



# THE TRUE STRENGTH OF MAGAZINE BRANDS

# MAGAZINE BRANDS TODAY

1989



# ELLE

2016

BRAND

PRINT DIGITAL EVENTS AWARDS

Source: Hearst, Netherlands

**COSMOPOLITAN** is the **No.1** magazine brand **that reach Millennials**

More than 111 million contact points in print, online and social media

**79**

countries

**61**

editions

**32**

languages

Source: Hearst, Netherlands

# Winners Crossmedia Awards 2016? Magazine brands!



Cross Media brand: **LINDA.**  
Cross Media Innovation:  
**LINDA.tv**

# Winners Crossmedia Awards 2016? Magazine brands!



Cross Media Case:  
**Glamour Health Challenge**

# Magazine brands today

So Magazines transform to multimedia brands,  
but....

Current measurements are incomplete and  
therefore inaccurate

Time to change the discussion and show the real  
strength of magazine brands

# Magazine Media 360°

- Several projects has been started worldwide
- Projects from Associations and individual publishers
- All inspired by MPA...



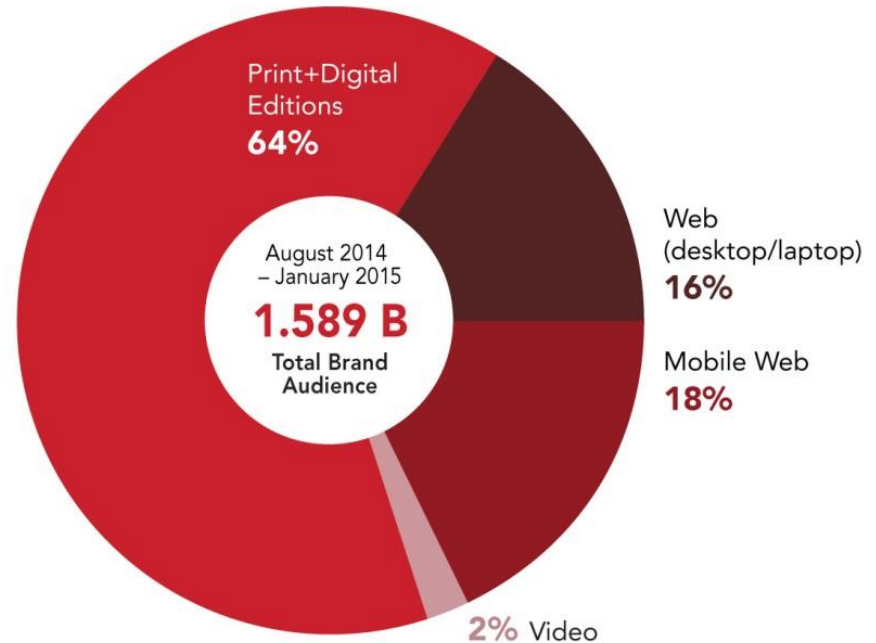
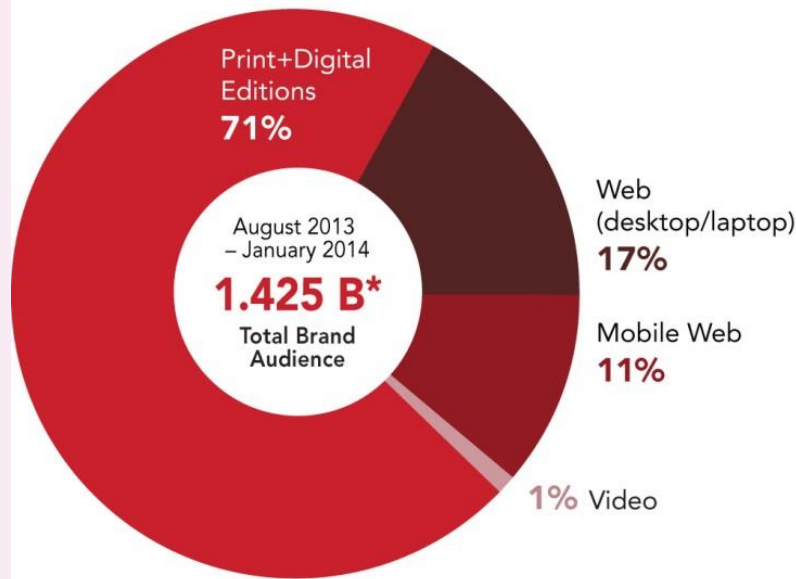
# MPA Magazine Media 360°

A game changing industry initiative



# Magazine Media 360° Audience Mix

Average Monthly Performance



## Audience Growth\* +10%

\*Due to a joint venture with CNN, 2013 web/mobile data for Fortune and Money is not available. As such, Fortune and Money are excluded in their entirety from the August 2013–January 2014 Audience Mix and the Audience Growth calculations.

