40%)

**Consideration** (% Very/somewhat likely to purchase)
- Not seen advert: 52%
- Seen advert: 66% (+27%)

**Brand perceptions** (% Strongly/somewhat agree)
- A brand I want to tell others about: 13% to 22% (+69%)
- A brand I want to find out more about: 14% to 19% (+36%)
- Is for people like me: 26% to 39% (+50%)
- I have a good feeling about this brand: 27% to 41% (+52%)
- A brand I know a lot about: 18% to 28% (+56%)
- Is one of my favourites: 19% to 30% (+58%)
- A brand I would like to own: 21% to 30% (+43%)
- A brand I trust: 32% to 46% (+44%)
85% of food magazine readers regularly read online magazines.
85% of food magazine readers read online magazines

Cross Readership

- Read Print ONLY: 14%
- Read Print & Digital: 25%
- Read Digital ONLY: 60%
Food magazines build confidence and knowledge

1 in 5 readers turn to magazines for cooking confidence

82% of readers are influenced by the content in food magazines

1 in 3 readers learnt something new or surprising last time they read a food magazine

84% of readers are inspired by food magazines

1 in 5 bought products featured in the latest food magazines
Food magazines build confidence and knowledge

Category attitudes

- The content is relevant to me: 94%
- I feel positive about this magazine brand: 91%
- I have confidence in what this magazine brand tells me: 87%
- I trust this magazine brand: 87%
- This magazine brand creates their content for people like me: 84%
- I am often inspired by what I read in this magazine: 84%
- I look forward to reading articles in this magazine: 82%
- I have been influenced by the articles I have read in this magazine: 82%
- I love this magazine brand: 78%
- I feel I can relate to other readers of this magazine brand: 77%
- I am more in-the-know after reading the magazine: 75%
- I feel close to this magazine brand: 72%
- The recommended or featured products in this magazine have been chosen to...: 72%
- I am fascinated by what I read in this magazine: 69%
- I have been influenced by the recommended or featured products I have seen in...: 66%
- It’s my preferred magazine brand: 65%
- The ads in this magazine have been chosen to suit readers like me: 65%
- I often find the ads in this magazine interesting: 60%
- I have been influenced by the ads I have seen in this magazine: 58%
1 in 3 readers learnt something new or surprising last time they read a food magazine

Outcome from reading Food magazine

- Information about things I’m interested in
  - Magazines (Print or Online): 47%, 48%, 46%
  - Print: 44%, 46%, 43%
  - Online: 47%, 48%, 46%

- Inspiration
  - Magazines (Print or Online): 31%, 36%
  - Print: 31%, 36%
  - Online: 28%

- Learnt something new or surprising
  - Magazines (Print or Online): 25%
  - Print: 21%
  - Online: 35%

- Relaxation
  - Information on brands and products
  - Confidence/expertise in a new skill
  - Education
1 in 5 have bought products featured in the latest food magazines

Call to action

- Did something: 67% Magazines (Print or Online), 53% Online
- Visited the magazine’s social media pages: 8% Print, 11% Online
- Visited the magazine’s website: 9% Print, 21% Online
- Discussed with others about what I read: 21% Print, 26% Online, 18% Print
- Searched for information about products or services mentioned in the magazine/website: 22% Print, 24% Online, 21% Print
- Bought products or services mentioned in the magazine/website: 20% Print, 24% Online, 18% Print
85% of online readers browse food magazines, spending on average 37.7mins per visitation.
85% of readers browse food magazines online.

Website interaction:

- Went to the website to browse: 48%
- Went directly to the article/section I was interested in, and then read other articles: 37%
- Read my favourite section(s): 15%

Average time spent: 37.7mins
Food magazines establish the presence of brands

Drive brand discovery by 44%

Build familiarity by 56%
Food magazines establish the presence of brands

Impact of advertising in Food magazines on consumer journey

- Discovery: +44%
- Familiarity: +56%
- Relevance: +41%
- Intrigue: +36%
- Desire: +39%
- Commitment: +24%
- Advocacy: +57%

Total Magazines
- +40%
- +56%
- +50%
- +36%
- +43%
- +27%
- +69%
Food magazines drive discovery and familiarity

Impact of advertising in Food magazines on consumer journey

**Awareness** (% prompted aware)
- Not seen advert: 54%
- Seen advert: 78%
  - Increase: +44%

**Consideration** (% Very/somewhat likely to purchase)
- Not seen advert: 54%
- Seen advert: 67%
  - Increase: +24%

**Brand perceptions** (% Strongly/somewhat agree)
- A brand I want to tell others about: +57%
- A brand I want to find out more about: +36%
- Is for people like me: +41%
- I have a good feeling about this brand: +45%
- A brand I know a lot about: +56%
- Is one of my favourites: +45%
- A brand I would like to own: +39%
- A brand I trust: +39%
- A brand I have a good feeling about: +50%
LIFESTYLE
Half of Lifestyle magazine readers read online magazines.
Half of Lifestyle magazine readers read online magazines

Cross Readership

- Read Printr ONLY: 51%
- Read Print & Digital: 21%
- Read Digital ONLY: 28%
Lifestyle magazine readers spend the longest engaged, at 1 hour 23 mins per issue (print) and 41 mins online.
Lifestyle magazines a primary source of **entertainment** and relaxation

83% of readers look forward to reading the articles
Lifestyle magazines a primary source of entertainment and relaxation

