MAGNETIC

HOME TRUTHS

CONNECTED HOMES
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

88% of Connected Homes consumers change their shortlisted brands after reading a magazine

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

54% 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

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

57% 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

Base: Those who read a magazine with ads
The power of magazine and review sites combined

- 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

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
Boosting connected home budgets with print

79% maintained or increased their budget

61% increased their budget with an average increase of 67%
Online review sites boost connected home budgets

78% maintained or increased their budget

67% increased their budget with an average increase of 88%
The cross selling opportunity of online review sites

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

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>Without adverts</th>
<th>With adverts</th>
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<tr>
<td></td>
<td>-5%</td>
<td>67%</td>
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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

156 index
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