

MAGAZINES

PRINT. YOUR BRAND IN THEIR HANDS



PRINT. YOUR BRAND IN THEIR HANDS.

PRINT. YOUR BRAND IN THEIR HANDS.

NOTHING PUTS YOUR BRAND IN YOUR CONSUMER'S HAND LIKE PRINT.

In an era of media clutter and message overload, engaging customers has become the core challenge for advertisers looking to forge a closer relationship with their target audience. Magazines have a special ability to connect with consumers. At the heart of this connection is the passion and the commitment that readers have for their favourite titles, a connection that translates into proven advertising performance.

MAGAZINES

PRINT . YOUR BRAND IN THEIR HANDS



OTHER MEDIA

INTERRUPT



MAGAZINES

ENGAGE.

CASE



Despite having a much smaller budget than its major competitors, Reebok was able to engage with what the agency called “new runners”. Using a campaign entitled “Inspired to run” it generated involvement and a genuine emotional connection between the brand and the target audience.

The campaign invited readers to share their moments of inspiration, in the hope that this would inspire others. Launched in issues of Men’s Health, Runner’s World and Zest, the 8-page feature was timed around one of the most inspirational runs of all... the London Marathon. Offering a £1000 for the most inspirational story, the event was backed by big name running stars.

The results? Hundreds of inspiring stories were submitted, and 1,800 ‘new runners’ registered to find out more about Reebok running products.



KEY FACT

A 2006 study amongst 60,000 readers in the USA showed that more than 50% of readers took or planned action after seeing and recalling a specific ad. This included (amongst others) purchasing the product, consider purchasing the product, visiting the website or visit the store.*

*Source: Affinity's VISTA Print Effectiveness Rating Service 2006.

MAGAZINES

PRINT . YOUR BRAND IN THEIR HANDS

THE ULTIMATE
PORTABLE MEDIA

NO BATTERY.

NO ELECTRICITY REQUIRED.

CASE



Ever since Italy's Bertazonni family started selling its Smeg kitchen equipment outside of Italy in the mid 1990s, it has experienced regular growth. Throughout this time, the main medium used has been magazines.

Smeg chose magazines as a way of positioning itself. They enabled it to create a strong visual impact in the most cost-effective way. As the product range has grown in popularity, so too has the range of titles it uses.

Whichever title it uses, it always looks for those magazines that live a long time. It has found and profited from the fact that many readers keep their magazines (kitchen/lifestyle/decoration), and re-read and re-consult them, thus raising the number of times the ads are seen.



KEY FACT

Various studies have been done to see for how long a magazine is read. The results vary, but the minimum average – across a spectrum of titles – is 25 minutes of reading time.*

KEY FACT

Readers come back to their magazines time and time again. On average, women pick up one issue of their magazine 5 times, and for men it's 6 times!*

*Source: Millward Brown UK

MAGAZINES

PRINT . YOUR BRAND IN THEIR HANDS



WHEN READERS WERE ASKED
TO PULL 10 PAGES FROM THEIR
FAVOURITE MAGAZINE TO DESCRIBE
ITS CHARACTER

3 OUT OF THE 10
PAGES WERE ADVERTS.*

CASE



FLEXIBLE, TARGETED AND CREATIVE

Magazines were one of the first media to accept advertisements, and as such have a long history of creativity. Indeed readers everywhere see advertising as an important part of their magazine, not just to keep the cost of the publication down by providing revenue, but delivering content that is valuable and close to the consumer.

It must come as no real surprise therefore that when consumers were asked to choose pages that best represented the essence of their magazine, that both ads and editorial were selected. Magazines have always encouraged their advertisers to adapt the content of their ads to be in line with the editorial.



KEY FACT

65% of consumers agree that ads are an essential part of a magazine.*

*Source: Media Values, Research Services Ltd.

