MAGNETIC

HOME TRUTHS

FURNITURE
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

81% of furniture buyers change their shortlisted brands

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

Source: Home Truths
Magazines narrow the brands under consideration

57% of furniture buyers refined their shortlist after reading a magazine

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

Source: Home Truths
Magazines influence preferred brands

59% of furniture buyers changed their preferred brand after reading a magazine

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

Source: Home Truths
How can magazine brands help home interiors and tech brands with their current challenges?
Brands are worth paying more for

57% 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
Magazine advertising can maintain and boost consumer budgets
Protecting furniture budgets with print

71% maintained or increased their budget

30% increased their budget with an average increase of 2%

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

8% 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
Magazines protect preferred status through advertising

20% 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
Relevantly placed display gets more attention

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

- 40% more share of attention
- Looked at for 38% longer

Source: Home Truths
How do magazine brands cause these advertising effects
Magazine brands provide a valuable audience

25% 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