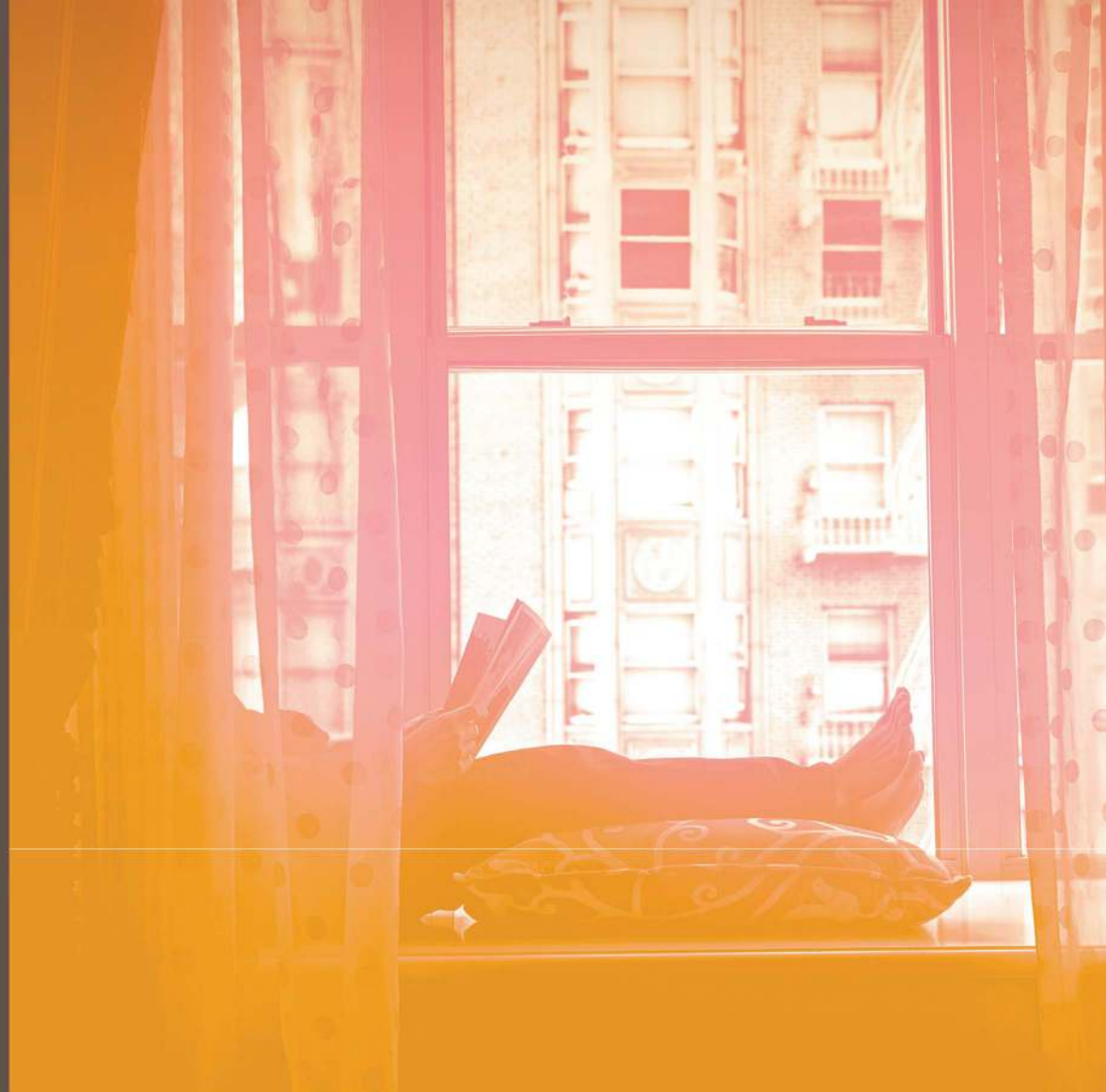


THE AVERAGE
CONSUMER IS
EXPOSED TO OVER
3000 ADS IN A DAY.
CONVENTION SAYS,
RELEASE MORE ADS.
HERE'S WHAT
RESEARCH HAS
TO SAY:

