



THE REAL MEDIA COLLECTIVE
**INDUSTRY
INSIGHTS
REPORT**

NEW ZEALAND

2020

THE REAL MEDIA COLLECTIVE

Representing paper, print,
publishing, mail, packaging
and distribution across
Australia and New Zealand.

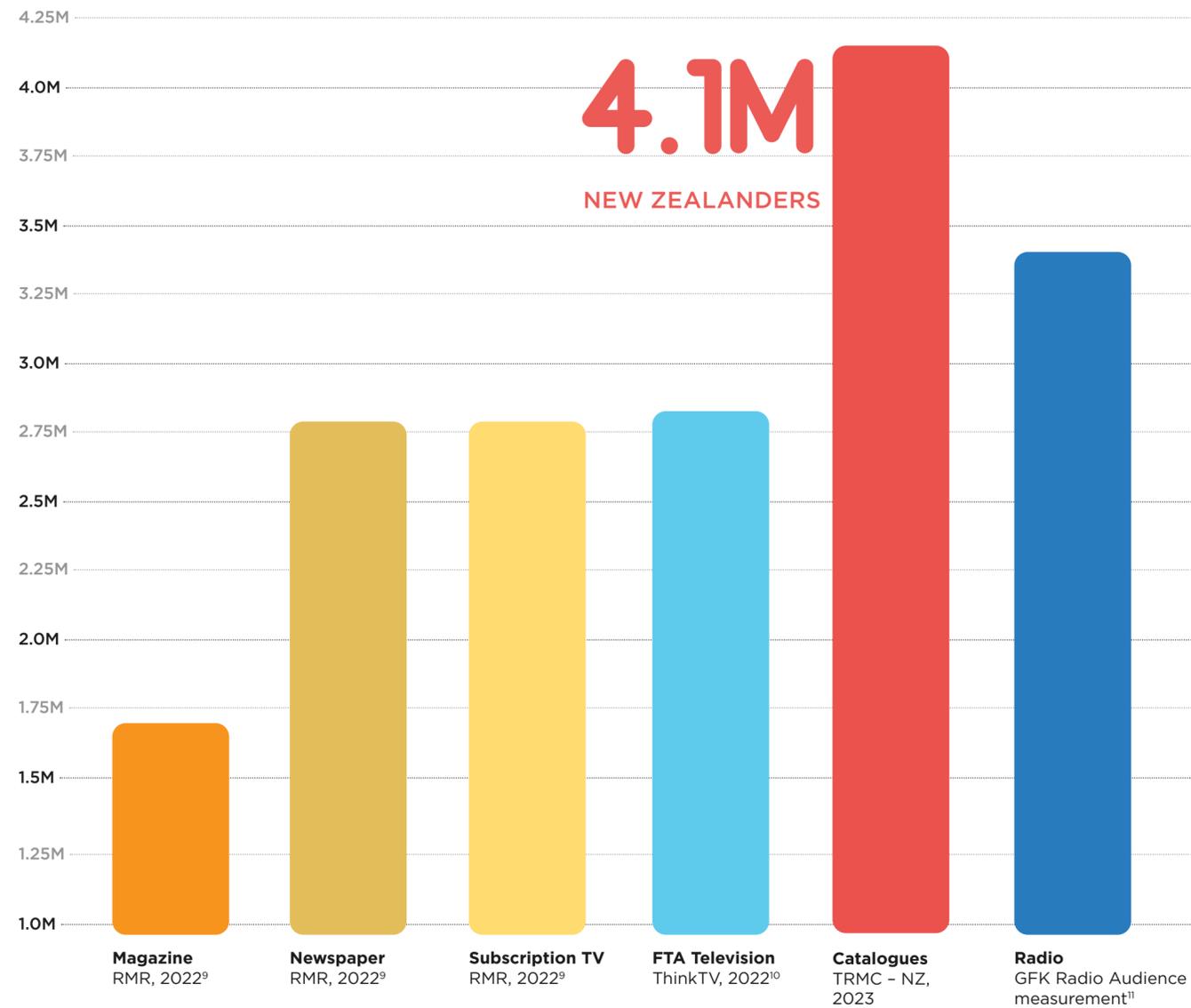
Kellie Northwood
Chief Executive Officer



