MAGNETIC HOME TRUTHS
We share some of the same challenges

The 4th industrial revolution

Changing consumer behaviour
The unhelpfulness of dichotomy
Is this the whole truth?
Here are a few ‘Home Truths’
The store and print are still relevant

85% of sales still touch a store

66% of people read magazines each month

Source: Grimsey review, PAMCo
Online businesses are going physical

Source: Grimsey review
Evolution not revolution
What is the role of magazine media?
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

Up to 91% of homes buyers
&
Up to 88% of 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

Up to 61% 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

64% changed their preferred brand after reading a magazine

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

Source: Home Truths
The power of magazine and review sites combined

48% Magazine
36% Review site
54% Magazine and review site
43% Magazine
52% Review site
66% 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?
Brands are worth paying more for

57% of homes buyers

49% of tech 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
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
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
Boosting connected home budgets with print

79% maintained or increased their budget

61% increased their budget with an average increase of 67%

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%
Online review sites boost connected home budgets

78% maintained or increased their budget

67% increased their budget with an average increase of 88%

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

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

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

Source: Home Truths

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

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

increased their budget

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

Source: Home Truths

Base: Those who read an online review site
Magazine brands can safeguard premium price positions
The power of display and editorial in print
Printed display advertising creates preferences

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

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

Up to 24% 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
- Kitchen: 19%
- TV: 4%
- Home: -5%

With adverts
- Kitchen: 39%
- TV: 14%
- Home: 67%

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

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

That’s 8 million people.

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

156 index
Technology influencer

233 index
Homes appliances 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