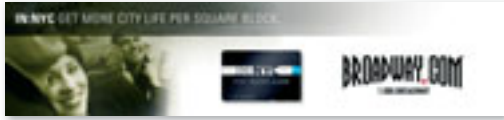


MAGAZINES

PRINT . YOUR BRAND IN THEIR HANDS

WHY ARE LEADING BRANDS PUTTING
MORE MONEY
INTO MAGAZINES?

MAGAZINES GENERATE AWARENESS VERY
COST EFFECTIVELY.



CASE



American Express with its IN:NYC city specific credit card wanted to attract a younger audience. An audience that previously would not have considered having an American Express card. This campaign created a new, younger and more vibrant personality for American Express, and proved successful in attracting the new target audience to the brand.

The aim was to reach the audience through media that they used to plan their social days/evenings out. Magazines were used to reinforce the notion that IN:NYC was the passport to enjoying more of New York.

The result was that many of the new card members were under 30 years old, and over 90% of them had never had an American Express card before.



IN 2006, PROCTER & GAMBLE ANNOUNCED THAT THEY WERE GOING TO PUT MORE MONEY INTO PRINT.

ADVERTISING AGE (6 NOV. 2006) REPORTED IT WITH, "P&G PUMPS UP PRINT AD SPENDING, TRIMS TV. DIGITAL MAY BE HOT, BUT THE GIANT FINDS MAGS, PAPER AND DIRECT WORK HARDER."

MAGAZINES

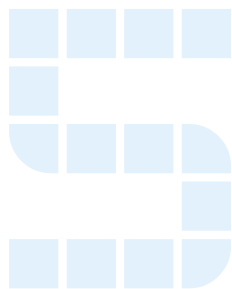
PRINT . YOUR BRAND IN THEIR HANDS



ALWAYS ON.

ALWAYS ON **TARGET.**

CASE





Specialist magazines are also ideal when you want to reach very niche target audiences.

KEY FACT

More than 2,860 new magazine titles were launched in Europe last year.

KEY FACT

It is magazine's combination of advertising relevance and reader control that produces greater reader involvement with advertising.*

*Source: Erwin Ephron, "Delivering the Message: How Consumer Involvement Flows from Magazine Content to Advertising" at the US Association of National Advertisers Print Forum in June 2005

PRINT SELLS IS SUPPORTED

THE PAPER INDUSTRY

FINE PAPERS : **CEPIFINE**
PUBLICATION PAPERS : **CEPIPRINT**
MERCHANTS : **EUGROPA**
NUMEROUS SUPPLIERS TO THE PAPER
INDUSTRY

THE PUBLISHING INDUSTRY

MAGAZINES : **FIPP, FAEP**

DIRECT MARKETERS

FEDMA

THE PRINTING INDUSTRY

PRINTERS : **INTERGRAF, ERA**
INK MAKERS : **EUPIA**
PRINTING MACHINE MAKERS : **VDMA,**
HEIDELBERG, MAN ROLAND, KBA

THE POSTAL INDUSTRY


POST : **POST EUROPE**
ENVELOPE MAKERS : **FEPE**
12 EUROPEAN POSTAL SERVICES

BY THE UNITED PRINT CHAIN



SEE THE DIFFERENCE

SPECIAL EFFECTS CREATE EXTRA IMPACT



This stainless steel effect is created by using metallic ink. There is also embossing on the kitchen controls so that they literally jump out of the page.





**YOU WANT TO PUT YOUR BRAND
IN YOUR CONSUMER'S HAND ?**

GET STARTED TODAY

Magazines are special. They have a unique ability to connect with consumers, and reach them on their terms. The featured advertising is far from being a hindrance, but welcomed as part of the package. It's a great way to put your brand in your consumer's hands.

Go to WWW.PRINTSELLS.ORG for more information.

YOU WILL FIND:

- > PRACTICAL TIPS AND LINKS
- > ADDITIONAL CASE STUDIES
- > HOW YOUR COLLEAGUES CAN RECEIVE THESE BROCHURES

PRINT SELLS IS SUPPORTED BY
THE EUROPEAN POSTAL ORGANISATIONS