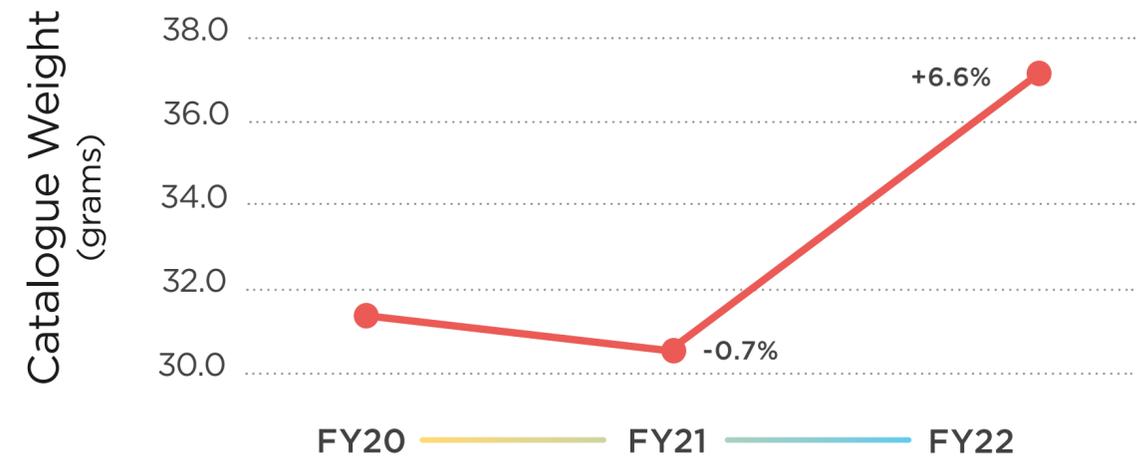


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READERSHIP AND REACH



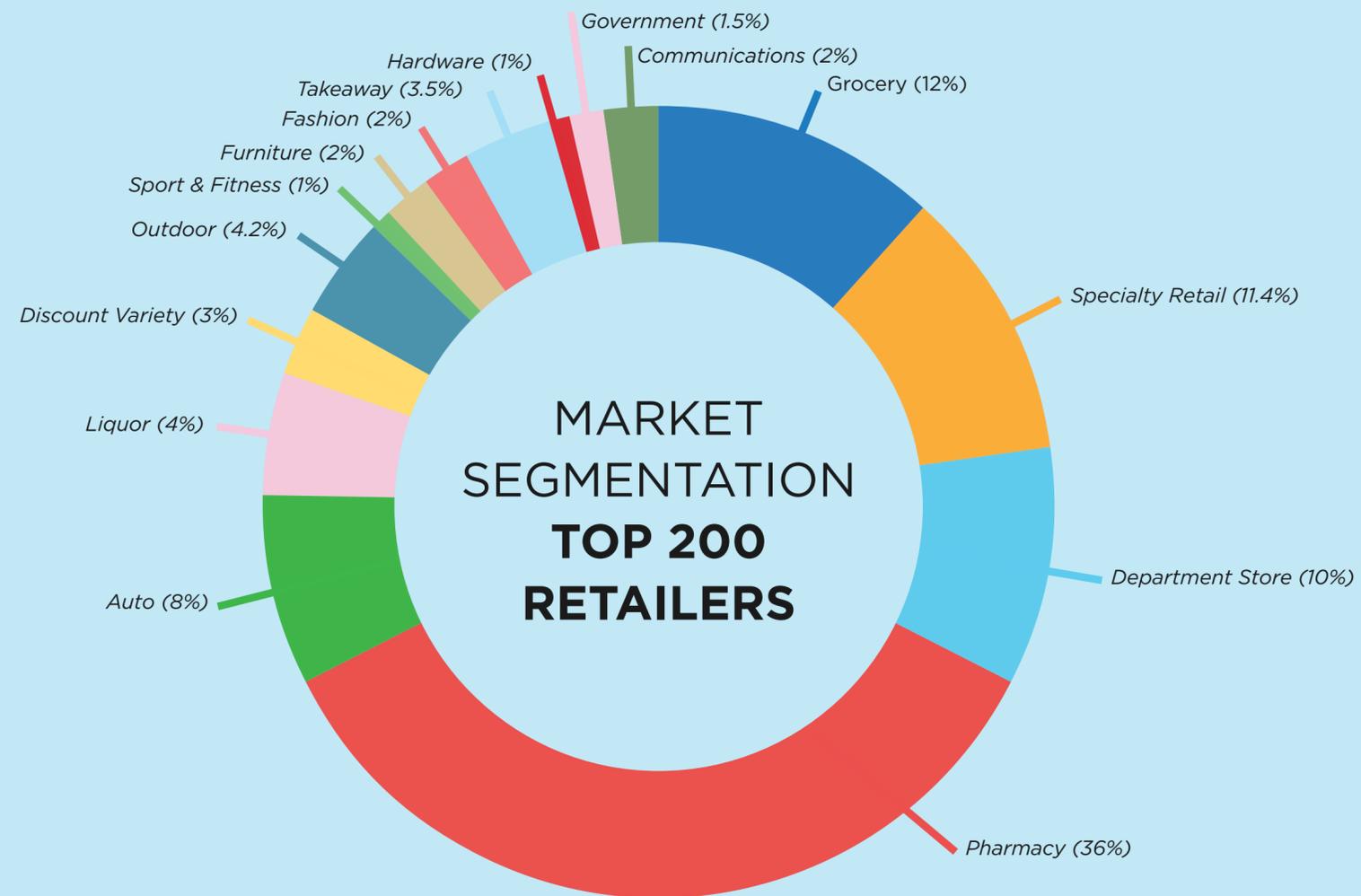
CIRCULATION



COVID, supply chain shortages, paper price increases and industry consolidation has hit the catalogue letterbox distribution volumes, however there have been recovery windows and frequency lifts in the use of the channel from brands and retailers.

CATALOGUE WEIGHT INCREASE BY
20%
THROUGH THE PANDEMIC

MARKET SEGMENTATION



INCREASES REALISED ACROSS

Pharmacy

Auto

Specialty Retail

MAGAZINE READERSHIP

Year	Print Readership	Online Readership	Cross-platform Readership
2020 (June end)	1.76M	804K	2.28M
2021 (June end)	1.49M	813K	2.02M
