

Magazine Media Readers are

Social



KEY RESEARCH FINDINGS

RESEARCH OBJECTIVE

Social media use is rapidly transforming how magazine readers interact with and share magazine content. This study was designed to explore the impact of social media on the magazine reading experience among traditional print and digital magazine readers (age 18–34) who are social media users.

Magazine readers 18–34 are highly connected social media users

For the most part, those 18–34 personally own a digital device and access multiple social platforms. They have a healthy appetite for media and believe that technology has improved the experience of accessing media.

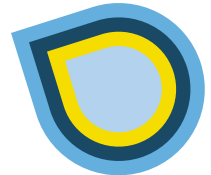
Avid magazine readers are connecting directly with magazines and editors via social media

Those who consider themselves “avid magazine readers” are considerably above average in all things social. They also interact to a much higher degree with magazine content and even directly with magazine editors via Twitter exchanges. The majority “follow” a magazine on Twitter or “like” a magazine on Facebook.

Sharing magazine content is important to young digital readers

Avid magazine readers and multiple platform social users are in the vanguard for sharing content with friends and they do it to a high degree using social devices. Most chat with friends on Facebook while reading a magazine and share what they are reading. A substantial majority also re-tweet articles from a magazine’s Twitter feed.

Full research available at magazine.org/socialresearch



The 18–34 year old segment clearly represents highly connected users of social media. They heavily use social media to enhance their media experience and particularly place an importance on sharing magazine content.

Social media is enhancing the magazine reading among 18–34 year olds:

- 56% of total Twitter users and 65% of avid readers 'follow' a magazine editor or columnist on Twitter.
- 51% of respondents have re-tweeted to a magazine editor's Twitter and 42% chat with friends on Facebook while reading a magazine and share what they're reading.

Magazine readers 18–34 are highly connected social media users

- Most respondents are using Facebook (91%), YouTube (61%) and Twitter (40%) as social media.
 - Men are more likely to use YouTube, Twitter and Google+ than women.
 - Users of YouTube and Twitter skew younger.
 - Pinterest has more than twice the number of female users (31%) as male users (12%).
 - Among Twitter users, 22% have multiple accounts.
 - Nearly 30% of Tumblr users have more than one account.
- The majority of respondents (80%) personally own a digital device.
 - 69% own a smartphone.
 - 41% own a tablet.
 - 27% own an e-Reader.
- Smartphone ownership is now mainstream. 72% of men 18-34 and more than 67% of women own a smartphone.

- 49% of males 18-34 own a tablet, primarily Apple iPads (33%).
- 93% of all respondents have looked into a magazine, print or digital, in the past 60 days.
- 50% of respondents consider themselves to be ‘media multi-taskers.’
- Respondents have a healthy appetite for media. 60% agree that the more media they can access to learn about a story or topic, the better informed they become.
- 68% believe that technology has improved the experience of accessing various media.
- 51% report that they like to create their own media schedule and use technology to customize what they read and watch on their terms.
- Respondents are fairly heavily involved in various shopping activities using social devices. Most like to get something for their social involvement.
 - 59% enter contests on Facebook or Twitter in order to win products or receive discounts.
 - 53% download coupons from a company’s Facebook page and/or tell friends on Facebook or Twitter about a special sale that they have heard about.
 - Half seek the opinion of Facebook friends before buying a product.
- Avid magazine readers and 3+ social media users are considerably above average in all aspects of using social media for shopping activities.

Avid magazine readers are connecting directly with magazines and editors via social media

- Avid magazine readers are major users of social media in every aspect and index higher to all social attitudes and activities.
- Multimedia usage is common among these media-hungry consumers:
 - > 36% of respondents use other media while reading magazines
 - > 39% use social media to enhance their experiences with other media
 - > 35% love to share articles or products that they see in magazines immediately with others
 - > 34% interact with their favorite media brands across multiple social media platforms
 - > Males have an edge over females in using other media while reading magazines and using social media to talk about what they are reading in magazines.
- 49% of total respondents and 63% of avid magazine readers have visited a magazine's Facebook page and 41% / 51% have 'liked' a magazine's Facebook page.
- Chief reasons for visiting a magazine's Facebook page are relevant content, special contests and games, and checking out ideas and recipes and photos posted.
- 19% respondents and 30% of avid magazine readers have searched for a magazine on Twitter and 16% and 24% respectively have 'followed' any magazine's Twitter feed.
- Reasons voiced for following a magazine on Twitter ranged from special offers, contests and games to checking real-time news updates to seeing what others had to say/for links to articles.

