

Measuring quality of reading and effectiveness of print advertising

Marina Luchina, Vladimir Shchipkov, Mediascope (ex-TNS), Russia

In November 2016, with the support of the seven largest publishing houses in Russia¹, a custom research was conducted on the newspapers and magazines' quality of reading, as well as the effectiveness of advertising in print media. The study involved regular magazines and newspaper readers living in Russia 100k+, men/women 20-55, average income and higher. About 4,400 interviews were made by CATI and online panel using base of subscribers.

Main research topics:

- Quality of reading
- Print as a source of inspiration, ideas and information
- Advertising in magazines and newspapers comparison to other media
- Attention to different types of advertising in print
- How advertising works in magazines and newspapers

Target group:

The results of the research are related to the core audience of 4 groups of newspapers and magazines: glossies for women and men, business titles and general interest titles. These are well-off women and men of active age (20-50/55) who live in cities of the Russian Federation with a population of 100k+, regular readers of at least one of the women's / men's glossy magazines, business titles or general interest titles. They are consumers of goods and services in different categories, including fashion, beauty, gadgets, cars, financial services, etc. In these areas they are leaders of opinions (trendsetters, experts) for their environment. In all the following calculations "Total" means the aggregated readership, including regular readers of at least one of the editions of the publishing houses listed above in the category: women's glossy magazines, men's glossy magazines, business periodicals, and general interest newspapers and magazines (glossy magazines readers age is 20-50 y.o., general interest titles' readers age is 20-55 y.o.).

Readers of women's glossy magazines:

(Russia 100k+, women 20-50, average income and higher, read at least half of issues of at least one periodical)

This group is demographically wide, there are quite a lot of young women, they are concentrated mainly in cities with a population of a "million plus" and they are self-confident, well-off women, 77% of them work:

- 68% are women 20-35
- 51% are residents of "million-plus cities"
- 77% work

In order to understand what this group of readers is from the point of view of consumer behavior, we looked for characteristics in the survey and in our TGI/Marketing Index. A fairly large percentage of this group of readers are aware of all trends in fashion, cosmetics, clothing and are willing to spend money on this. They are not only themselves involved in all these consumer processes, they are also ready to involve others. There is such a characteristic called "opinion leaders" (i.e. are ready to talk about goods and services and are ready to be for other people experts in these matters). In this sense, readers of women's glossy publications are in many ways leaders of opinions in cosmetics, perfumes and everything that concerns fashion and clothing.

	% of readers of the specified category
SHOPAHOLIC AND TRENDSETTERS	
I will better save on something else, but I will buy expensive and prestigious cosmetics	77
I often experiment, try new products, new brands	72
I combine things of luxury and mass brands in clothes	67
I spend a lot of money for looking good	64
I can be called a shopaholic!	51
I buy new collections without waiting for sales	38
OPINION LEADERS	
Cosmetics, perfumery, care products	56
Fashion, clothing, shoes	41

¹ Burda, Conde Nast, Hearst Shkulev Publishing, Independent Media, Argumenti I Factly, Kommersant, Popularnaya Pressa/Telenedelya

Readers of men's glossy magazines:

(Russia 100k+, men 20-50, average income and higher, read at least half of issues of at least one periodical)

The next group are readers of men's glossy publications, they are also mostly young people. They are quite well-founded and a fairly large proportion of these people is concentrated in Moscow:

- 68% are men 20-35
- 27% are residents of Moscow
- 44% are managers, company owners, individual businessmen

From the point of view of their consumer characteristics - they are quite young and many of them are not homebodies, they love out-of-home active leisure. They are the leaders of opinions in such matters as technology, electronics and cars.

	% of readers of the specified category	Affinity Index ²
PARTY-GOERS AND TRAVELLERS		
Leisure outside	47,7	127
Entertainment tickets purchase	47,0	117
Regular sports activity	38,3	125
Trips within Russia and abroad	36,8	123
Outdoor activities	21,1	126
OPINION LEADERS		
Appliances and electronics, modern devices	60	
Cars	29	

Readers of business periodicals:

(Russia 100k+, men/women 20-50, average income and higher, read at least half of issues of at least one periodical)

- 63% are men
- 22% are managers of average and large business
- 42% are qualified specialists

Readers of business periodicals are mainly managers and specialists, more than 60% of them are men. At the same time, there are quite a lot of women. They are very confident in themselves, make independent decisions, based on their experience and knowledge. Since the audience is mostly male, as well as readers of men's glossies, they are also opinion leaders in technology and in cars.

	% of readers of the specified category	Affinity Index ³
EXPERTS AND JUDGES		
Voluntary insurance	31,7	123
Real estate transactions	5,4	137
I appreciate new features and services in mobile phone	73	
I want to use the most advanced technologies	60	
I understand finances and investments	48	
A car's prestige is important for me	43	
I buy new products before most of my friends	30	
OPINION LEADERS		
Appliances and electronics, modern devices (men)	63	
Cars (men)	43	