MAGAZINES ☐ ENGAGE
☐ CONNECT
☐ WORK

It's a busy world we live in. Surrounded by media, round-the-clock. Swamped by choice. Driven to distraction by shrinking attention spans. With over 3000 advertising messages vying for our attention every day, people are learning to hack through, or plain ignore the glut. In an already cluttered environment, putting out more ads can't be the answer. So, we commissioned a qualitative research by Quantum, followed by a large scale quantitative survey with 3600 people across 10 cities, conducted by IMRB. And the findings confirmed what we've believed all along. Magazines, it turns out, connect with us at a far deeper level than most media. They're part of high quality 'me' time, and rate high on engagement and trust scores. Here's what the research revealed about magazines:



THREE AUDIENCE PROFILES MOST MEDIA BRIEFS INVARIABLY OVERLOOK: RELAXED. ALONE. LOST TO THE WORLD.

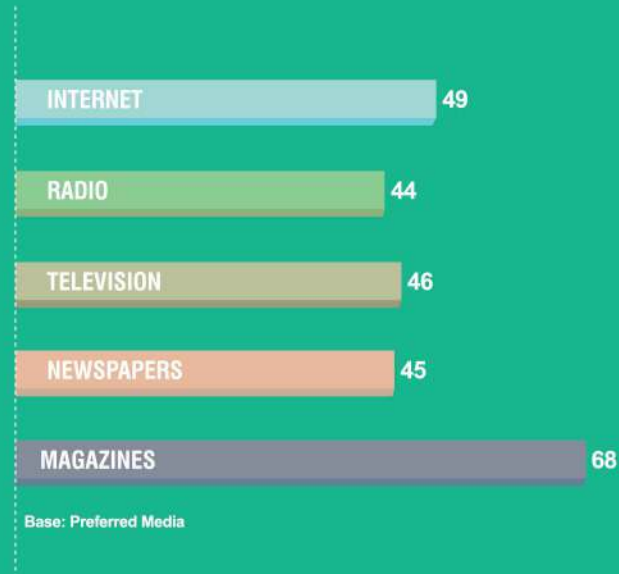
"I read magazines in my room. At the side of my bed, there is a table on which magazines are kept. I love the atmosphere... The kids are playing outside but I am by myself, and it is quiet."

Working Professional, 36-45 yrs, Delhi

"In the afternoon after 2-3 o'clock, I don't sleep and my time goes in reading the magazine. My younger daughter is sleeping and my husband is not at home. In the afternoon, there is peace at home."

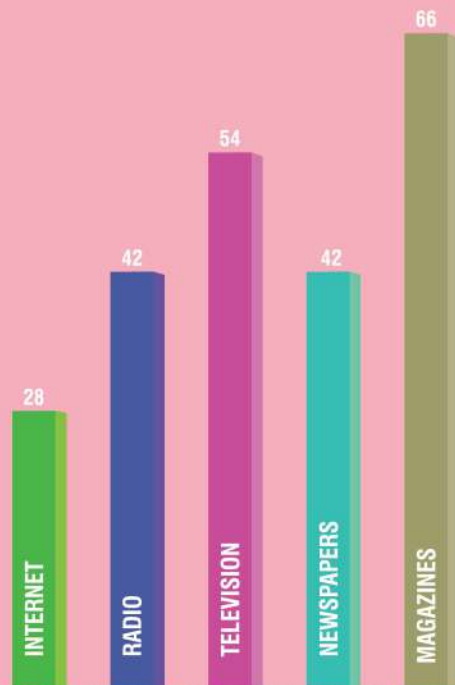
Housewife, Mumbai

68%
readers read magazines
when they're alone
(the highest for any medium)



66%

readers turn to magazines
when they want to relax
(25% higher than the next medium)