- There was no real definitive reason voiced for not following a magazine on Twitter. 60% never considered doing it, resulting in an opportunity for publishers to create and promote a clear reason for doing it.
- 56% of respondents have re-tweeted to a magazine editor's Twitter with "inspired, entertained and amused" as the reasons for what prompted the response.
- Avid magazine readers consistently index higher on all usage of social media with magazines. Males also have higher magazine/social interaction than females.
 - > More than 50% of total respondents 'follow' a magazine on Twitter (56%) or 'like' a magazine on Facebook (52%). For avid magazine readers it's 69% / 67% respectively.
 - > 47% of total respondents and 62% of avid readers post magazine articles to Facebook.
 - > 49% of total and 65% of avid readers 'follow' a magazine editor or columnist on Twitter and 39% and 55% of avid readers become a subscriber of a magazine editor or columnist on Facebook.
 - > 33% post photos to a magazine Facebook page and/or upload content (such as recipes) to a magazine's Facebook page (44% and 46% among avid magazine readers).
 - > 56% of total respondents and 65% of avid magazine readers follow a magazine on Pinterest or re-pin content from a magazine.
- 28% of respondents used newsreaders to follow a magazine. The two dominant ones used were Pulse and Currents, with Editions, Livestand and Flipboard closely following in mentions.

Avid magazine readers are connecting directly with magazines and editors via social media (cont.)

- Reasons for following a magazine on a newsreader were “fun, ability to follow multiple magazines at one time and no cost involved.”
 - > Female and younger respondents seem to be having the most fun with newsreaders.
 - > Avid magazine readers and 3+ social media users also index high on “it’s fun.”
- 26% of respondents have followed a magazine on Twitter or ‘liked’ a magazine on Facebook after accessing that magazine’s content via a newsreader.
 - > Men more readily ‘followed’ a magazine on Twitter or ‘liked’ a magazine on Facebook after accessing magazine content via a newsreader.
 - > Avid magazine readers and 3+ social media users index highest.
- 37% of total respondents and 47% of avid magazine readers have gone to a magazine’s website for more information after following a magazine on Facebook, Twitter or other social application like a newsreader.
- When asked whether they were more interested in following the magazine brand itself, or the magazine’s editors, writers or columnists, respondents overwhelmingly cited the magazine brand itself (51%) over both equally (39%) and editors at 10%.
 - > Women favored the magazine brand to the highest degree (56%) over men at 44%.
- Opportunities to sample new products and offer insights (50%) and special offers from advertisers available only to subscribers (44%) were cited most as most desired exclusive offers for magazine subscribers on Facebook or Twitter.
 - > Interest was highest among women (58% and 48%) and avid readers (52% and 43%).

Sharing magazine content is important to young digital readers

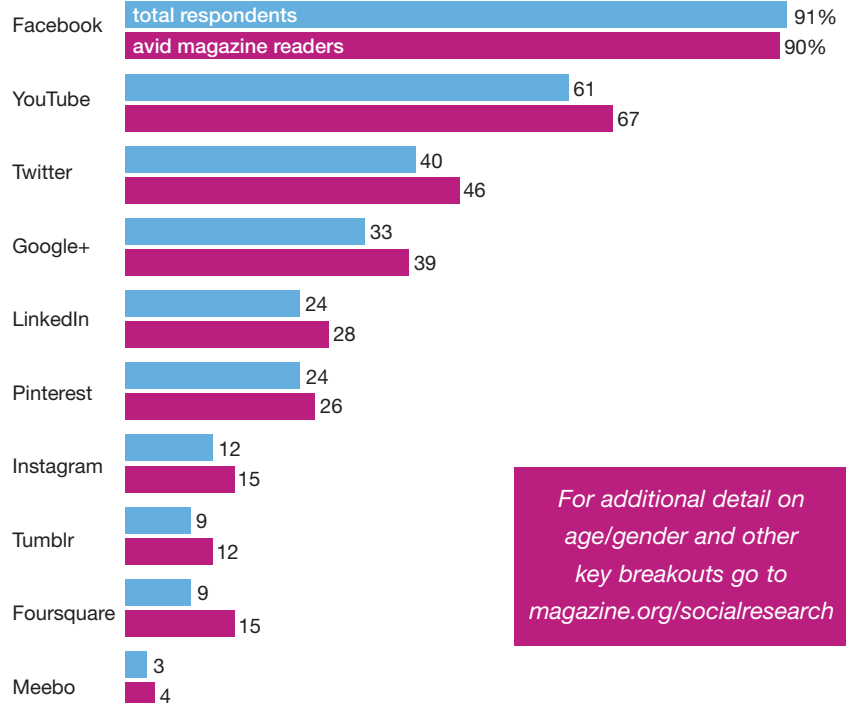
- 48% of avid magazine readers and 37% of total respondents claim that it is important to them that a magazine has a Facebook page. (More important to men than women, slightly more for younger vs. older respondents).
- For 34% of avid magazine readers and 26% of total respondents, it is deemed important for a magazine to have a Twitter account.
 - > The importance is even greater among males and 3+ social media users.
- The importance of being able to share digital magazine content with friends is highest among avid magazine readers at 54% and equal to 3+ social media users.
 - > Men greatly outnumber women in this interest in sharing digital magazine content.
- 51% of total respondents and 66% of avid magazine readers re-tweet articles from a magazine's Twitter feed.
- 42% of total and 57% of avid readers chat with friends on Facebook while reading a magazine and share what they are reading.
- Facebook, among all social media platforms, was named the best product for use in engaging with a magazine brand by a wide margin.
 - > Pinterest, while trailing Facebook, had a strong following among women.

