



ARM YOURSELF
with
**MAGAZINE
FACTS**

MPA MAGAZINE FACT TOOLKIT. JUNE 2014.



2,655 MAGAZINES IN NEW ZEALAND (303 LOCALLY PUBLISHED)

IN 2013:

28 million+ magazines were sold at retail

Around \$165 million was spent on consumer magazines

Magazines made up a sizable 9.3% share of the total media ad revenue pie – revenue up \$1million on 2012 and share consistent for the past decade

In the past 12 months 93% of New Zealanders have read a magazine

New Zealand's top 10 magazines reach more adults than the top 10 TV programmes

Magazines have a higher penetration in the New Zealand market:

AUSTRALIA

MAGAZINE READERSHIP (AP 14+): 56%

MAGAZINE SUBSCRIBERS (AP 14+): 15%

NEW ZEALAND

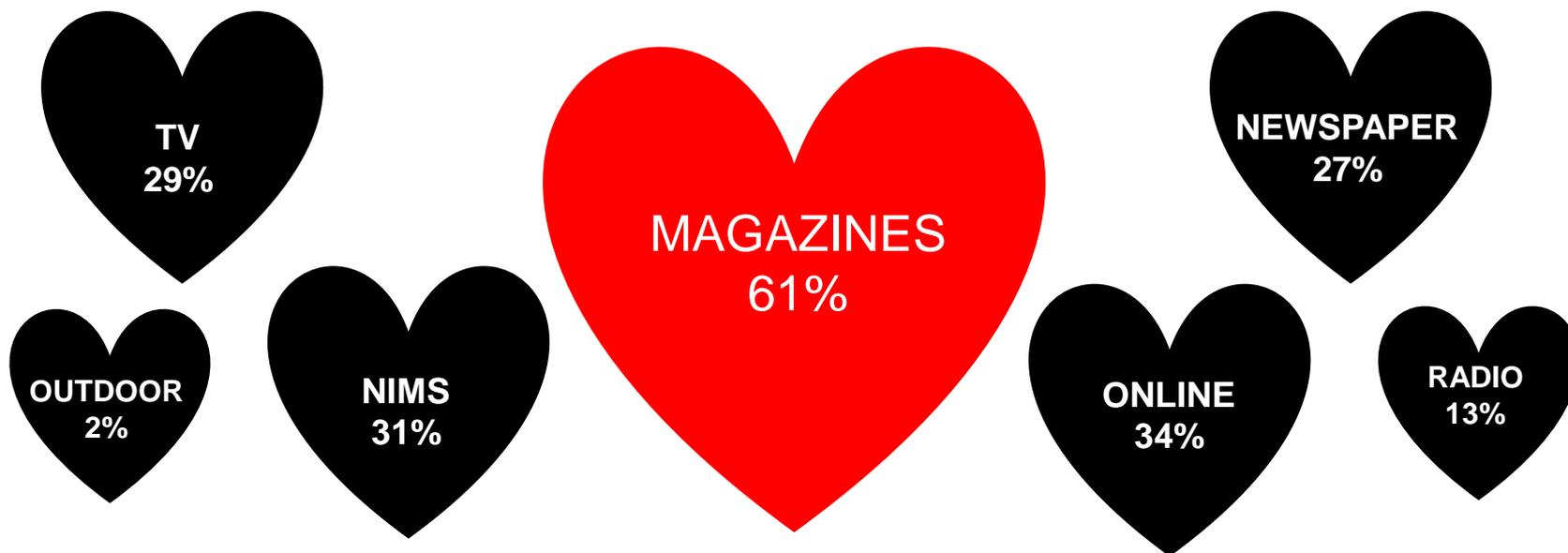
MAGAZINE READERSHIP (AP 14+): 84%

MAGAZINE SUBSCRIBERS (AP 14+): 29%

MAGAZINES ARE PERSONAL THEY ARE RELEVANT, INDULGENT AND VALUED

71% of magazine readers agree my magazines are relevant and 74% agree they get value for my time with magazines

MAGAZINES ARE THE #1 MEDIUM ENDORSED BY WOMEN AS A 'PERSONAL TREAT'



SOURCE: NIELSEN CMI (JAN-DEC 13).



e driving ENGAGEMENT

In a world of free content and *time-poor* consumers

Magazines are the #1 medium endorsed by women as ‘**absorbing**’