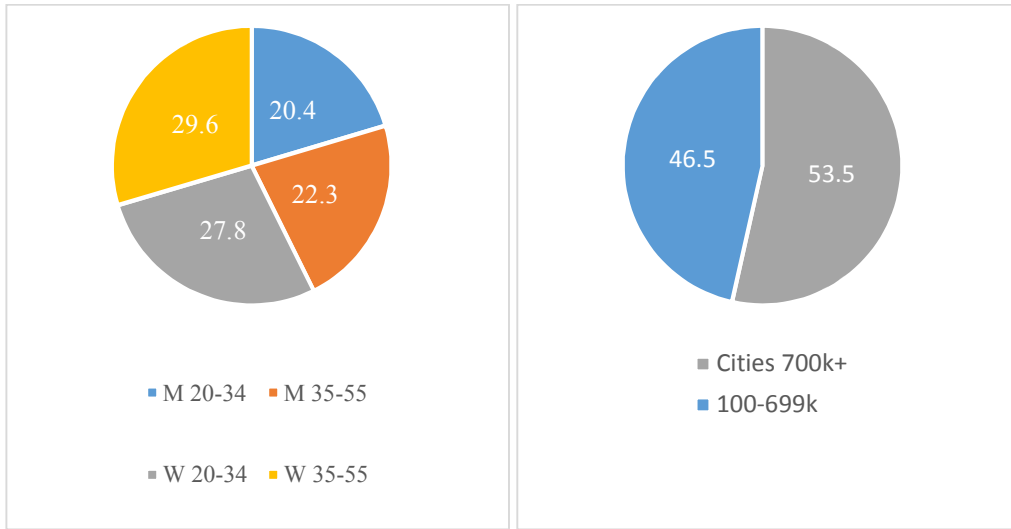
² Data from TGI Marketing Index

³ Data from TGI Marketing Index

Readers of general interest newspapers and magazines:

(Russia 100k+, men/women 20-55, average income and higher, read at least half of issues of at least one periodical)

Readers of general interest titles are almost evenly distributed among the age groups, and by cities of different sizes.



They are readers of very different editions, so the consumer characteristics of this group are also very diverse. They are united by the fact that they are quite thoughtful about their consumer choice and are quite fastidious customers.

	% of readers of the specified category
CONSUMERS	
I'm ready to pay extra money for quality goods	74
I'm always looking for new ideas to improve my home	74
I like cars with many extra options/features and technical innovations	63
I'm interested in learning about new products and services	55
OPINION LEADERS	
Cosmetics, perfumery, care products (women)	45
Medicine and dietary supplements (women)	25
Appliances and electronics (men)	61
Cars (men)	38

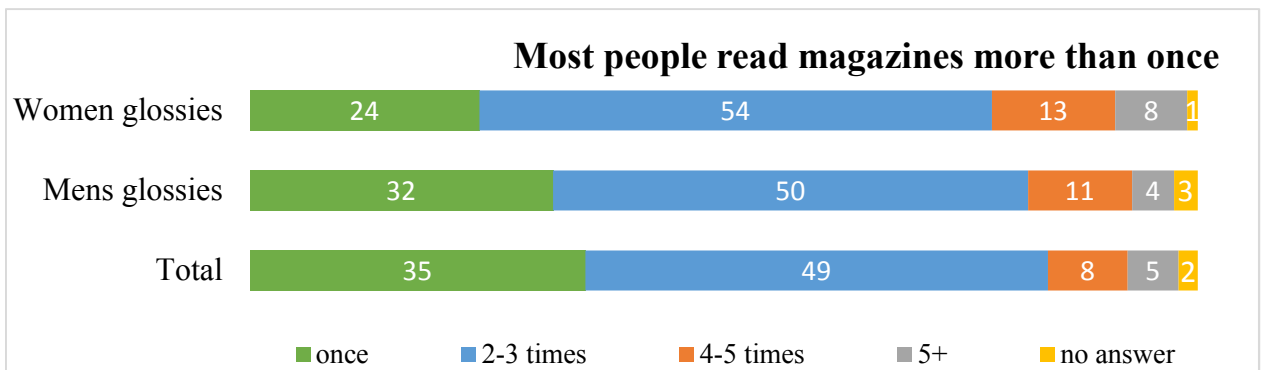
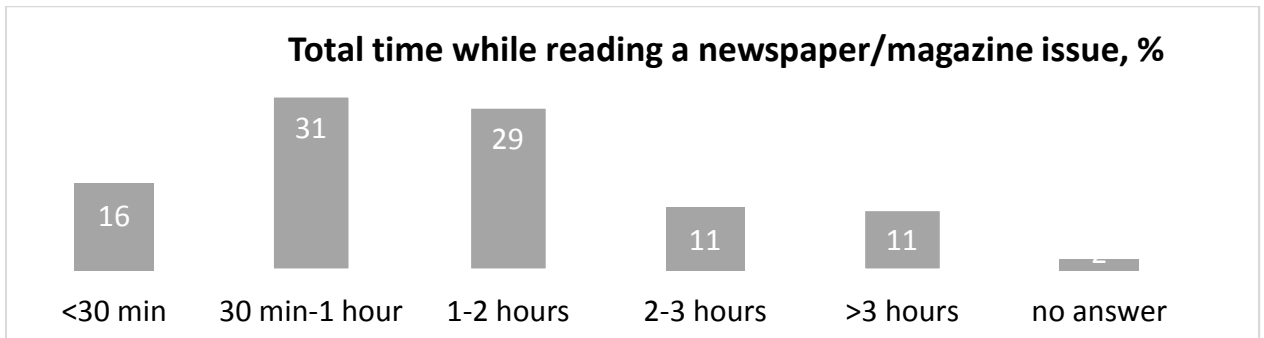
Print reading: loyalty, conscious choice, paid choice, high-quality contact, multiple contact

In the next part of survey we collected information about reading process.