Outcome from reading Lifestyle magazine

- Entertainment: 46% (Print), 44% (Online), 48% (Magazines)
- Relaxation: 43% (Print), 29% (Online), 49% (Magazines)
- Gossip or celebrity updates: 36% (Print), 35% (Online), 39% (Magazines)
- Information about things I’m interested in: 33% (Print), 37% (Online)
- Amusement: 25% (Print), 26% (Online), 25% (Magazines)
- Learnt something new or surprising: 21% (Print), 23% (Online), 17% (Magazines)
79% of readers trust Lifestyle magazines

72% have confidence in what it tells them

72% of readers are inspired by what they read in Lifestyle magazines
Lifestyle magazines highly trusted and inspiring

- I look forward to reading articles in this magazine: 83%
- The content is relevant to me: 82%
- I feel positive about this magazine brand: 80%
- I trust this magazine brand: 79%
- This magazine brand creates their content for people like me: 77%
- I feel I can relate to other readers of this magazine brand: 76%
- I have confidence in what this magazine brand tells me: 72%
- I am often inspired by what I read in this magazine: 72%
- I love this magazine brand: 71%
- It’s my preferred magazine brand: 71%
- I feel close to this magazine brand: 71%
- I am more in-the-know after reading the magazine: 71%

The recommended or featured products in this magazine have been chosen to:
- 70%

The ads in this magazine have been chosen to suit readers like me:
- 66%

I am fascinated by what I read in this magazine: 66%

I have been influenced by the articles I have read in this magazine: 64%

I have been influenced by the recommended or featured products I have seen in:
- 62%

I often find the ads in this magazine interesting: 58%

I have been influenced by the ads I have seen in this magazine: 56%
Lifestyle magazines build desire for brands

Increase brand relevance by 58%

Build desire by 47%
Lifestyle magazines drive brand relevance and desire

Impact of advertising in Lifestyle magazines on consumer journey

- Discovery: +31%
- Familiarity: +53%
- Relevance: +58%
- Intrigue: +33%
- Desire: +47%
- Commitment: +33%
- Advocacy: +45%

Total Magazines
- +40%
- +56%
- +50%
- +36%
- +43%
- +27%
- +69%
Lifestyle magazines drive brand relevance and desire

Impact of advertising in Lifestyle magazines on consumer journey

**Awareness**
(% prompted aware)

<table>
<thead>
<tr>
<th></th>
<th>Not seen advert</th>
<th>Seen advert</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not seen advert</td>
<td>65%</td>
<td>85%</td>
<td>+31%</td>
</tr>
<tr>
<td>Seen advert</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Consideration**
(% Very/somewhat likely to purchase)

<table>
<thead>
<tr>
<th></th>
<th>Not seen advert</th>
<th>Seen advert</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not seen advert</td>
<td>49%</td>
<td>65%</td>
<td>+33%</td>
</tr>
<tr>
<td>Seen advert</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Brand perceptions**
(% Strongly/somewhat agree)

<table>
<thead>
<tr>
<th>A brand I want to tell others about</th>
<th>A brand I want to find out more about</th>
<th>Is for people like me</th>
<th>I have a good feeling about this brand</th>
<th>A brand I know a lot about</th>
<th>Is one of my favourites</th>
<th>A brand I would like to own</th>
<th>A brand I trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>+89%</td>
<td>+33%</td>
<td>+58%</td>
<td>+63%</td>
<td>+53%</td>
<td>+61%</td>
<td>+47%</td>
<td>+45%</td>
</tr>
<tr>
<td>9%</td>
<td>17%</td>
<td>12%</td>
<td>16%</td>
<td>26%</td>
<td>24%</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>Not seen</td>
<td>Not seen</td>
<td>Not seen</td>
<td>Not seen</td>
<td>Not seen</td>
<td>Not seen</td>
<td>Not seen</td>
<td>Not seen</td>
</tr>
<tr>
<td>Seen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[81]
65% of Fashion magazine readers regularly read online magazines

39% of Fashion magazine readers only read online
Half of Lifestyle magazine readers read online magazines

Cross Readership

- Read Print ONLY: 35%
- Read Print & Digital: 26%
- Read Digital ONLY: 39%
Fashion decisions are inspired and influenced by magazines

- 3 out of 4 readers are inspired by Fashion magazines
- 77% of readers are more informed after reading Fashion magazines
- 68% of readers have been influenced by ads in Fashion magazines
- 72% of readers have been influenced by recommended or featured products
Fashion decisions are inspired and influenced by magazines

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel positive about this magazine brand</td>
<td>86%</td>
</tr>
<tr>
<td>This magazine brand creates their content for people like me</td>
<td>79%</td>
</tr>
<tr>
<td>The content is relevant to me</td>
<td>79%</td>
</tr>
<tr>
<td>I look forward to reading articles in this magazine</td>
<td>78%</td>
</tr>
<tr>
<td>I am often inspired by what I read in this magazine</td>
<td>77%</td>
</tr>
<tr>
<td>I am more in-the-know after reading the magazine</td>
<td>77%</td>
</tr>
<tr>
<td>I often find the ads in this magazine interesting</td>
<td>76%</td>
</tr>
<tr>
<td>I trust this magazine brand</td>
<td>75%</td>
</tr>
<tr>
<td>I am fascinated by what I read in this magazine</td>
<td>75%</td>
</tr>
<tr>
<td>I feel I can relate to other readers of this magazine brand</td>
<td>75%</td>
</tr>
<tr>
<td>The recommended or featured products in this magazine have been chosen to</td>
<td>75%</td>
</tr>
<tr>
<td>I have confidence in what this magazine brand tells me</td>
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</tr>
<tr>
<td>I love this magazine brand</td>
<td>73%</td>
</tr>
<tr>
<td>I have been influenced by the recommended or featured products I have seen</td>
<td>72%</td>
</tr>
<tr>
<td>I have been influenced by the articles I have read in this magazine</td>
<td>69%</td>
</tr>
<tr>
<td>I have been influenced by the ads I have seen in this magazine</td>
<td>68%</td>
</tr>
<tr>
<td>I feel close to this magazine brand</td>
<td>67%</td>
</tr>
<tr>
<td>It’s my preferred magazine brand</td>
<td>66%</td>
</tr>
</tbody>
</table>
Fashion magazines drive
1 out of 4
readers to search for your brand
Fashion magazines drive 1 out of 4 readers to search for your brand.

