

The

Print Effect

How Consumer Behavior
& Neuromarketing Principles
Prove Magazines Deliver

by Marisa Davis



Time Inc.

Foreword

Fact: Magazine advertising works.

It works because it connects. As you'll read, a physical magazine engages many more of the human senses than other media, imprinting itself on the reader's imagination and driving recall. From the anticipation of opening the mailbox and finding a fresh new issue, to feeling the sheen of the cover paper stock and pouring over the ads as much as the editorial (the original contextual targeting), magazines are a welcomed medium that people willingly opt in to: They're invited into peoples' homes, bought at newsstands and picked up in doctor's offices. The magazine remains unsurpassed as a user interface.

From the moment you crack the cover, you're completely focused. It's very hard to read a magazine while bouncing among your TV, phone and tablet. That focus, coupled with the emotional connection people have with their favorite magazine brands, engenders trust. Readers' trust is especially sacred, and we take our role quite seriously. We value the relationship that's been cultivated over time.

Current culture is arguably digital first, and there's no question that digital content and advertising also work, but it's not an either/or proposition. Magazines, when added to digital or TV campaigns, boost cross-channel effectiveness more than any other medium, improving full-funnel metrics including purchase intent and conversion. They help move products off shelves, and they drive e-commerce.

Clearly, magazines matter!



Alan Murray

*Chief Content Officer, Time Inc.
President, FORTUNE*

Print Media Rebounds— For the Win

We know that many consumers seek to strike a healthier balance between digital and print media usage. True, a lot of our devices are convenient and fun, and the fact that they bring us so much information in just a few taps (or keystrokes) makes them indispensable. But we look at screens all day, and rather than put them down when we get home, we stay online and on-call.

As many users start to designate “phone-free” zones around their homes and businesses, researchers and scientists are beginning to conduct studies and gather long-term data about the effects of consuming so much digital media. The recent marketing trend has been to downscale print advertising, but as studies emerge about the neurological impacts of technology, it’s becoming clear that the brain responds to print and digital media in different ways. Simply put, your brain is happier on magazines.

Here are some early findings:



Based on brain scans, a print ad appeals more to the part of the brain that has the highest correlation with advertising effectiveness than a digital ad.¹



Brand recall is up to 70% higher in magazine advertising than digital media.²



In a study that measured 1,400 campaigns using a variety of ad venues, magazine advertising resulted in the highest return on ad spending (ROAS).³

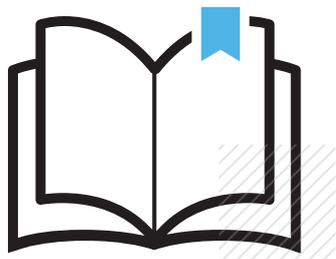


The Virtual DETOX

“Digital detox” programs have found that without screens, people develop deeper connections with one another as they attempt to solve problems and answer questions cooperatively. Without access to search sites like Google, fresh perspectives and creative storytelling (rather than regurgitated information) thrive.⁴

This growing movement to temporarily step away from technology gives media buyers and marketers even more reason to revisit print media and explore new ways of advertising in print.

Decisions,



Decisions:

How Print Ads Drive Them

We make some purchases in split seconds, but we agonize over others before taking the plunge. As it turns out, we're more likely to feel confident about purchases made in response to print advertisements than digital ones. Here's why: Consumers tend to be more focused and more relaxed when they read print magazines (i.e., they "lean back"). As a result, they're less likely to be distracted by other options or external research, and they therefore make decisions more quickly and are generally more likely to feel satisfied with purchases they make in this mindset.⁵ Print media has the added benefit of appealing to an already devoted consumer base that's looking for inspiration rather than just information.