2022 (June end)	1.37M	935K	2.06M

THE TIME NEW ZEALANDERS SPEND READING AND ENGAGING WITH MAGAZINES IS INCREASING. KIWIS SPENT AN AVERAGE OF 62 MINUTES READING A MAGAZINE FROM 2020-21, UP 11% FROM THE PRIOR YEAR.

Source: Niensens Consumer & Media Insights 2020-2021

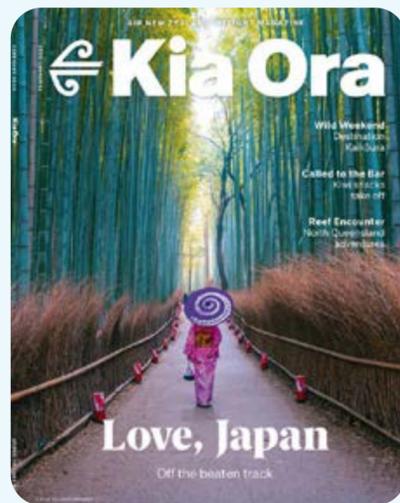
Source: Roy Morgan 2018-2022

This data is based on the readership of the Top 10 Magazines in New Zealand over time. Print is average issue readership, digital is average website visitation and usage in last 7 days for weekly titles and last 4 weeks for all other non-weekly titles. Cross-platform audience is the number of New Zealanders who have read or accessed individual magazine content via print or online.