Call to action:

- 70% of readers who did something.
- 74% of readers who visited the magazine's social media pages.
- 12% of readers who visited the magazine's website.
- 27% of readers who discussed with others about what they read.
- 30% of readers who searched for information about products or services mentioned in the magazine/website.
- 21% of readers who bought products or services mentioned in the magazine/website.
Fashion magazines build desire for brands

Build desire by 42%

Drive advocacy by 63%
Fashion magazines drive desire and advocacy

Impact of advertising in Fashion magazines on consumer journey

DISCOVERY +39%
FAMILIARITY +55%
RELEVANCE +56%
INTRIGUE +38%
DESIRE +42%
COMMITMENT +20%
ADVOCACY +63%

Total Magazines

+40%
+56%
+50%
+36%
+43%
+27%
+69%
Fashion magazines drive desire and advocacy

Impact of advertising in Fashion magazines on consumer journey

**Awareness** (% prompted aware)
- Not seen advert: 54%
- Seen advert: 75% (+39%)

**Consideration** (% Very/somewhat likely to purchase)
- Not seen advert: 55%
- Seen advert: 66% (+20%)

**Brand perceptions** (% Strongly/somewhat agree)
- A brand I want to tell others about: +63%
- A brand I want to find out more about: +38%
- Is for people like me: +56%
- I have a good feeling about this brand: +50%
- A brand I know a lot about: +55%
- Is one of my favourites: +60%
- A brand I would like to own: +42%
- A brand I trust: +42%

- Not seen: 16% 26%
- Seen: 16% 22%
- Not seen: 27% 42%
- Seen: 28% 42%
- Not seen: 22% 34%
- Seen: 32% 20%
- Not seen: 24% 34%
- Seen: 31% 44%
Half of home magazine readers regularly read online magazines.
Half of Home magazine readers read online magazines.

Cross Readership:

- Read Print ONLY: 46%
- Read Print & Digital: 23%
- Read Digital ONLY: 30%
85% of readers love Home magazines

88% of readers are inspired around the home by magazines

83% of readers are fascinated by the content in Home magazines
3 out of 4 readers have been influenced by the recommended or featured products.

84% of readers are influenced by Home magazines.

2 out of 3 readers have been influenced by the ads.
84% of readers are influenced by Home magazines

- I feel positive about this magazine brand: 93%
- The content is relevant to me: 93%
- I look forward to reading articles in this magazine: 91%
- This magazine brand creates their content for people like me: 90%
- I have confidence in what this magazine brand tells me: 88%
- I am often inspired by what I read in this magazine: 88%
- I trust this magazine brand: 88%
- I am more in-the-know after reading the magazine: 87%
- I love this magazine brand: 85%
- The recommended or featured products in this magazine have been chosen to suit readers like me: 84%
- I have been influenced by the articles I have read in this magazine: 84%
- I am fascinated by what I read in this magazine: 83%
- I feel I can relate to other readers of this magazine brand: 80%
- It's my preferred magazine brand: 79%
- I feel close to this magazine brand: 78%
- I have been influenced by the recommended or featured products I have seen in this magazine: 77%
- The ads in this magazine have been chosen to suit readers like me: 77%
- I often find the ads in this magazine interesting: 73%
- I have been influenced by the ads I have seen in this magazine: 67%
Home magazines drive familiarity, commitment and advocacy

Double your brand advocacy

Build familiarity by 60%

Build commitment to purchase by 30%
Home magazines drive familiarity, commitment and advocacy

Impact of advertising in Home magazines on consumer journey

- **Discovery**: +38%
- **Familiarity**: +60%
- **Relevance**: +54%
- **Intrigue**: +22%
- **Desire**: +33%
- **Commitment**: +38%
- **Advocacy**: +100%

*Total Magazines*

- +40%
- +56%
- +50%
- +36%
- +43%
- +27%
- +69%
Home magazines drive familiarity, commitment and advocacy

Impact of advertising in Home magazines on consumer journey

Awareness
(% prompted aware)

<table>
<thead>
<tr>
<th>Not seen advert</th>
<th>Seen advert</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td>80%</td>
<td>+38%</td>
</tr>
</tbody>
</table>

Consideration
(% Very/somewhat likely to purchase)

<table>
<thead>
<tr>
<th>Not seen advert</th>
<th>Seen advert</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>66%</td>
<td>+38%</td>
</tr>
</tbody>
</table>

Brand perceptions
(% Strongly/somewhat agree)

- A brand I want to tell others about: +100%
- A brand I want to find out more about: +20%
- Is for people like me: +54%
- I have a good feeling about this brand: +60%
- A brand I know a lot about: +60%
- Is one of my favourites: +82%
- A brand I would like to own: +33%
- A brand I trust: +45%

Not seen | Seen
---------|--------
11% | 22%
15% | 18%
24% | 37%
25% | 40%
15% | 24%
17% | 31%
18% | 24%
29% | 42%
HEALTH
Half of Health magazine readers regularly read online magazines.