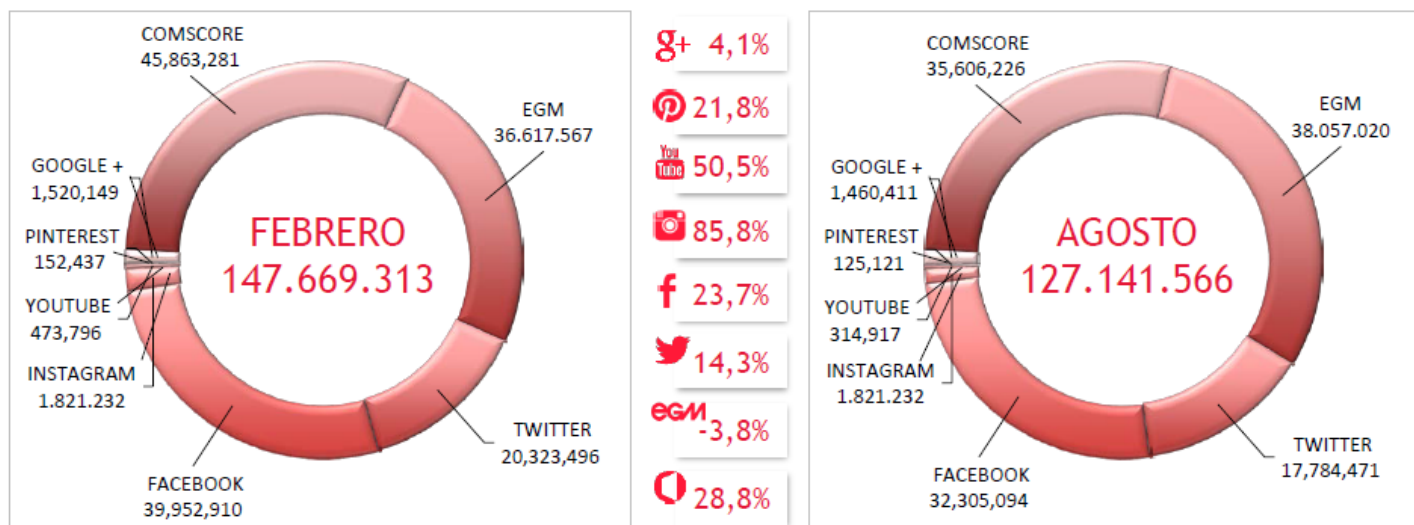
Sources: **Print+Digital Editions** GfK MRI's Survey of the American Consumer® Print+Digital Spring 2014 and 2013 (Aug–Oct 360°), Fall 2014 and 2013 (Nov–Dec, Jan 360°), GfK MRI's Survey of the American Consumer® Print+Digital DoubleBase 2014 and 2013, GfK MRI Accessed Prototype, GfK MRI's Teenmark® or 2014 and 2013 Ipsos Affluent Survey USA (Aug 360°), 2014 and 2013 (Sept–Dec, Jan 360°). **Web (Desktop/Laptop)** comScore Media Metrix® or Nielsen NetView; unique visitors; August 2014–January 2015 and August 2013–January 2014; U.S. **Mobile Web** comScore Mobile Metrix or Nielsen Mobile NetView 3.0 unique visitors; August 2014–January 2015 and August 2013–January 2014; U.S. **Video** comScore Video Metrix or Nielsen VideoCensus; unique viewers; August 2014–January 2015 and August 2013–January 2014; U.S.