Conversely, digital media makes it easy to "lean in," as we volley between tabs, research competing brands, compare price points and read reviews. We focus more on keyword spotting, and our attention is significantly more fragmented.⁶ This abundance of information and activity can make us more hesitant to make purchases—and more critical of those we do make. Ultimately, digital distractions tire your brain, which can lower recall.²

Consumers are

70%
more likely
to remember

a company name from a print ad than a digital ad.²



75%
Print Ad Recall



44%
Digital Ad Recall

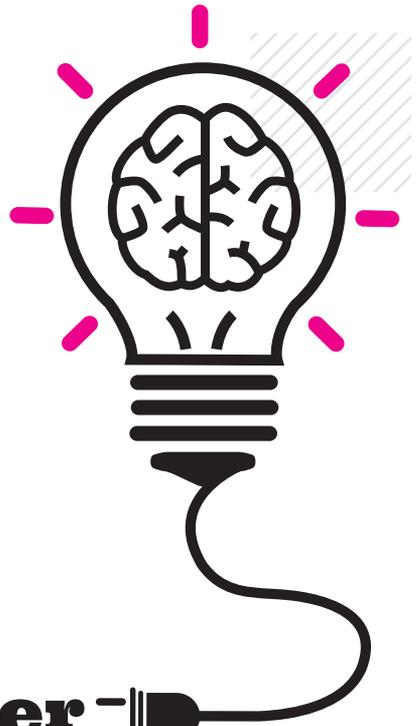
This Is Your Brain on Magazines

We're just beginning to understand the neurological pros and cons of online and print advertising. Researchers have started using functional Magnetic Resonance Imagery (fMRI) scanning to figure out how the brain responds to different types of media. fMRI scans show brain activity directly and can isolate activity in the regions of the brain that are used in making purchase decisions.

Of course, it may come as no surprise that print and digital media excel in different areas. One of the most notable benefits of print ads is that they're better at stimulating emotions and desires. Engaging with a physical ad can also improve recognition and recall because paper stimulates more senses and is therefore more real to the brain.⁷

And there's proof: New research suggests that when a print ad is compelling enough, it can create a false memory of having tried the product.⁸ Advertising strategies that incorporate print media allow marketers to capitalize on the opportunity to create compelling content with greater staying power than ads on other platforms.

Studies like these don't prove that print ads are better than their digital counterparts, but they do contradict the common (but incorrect) notion that digital media should replace print entirely. The implication from studies like these is that ideal marketing strategies involve well-rounded, omni-channel campaigns that include both print and digital elements.



“... paper =  **STIMULATES**
more senses and is therefore
MORE REAL TO THE BRAIN.” ⁷





More Bang for Your Buck: Magazines Deliver

We've discussed the mindsets of print and digital readers and the decisions they tend to make when viewing either medium. We've also seen how brain scans show that consumers are more focused when they engage with print media and that they tend to have higher comprehension and recall. But how effective are print ads when we measure return on advertising spend (ROAS)?

For years, magazine publishers have worked hard to convince marketers that their publications are still a worthwhile place to spend ad dollars, and the data backs them up: When comparing magazines to other types of media, magazines' ROAS is actually the highest. Print magazines also deliver strong advertiser ROI, even when compared to other types of media.⁹

Many marketers assume that magazines are an upper-funnel medium, but it isn't an either/or situation: Magazines can be a strong driver of increases in lower-funnel metrics as well.¹⁰ In other words, data analytics have given weight to what magazine and print media advocates have always known to be true: Print advertising works.

Return on Ad Spend

Across Various Types of Media:³



This study measured 1,400 campaigns over the past several years in an effort to measure the effect of advertising on retail, integrating purchase data with media exposure data.

From national and regional magazine advertising to magazine Cover Wraps, campaigns in print magazines are among the most engaging and direct ways of reaching your target audience.



National Magazine Advertising

The most common form of magazine advertising places your ad in magazines with reach across the country. These ads are most often placed directly with the publisher, and the national audience comes with a premium price tag.



Regional Magazine Advertising

For local advertisers or national advertisers seeking a local audience, regional magazine advertising can be the most efficient way to get your ad in premium titles. Placements can be bought at the DMA level or below, giving advertisers access to a targeted audience within a specific ZIP code.



Cover Wrap Advertising

Cover Wraps are the most high-impact form of magazine advertising—wrapping your message around the coveted cover of premium titles. This execution ensures your ad is the very first impression on the consumer who receives it. Advertisers can send cover-wrapped magazines to a specific list of clients or place cover-wrapped magazines in highly trafficked public places, like doctors' offices, salons or fitness centers to target readers by location. They can even be sent to an event, such as a conference or tradeshow.