1 in 3 read online only.
Half of Health magazine readers read online magazines

Cross Readership

- Read Paper ONLY: 51%
- Read Paper & Digital: 14%
- Read Digital ONLY: 35%
Health magazine build trust and confidence

- 84% of readers trust the advice in Health magazines
- 80% of readers have confidence in what Health magazines tell them
- 81% of readers feel more informed after reading Health magazines
Ads in Health magazines are seen to be curated and influential

79% of readers believe the ads are curated to suit them

2 out of 3 are influenced by the ads in Health magazines
79% of readers believe the ads are curated to suit them, and so 2 out of 3 are influenced by the ads in Health magazines

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I look forward to reading articles in this magazine</td>
<td>86%</td>
</tr>
<tr>
<td>I feel positive about this magazine brand</td>
<td>84%</td>
</tr>
<tr>
<td>The content is relevant to me</td>
<td>84%</td>
</tr>
<tr>
<td>I trust this magazine brand</td>
<td>84%</td>
</tr>
<tr>
<td>I am more in-the-know after reading the magazine</td>
<td>81%</td>
</tr>
<tr>
<td>I feel I can relate to other readers of this magazine brand</td>
<td>81%</td>
</tr>
<tr>
<td>I have confidence in what this magazine brand tells me</td>
<td>80%</td>
</tr>
<tr>
<td>I am fascinated by what I read in this magazine</td>
<td>80%</td>
</tr>
<tr>
<td>The recommended or featured products in this magazine have been chosen to</td>
<td>79%</td>
</tr>
<tr>
<td>The ads in this magazine have been chosen to suit readers like me</td>
<td>79%</td>
</tr>
<tr>
<td>This magazine brand creates their content for people like me</td>
<td>76%</td>
</tr>
<tr>
<td>I love this magazine brand</td>
<td>76%</td>
</tr>
<tr>
<td>I have been influenced by the articles I have read in this magazine</td>
<td>76%</td>
</tr>
<tr>
<td>I am often inspired by what I read in this magazine</td>
<td>74%</td>
</tr>
<tr>
<td>I feel close to this magazine brand</td>
<td>74%</td>
</tr>
<tr>
<td>I often find the ads in this magazine interesting</td>
<td>71%</td>
</tr>
<tr>
<td>It’s my preferred magazine brand</td>
<td>69%</td>
</tr>
<tr>
<td>I have been influenced by the ads I have seen in this magazine</td>
<td>66%</td>
</tr>
<tr>
<td>I have been influenced by the recommended or featured products I have seen</td>
<td>63%</td>
</tr>
</tbody>
</table>
Health magazines drive intrigue, desire and advocacy

Build desire by 75%

Drive intrigue by 57%

Drive advocacy by 92%
Health magazines drive intrigue, desire and advocacy

Impact of advertising in Health magazines on consumer journey

**Total Magazines**

- Discovery: +43%
- Familiarity: +42%
- Relevance: +33%
- Intrigue: +57%
- Desire: +75%
- Commitment: +17%
- Advocacy: +92%

- +40%
- +56%
- +50%
- +36%
- +43%
- +27%
- +69%
Health magazines drive intrigue, desire and advocacy

Impact of advertising in Health magazines on consumer journey

**Awareness**
(% prompted aware)

- Not seen advert: 53%
- Seen advert: 76%
- Increase: +43%

**Consideration**
(% Very/somewhat likely to purchase)

- Not seen advert: 54%
- Seen advert: 63%
- Increase: +17%

**Brand perceptions**
(% Strongly/somewhat agree)

- A brand I want to tell others about: +92%
- A brand I want to find out more about: +57%
- Is for people like me: +33%
- I have a good feeling about this brand: +85%
- A brand I know a lot about: +42%
- Is one of my favourites: +50%
- A brand I would like to own: +75%
- A brand I trust: +26%

- Not seen: 12% 23%
- Seen: 14% 22% 27% 36% 26% 48% 19% 27% 18% 27% 20% 35% 34% 43%

[109]
1 in 3 weekly magazine readers read online magazines

Cross Readership

- Read Paper ONLY: 66%
- Read Paper & Digital: 25%
- Read Digital ONLY: 10%
89% of Weekly magazine readers look forward to each edition
Weekly magazine readers are highly engaged

70% of Weekly print magazine readers read at least 70% of the content.

Online weekly readers read on average 5.7 articles per visit.
89% of Weekly magazine readers look forward to each edition

- I look forward to reading articles in this magazine: 89%
- I feel positive about this magazine brand: 85%
- The content is relevant to me: 84%
- I feel I can relate to other readers of this magazine brand: 81%
- I love this magazine brand: 79%
- This magazine brand creates their content for people like me: 79%
- I am fascinated by what I read in this magazine: 77%
- It's my preferred magazine brand: 76%
- I trust this magazine brand: 75%
- I feel close to this magazine brand: 74%
- I am often inspired by what I read in this magazine: 72%
- I am more in-the-know after reading the magazine: 71%
- The recommended or featured products in this magazine have been chosen to…: 68%
- I have confidence in what this magazine brand tells me: 68%
- The ads in this magazine have been chosen to suit readers like me: 63%
- I have been influenced by the articles I have read in this magazine: 61%
- I often find the ads in this magazine interesting: 60%
- I have been influenced by the recommended or featured products I have seen in…: 56%
- I have been influenced by the ads I have seen in this magazine: 49%
Weekly magazines drive desire and advocacy