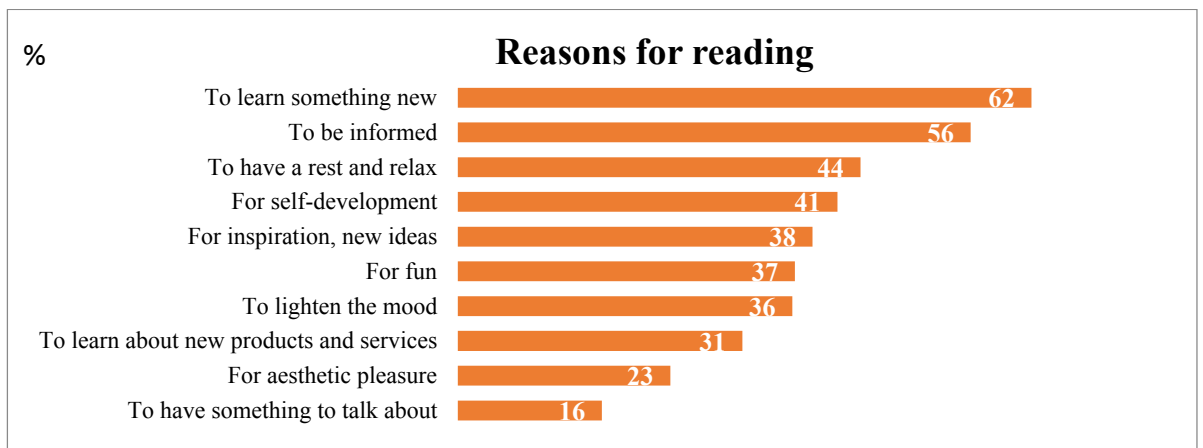
We found out that the audience is still very loyal to periodicals: from 45% to 76% of readers, depending on the category of periodicals, read newspapers and magazines with the same frequency or even more often than before.

	General Interest titles, %	Women's titles, %	Men's titles, %
Read more often	10	18	14
Read as before	35	52	62
Read less often	55	30	24

Most readers (61%) of general interest titles spend from half an hour to two hours to get acquainted with the new issue of their publication. A significant part of the audience (22%) spends even more time for this.



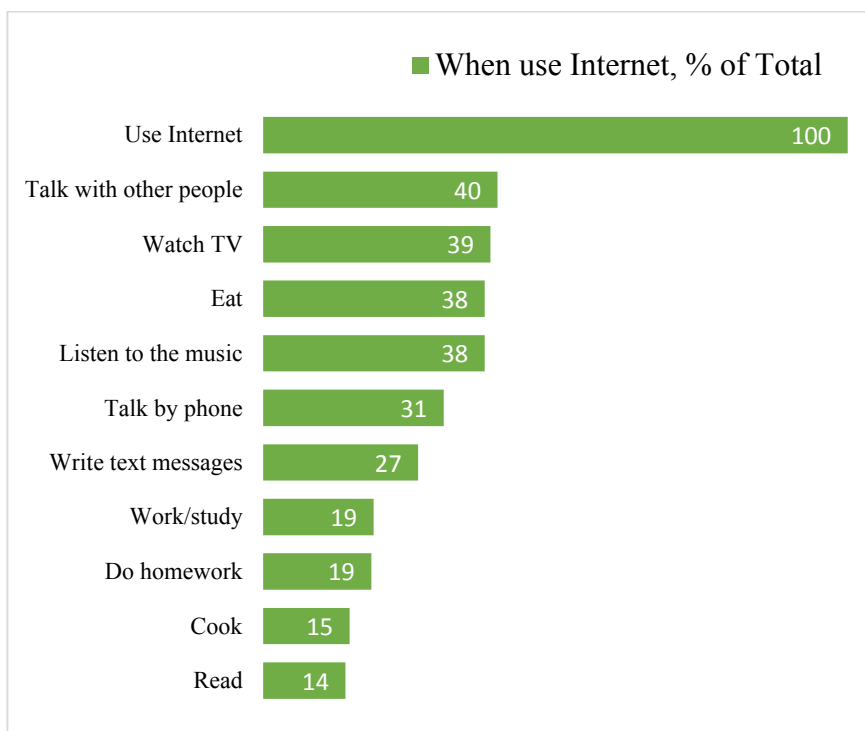
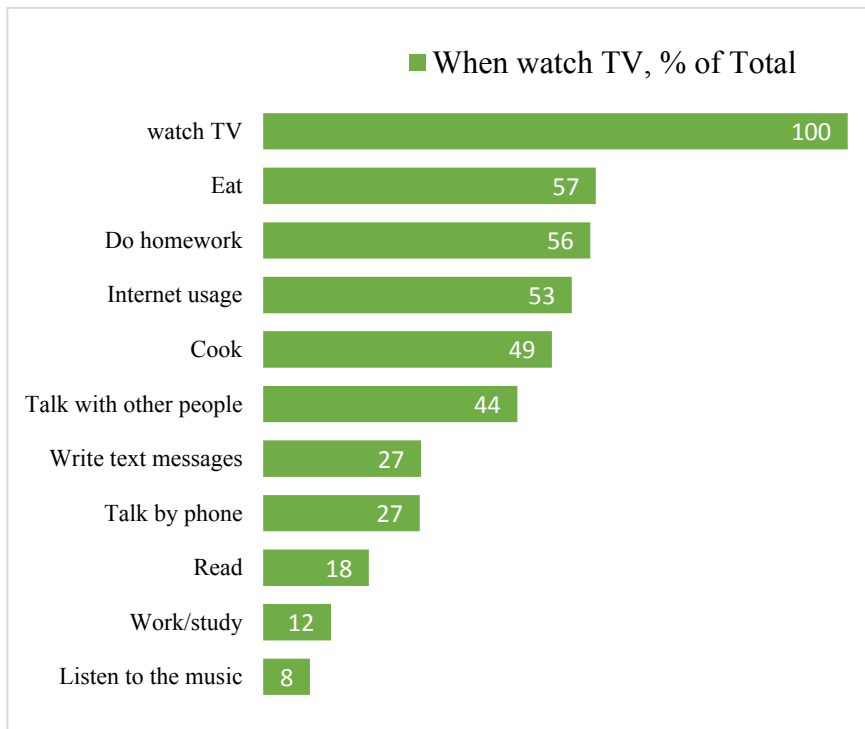
Reading the press for those who read it is a deliberate choice, only 16% said that they read the press only because then there is something to talk about after reading. Basically the reason for reading is getting some new information, useful ideas, knowledge, including ideas for shopping.