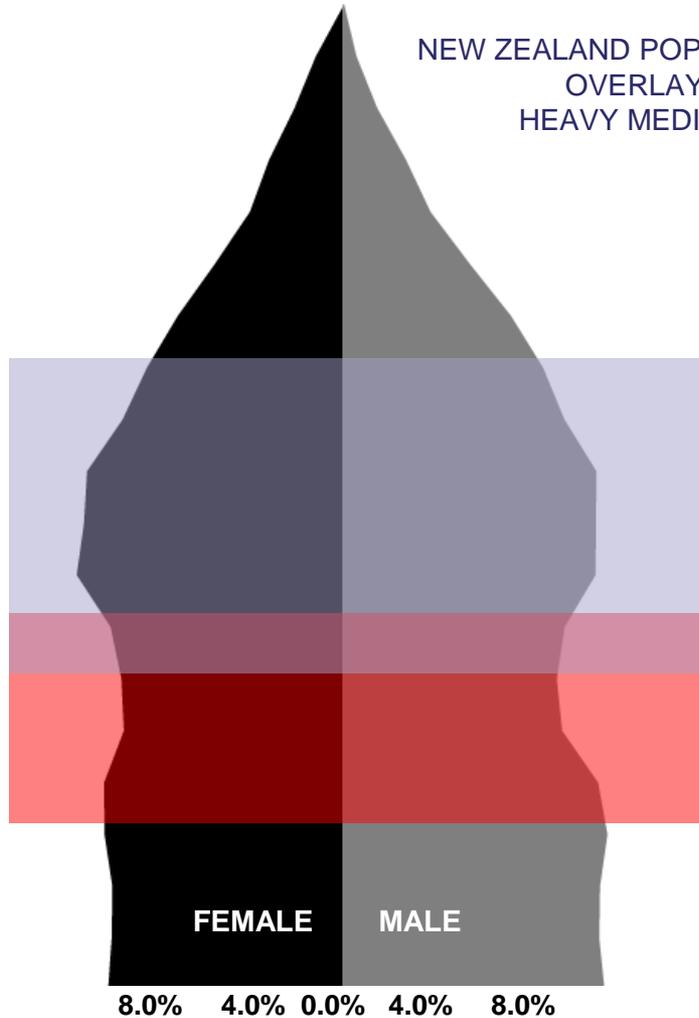
Primary readers have **increased** their **time spent reading** magazines to 1 hour 19 minutes

New Zealanders **pay** on average \$8.35 for their magazines

2013

**NEW ZEALAND POPULATION
OVERLAYED WITH
HEAVY MEDIA USERS**

90+
85-89
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4



HEAVY MAGAZINE: 58% 30-64

HEAVY ONLINE: 57% 15-39

POINT TO NOTE:

**THE AVERAGE HOUSEHOLD EXPENDITURE FOR
HEAVY MAGAZINE READERS AGED 30-64 IS
7.8% ABOVE AVERAGE.**

**THE AVERAGE HOUSEHOLD EXPENDITURE FOR
HEAVY ONLINE BROWSERS AGED 15-39 IS
-1.9% BELOW AVERAGE**

SOURCE: STATISTICS NEW ZEALAND – NEW ZEALAND POPULATION. NIELSEN CMI (JAN-DEC 13) – HEAVY MEDIA USERS

tHE POWER OF THE AUDIENCE

Magazines deliver a **desirable** audience



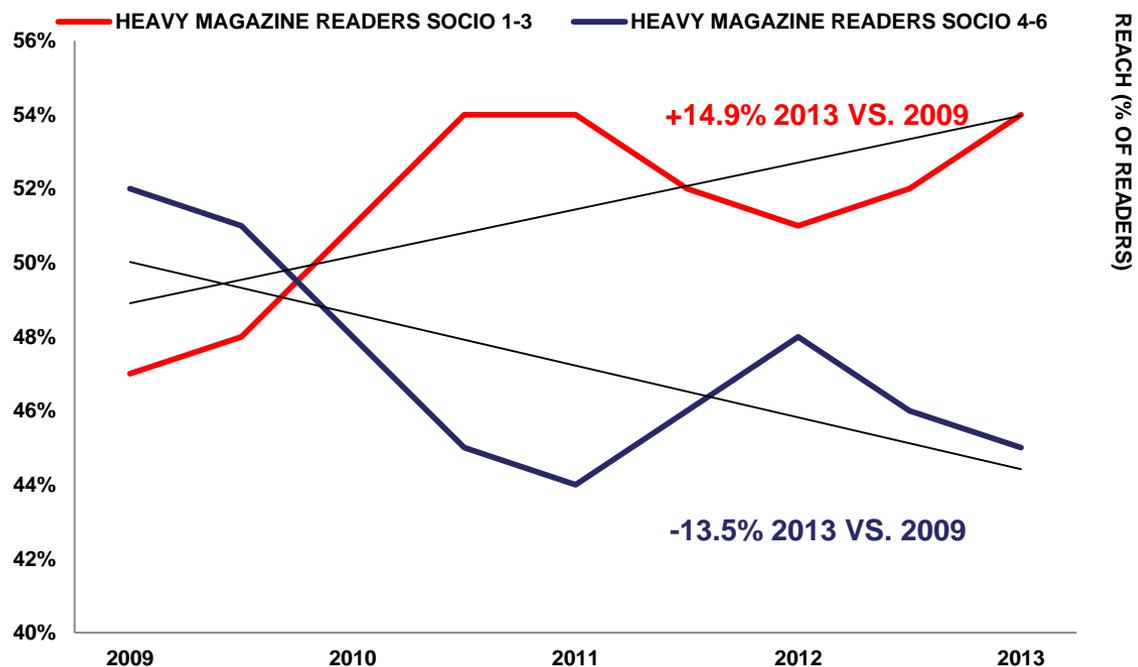
	HEAVY MAGAZINE	HEAVY TELEVISION
AVERAGE HH INCOME	\$99,082 (15.5% ABOVE AVERAGE)	\$69,495 (-19.0% BELOW AVERAGE)
PERSONAL INCOME \$100K+	SKEW 22% MORE LIKELY	SKEW 44% LESS LIKELY
SOCIO 1-3	53.7%	38.0%
TOP THREE OCCUPATIONS	SKEW 12% MORE LIKELY	SKEW 40% LESS LIKELY
BUSINESS DECISION MAKERS	SKEW 16% MORE LIKELY	SKEW 27% LESS LIKELY
AVERAGE HH EXPENDITURE	2.4% ABOVE AVERAGE	-1.9% BELOW AVERAGE

SOURCE: NIELSEN CMI (JAN-DEC 13).



tHE POWER OF THE AUDIENCE

Magazine readers are more **desirable** than they were five years ago



PROFILE OF THE HEAVY MAGAZINE READER
SOURCE: NIELSEN CMI (JAN-DEC 13-JAN-DEC 09).

iNFACT...

MAGAZINE READERS SPEND MORE AT SUPERMARKETS



The average
basket size in New Zealand is \$73

For baskets with
magazines this amount increases to
\$93.60 (+\$20.60)

SOURCE: HOMESCAN DATA 52 WEEKS TO 11 AUGUST 2013. BASE: TOTAL SUPERMARKETS



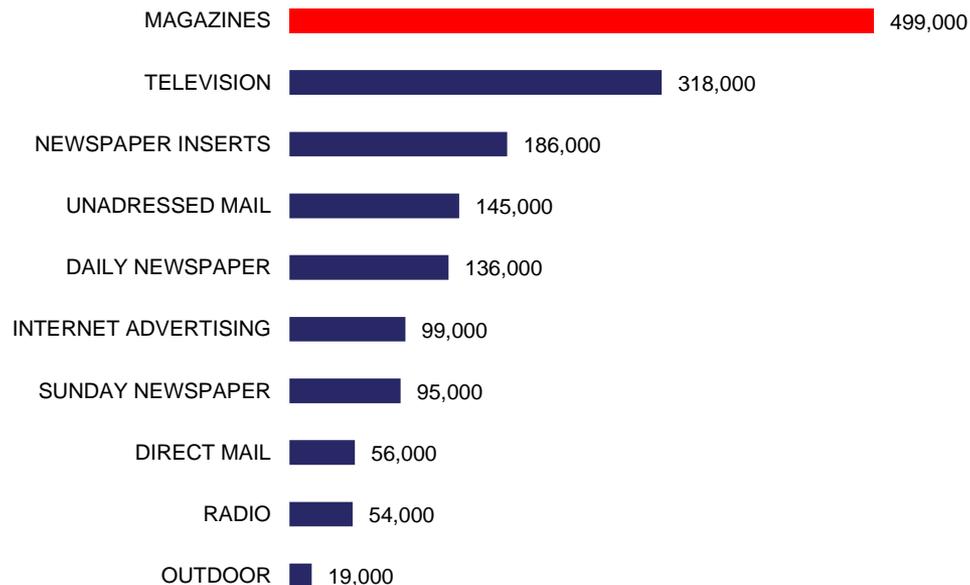
**MAGAZINES ARE THE #1 MEDIUM ENDORSED
FEMALE MAIN HOUSEHOLD SHOPPERS FOR INSPIRATION:**