Build desire by 45%

Drive advocacy by 77%
Weekly magazines drive desire and advocacy

Impact of advertising in Weekly magazines on consumer journey

**Total Magazines**
- Discovery: +40%
- Familiarity: +56%
- Relevance: +50%
- Intrigue: +36%
- Desire: +43%
- Commitment: +27%
- Advocacy: +69%
Weekly magazines drive desire and advocacy

Impact of advertising in Weekly magazines on consumer journey

**Awareness** (% prompted aware)
- Not seen advert: 60%
- Seen advert: 81%

**Consideration** (% Very/somewhat likely to purchase)
- Not seen advert: 51%
- Seen advert: 66%

**Brand perceptions** (% Strongly/somewhat agree)
- A brand I want to tell others about: +77%
- A brand I want to find out more about: +36%
- Is for people like me: +36%
- I have a good feeling about this brand: +41%
- A brand I know a lot about: +44%
- Is one of my favourites: +61%
- A brand I would like to own: +45%
- A brand I trust: +37%
MAGAZINES ARE THE MOST TRUSTED SOURCE OF INFORMATION ON BRANDS AND PRODUCTS

MAGAZINES REACH YOUR MOST VALUABLE CUSTOMERS

PASSION FOR MAGAZINES DRIVES RESPONSE

MAGAZINE BRANDS ARE NO LONGER JUST PRINT

MAGAZINES DELIVER CURATED CONTENT THAT INSPIRES AND INFLUENCES

MAGAZINES REACH YOUR MOST INFLUENTIAL CUSTOMERS

MAGAZINES BUILD BRANDS AT ALL STAGES OF THE CUSTOMER JOURNEY

MAGAZINES PROVIDE A DEEPLY ENGAGED AUDIENCE FOR YOUR BRAND
Impact by advertising type
Magazine advertising for appliances drives intrigue and desire, as well as initial discovery.

Impact of magazine advertising - Appliances

- Discovery: +54%
- Familiarity: +25%
- Relevance: +33%
- Intrigue: +41%
- Desire: +40%
- Commitment: +13%
- Advocacy: +63%
Magazine advertising for appliances drives intrigue and desire, as well as initial discovery.

Impact of magazine advertising - Appliances

**Awareness** (% prompted aware)
- Not seen advert: 48%
- Seen advert: 74%
- Increase: +54%

**Consideration** (% Very/somewhat likely to purchase)
- Not seen advert: 60%
- Seen advert: 68%
- Increase: +13%

**Brand perceptions** (% Strongly/somewhat agree)
- A brand I want to tell others about: +63%
- A brand I want to find out more about: +41%
- Is for people like me: +33%
- I have a good feeling about this brand: +27%
- A brand I know a lot about: +25%
- Is one of my favourites: +38%
- A brand I would like to own: +40%
- A brand I trust: +45%

Not seen | Seen
---|---
A brand I want to tell others about | 16% | 26%
A brand I want to find out more about | 17% | 24%
Is for people like me | 27% | 36%
I have a good feeling about this brand | 33% | 42%
A brand I know a lot about | 20% | 25%
Is one of my favourites | 21% | 29%
A brand I would like to own | 30% | 42%
A brand I trust | 38% | 55%
Advertising cars via magazines builds familiarity, desire and commitment to purchase, as well as advocacy for the brand.

Impact of magazine advertising - Automotive

- Discovery: +13%
- Familiarity: +79%
- Relevance: +38%
- Intrigue: +14%
- Desire: +53%
- Commitment: +41%
- Advocacy: +80%
Advertising cars via magazines builds familiarity, desire and commitment to purchase, as well as advocacy for the brand.

Impact of magazine advertising - Automotive

**Awareness**
(% prompted aware)

- Not seen advert: 82%
- Seen advert: 93%
  - Change: +13%

**Consideration**
(% Very/somewhat likely to purchase)

- Not seen advert: 34%
- Seen advert: 48%
  - Change: +41%

**Brand perceptions**
(% Strongly/somewhat agree)

- A brand I want to tell others about: +80%
- A brand I want to find out more about: +14%
- Is for people like me: +38%
- I have a good feeling about this brand: +70%
- A brand I know a lot about: +79%
- Is one of my favourites: +46%
- A brand I would like to own: +53%
- A brand I trust: +33%
Magazine advertising of entertainment products (i.e. books, DVDs, events) impacts at all stages of the consumer journey

Impact of magazine advertising - Entertainment

- DISCOVERY: +69%
- FAMILIARITY: +75%
- RELEVANCE: +58%
- INTRIGUE: +43%
- DESIRE: +67%
- COMMITMENT: +44%
- ADVOCACY: +100%
Magazine advertising of entertainment products (i.e. books, DVDs, events) impacts at all stages of the consumer journey

Impact of magazine advertising - Entertainment

### Awareness
(% prompted aware)

- Not seen advert: 48%
- Seen advert: 81%

Awareness Impact: +69%

### Consideration
(% Very/somewhat likely to purchase)

- Not seen advert: 41%
- Seen advert: 59%

Purchase Consideration Impact: +44%

### Brand perceptions
(% Strongly/somewhat agree)

- A brand I want to tell others about: +100%
- A brand I want to find out more about: +43%
- Is for people like me: +58%
- I have a good feeling about this brand: +50%
- A brand I know a lot about: +75%
- Is one of my favourites: +70%
- A brand I would like to own: +67%

Brand perception changes:

- Not seen: 13%
- Seen: 26%
- Not seen: 21%
- Seen: 30%
- Not seen: 24%
- Seen: 38%
- Not seen: 26%
- Seen: 39%
- Not seen: 12%
- Seen: 21%
- Not seen: 10%
- Seen: 17%
- Not seen: 15%
- Seen: 25%
Advertising fashion and jewellery in magazines drives relevance and intrigue for your brand

Impact of magazine advertising – Fashion & Jewellery

- Discovery: +30%
- Familiarity: +47%
- Relevance: +61%
- Intrigue: +41%
- Desire: +30%
- Commitment: +27%
- Advocacy: +65%
Advertising fashion and jewellery in magazines drives relevance and intrigue for your brand.

