MAGNETIC

THE POWER OF CONTEXT
Published media provides brands with meaningful connections to consumers via a distinctive context.

Context

\[ \text{ˈkɒntekst/} \]

1. the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood.

Context is multi-layered, it is not just about where advertising is placed. The relationship consumers have with published media results in a distinctive mindset, which influences how advertising is consumed. Equally the dynamic that exists between published media and the advertising environment hindered by adblocking, this context provides a compelling opportunity for advertisers who want to meaningfully connect with consumers.
In a multi-screening world consumers still prepared to give published media solo attention

Readers don’t consume any other media at the same time

Newspapers: 60%
Magazines: 58%

Source: NewsworksPwC, The battle for attention 2016
Magazine and social media differ in terms of moodstate and this effects receptivity to ads

Positive shift in subjective wellbeing while consuming magazine content: +6%

Are more receptive to content when they are UPBEAT: 24%

Magazines provide a happy context

Actions on social media* associated with a decrease of 5-8% in self-reported mental health. (*clicking on a link, updating one's status, or clicking 'like')

Source: University of California and Yale University – Facebook makes people less happy
https://www.indy100.com/article/facebook-study-worse-bad-health-well-being-negative-ucsd-yale-8017266
Magazines provide a trusted context

70% Magazine
30% Social Media

To what extent do you trust the information provided by the above brand?
I trust the information they provide completely” + “I slightly trust the information they provide”

Base sample size of trust statements section Mag readers – 2484, Social Media – 654.

Source: Matter of Trust
A trusted magazine context delivers uplifts in brand KPIs

64% Average % uplift in Brand trust metrics

94%
A confident mindset whilst reading a magazine, translates to confidence in brands advertised there

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

% Top 2 box agreement

Readers 20% more likely to be feeling confident whilst reading printed magazines or newsbrands

Source: IPA Touchpoints

Magazines provide a confident context

Source: Magazine Networks Australia
A magazine context enables brands to achieve relevancy

1. Magazine Brands
2. TV
3. Social

Magazines provide a relevant context

Source: Metrics That Matter - Ability to drive uplifts in brand relevancy
Quality editorial context delivers uplifts in brand KPIs

- 3x the lift in emotional resonance
- 72% the lift in ad recall
- 26% more positive emotional resonance

Source: Yahoo Ad environments: The Halo Effect
Magazines are the most trusted context for news

Source: Kantar Trust in News
Published media facilitate discovery and enable brands to acquire new customers

% of cases reporting very large customer acquisition effects

- Neither newsbrands nor magazines: 13%
- Either but not both newsbrands and magazines: 25%
- Both newsbrands and magazines: 54%

Source: Peter Field, IPA Databank 2012-2016 UK cases
Published media are becoming more effective at delivering new customers.

Source: Peter Field, IPA Databank 2012-2016 UK cases