Base: Preferred Media

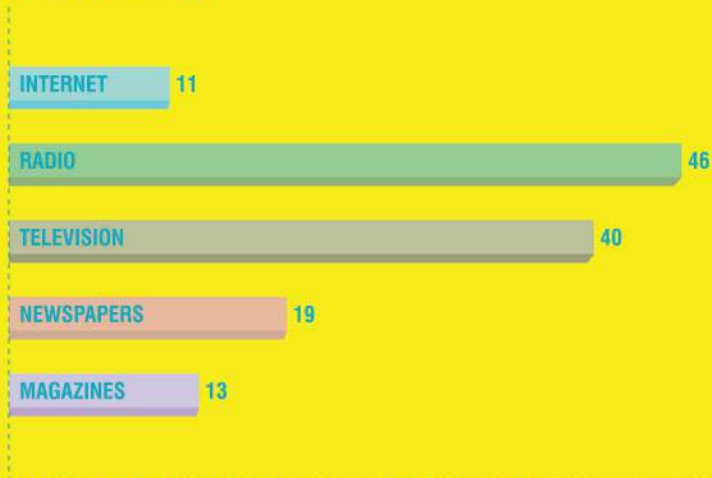
ONE HAND
HOLDS IT,
THE OTHER
TURNS THE PAGE.
THAT'S ABOUT
ALL THE
MULTI-TASKING
ONE DOES WHILE
READING A
MAGAZINE.

"If I am just scrolling then I am not doing justice to the magazine... I want to explore... The magazine is not asking me to buy it... It is I who has decided to buy it... So I have to spend time with it."

Working professional, 36-45 yrs, Mumbai

87%

readers do nothing else while
reading a magazine



% who do other things while the medium is in the background.

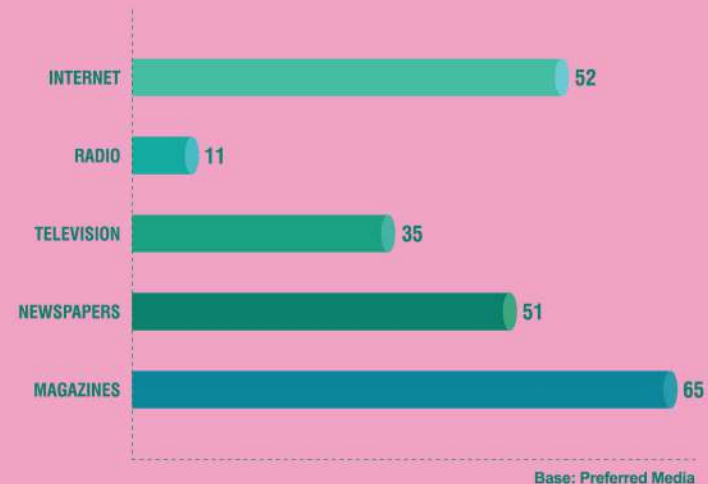
Base: All Respondents

ADVERTISERS
IN THE KNOW,
SEE A
REMOTE
CONTROL
FOR WHAT IT IS:
A WEAPON
OF MASS
DISTRACTION.



65%

readers give undivided
attention to magazines
(twice as much as for TV)

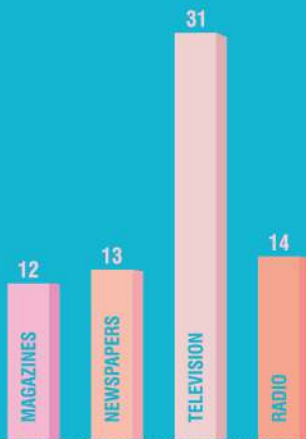


"In magazines, you come to know about products which are not yet launched or come up in the market. Magazine ads are anytime better than ads on the internet."

Working Male 26-35 yrs, Delhi

12%

ad avoidance for magazines
(the lowest among all media,
with TV at 31%)



Base: All Respondents



WE LIVE IN
AN AGE WHEN
PEOPLE HAVE
TRUST ISSUES
WITH JUST ABOUT
EVERYTHING.
BUT, FOR SOME
REASON, THAT
DOESN'T SEEM
TO APPLY TO
MAGAZINE ADS.