For a lot of respondents reading is a rest, a relaxing activity, they gladly read the press to distract from the problems of the world around them. It is necessary to pay attention to the fact that the majority of respondents, when we asked about it, mentioned the high concentration of their attention during the reading. Many are ready to allocate special time for reading. In this sense, person reading a newspaper or magazine creates a very personal sphere around her or him:

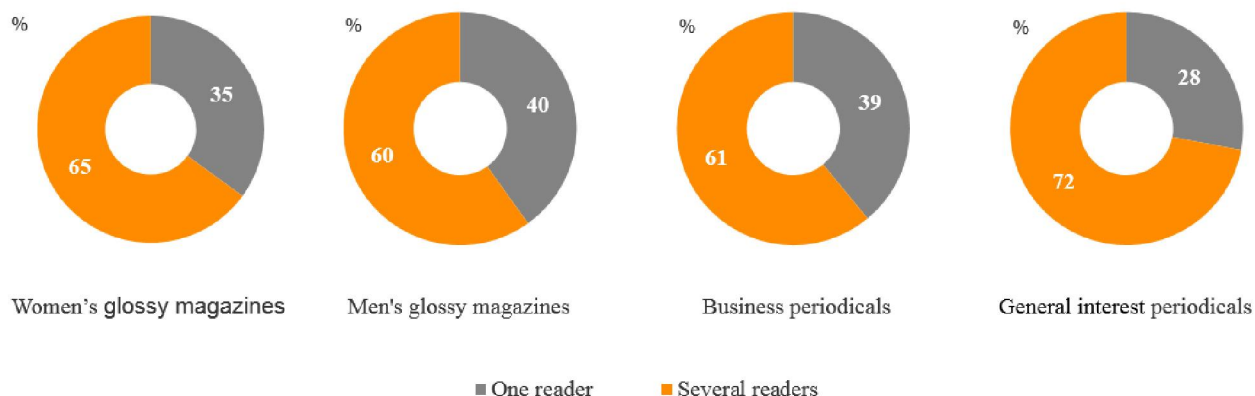
- 76% of respondent agree, that when they are reading, they focus on what they are reading, and I don't like to be distracted by other things
- 67% of respondents often discuss with other people what they have read in periodicals
- 61% said that they allow special time for reading newspapers and magazines - time which they want to spend for themselves
- 56% mentioned that they do not like to read periodicals in the room where TV or radio works because it distracts

On the contrary, when people watch TV or use the Internet, they often combine it with other activities:



Most readers (65% of women glossies readers, 60% men glossies readers) give their copy of magazine to other people after reading.

The periodical is shared with other people after reading



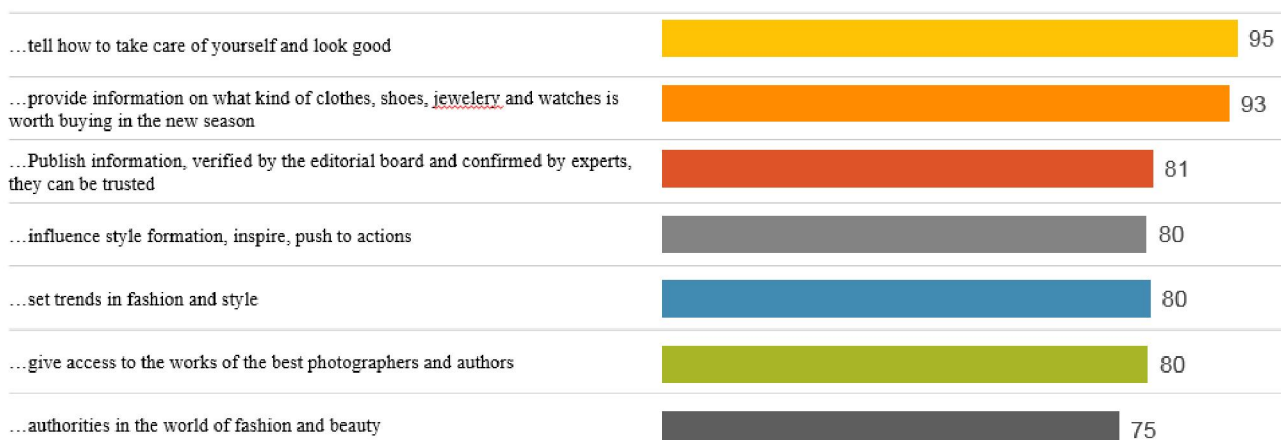
Key results of the print reading process study:

- Newspapers and magazines - media with a high degree of involvement and high quality of contact
- Most readers in target groups continue to read print titles with the same frequency or even more often than before (i.e. 70% of women's glossy readers, 76% of readers of men's glossy publications). Two thirds (65%) of readers of mass editions continue to read them with the same frequency or even more often than before
- Reading magazines is a paid choice: 40% of women's glossy readers and 35% of male readers spend on buying magazines more than 300 rubles a month
- In the process of reading, most of the audience (70-80%) does not like to be distracted. This is the time that readers want to spend on themselves
- 67% of general interest editions readers discuss what they read with other people.
- On the contrary, TV viewing and Internet usage is actively combined with other activities
- Most readers (75% of women glossies readers, 65% of men glossies readers) return to their copy of magazine after the first reading