Which if any of the following forms of social media are you currently using?

Observations:

- Facebook is a widely used social media by nearly all respondents.
- Men are more likely to use YouTube, Twitter and Google+ than women.
- Users of YouTube and Twitter skew younger.
- Pinterest has more than twice as many female users as male users.

Top 10 Social Media Brands



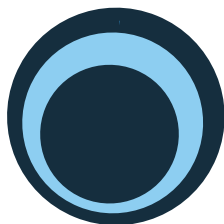
Base: Total respondents (1,019); multiple responses

For additional detail on age/gender and other key breakouts go to magazine.org/socialresearch

Agreement with the following statements about media.

Observation:

- Avid magazine readers respond more positively overall to the statements about media.



Social Media Activity

total respondents / **avid magazine readers**

68%	81%	I believe technology has improved the experience of accessing various media
62	79	The more media I can access to learn about a story or topic, the better informed I become
50	71	I consider myself a 'media multi-tasker'
50	69	I like creating my own media schedule and use technology to customize what I read/watch on my terms
47	66	I like to share information about my daily activities with family and friends
48	67	The experience of interacting with media is generally enhanced when shared with others
38	100	I am an avid magazine reader
33	62	Magazines to me are one of the most highly credible sources of information for areas that I am personally interested in
33	51	When I read a magazine, I tune out all other media
30	54	I trust the opinion of a magazine editor

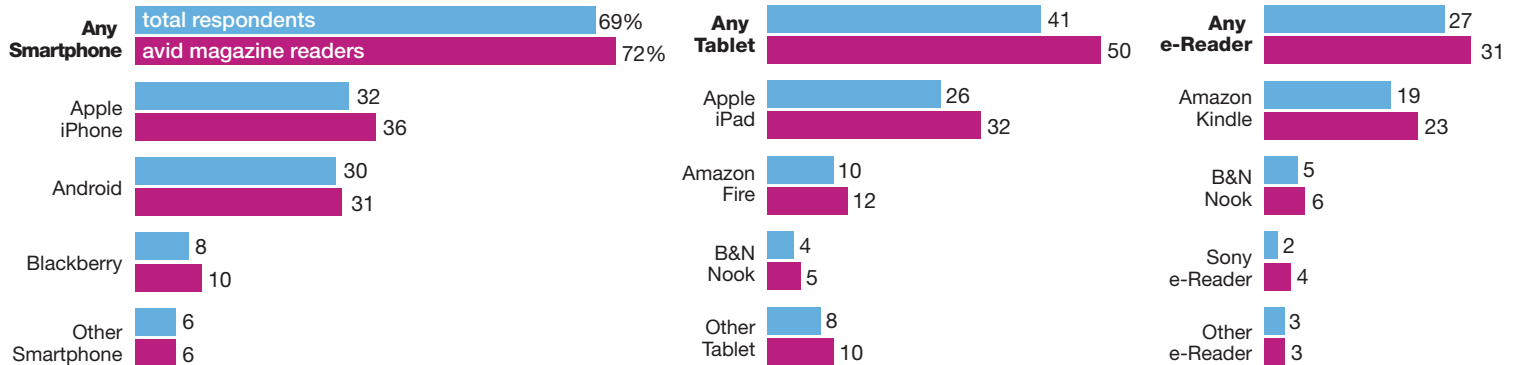
Base: Total respondents (1,019); Top two box agreement

Do you personally own any of the following digital devices?

Observations:

- Smartphone ownership, like Facebook usage, is so mainstream that few notable demo differences exist.
- 72% of men 18–34 and 67% of women own a smartphone.
- Tablet ownership skews more male.