54%

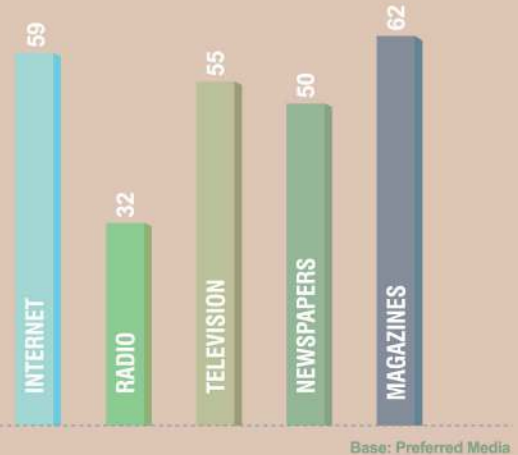
readers trust products more when
they are advertised in magazines

"I have been reading this magazine for 5 years now... I have complete trust in it..."

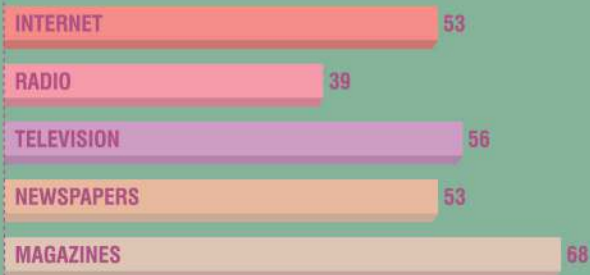
Working Male, 25-36 years, Mumbai

62%

readers find magazines
trustworthy and reliable
(higher than any medium)

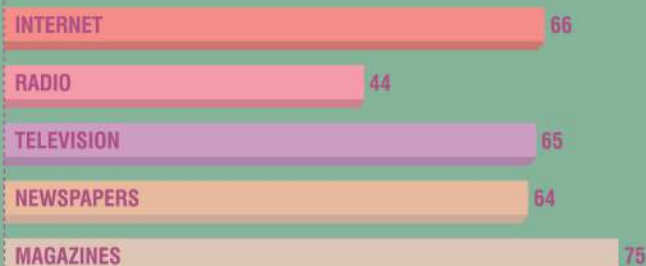


68% form an emotional connection with their magazines



Base: Preferred Media

75% readers think their magazines are reflective of their interests and personalities (highest among all media)

