Methodology

We looked at home interiors and technology

We spoke to customers before and after reading magazines and/or tech review sites

The magazines spanned lifestyle and special interest categories

Our specialist partners used eye tracking to capture unconscious behaviour
Shortlisting
Magazines can get you on the shortlist

86% of kitchen buyers & 91% of bathroom buyers change their shortlisted brands

At this moment in time which brands are on your shortlist for your next item purchase?

Source: Home Truths

Base: Those who read a magazine with ads
Magazines narrow the brands under consideration

61% refined their shortlist after reading a magazine

59%

Source: Home Truths

At this moment in time which brands are on your shortlist for your next item purchase?

Base: Those who read a magazine with ads
Magazines influence preferred brands

Out of the brands you are considering for your next <item> purchase which ONE is your favourite?

Source: Home Truths

Base: Those who read a magazine with ads
Brands are worth paying more for

53% of homes interior buyers

Thinking about <brand> for your next <item> purchase, how well do the following words describe it?

Source: Home Truths

Base: Those who read a magazine with ads and planning to buy home interiors or tech
Boosting bathroom/kitchen budgets with print

81% maintained or increased their budget

44% increased their budget with an average increase of 39%

How much are you planning to spend on this item? (in £)

Source: Home Truths

Base: Those who read a magazine with ads
The power of display and editorial in print
Printed display advertising creates preferences

28% more likely to become preferred brand if that brand is advertised in magazine

43% more likely to become preferred brand if that brand is advertised in magazine

Out of the brands you are considering for your next item purchase which ONE is your favourite?

Source: Home Truths

Base: Those who read a magazine with ads
Magazines protect preferred status through advertising

84% more likely to remain preferred brand than brands not advertised

25% more likely to remain preferred brand than brands not advertised

Out of the brands you are considering for your next <item> purchase which ONE is your favourite?

Source: Home Truths  
Base: Those who read a magazine with ads
Display advertising boosts consumer budget

Without adverts

12%

11%

With adverts

21%

25%

changed their budget by x%

How much are you planning to spend on this item? (in £)

Source: Home Truth

Base: Those who read a magazine with ads
Relevantly placed display gets more attention

34% 66%
13% 87%

Source: Home Truths
Advertising in contextually relevant environments achieves more attention

8x more double takes

Source: Home Truths
Advertising in contextually relevant environments achieves more attention.

- 40% more share of attention
- Looked at for 38% longer
How do magazine brands cause these advertising effects
Magazine brands provide a valuable audience

25% of people are planning to spend £1,000 on furniture/moving house.

That's 8 million people.

Source: PAMCo (Homes Interest Titles)
Magazine environments are highly trusted

Source: Matter of Trust

Base sizes (interested in home décor and improvements): Home Interest & Food Magazine Readers 1,624 Social Media 635, Facebook 287, Twitter 63, Snapchat 51, Instagram 80, YouTube 154
Conclusions

• Magazines brands play a key role in the shortlisting process

• Magazines brands protect and even boost budgets. This applies to both print and review websites

• These effects are intensified by printed display advertising. There are opportunities for editorial and display to work in combination