BY

1. MAGAZINE (78%). 2. INTERNET (66%). 3. TV (59%). 4. NEWSPAPER (57%). 5. NIM (55%). 6. RADIO (48%). 7. OUTDOOR (20%)



**499,000 FEMALE MHHS AGREE MAGAZINES ARE THEIR MAIN
MEDIA SOURCE FOR SEEKING INFORMATION, NEW IDEAS
OR ADVICE ON RECIPES/ MEAL IDEAS**



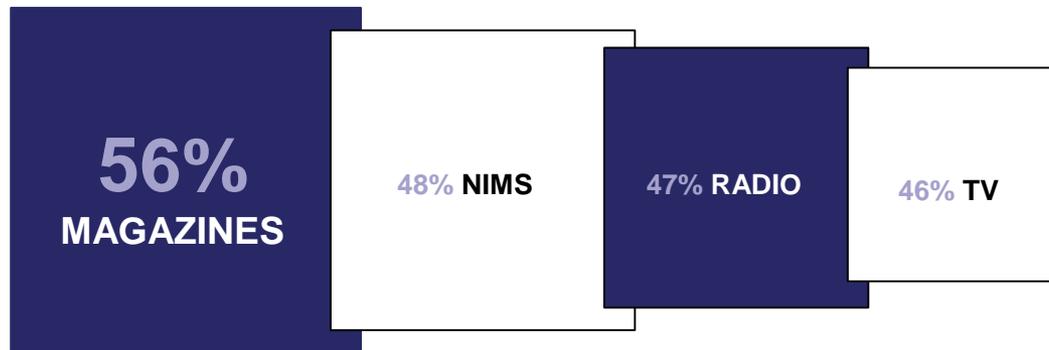
SOURCE: NIELSEN CMI (JAN-DEC 13)

MAGAZINES HELP BUILD YOUR BRAND

“Strong media brand values are transferrable to
the brands whose advertising they carry”

MEDIA DNA: MATCHING BRAND VALUES TO MEDIA BRANDS. ANDY BARLOW OF HALL & PARTNERS

BORROW MAGAZINE BRAND EQUITY TO BUILD YOUR BRAND – 56% OF
NEW ZEALANDERS AGREE THE INFORMATION THEY GET FROM MAGAZINES IS TRUSTED
OR CREDIBLE



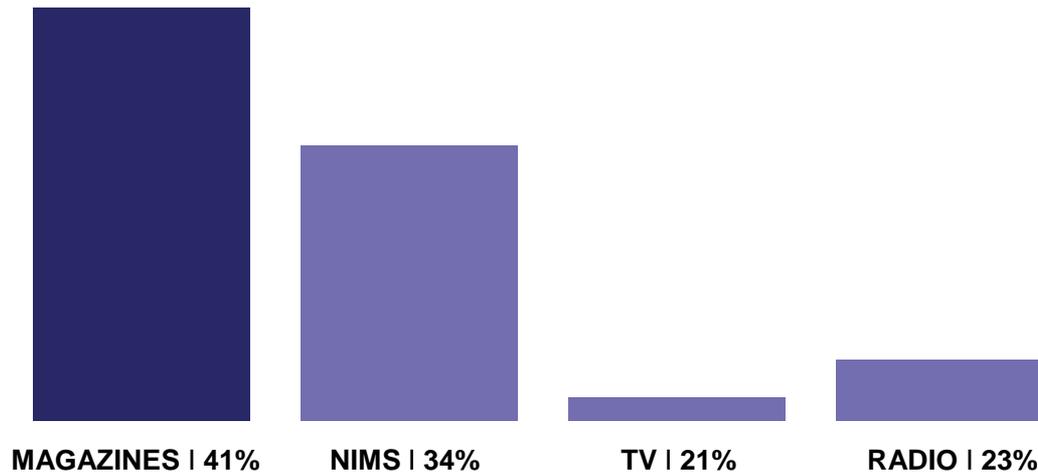
SOURCE: NIELSEN CMI (JAN-DEC 13)

MAGAZINES ADVERTISING

“Magazines represent a chance to place brands next to cherished authors and high-quality editorial. It’s a controlled environment which has the ability to accurately reflect the values we want to create and portray”

PETER CULLINANE, PARTNER, ASSIGNMENT GROUP.