MAGALOGUES-YOUR BRAND ON YOUR TERMS

With more and more brands building their own 'mastheads' and owning the end to end benefits of print media on their terms, consumers are now experiencing 'free' publications filled with rich content. Often profit-centres, this new trend is a powerful tool for brands communicating their message direct.



KIA ORA

A premium custom in-flight publication produced by *Are Media* for Air New Zealand.

Readership: 265,000
6.5% of New Zealanders
aged 15 and above



AA DIRECTIONS

AA Directions is a custom publication produced by the New Zealand Automobile Association.

Readership: 931,000
20.7% of New Zealanders
aged 15 and above



HABITAT

Habitat is a custom publication by Resene, a paint manufacturer for house, commercial, industrial and marine painting.

Readership: 283,000
6.8% of the New Zealanders
aged 15 and above

FEATURING PRODUCTS IN MAGALOGUES IS AN EFFECTIVE WAY TO DRIVE SALES. ONE EXAMPLE IS BUNNINGS MAGAZINE REALISING A

30% SALES UPLIFT

OF FEATURED PRODUCTS.

Source: Medium Rare Content Agency, 2022



KIWIS SPEND AN AVERAGE OF

62 MINUTES

READING A MAGAZINE, UP 11% FROM 2020-2021. AS CONSUMERS INCREASE THEIR READING TIME, MAGAZINES ARE AN EFFECTIVE WAY TO ENGAGE AND CAPITALISE ON BRAND EQUITY.

Source: Magazine Publishers Association 2021

NZ MAGAZINE READERS ARE

19% MORE LIKELY

TO BE THE MAIN HOUSEHOLD SHOPPER AND HAVE A STRONG INFLUENCE ON PURCHASING. ALLOWING BUSINESSES TO TAP INTO AN INVALUABLE MARKET OF AFFLUENT, EDUCATED CONSUMERS.