Print as a source of inspiration, information and ideas

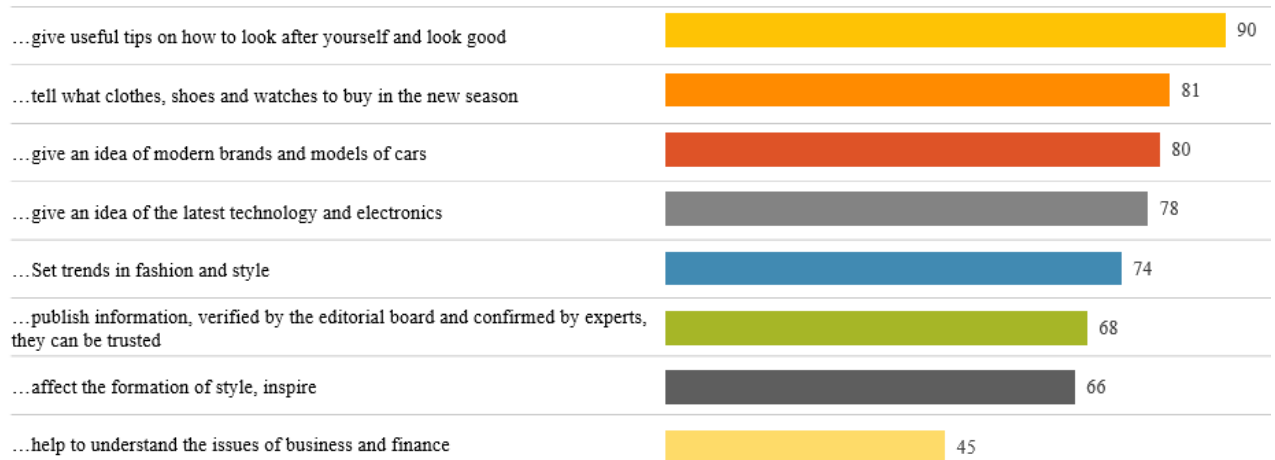
We tried to study how people perceive publications content. We did not distinguish text content or advertising. It turned out that people take a lot for themselves from this content - it's inspiration, and ideas, and expertise, and recommendations. And according to different groups of publications, regular readers told us about those things that are important to them.

Women's magazines...



Men's glossy magazines also form style of their readers because they are good advisers in the field of clothing and fashion, for many men it turns out to be important:

Men's magazines...

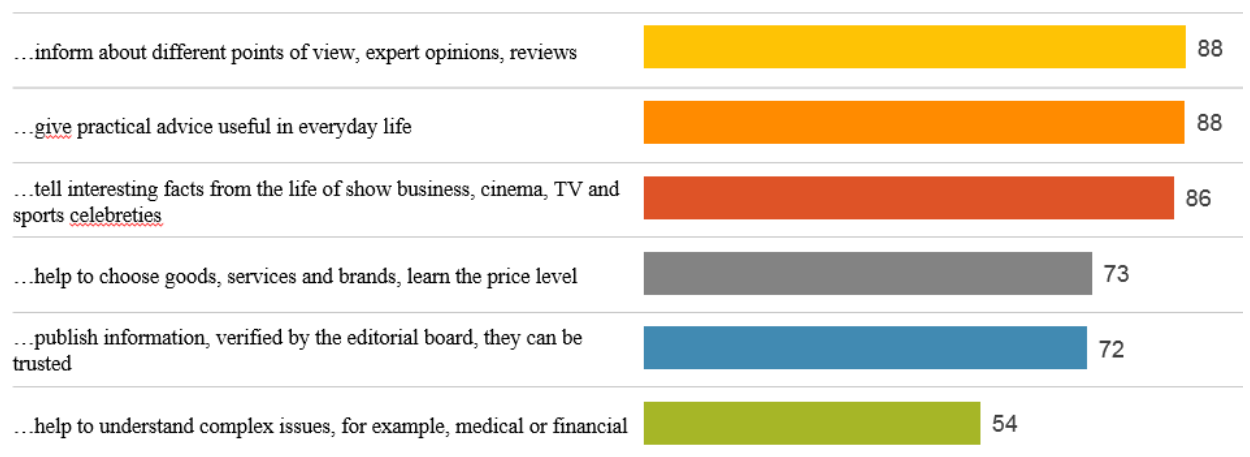


For readers of business titles, the content of the publication should first of all deserve trust, it is extremely important for them. And once this content is trusted by readers, it means that they are ready to read about many issues from business and finance to household appliances. There are several examples what respondents told us about this:

- business periodicals help to understand business and financial issues (94% of respondents)
- business periodicals publish information checked by editors and confirmed by experts, one can trust them (88%)
- business periodicals give an idea about new equipment and electronics (59%)

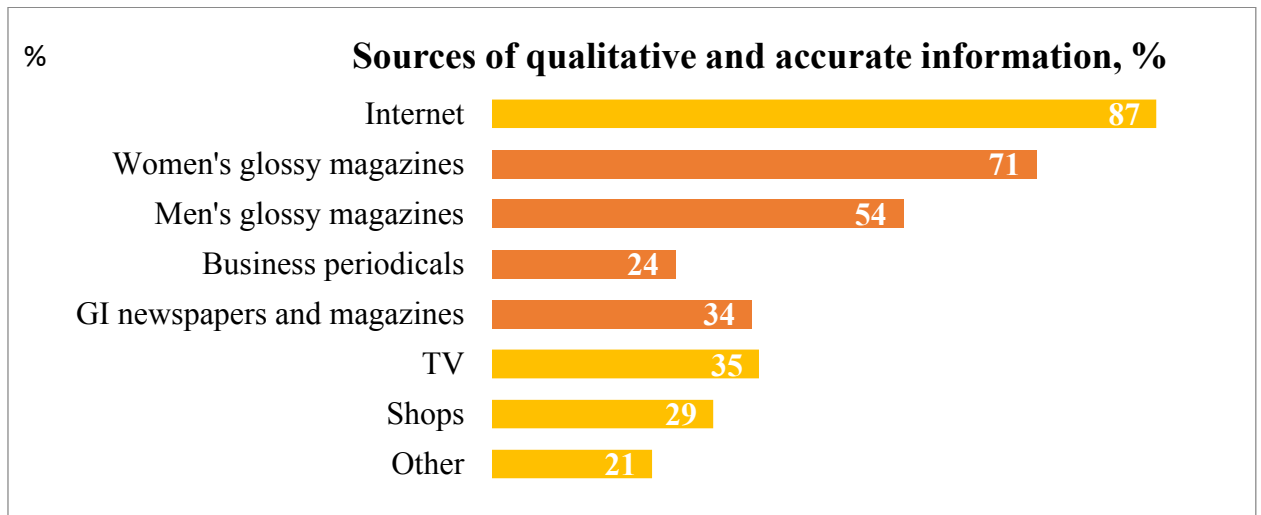
General interest periodicals help their readers to navigate in the variety of products and prices. Readers see the content in these publications as some good adviser, affecting their consumer behavior:

General interest newspapers and magazines...