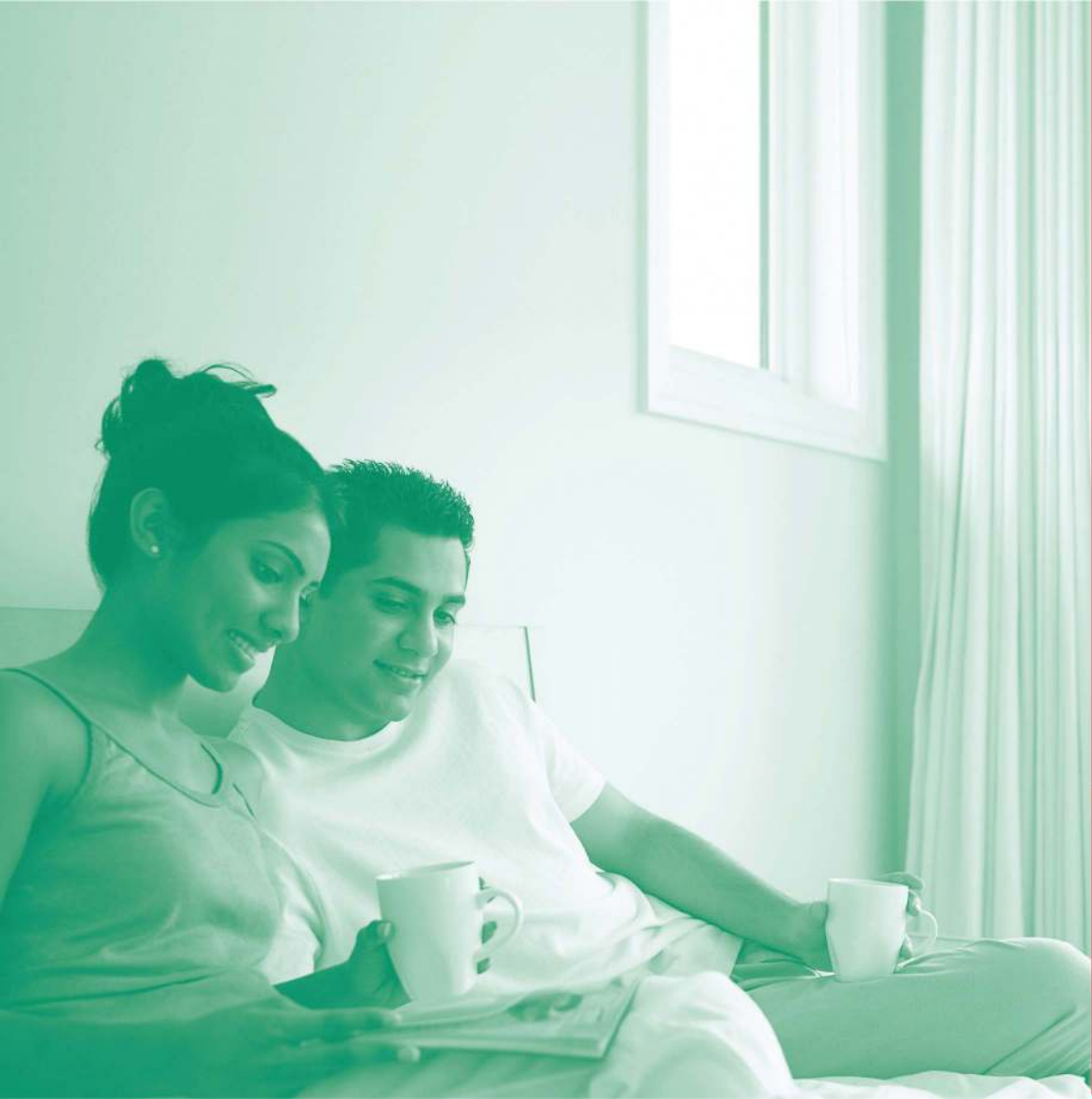


Base: Preferred Media

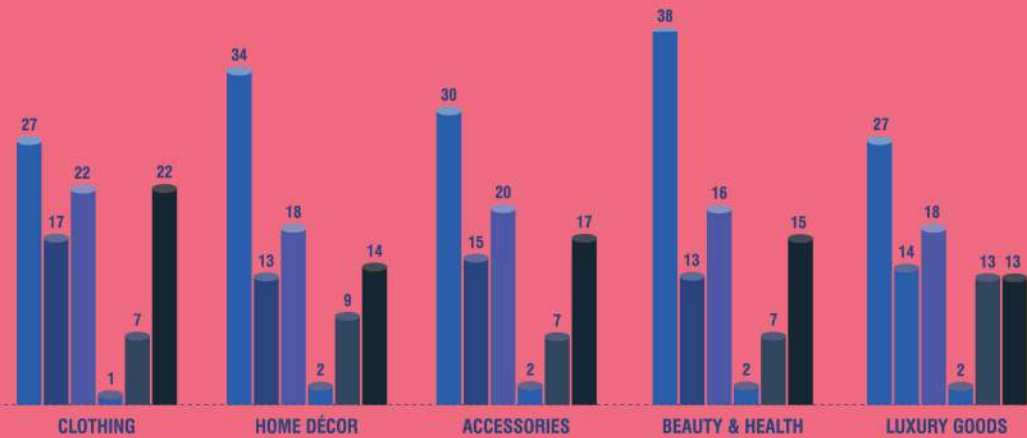
"I actually like going through magazine ads, that is also good fun. You see interesting things, new designs, learn about new products."

Working woman, 25-35 yrs, Mumbai

APPARENTLY,
PEOPLE ARE MOST
LIKELY TO TURN TO
MAGAZINES FOR
INFORMATION ON
CATEGORIES LIKE
BEAUTY, FINANCE,
LIFESTYLE,
AUTOMOBILES
AND SUCH.
(HOW WE'RE
TEMPTED TO SAY,
"WE TOLD YOU SO".)



Magazines are also the preferred source for information on clothing, home décor, health, accessories, and travel.