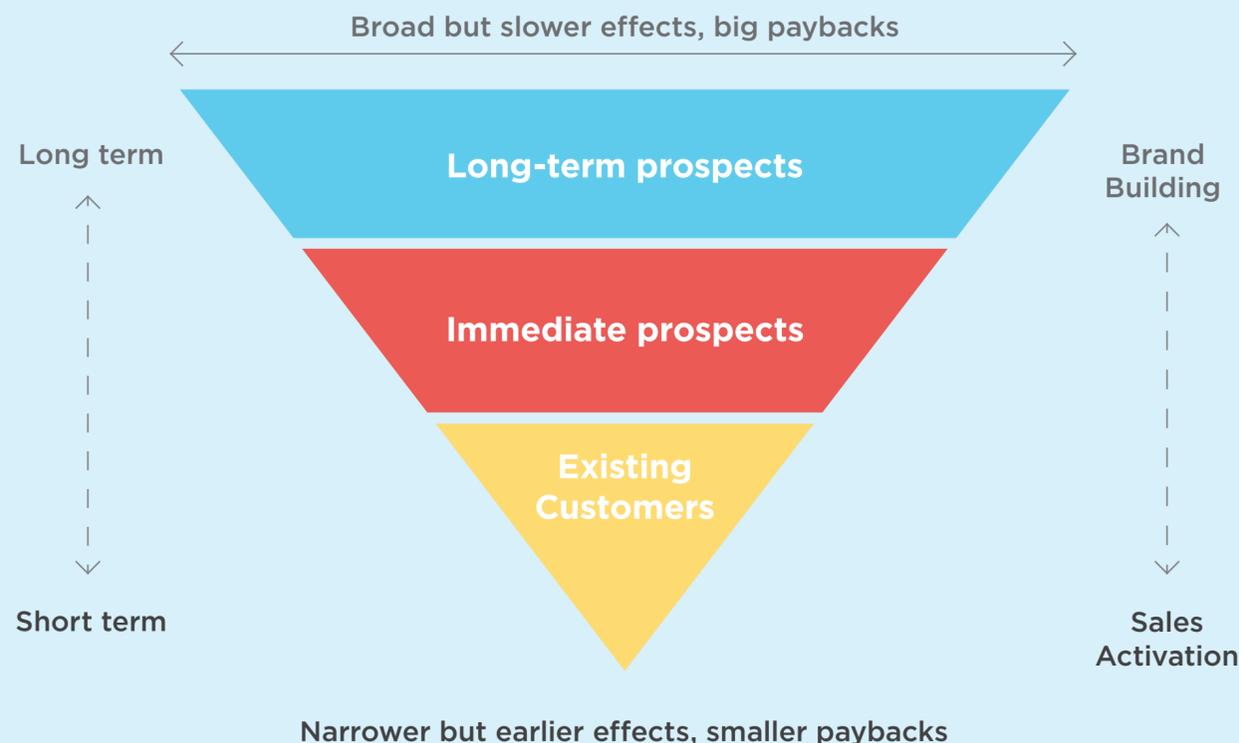


Source: Magazine Collective, '10 Reasons To Choose Magazines', 2022

BINET & FIELD - BALANCING YOUR BUDGET



74% MARKET-SHARE
GROWTH WITH
PRINT AND DIGITAL.



Binet and Field discuss the 60:40 rule, that splits the budget 60% for brand building and 40% for activation to deliver maximum effectiveness (Tom Roach, 2022).

They argue that a long term approach towards brand building delivers broader and bigger effects (Tom Roach, 2022).

Further they argue that campaigns that include a combination of print and digital have a 74% greater likelihood of driving major market share growth and are 58% more likely to deliver profit (Mi3, 2021).

*Sources:
Tom Roach, 2022
Les Binet and Peter Field, The Long and the Short of It, IPA (Figure 22)*

A RETURN TO IN-STORE SPENDING

ONLINE SPENDING SAW A

14% DECREASE

IN Q3 OF 2022.

IN Q3 OF 2022 KIWIS INCREASED
THEIR INSTORE SPEND BY

19%

FROM Q3 IN 2019.



CATALOGUE DELIVERS INCREASED MARKET SHARE

Brands that employ a cross-channel philosophy perform better than those who do not. This statement is exemplified by a case study of two major grocery retailers.

\$5.5BN

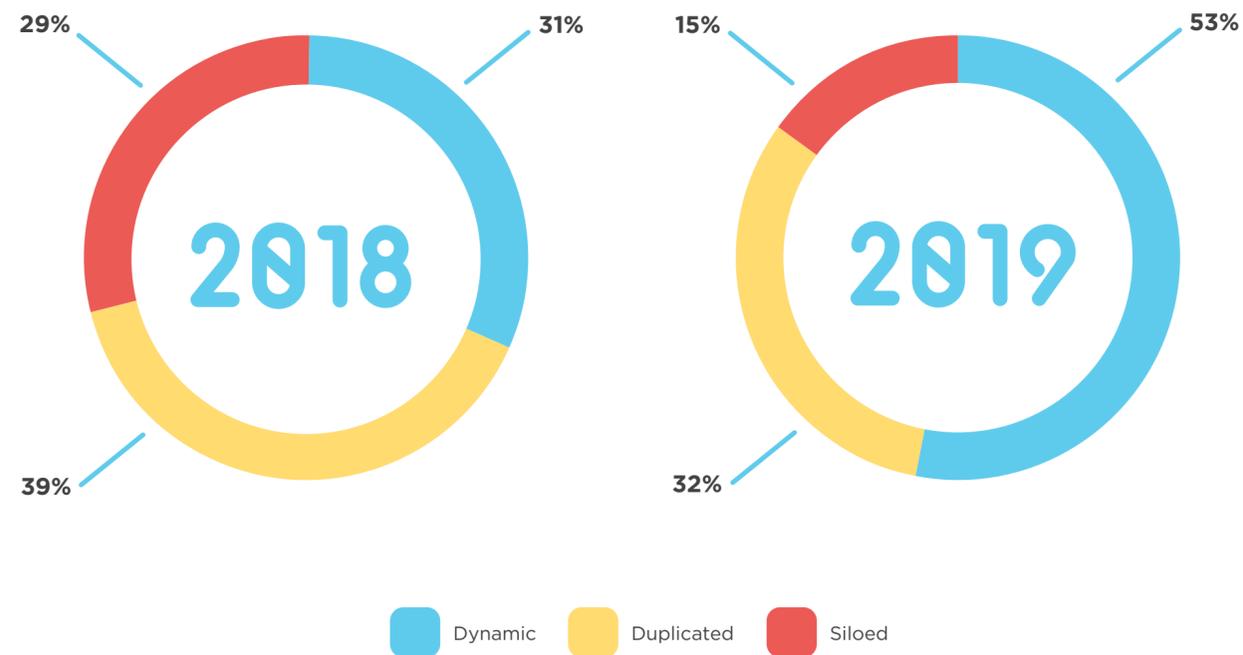
IN MARKET SHARE
FROM CATALOGUES.