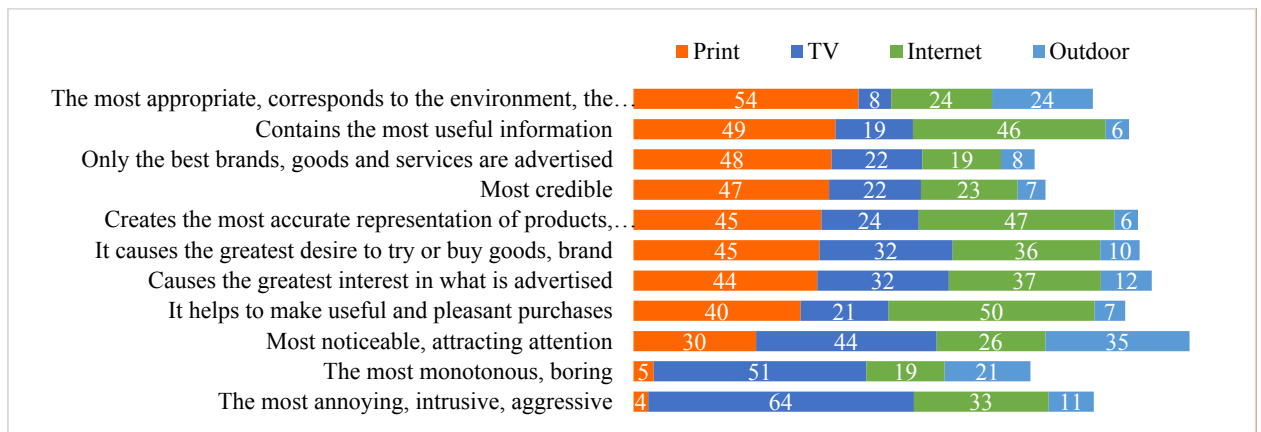


Print advertising – appropriate, qualitative, stylish, accurate, motivating.

The last part of questions that we asked in our study was about advertising in the press. These were questions about how readers of publications relate to advertising, whether they react to it or not, is advertising qualitative enough for them, is it credible, and so on. And the conclusion that can be made here is that advertising looks quite appropriate, naturally in the main content in the publications. People use advertising as a source of information also in order to learn about brands. We asked readers of publications to choose some three of their favorite brands, and say where they basically get information about these brands. In the first place was the Internet, because the Internet is an instrument for active search. About 71% of female glossy readers and about 54% of male readers regard magazines as a source of quality information about the brand. A similar figure for television is only 35%. About 34% of the interviewed readers of general interest newspapers and magazines called these publications sources of quality information about their favorite brands. According to this indicator, publications for a wide audience have similar position as television (35%) and shops (29%):



According to readers, advertising in the press is more credible than advertising in other media, because it promotes only high-quality goods and services. At the same time, advertising in publications is most appropriate, much less annoying, because it is neither intrusive nor monotonous.



(The amount on the line is more than 100%, because respondents could give multiple answers about media)

Readers describe advertising in glossy magazines as qualitative: it advertises quality goods and services (72% of women's magazines readers and 66% of men's magazines readers), while itself is a model of style and luxury (86% and 75% respectively). Due to this, advertising fits into the editorial content, and, remaining noticeable, does not cause irritation (73% and 63%).

Advertising in women's glossy magazines compared to other media...



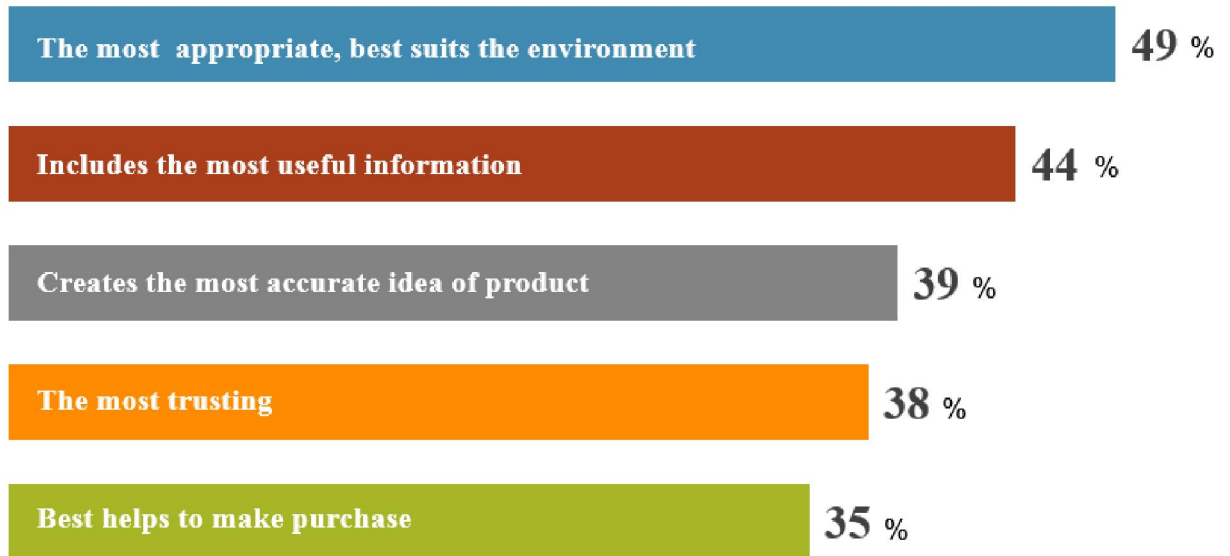
Advertising is useful because it creates an accurate picture of what is being advertised (72% and 59%), and causes a desire to try the product (75% and 61%). According to the readers, advertising in glossy magazines arouses interest in the brand and motivates to purchase much stronger than advertising in other media.