Impact of magazine advertising – Fashion & Jewellery

**Awareness** (% prompted aware)
- Not seen advert: 57%
- Seen advert: 74%
- Change: +30%

**Consideration** (% Very/somewhat likely to purchase)
- Not seen advert: 48%
- Seen advert: 61%
- Change: +27%

**Brand perceptions** (% Strongly/somewhat agree)
- A brand I want to tell others about: +65%
- A brand I want to find out more about: +41%
- Is for people like me: +61%
- I have a good feeling about this brand: +65%
- A brand I know a lot about: +47%
- Is one of my favourites: +84%
- A brand I would like to own: +30%
- A brand I trust: +54%
Magazine advertising of food and drink builds familiarity, intrigue and desire

Impact of magazine advertising – Food & Drink

- DISCOVERY: +39%
- FAMILIARITY: +48%
- RELEVANCE: +30%
- INTRIGUE: +40%
- DESIRE: +41%
- COMMITMENT: +14%
- ADVOCACY: +64%
Magazine advertising of food and drink builds familiarity, intrigue and desire

Impact of magazine advertising – Food & Drink

**Awareness** (% prompted aware)

- Not seen advert: 56%
- Seen advert: 78%

**Consideration** (% Very/somewhat likely to purchase)

- Not seen advert: 65%
- Seen advert: 74%

**Brand perceptions** (% Strongly/somewhat agree)

- A brand I want to tell others about: +64%
- A brand I want to find out more about: +40%
- Is for people like me: +30%
- I have a good feeling about this brand: +47%
- A brand I know a lot about: +48%
- Is one of my favourites: +50%
- A brand I would like to own: +41%
- A brand I trust: +38%
Advertising healthcare products in magazines aids discovery and desire

Impact of magazine advertising – Healthcare

- Discovery +54%
- Familiarity +36%
- Relevance +31%
- Intrigue +30%
- Desire +56%
- Commitment +15%
- Advocacy +54%
Advertising healthcare products in magazines aids discovery and desire

Impact of magazine advertising – Healthcare

**Awareness** (% prompted aware)

<table>
<thead>
<tr>
<th>Not seen advert</th>
<th>Seen advert</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>86%</td>
<td>+54%</td>
</tr>
</tbody>
</table>

**Consideration** (% Very/somewhat likely to purchase)

<table>
<thead>
<tr>
<th>Not seen advert</th>
<th>Seen advert</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>78%</td>
<td>+15%</td>
</tr>
</tbody>
</table>

**Brand perceptions** (% Strongly/somewhat agree)

<table>
<thead>
<tr>
<th>Not seen</th>
<th>Seen</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>A brand I want to tell others about</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>A brand I want to find out more about</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Is for people like me</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>I have a good feeling about this brand</td>
<td>27%</td>
<td>41%</td>
</tr>
<tr>
<td>A brand I know a lot about</td>
<td>25%</td>
<td>34%</td>
</tr>
<tr>
<td>Is one of my favourites</td>
<td>22%</td>
<td>35%</td>
</tr>
<tr>
<td>A brand I would like to own</td>
<td>18%</td>
<td>28%</td>
</tr>
<tr>
<td>A brand I trust</td>
<td>44%</td>
<td>52%</td>
</tr>
</tbody>
</table>
Advertising skincare products in magazines drives commitment to purchase

Impact of magazine advertising – beautycare

- DISCOVERY: +39%
- FAMILIARITY: +61%
- RELEVANCE: +58%
- INTRIGUE: +31%
- DESIRE: +45%
- COMMITMENT: +29%
- ADVOCACY: +67%
Advertising skincare products in magazines drives commitment to purchase

Impact of magazine advertising – Skincare

**Awareness**

- % prompted aware:
  - Not seen advert: 57%
  - Seen advert: 79%
  - Difference: +39%

**Consideration**

- % Very/somewhat likely to purchase:
  - Not seen advert: 51%
  - Seen advert: 66%
  - Difference: +29%

**Brand perceptions**

- % Strongly/somewhat agree:
  - A brand I want to tell others about: +67%
  - A brand I want to find out more about: +31%
  - Is for people like me: +58%
  - I have a good feeling about this brand: +52%
  - A brand I know a lot about: +61%
  - Is one of my favourites: +67%
  - A brand I would like to own: +45%
  - A brand I trust: +48%
Advertising online/stores in magazines drives commitment and advocacy

Impact of magazine advertising – Retailers

- DISCOVERY: +46%
- FAMILIARITY: +53%
- RELEVANCE: +41%
- INTRIGUE: +31%
- DESIRE: N/A
- COMMITMENT: +24%
- ADVOCACY: +71%
Advertising online/stores in magazines drives commitment and advocacy

Impact of magazine advertising – Retailers

Awareness (% prompted aware)

- Not seen advert: 52%
- Seen advert: 76%
- Increase: +46%

Consideration (% Very/somewhat likely to purchase)

- Not seen advert: 54%
- Seen advert: 67%
- Increase: +24%

Brand perceptions (% Strongly/somewhat agree)