Digital Device Ownership



Base: Total respondents (1,019); multiple responses

Agreement with the following shopping activities engaged in

Observations:

- Respondents like to get something for their social involvement. They respond well to contests, discounts, coupons, offers and sales.
- Avid magazine readers and 3+ social media users are considerably above average in all aspects of using social media for shopping activities.

Engagement in the following shopping activities

total respondents / **avid magazine readers**

59%	66%	Enter contests on Facebook or Twitter in order to win products or receive discount.
53	63	Download coupons from a company's Facebook page.
53	62	Tell your friends on Facebook or Twitter about a special sale that you'd heard about.
51	61	Redeem an offer from a company's Twitter feed or Facebook page.
50	62	Seek the opinion of your Facebook friends before buying a product.
44	56	Share a Groupon or similar 'daily deal' with your friends on Facebook.
44	53	Complain about a product or service to your friends on Facebook or Twitter.
34	47	Check a company's Twitter feed for complaints before buying a product or service.
29	41	Redeem an offer from a 'check in' service such as FourSquare.
29	39	Tweet a complaint to a company's Twitter feed or Facebook page.

Base: Total respondents (1,019); Top two box agreement

**Have you read or looked into any magazine,
print or digital in the past 60 days?**
**93% of all respondents have read or looked into
a print magazine in the last 60 days;
37% have read a digital edition.**



Do you have multiple Twitter accounts?
**22% of respondents who use Twitter
have more than one account.**

Do you have multiple Tumblr accounts?
**29% of respondents who use Tumblr
have more than one account.**

Base: Total respondents (1,019); multiple responses

Agreement with the following statements regarding social media involvement.

Observations:

- Males have an edge over females in using other media while reading magazines and using social media to talk about what they are reading in magazines.
- Females are somewhat more likely than males to use other media while watching TV.
- Avid magazine readers and 3+ social media users excel in all social media platform usage with television.

Social Media Activity

total respondents / **avid magazine readers**

55%	66%	I often use other media while watching television.
52	65	I use the internet and any other resource to engage with brands that are really interesting or important to me.
39	55	I use social media to enhance my experiences with other media.
35	54	I love to share articles or products that I see in magazines immediately with others.
34	47	I like to use social media to talk about what I am watching on television.
34	53	I interact with my favorite media brands across multiple social media platforms.
36	50	I often use other media while reading magazines.
32	42	I don't like to be distracted by other media while I am reading a magazine.
30	39	I don't like to be distracted by other media while I am watching television.
30	46	Chatting with friends via social media while watching TV is almost as good as having them here.
29	47	I like to use social media to talk about what I am reading in magazines.
27	46	It is important to me to be able to engage with a magazine brand on a social media platform (Twitter, Facebook, Pinterest, etc.).

Base: Total respondents (1,019); Top two box agreement

How often do you engage in the following social media activities before, during or soon after reading printed or digital versions of magazines?

Observations:

- Avid magazine readers and 3+ social media users consistently over-index on social usage with magazines.
- Males consistently index higher than females for all activities.
- There is far less consistent response from the younger vs. older age cohorts; some higher, some lower.

Social Media Activity – percentage of users of that platform

total respondents / **avid magazine readers**

56%	69%	Follow a magazine on Twitter.
56	65	Follow a magazine on Pinterest or re-pin content from a magazine.
52	67	'Like' a magazine on Facebook.
51	66	Re-tweet an article from a magazine's Twitter feed.
49	67	Use hashtags created by a magazine/magazine editor, or create your own, to refer to an article.
49	65	Follow a magazine editor or columnist on Twitter.
47	62	Post a magazine article to Facebook.
45	59	Post other magazine content to Facebook.
42	57	Chat with friends on Facebook while reading a magazine and share what you are reading.
40	55	Become a subscriber of a magazine editor or columnist on Facebook.
33	46	Upload content (such as recipes) to a magazine's Facebook page.
32	44	Post photos to a magazine's Facebook page.

Base: Users of social platforms; Facebook (928) Twitter (404) Pinterest (239);
Top two box (frequently/sometimes)