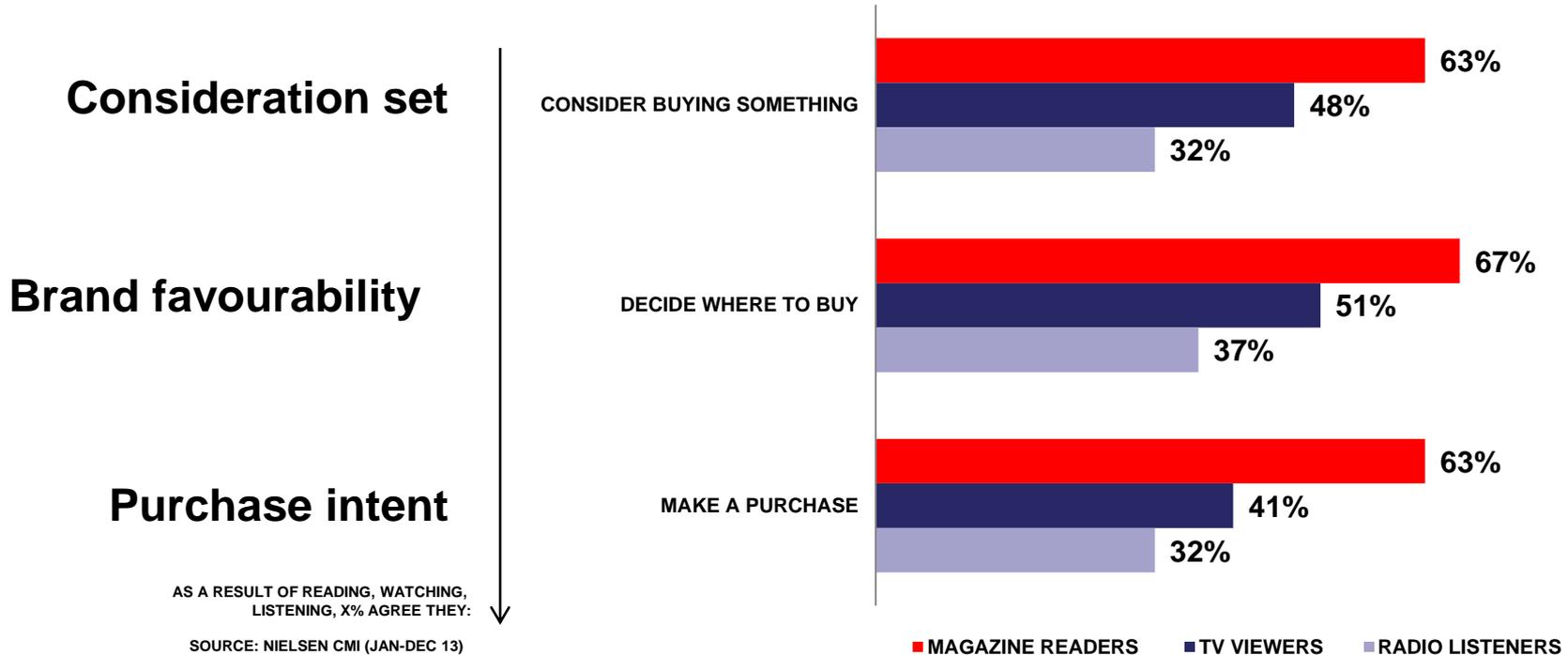
MAGAZINES RANK #1 FOR NEW ZEALANDERS WHO AGREE THEY DON'T MIND THE ADS



SOURCE: NIELSEN CMI (JAN-DEC 13)