The Best of Both Worlds

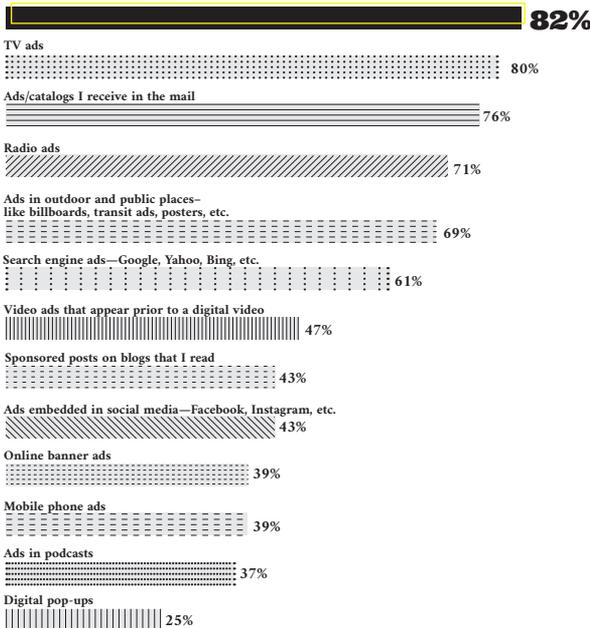
In today's media environment, successful campaigns must incorporate a healthy mix of traditional and digital media. The delivery of a consistent message across a variety of channels can improve consumers' purchase intent by 90% and brand perception by 68%.¹⁰ In the upper funnel, combining desktop and print raised campaign-aided brand awareness by 96%. In the lower funnel, a combination of mobile in-app, TV and print emerged as a very strong driver of greater brand consideration.

In addition, polling data shows that consumers trust print over any other advertising medium.¹¹ Because so many of us make purchases online, marketers can take advantage of this trust (and of the high ROI that print ads deliver) to drive sales online as well as offline. A clear, consistent and media-diverse strategy should drive any marketer's ad placement decision.

Types of Ads that U.S. Internet Users Trust When Making a Purchase Decision, Oct 2016

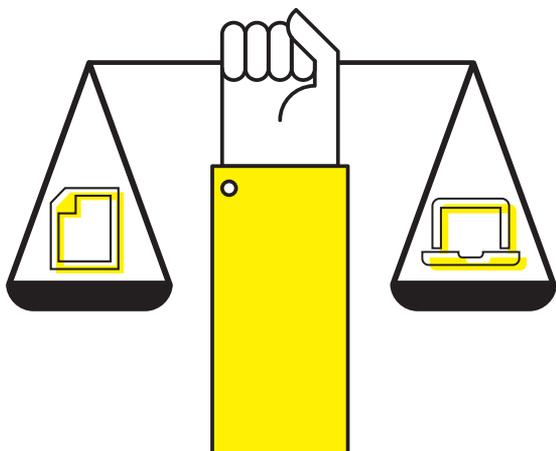
% of respondents

Print ads—newspaper, magazines



It probably comes as no surprise that magazine readers are wealthy and well educated: The USPS has reported that the majority of periodical subscribers are empty nesters living in single-family households who report earnings of over \$100,000 per year.¹² However, the coveted young adult (Millennial) audience has not abandoned print magazines by any stretch: Data shows that 95% of Americans under the age of 25 still read print magazines.¹³

Note: n=2,400 ages 18+
Source: MarketingSherpa, "Customer Satisfaction Research Study," Dec 12, 2016.



Striking a Balance

The phrase “print is dead” has become an anthem for some of the heaviest users of technology, but magazines are bucking this trend—and science shows that magazine ads have proven staying power. The increasing number of people who aim to disconnect and step away from their devices, as well as the proven effects that print ads have on our brains, means that our targeted ads should be part of any media marketing solution. For the most effective ad campaign, every advertiser should be aiming to strike a balance between digital and print media.

Whether you'd like your audience to lean in or lean back, MNI Targeted Media Inc. can help. 

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MNItargetedmedia^{INC}

A Few Words About Us

MNI Targeted Media Inc. is one of America's leading media planning and buying entities, providing both online and targeted magazine solutions that help clients precisely reach their target audience—without waste.

A part of Time Inc., we have almost 50 years of targeted marketing experience, and we deliver more than one billion ad impressions for more than 1,200 clients each year.

Our commitment to service is unparalleled. If there's anything we can do to help our clients succeed, our attitude is simple: We do it.

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