OFFLINE AND ONLINE - ITS NOT ONE OR THE OTHER

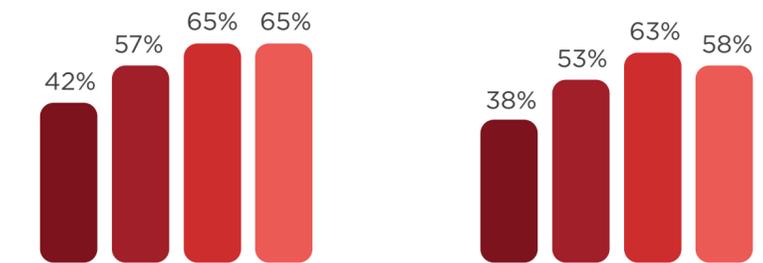
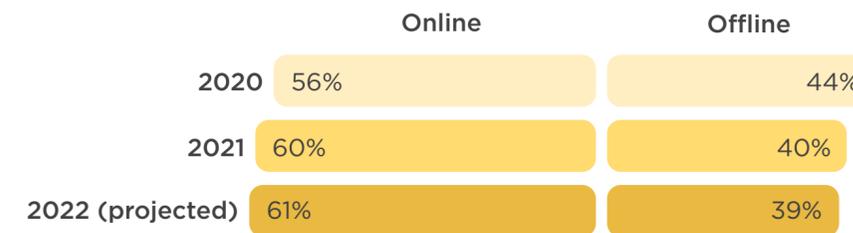
CROSS-CHANNEL MARKETING IS CATCHING UP WITH CUSTOMERS

Marketers Who Describe Their Cross-Channel Coordination as Follows



DIGITAL ACCELERATION SPARKS DEMAND FOR PERSONALISATION AT SCALE

Customers' Estimated Split of Online and Offline Interactions with Companies



57% of customers prefer to engage through digital channels

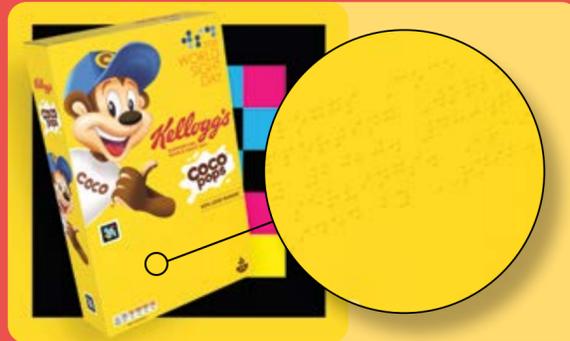
53% of customers prefer to purchase online versus in store



MAKE IT MEMORABLE

Engaging your customers in a way that creates memory and recall that aligns with your brand increase return on marketing investment.

