MAGNETIC HOME TRUTHS TV & AUDIO
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

80% of home tech 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

55% 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

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
The power of magazine and review sites combined

48% Magazine
36% Review site
54% Magazine and review site

Proportion 90% certain or more they will buy favourite brand

Source: Home Truths

Base: Those who read a magazine with ads and a review website
How can magazine brands help home interiors and tech brands with their current challenges?
Magazine advertising can maintain and boost consumer budgets
Boosting home technology budgets with print

77% maintained or increased their budget

46% increased their budget with an average increase of 14%

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

Source: Home Truths

Base: Those who read a magazine with ads
Online review sites boost TV and audio budgets

77% maintained or increased their budget

60% increased their budget with an average increase of 57%

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

Source: Home Truths

Base: Those who read an online review site
The cross selling opportunity of online review sites

Are you planning to buy a homes product in the near future?

TV: 26%
Audio: 47%
Connected homes: 300%

Source: Home Truths
Base: Those who read an online review site
The combined power of magazines and review sites

<table>
<thead>
<tr>
<th></th>
<th>Magazine</th>
<th>Review site</th>
<th>Combined</th>
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<tbody>
<tr>
<td>Increased their budget</td>
<td>46%</td>
<td>60%</td>
<td>69%</td>
</tr>
</tbody>
</table>

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

Source: Home Truths

Base: Those who read an online review site
The power of display and editorial in print
Magazines protect preferred status through advertising

23% 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
Display advertising boosts consumer budget

Without adverts  With adverts

↑ 4%  ↑ 14%

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

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

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

20% Are planning to spend £1,000 on furniture/moving house

That’s 10.5 million people

Source: PAMCo (Homes and Technology Interest Titles)
Magazine readers are influencers

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Technology influencer

Source: TGI
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