Advertising in men's glossy magazines compared to other media...



Almost half of General Interest newspapers and magazines readers said that advertising is appropriate, it fits the environment. When it is inscribed naturally in the content of the publication it becomes even more useful for readers.

Advertising in GI newspapers and magazines compared to other media...



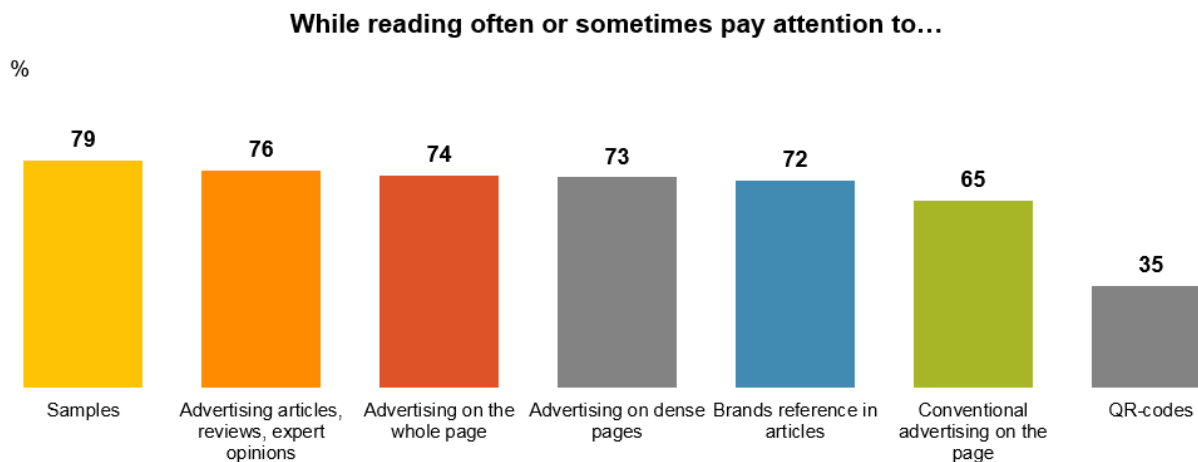
For business publications readers the trust in content is very important. It should be credible and advertise best quality goods:

Advertising in business periodicals compared to other media...



Readers notice different types of advertising. About 76% of the audience pay attention to reviews, expert materials, advertising articles, mention of brands, as well as to more dense paper (73%) or advertising on the whole page (74%). Approximately 79% of readers note the presence of samples. At the same time, QR codes in Russian print media have not yet become especially popular.

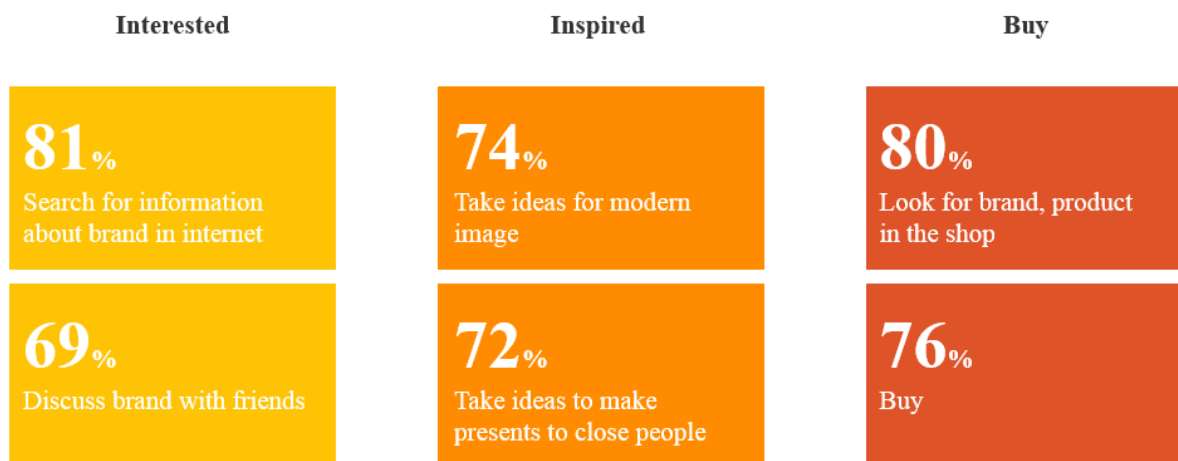
Different types of advertising attract readers attention



Advertising in print not only attracts attention, it also works. We asked about what the readers of publications do after they have contacted advertising, how they are interested in those goods and services that were advertised, how they are inspired by the ideas they saw in advertising and whether they buy goods and services that were presented in advertising. The share of those who was interested, inspired and had intention to buy was very high (but it does not mean that they immediately go and buy something after seeing print advertising because the question was about "buying from time to time"). Nevertheless, the fact is that many readers go all the way from interest to buying, if we talk about advertising in the press.