All channels, not only established, must offer creative innovation to inspire information-rich consumers. We are limited only by our imaginations as technologies offer endless solutions for marketers and agencies.



SENSORY PACKAGING FOR THE VISUALLY IMPAIRED

Kellogg's has added a scannable code to its cereal boxes, helping people with sight loss to find the right products in the supermarket and making shopping more accessible. In addition, the 'Navilens' code allows anyone with a smartphone to scan the code from distance of 12 metres. Kellogg's is the first company in the world to use NaviLens technology in packaging.



WASH DAY SUSTAINABILITY

Unilever recently launched their first paper-based bottles for their OMO laundry detergents in Brazil. With aims to reduce the use of single use plastic, the bottles are made from responsibly sourced wood pulp which are fully recyclable and compostable. The launch was made as part of their commitment to halve their use of virgin plastic by 2025.



WATCH STRAPS FOR THE ECO-CONSCIOUS

Luxury Swiss watchmaker IWC Schaffhausen have launched a new line of paper straps for watches. The 'TimberTex Straps' are made of 80% plant fibre, sourced from FSC-certified trees. The straps go through 60 manufacturing stages, resulting in highly luxurious straps that are durable, environmentally friendly, and water-resistant.



FIREPROOF NEWSPAPER

Argentinean ad agency Hoy Buenos Aires has created the world's first fireproof newspaper, spreading awareness about forest fires in the Patagonia region of Argentina - 95% of which are started deliberately, using newspapers. The campaign aimed to raise funds to donate to the Firefighters Foundation of Argentina.

RETAILERS & BRANDS SHOWING LEADERSHIP



BICYCLE SUPERSTORE

Bicycle Superstore, a privately owned retailer selling a range of bikes, helmets, accessories and apparel, launched their Easter Sale campaign to increase sales in bricks and mortar stores as well as their e-commerce store. Utilising available data from an online catalogue and deals aggregator, they were better able to employ valuable information for their audience of sporty families to promote engagement and reader interest.

10%

Increase in total sales



BABY VILLAGE

Baby Village set out to reach the specific audience of 28-40 year old new parents with mid-high disposable income, who seek trusted businesses and personalised service. Baby Village created a printed catalogue and saw a total sales growth of over 30% for brands and products included. This also led to a 48% increase in the number of customers overall, promoting the sales of an extended range of products not in the catalogue, as well as increasing customer loyalty and trust for Baby Village.

48%

Increase in customer growth



TASMAN LIQUOR

The Bottle-O distributed their flyers to the letterboxes of people in the local areas of stores in New Zealand through a multi-channel campaign. With the objective to enforce to customers that Bottle-O should be their focus for their seasonal Christmas purchases, Bottle-O were significantly successful. Displaying the potent value in the marketing value of catalogues, Bottle-O witnessed an over 9% increase the sales of advertised products. Particularly, there was a greater than 14% increase in sales under the spirits category.

14%

Increase for the Spirits category



REPCO

Repco launched two trans-Tasman retail catalogues dominated by oil, which was sent to the letterboxes of 1.27 million households across New Zealand. The results of their multi-channel campaign realised a 9.1% increase in the sales of participating supplier's products compared to the same period the previous year. There was also an increase in VIP Club sign ups by almost 60,000 members across Australia and New Zealand, which included record weekly acquisitions and sustained database growth post promotion.

60K

New loyalty club sign ups across New Zealand & Australia





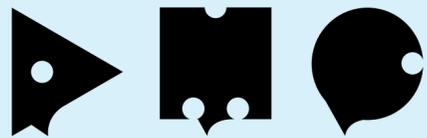
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THANK YOU.

Representing paper, print, publishing, mail, packaging and distribution across Australia and New Zealand.

Kellie Northwood

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the
real·media·collective