- A brand I want to tell others about: +71%
- A brand I want to find out more about: +31%
- Is for people like me: +41%
- I have a good feeling about this brand: +50%
- A brand I know a lot about: +53%
- Is one of my favourites: +63%
- A brand I trust: +39%
Adverts included in the study
Adverts from Cosmo
Adverts from Women’s Weekly
Adverts from Elle
Adverts from InStyle
Adverts from Marie Claire
Adverts from Vogue
Adverts from Gourmet Traveller
Adverts from Taste
Adverts from Woman’s Day
Adverts from Who
Adverts from That's life
### Top 2 Box Agreement

<table>
<thead>
<tr>
<th></th>
<th>Feel Passionately about Magazines (Print or Online)</th>
<th>Don’t Feel Passionately about Magazines (Print or Online)</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>I trust what I read/see/hear</td>
<td>75%</td>
<td>27%</td>
<td>174%</td>
</tr>
<tr>
<td>Is only associated with brands I trust</td>
<td>62%</td>
<td>28%</td>
<td>121%</td>
</tr>
<tr>
<td>Is a fantastic source of inspiration</td>
<td>89%</td>
<td>45%</td>
<td>98%</td>
</tr>
<tr>
<td>Is something I’m willing to pay for</td>
<td>76%</td>
<td>38%</td>
<td>97%</td>
</tr>
<tr>
<td>Helps me feel connected</td>
<td>88%</td>
<td>45%</td>
<td>96%</td>
</tr>
<tr>
<td>I enjoy the experience of interacting with this media</td>
<td>89%</td>
<td>51%</td>
<td>75%</td>
</tr>
<tr>
<td>Provides me with information I trust on trends, brands or products</td>
<td>85%</td>
<td>50%</td>
<td>70%</td>
</tr>
<tr>
<td>Is critical to keeping me informed about new products/the latest trends</td>
<td>76%</td>
<td>45%</td>
<td>68%</td>
</tr>
<tr>
<td>I look forward to spending time with it</td>
<td>84%</td>
<td>55%</td>
<td>52%</td>
</tr>
<tr>
<td>Is a good way to get specific information about my interests</td>
<td>86%</td>
<td>57%</td>
<td>51%</td>
</tr>
<tr>
<td>Encourages me to consider products</td>
<td>81%</td>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td>Makes me more confident about buying products featured or advertised here</td>
<td>74%</td>
<td>51%</td>
<td>45%</td>
</tr>
<tr>
<td>Helps me relax or wind down</td>
<td>94%</td>
<td>67%</td>
<td>41%</td>
</tr>
<tr>
<td>Is a great source of entertainment</td>
<td>88%</td>
<td>69%</td>
<td>28%</td>
</tr>
<tr>
<td>Is a great way to treat myself to ‘me-time’</td>
<td>92%</td>
<td>73%</td>
<td>26%</td>
</tr>
<tr>
<td>Gives me a welcome break from something else I might be doing</td>
<td>88%</td>
<td>72%</td>
<td>22%</td>
</tr>
<tr>
<td>Provides me with personally relevant news and gossip</td>
<td>80%</td>
<td>66%</td>
<td>20%</td>
</tr>
<tr>
<td>Is a great way to pass the time</td>
<td>88%</td>
<td>87%</td>
<td>1%</td>
</tr>
</tbody>
</table>

**BASE:** FEEL PASSIONATELY - STRONGLY/SLIGHTLY AGREE (N=51), DON’T FEEL PASSIONATELY – STRONGLY/SLIGHTLY DISAGREE/NEITHER (N=74)
Appendix:

Response to magazines by readers

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel positive about this magazine brand</td>
<td>87%</td>
</tr>
<tr>
<td>The content is relevant to me</td>
<td>87%</td>
</tr>
<tr>
<td>I look forward to reading articles in this magazine</td>
<td>85%</td>
</tr>
<tr>
<td>This magazine brand creates their content for people like me</td>
<td>81%</td>
</tr>
<tr>
<td>I trust this magazine brand</td>
<td>81%</td>
</tr>
<tr>
<td>I feel I can relate to other readers of this magazine brand</td>
<td>78%</td>
</tr>
<tr>
<td>I am often inspired by what I read in this magazine</td>
<td>78%</td>
</tr>
<tr>
<td>I have confidence in what this magazine brand tells me</td>
<td>78%</td>
</tr>
<tr>
<td>I love this magazine brand</td>
<td>77%</td>
</tr>
<tr>
<td>I am more in-the-know after reading the magazine</td>
<td>76%</td>
</tr>
<tr>
<td>I am fascinated by what I read in this magazine</td>
<td>74%</td>
</tr>
<tr>
<td>The recommended or featured products in this magazine (paper, website…)</td>
<td>73%</td>
</tr>
<tr>
<td>I feel close to this magazine brand</td>
<td>73%</td>
</tr>
<tr>
<td>I have been influenced by the articles I have read in this magazine</td>
<td>72%</td>
</tr>
<tr>
<td>It’s my preferred magazine brand</td>
<td>71%</td>
</tr>
<tr>
<td>The ads in this magazine have been chosen to suit readers like me</td>
<td>68%</td>
</tr>
<tr>
<td>I often find the ads in this magazine interesting</td>
<td>65%</td>
</tr>
<tr>
<td>I have been influenced by the ads I have seen in this magazine</td>
<td>59%</td>
</tr>
</tbody>
</table>
Magazines are associated with creativity, inspiration and fun

Words associated with magazines (online or print) – difference vs average of other media