# ARI Magazine Media 360°

A game changing industry initiative



**DIF. FEBRERO 2016 vs AGOSTO 2015 (%)**



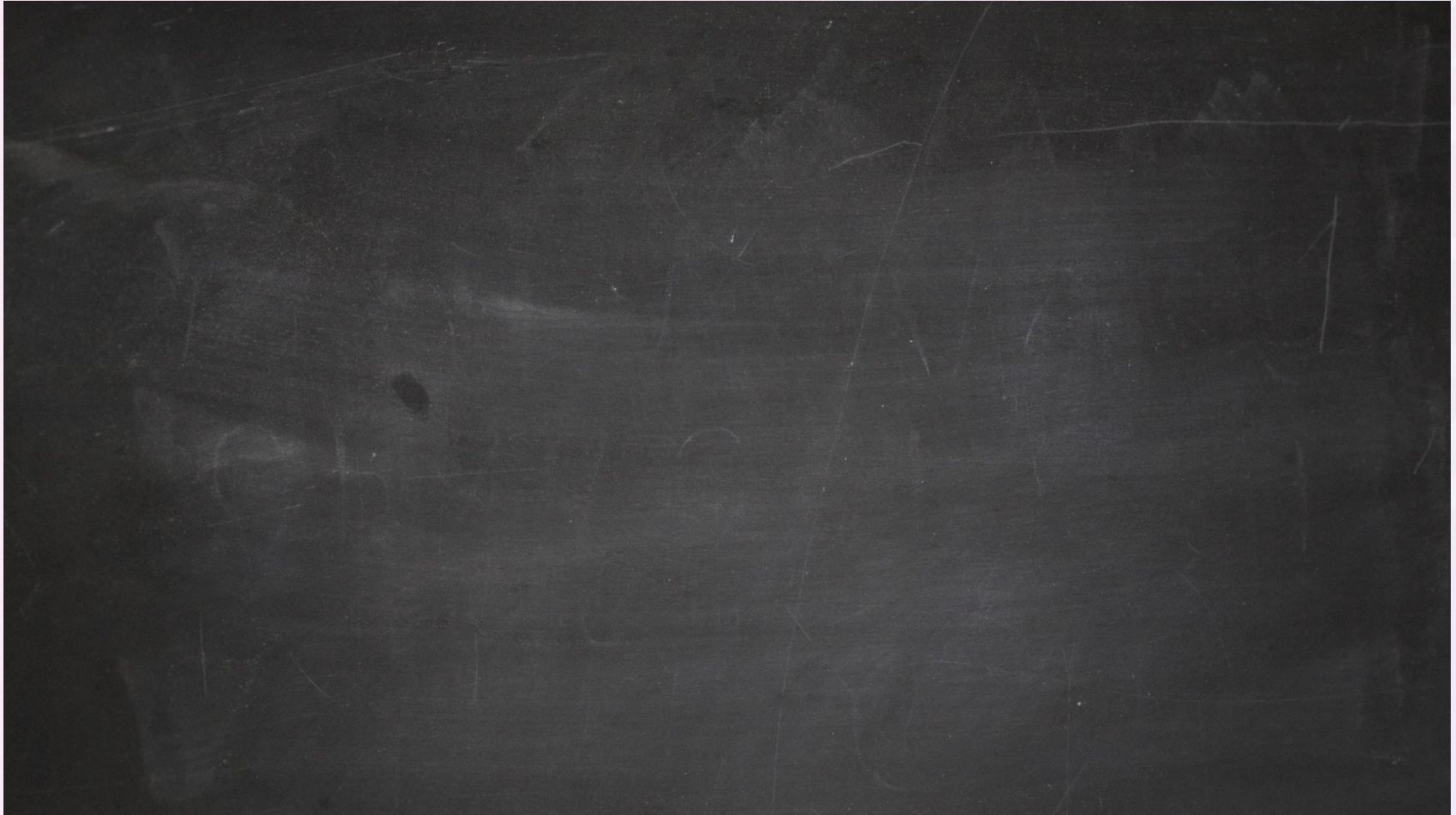
TOTAL ARI 360°	Feb 2016	Agosto 2015	Dif (%)
	147.669.313	127.141.566	16,1 %



ARI 360° Febrero 2016. Total ARI.

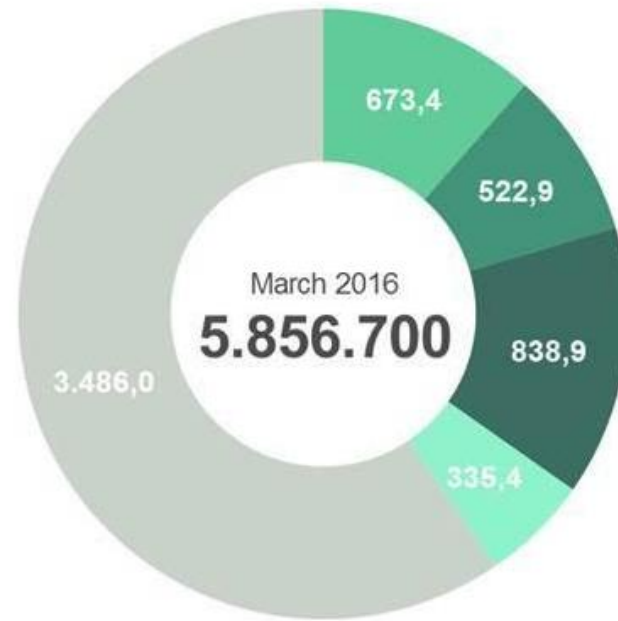
Fuentes: EGM, ComScore Multiplataforma, Twitter, Facebook, Pinterest, YouTube, Google +.

# VTWonen



# Media 360° Audience Mix

## vtwonen



**Growth  
+22%**

- Magazine
- PC/laptop
- Mobile
- Social
- Television

Reach (x 1.000)

**vtwonen**

2015 & 2016 Including television program 'vtwonen Weer verliefd op je huis' (2015 reach of 13 episodes, 2016 reach of 13 episodes).  
Sources: Magazine: NPM 2014-I 2014-II & NPM 2015-I 2015-II (monthly, reach of 1 edition) | PC/laptop: Google Analytics |  
Mobile (tablet/smartphone - web): Google Analytics | Social: Facebook, Twitter, Pinterest, Instagram | Television: SKO

sanoma SBS

# Summary

- Growing demand for magazine content
- Print remains an important part of the reading experience
- **Article: “The often ignored magazine media growth story”**

# Summary

**Magazine media seem to be on an unassailable march to win the hearts, minds and attention of consumers.**





THANK YOU