**Thinking about magazines and social media...
Have you ever done the following?**

Visited any magazine's Facebook page

total respondents = 49%

avid magazine readers = 63%

digital magazine readers = 69%

Liked a magazine's Facebook page

total respondents = 41%

avid magazine readers = 54%

digital magazine readers = 57%

Base: Total respondents (1,019); multiple responses

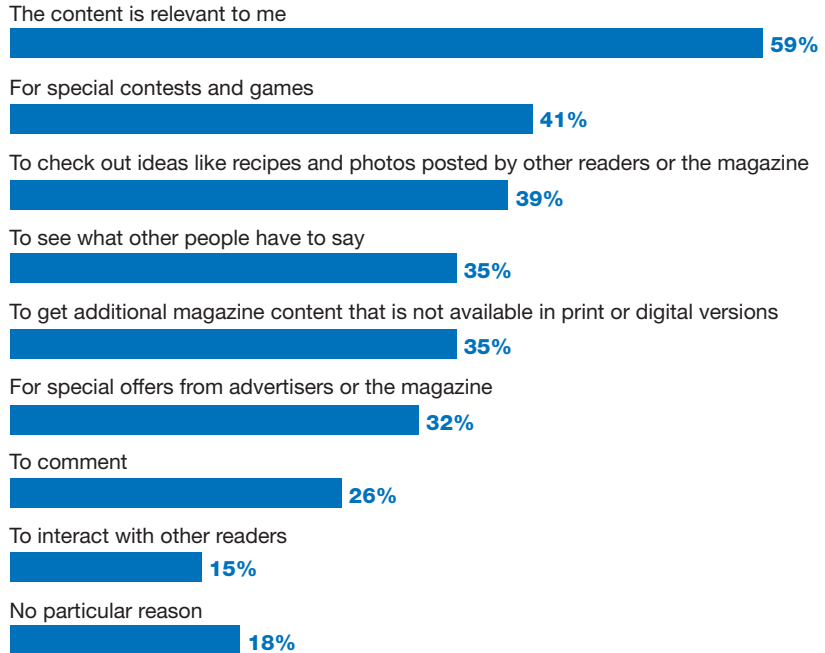


For which of the following reasons have you visited or would you visit a magazine's Facebook page?

Observations:

- Relevant content is the chief reason for visiting a magazine's Facebook page
- Fewer than 15% of respondents cited reasons for not visiting any magazine's Facebook page.

Reasons for visiting a magazine's Facebook page



Base: Total respondents (1,019); multiple responses

Have you ever done the following?

Searched for a magazine on Twitter?

total respondents = 19%

avid magazine readers = 30%

Followed any magazine's Twitter feed?

total respondents = 16%

avid magazine readers = 24%

Base: Total respondents (1,019); multiple responses

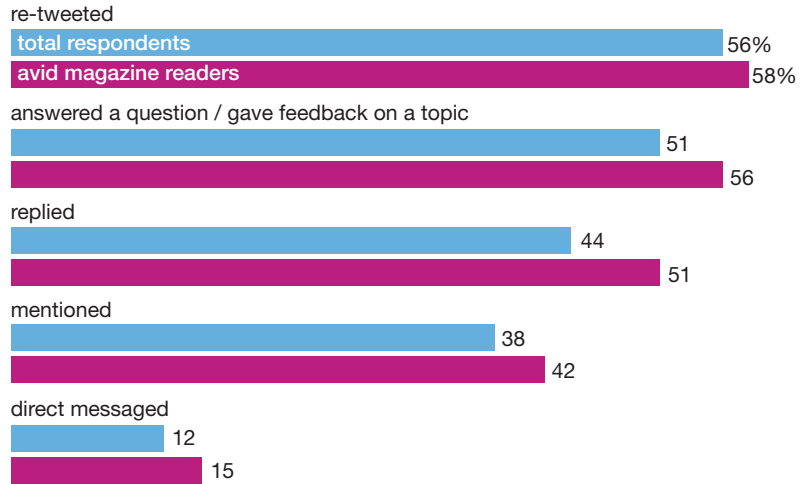


Have you ever responded in any of the following ways to a magazine or a magazine editor's Twitter?

Observations:

- 56% of those responding to a magazine or a magazine editor's Twitter have re-tweeted.
- More than half answered a question or gave feedback

Responded to a magazine's Twitter



Base: Responded to a magazine or a magazine editor's Twitter (273); multiple responses

What prompted your responding to a magazine or a magazine editor's Twitter?

Key reasons for responding...

inspired = 60%

entertained/amused = 55%

compelled to share = 33%

angered/provoked = 18%

Base: Tweeted to a magazine (273); multiple responses



For which of the following reasons have you followed or would you follow a magazine's Twitter feed?

Observations:

- Special offers, contests or games were of highest interest for all sectors.
- Male/female interests varied by individual reasons while age groups showed little difference.