<table>
<thead>
<tr>
<th>Difference</th>
<th>Creative</th>
<th>Inspiring</th>
<th>Fun</th>
<th>Relaxing</th>
<th>Informative</th>
<th>Engaging</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60%</td>
<td>46%</td>
<td>64%</td>
<td>63%</td>
<td>73%</td>
<td>58%</td>
</tr>
<tr>
<td>Magazine (print or online) users</td>
<td>34%</td>
<td>31%</td>
<td>46%</td>
<td>50%</td>
<td>65%</td>
<td>52%</td>
</tr>
<tr>
<td>Average</td>
<td>76%</td>
<td>49%</td>
<td>40%</td>
<td>27%</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>
On average print magazine readers have read 4 out of 6 of the last editions of their favourite magazines

Average: 3.8

<table>
<thead>
<tr>
<th>Number of Issues</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>11%</td>
</tr>
<tr>
<td>2</td>
<td>17%</td>
</tr>
<tr>
<td>3</td>
<td>18%</td>
</tr>
<tr>
<td>4</td>
<td>17%</td>
</tr>
<tr>
<td>5</td>
<td>9%</td>
</tr>
<tr>
<td>6 (or more)</td>
<td>29%</td>
</tr>
</tbody>
</table>

4 or more: 55%
84% of online magazine readers visit at least once per month

Monthly: 84%

- Average visit every 8 days
- Average number of days visit per year: 45.9
Readers are highly engaged

Average length of time read/visited (minutes)

Print Magazines

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Time (Minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle</td>
<td>83.1</td>
</tr>
<tr>
<td>Fashion</td>
<td>79.2</td>
</tr>
<tr>
<td>Food</td>
<td>76.5</td>
</tr>
<tr>
<td>Home</td>
<td>74.8</td>
</tr>
<tr>
<td>Health</td>
<td>75.0</td>
</tr>
<tr>
<td>Weeklies</td>
<td>75.9</td>
</tr>
<tr>
<td>All Magazines</td>
<td>77.3</td>
</tr>
</tbody>
</table>

Online Magazines

<table>
<thead>
<tr>
<th>Category</th>
<th>Average Time (Minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifestyle</td>
<td>40.7</td>
</tr>
<tr>
<td>Fashion</td>
<td>49.6</td>
</tr>
<tr>
<td>Food</td>
<td>37.7</td>
</tr>
<tr>
<td>Home</td>
<td>43.5</td>
</tr>
<tr>
<td>Health</td>
<td>45.7</td>
</tr>
<tr>
<td>Weeklies</td>
<td>41.7</td>
</tr>
<tr>
<td>All Magazines</td>
<td>41.7</td>
</tr>
</tbody>
</table>
Magazines allow you to reach people on multiple occasions

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Paper Engagement</th>
<th>Online Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning (before 10am)</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Midday (10am-2pm)</td>
<td>35%</td>
<td>31%</td>
</tr>
<tr>
<td>Afternoon (2-6pm)</td>
<td>38%</td>
<td>36%</td>
</tr>
<tr>
<td>Evening (6pm+)</td>
<td>49%</td>
<td>45%</td>
</tr>
</tbody>
</table>
Magazines evoke a positive response amongst readers

Emotions felt whilst reading magazines

- **NET Positive**: 82% (Print), 81% (Online)
- **NET Neutral**: 32% (Print), 24% (Online)
- **NET Negative**: 22% (Print), 20% (Online)
Entertained, interested, calm and happy primary emotions

Emotions felt whilst reading magazines

- Entertained: 37% Print, 39% Online
- Interested/Curious: 25% Print, 37% Online
- Calm: 30% Print, 22% Online
- Happy: 30% Print, 22% Online
- Inspired: 24% Print, 26% Online
- Amused: 13% Print, 9% Online
- Excited: 13% Print, 11% Online
- Focussed: 15% Print, 6% Online
- Tired: 8% Print, 7% Online
- Apathetic: 3% Print, 3% Online
- Bored: 8% Print, 8% Online
- Sad: 3% Print, 2% Online
- Worried: 2% Print, 2% Online
- Irritated: 3% Print, 2% Online
- Distracted: 5% Print, 4% Online
- Frustrated: 2% Print, 2% Online
Magazine brands are not just print

Cross Readership by Category

- Lifestyle: 21% Read Digital ONLY, 51% Read Paper ONLY, 28% Read Paper & Digital
- Fashion: 26% Read Digital ONLY, 35% Read Paper ONLY, 39% Read Paper & Digital
- Food: 25% Read Digital ONLY, 14% Read Paper ONLY, 60% Read Paper & Digital
- Home: 23% Read Digital ONLY, 46% Read Paper ONLY, 30% Read Paper & Digital
- Health: 14% Read Digital ONLY, 51% Read Paper ONLY, 35% Read Paper & Digital
- Weeklies: 25% Read Digital ONLY, 66% Read Paper ONLY, 10% Read Paper & Digital
Almost half of all readers doing so for specific content. 1 in 3 use magazines as a way to relax

Reasons for reading (Print or Online)

- I was interested in specific article(s) or content: 41%
- I wanted to get up to date on news and gossip: 19%
- I wanted to get up to date on trends, brands or products: 18%
- I wanted information I could trust: 14%
- I needed a way to pass time: 23%
- I was looking for a way to relax: 31%
- I wanted a break from what I was doing previously: 18%
- I wanted to do something enjoyable: 24%
Specific content driving consumption of food magazines more so than others

Reasons for reading (Print or Online)

- I was interested in specific article(s) or content
- I wanted to get up to date on news and gossip
- I wanted to get up to date on trends, brands or products
- I wanted information I could trust
- I needed a way to pass time
- I was looking for a way to relax
- I wanted a break from what I was doing previously
- I wanted to do something enjoyable