MAGAZINES DRIVE ACTION

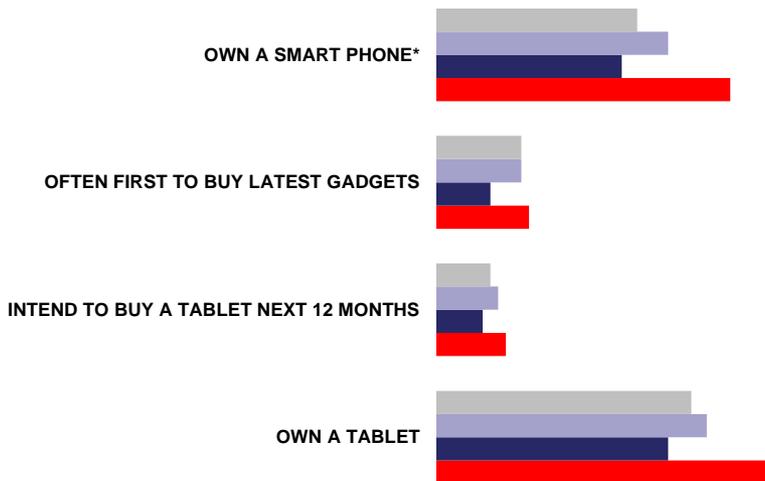
Driving action through influence – magazines generate purchase intent 22% higher compared to TV





MAGAZINE READERS ARE GADGET SAVVY

■ TV VIEWERS ■ RADIO LISTENERS ■ NEWSPAPER READERS ■ MAGAZINE READERS



HEAVY USERS OF MEDIA. *REGULARLY USE SMARTPHONE FEATURES OF MOBILE PHONE.
SOURCE: NIELSEN CMI (JAN-DEC 13)

74%

of New Zealanders often visit a website to find out more information as a result of reading a magazine

SOURCE: NIELSEN CMI (JAN-DEC 13)

Magazine iPad apps are thriving

- # of apps +153% Q112 VS. Q111
- Readers spend 2.5+ hours per month consuming content

SOURCE: MCPHETERS & COMPANY IMONITOR 2012. NUMBER OF IPAD APPS FOR US MAGAZINES. ADOBE SYSTEMS INC., 2012

Magazines and social media are #BFFs

81% of female heavy magazine readers aged 15-29 have visited Facebook past 4 weeks

SOURCE: NIELSEN CMI (JAN-DEC 13) FUSED MARCH 2014



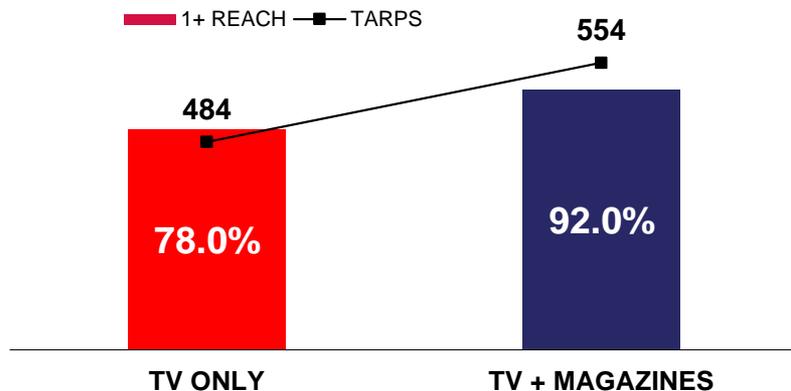
MAGAZINES MAGNIFY THE MESSAGE

RESEARCH SHOWS THAT ADDING MAGAZINES TO A TV ONLY SCHEDULE, INCREASES REACH AND REDUCES COST PER THOUSAND

METHOD: REVIEW A TV CAMPAIGN AND ASSESS THE IMPACT OF REMOVING A PORTION OF SPEND AND RE-ALLOCATING IT TO MAGAZINES

EXAMPLE: TV ONLY FMCG CAMPAIGN

TV only campaign delivered a 1+ reach amongst females 35-54 HHI \$80k+ of 78% for a spend of \$365,000. By removing \$85,000 worth of TV and replacing that with \$47,000 worth of magazine advertising the metrics show **an improvement of 1+ reach to 92% and a significant lift in tarps**



	TV ONLY	TV + MAGAZINES
TOTAL COST	\$365,540	\$327,690
COVER (000)	201	238
COVER (%)	77.58	92.05
AVERAGE OTS	6.24	6.02
GROSS OTS (000)	1254	1435
GROSS RATING POINTS	484	554
CPT	\$291.49	\$228.29



HASTA LA VISTA,
BABY