Reasons for following/would follow a magazine's Twitter

For special offers, contests or games



To check real-time news and updates



To see what other readers have to say



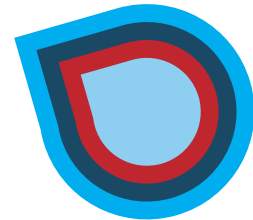
For links to articles



To be able to interact immediately with a favorite brand



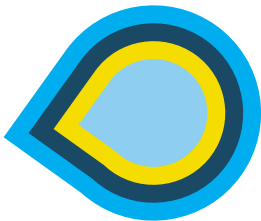
Base: Total respondents (1,019); multiple responses



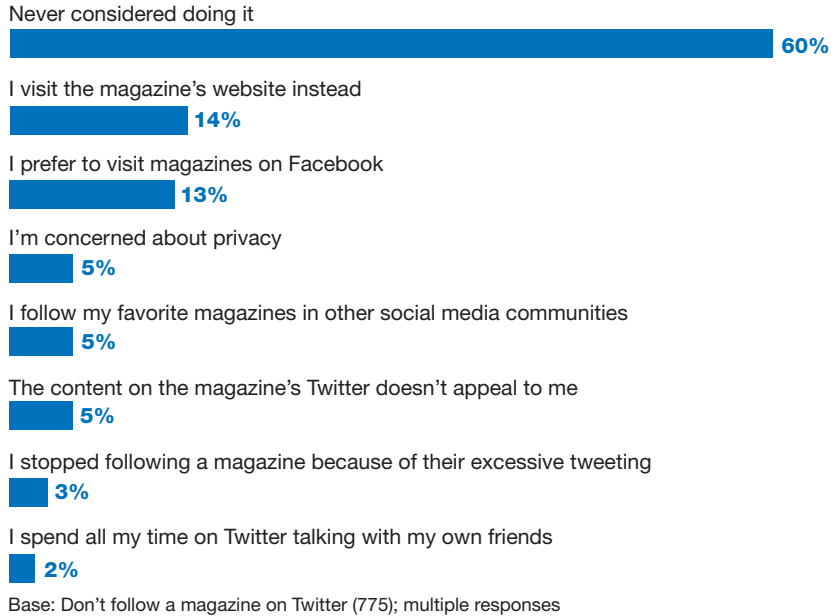
What are the reasons why you do not follow a magazine's Twitter feed?

Observation:

- There was no dominant reason voiced as to why respondents did not follow a magazine on Twitter. Most never considered doing it, resulting in an opportunity to create a clear reason, rather than to overcome an existing negative reason for not doing so.



Reasons for not following a Twitter feed

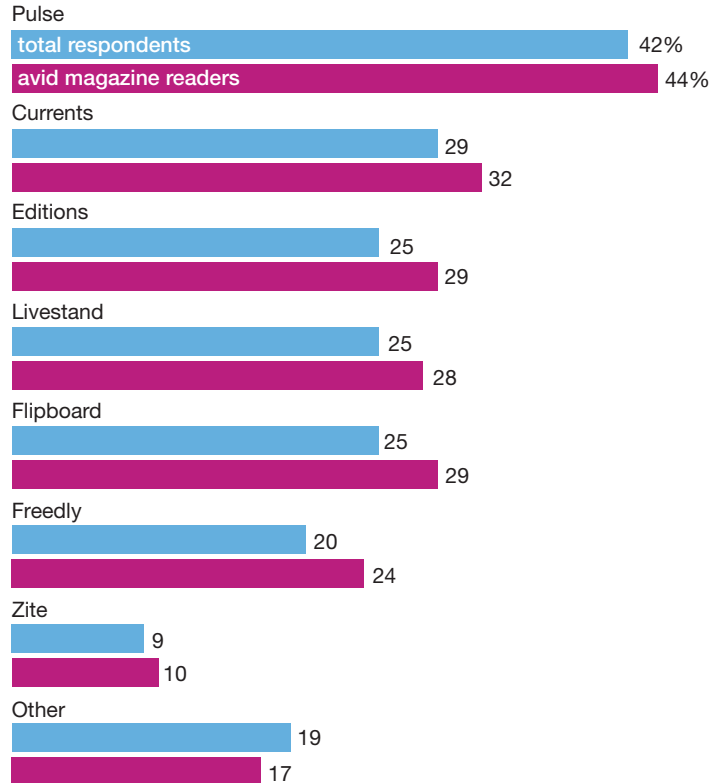


Which of the following newsreaders, if any, have you used to follow a magazine?

Observation:

- Of those who used newsreaders, Pulse comes to mind most readily. Others with equal responses were Currents, Editions, Livestand and Flipboard.

Newsreaders used to follow a magazine



Base: Used newsreaders to follow a magazine (280); multiple responses

For what reason do you follow a magazine on a newsreader?