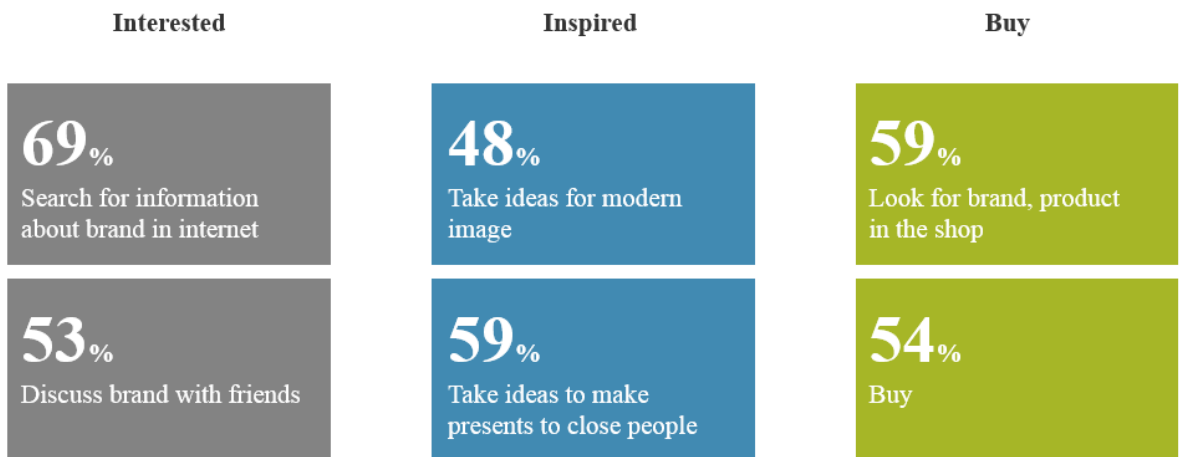
How advertising works in women's glossy magazines

After contact with advertising or advertising article...



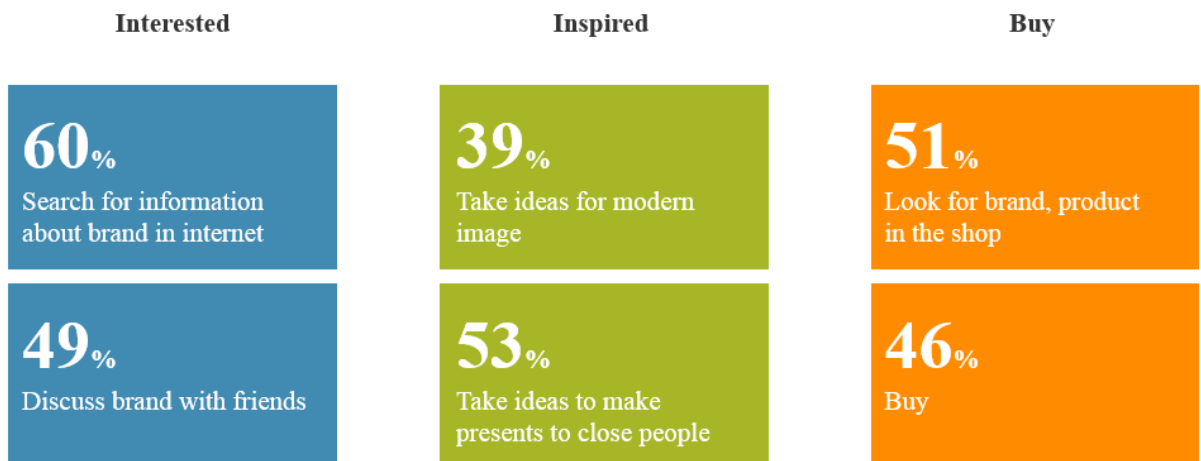
How advertising works in men's glossy magazines

After contact with advertising or advertising article...



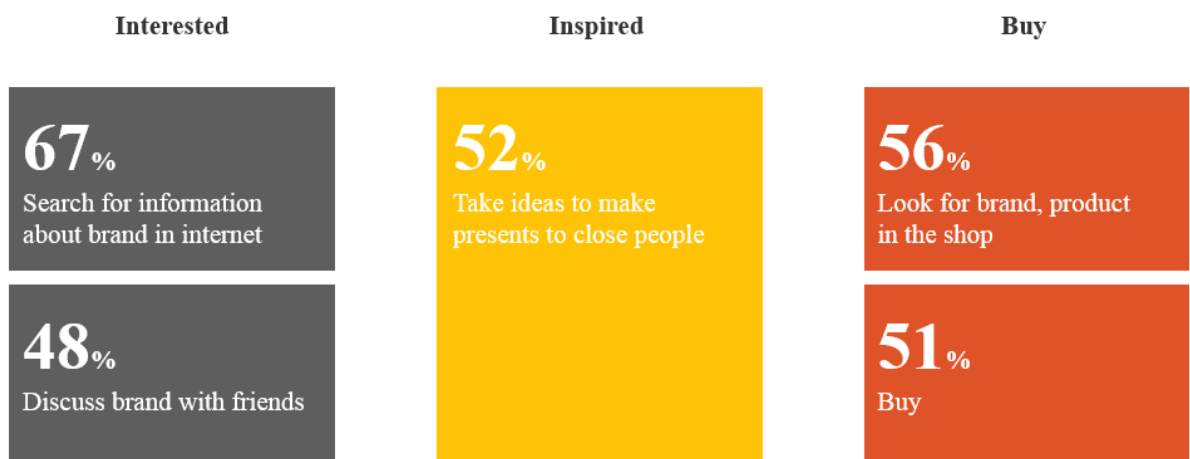
How advertising works in business periodicals

After contact with advertising or advertising article...



How advertising works in GI newspapers and magazines

After contact with advertising or advertising article...



Key results of the research are:

- For regular readers aged 20-55 with the average or higher income, print media is the source of quality information about brands, goods and services, the source of ideas, adviser and expert
- Print advertising is noticeable; meanwhile it is not annoying because it fits the context.
- Print advertising creates attractive brand image and motivates to buy.
- Advertising articles and reviews help to choose products and services.

Authors:

Marina Luchina, Head of print media research sector, Mediascope (ex-TNS), e-mail Marina.Luchina@mediascope.net, tel. +7(495)935-87-18

Vladimir Shchipkov, PhD, Chief Research & Analytics Officer, Mediascope (ex-TNS), e-mail Vladimir.Shchipkov@mediascope.net, tel. +7(495)935-87-18