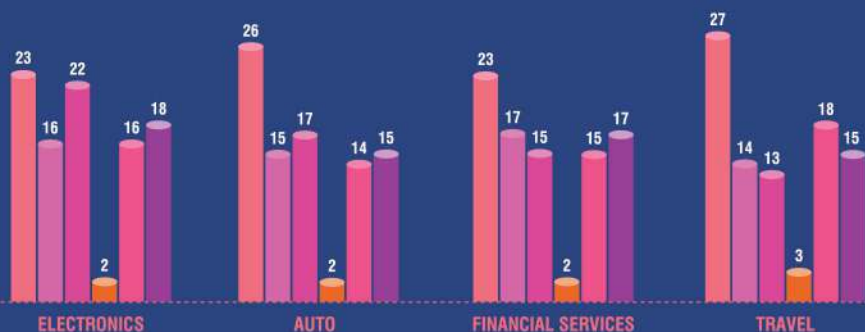


- MAGAZINES
- NEWSPAPERS
- TELEVISION
- RADIO
- INTERNET
- WOM

Base: Preferred Media

"Magazines are the best to make you aware and understand about the products, newly launched products, new ones to be launched in the future, whether they are value for your money or not, etc. You don't get any such kind of information in the newspaper or on the internet."

Working Male 26-35 yrs, Delhi



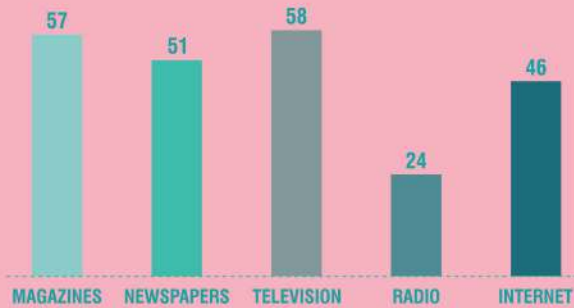
■ MAGAZINES
■ NEWSPAPERS
■ TELEVISION
■ RADIO
■ INTERNET
■ WOM

Base: Preferred Media

WHEN READERS
CONFESSED
THAT MAGAZINES
OFTEN
TRANSPORT
THEM,
WHO WOULD'VE
GUESSED
IT WOULD BE TO
THE MALL.

57%

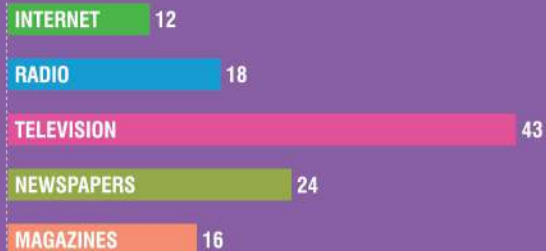
purchase intent based on
ads seen in magazines
(amongst the highest across media)



Base: Preferred Media

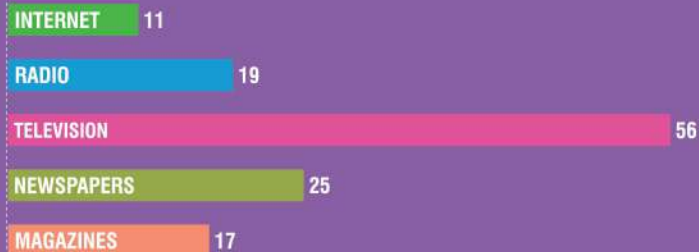
WHAT DO
READERS LOOK
FOR IN
A MAGAZINE?
IF WE SAID ADS,
WOULD YOU
FALL OUT OF
YOUR CHAIR?

84% readers believe ads are part of the magazine experience



% who believe ads in the medium should be eliminated. Base: All Respondents

83% readers don't see ads in magazines as interruptions. (TV ads are thrice as likely to be seen as interruptions)



% who feel ads appear at inconvenient times in the medium. Base: All Respondents

The findings in this booklet are based on two researches commissioned by AIM - a qualitative study by Quantum, and a quantitative study with 3600 people across 10 cities, conducted by IMRB. To read more about the research findings, please visit www.aim.org.in

MAGAZINES ☐ ENGAGE
☐ CONNECT
☐ WORK