Observations:

- Newsreaders are fun, without cost and allow the ability to follow multiple magazines at one time.
- Female and younger respondents seem to be having the most fun with newsreaders.
- Avid magazine readers and 3+ social media users also index high on “it’s fun.”

Reasons for following a magazine on a newsreader

total respondents / **avid magazine readers**

46%	52%	It’s fun
37	40	Ability to follow multiple magazines at one time
37	33	No cost involved
34	41	Easier to share
31	34	Customized for me
31	36	Pleasing layout/design

Base: Used newsreaders to follow a magazine (280); multiple responses



Have you ever ‘followed’ a magazine on Twitter or ‘liked’ a magazine on Facebook after accessing that magazine’s content via a newsreader?

	Total Res.	Male	Female	18 – 24	25 – 34	Avid Reader	3+ Soc.
Those answering “Yes”	26%	32%	22%	29%	25%	38%	35%

After following a magazine on Facebook, Twitter or other social application like a newsreader, have you used a link from any of these platforms or gone to a magazine’s website for more information?

	Total Res.	Male	Female	18 – 24	25 – 34	Avid Reader	3+ Soc.
Those answering “Yes”	37%	40%	35%	38%	37%	47%	47%

Observations:

- Avid magazine readers and 3+ social media users index higher.
- Male respondents tend to be more socially engaged than women.

Base: Total Respondents (1,019), Male (418), Female (601), 18 – 24 (277), 25 – 34 (742), Avid Magazine Reader (390), 3+ Social Media User (559)

How important is it to you for a magazine to have a Facebook page?

	Total Res.	Male	Female	18 – 24	25 – 34	Avid Reader	3+ Soc.
Extremely important / important	37%	44%	31%	38%	36%	48%	47%

How important is it to you for a magazine to have a Twitter account?

	Total Res.	Male	Female	18 – 24	25 – 34	Avid Reader	3+ Soc.
Extremely important / important	26%	38%	17%	28%	25%	34%	36%

How important is it for you to have the option to share digital magazine content with your friends?

	Total Res.	Male	Female	18 – 24	25 – 34	Avid Reader	3+ Soc.
Extremely important / important	44%	52%	37%	44%	43%	54%	54%

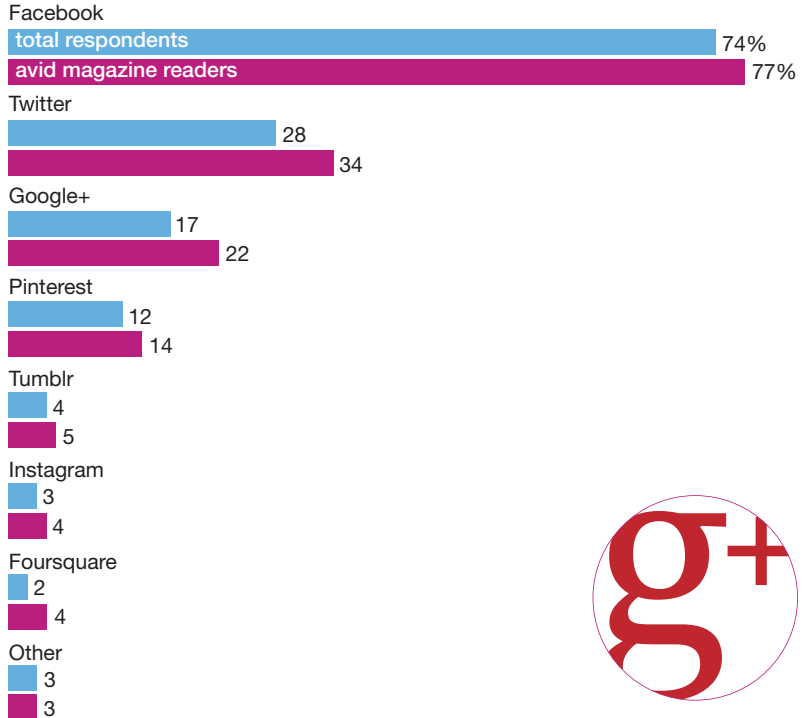
Base: Total Respondents (1,019), Male (418), Female (601), 18 – 24 (277), 25 – 34 (742), Avid Magazine Reader (390), 3+ Social Media User (559)

Which social media platforms or applications do you believe have the best product for use in interacting/engaging with a magazine brand?

Observations:

- Facebook by far was named the social platform with the best product for use in engaging with a magazine brand.
- Twitter and Google+ followed in that order for all cohorts.
- Pinterest has a strong following among women and 3+ social media users.

Best product for use in interacting/engaging with magazines



Base: Total respondents (1,019); multiple responses



Are you more interested in following a magazine's editors, writers or columnists, or following the magazine brand itself?

Clearly following the magazine brand wins over editors, writers and columnists, but a strong vote for 'both equally' was registered by respondents.

Twitter Magazine Account Activity

total respondents / **avid magazine readers**

51% / **44%** Magazine brand itself

10% / **12%** Editors, writers and columnists

39% / **44%** Both equally

Base: Total respondents (1,019)

Which of the following could be offered by a magazine exclusively for its subscribers on Facebook or Twitter that would add considerable value to a magazine subscription?

Observation:

- Opportunities to sample new products and special offers from advertisers were cited by a third or more respondents, especially among females.

Magazine offerings that would add value

total respondents / **avid magazine readers**

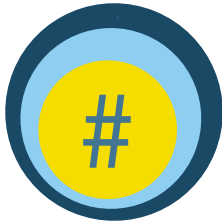
50%	52%	Opportunities to sample new products and offer your insights
44	43	Special offers from advertisers available only to subscribers
32	33	Additional articles/stories available only to subscribers
26	27	An exclusive sneak preview of feature stories/articles in future issues
26	28	Access to an extended library of video footage from the magazine
25	27	Reader submissions such as articles, tips, recipes, photos that could then be selected for publication
21	24	Webcasts of 'behind the scenes' of stories and photo shoots
17	21	Be part of an exclusive club or community
16	15	Have editors available for chat sessions during important current events (breaking national news, major sports events...)
16	19	Ability to upload/share photos and videos with other subscribers

Base: Total respondents (1,019)

Agreement with the following statements

Observation:

- Respondents voted the ease of accessing offers and contests in a big way, especially among avid magazine readers.



Social Media Activity

total respondents / **avid magazine readers**

44%	56%	It's easy to access offers and contests on a magazine's Facebook page
31	44	I like chatting with people whom I may not know but who share common interests
29	43	Magazine's social media enables me to meet new friends who share common interests
28	43	I trust the advertising and offers on a magazine's Facebook page
26	40	I trust the opinions shared on a magazine's Facebook page or Twitter feed

Base: Total respondents (1,019); top two box agreement

Magazine Media Readers are Social

GfK MRI, an independent media research firm, was commissioned by The Association of Magazine Media (MPA) to conduct a study among adults 18–34 who read magazines and use social media (e.g. Facebook, Twitter, YouTube, etc.). The Marketing Democracy provided additional insight and perspective to the research.

Respondents were recruited to the online survey via an email invitation sent to members, aged 18–34, of the Survey Sampling International (SSI) panel. The study was fielded from April 11 to April 16, 2012. A total of 1,019 respondents completed the survey.

The data are presented for total respondents and also by gender, two age breaks, 3+ social media user and by avid magazine readers (based on top two box agreement to a self-assessment question).

Questions included the following areas of inquiry:

- Ownership of various digital devices
- Forms of social media currently using
- Multiple Twitter and Tumblr accounts
- Level of agreement on statements about media usage and sharing
- Frequency of engaging in a variety of shopping activities

- Level of agreement with statements on social media involvement
- Frequency of engagement with various social media activities involving magazines
- Incidence of visiting/liking a magazine Facebook page
- Reasons for visiting/not visiting a magazine's Facebook page
- Incidence of searching for/following a magazine on Twitter
- Experience of responding to and following/not following a magazine/magazine editor via Twitter
- Level of interest in seeing articles with hashtags for comment on Twitter
- Newsreaders used to follow a magazine
- Reasons to follow a magazine on a newsreader
- Incidence of "following/liking" a magazine on Twitter/Facebook after newsreader access
- Incidence of linking from social platforms to a magazine's website for further information
- Importance to respondent of magazine having a Facebook page/Twitter account
- Importance to respondent to have the option to share digital magazine content with friends
- Magazine categories engaged with on social media platforms
- Perception of social media platforms with best product for interacting with a magazine brand
- Interest in following a magazine editor/writer/columnist or magazine brand itself
- Magazine offerings on social platforms for subscribers that would add value to a subscription
- Level of agreement with a variety of statements about the social media experience

Noteworthy observations are provided as bullet points throughout.

2012

MPA UPCOMING EVENTS

Smartphone Study Release

September 2012

magazine.org/smartphone

table@45ROCK

September 19

New York, NY

AMC 2012

Magazine Media Conference

October 14–16

San Francisco, CA

magazine.org/amc

table@45ROCK

October 24

Washington D.C.

MPA-IMAG

Regional Meeting

November 14

Boulder, CO

table@45ROCK

November 14

New York, NY

MPA Digital:

Social Media Conference

December 5

New York, NY



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