

PROVEN PRINT

REASSURANCE IN A DIGITAL WORLD



Amplifying Your Sales Operation

Canopy Media



10

10 years of successful growth trading

75

75 years of media and agency sales experience

100+

100+ print brands and 4 National Newspaper brands

700m

Over 700M insert opportunities managed in 2017

50%

Manage nearly 50% of the insert market

247

247 new insert advertisers in 2017

Our partners

HEARST

The Sunday Telegraph

Zest

The Guardian

The Observer

The Daily Telegraph

HELLO!

THE SPECTATOR

NATIONAL ENQUIRER



Time Inc.



ICEBERG PRESS

ARCHANT

haymarket

MOTORSPORT

Print inserts

Perception



Who did we talk to?

STAGE 1

Expert interviews

6 x 1 hour conversations with media owners, media agencies, clients

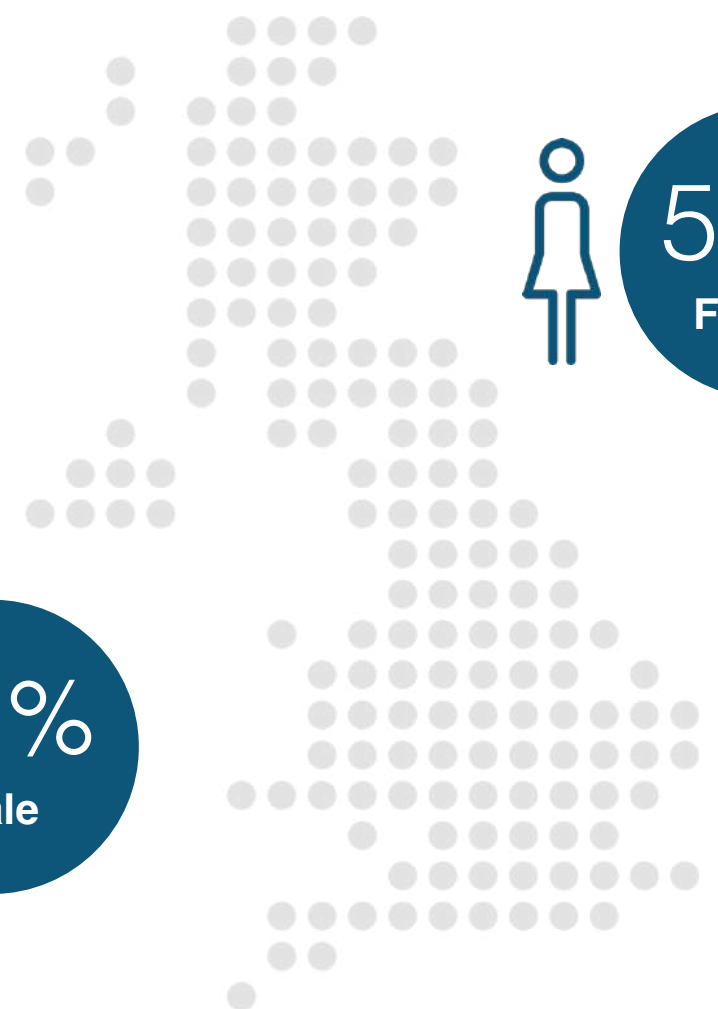
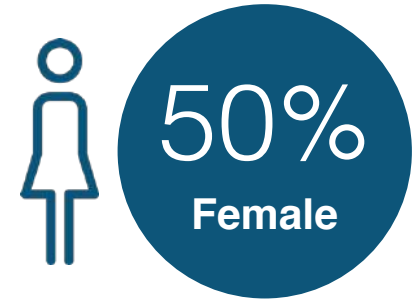
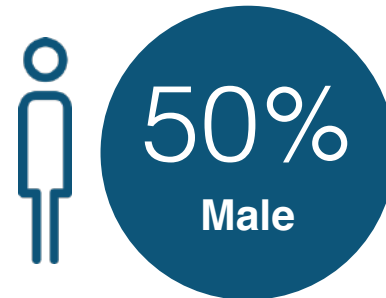


STAGE 2

National Survey

1600 18-64's across the UK who, in the last month, read a printed:

- Magazine
- Newspaper

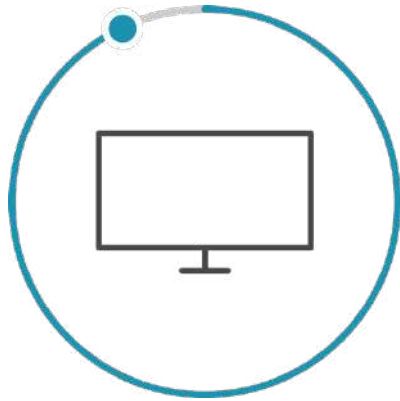




MEDIA LANDSCAPE

PRINT'S ROLE

Media Choice



93%

WATCH THE TV

18-24 85%
25-34 92%
35-44 92%
45-54 94%
55-64 96%



79%

LISTEN TO THE RADIO

18-24 73%
25-34 82%
35-44 80%
45-54 77%
55-64 79%



78%

READ CONTENT ONLINE

18-24 93%
25-34 85%
35-44 84%
45-54 81%
55-64 67%



43%

LISTEN ONLINE

18-24 65%
25-34 70%
35-44 56%
45-54 36%
55-64 24%

Trust in print remains strong



Role of printed magazines

- 84% Provides high-quality, premium content on subjects I like
- 83% Fuels my passions and interests
- 83% Helps me gain a deeper understanding on the important issues
- 83% Connects me with like-minded people who share my interests

Role of printed newspapers

- 92% **Allows me to understand the key facts of a story**
- 90% **Gives me a deeper understanding of interesting topics**
- 90% **Tells me the most important stories of the day**
- 89% **Helps me inform opinions**



<https://www.youtube.com/watch?v=V7UCaPWf56g>

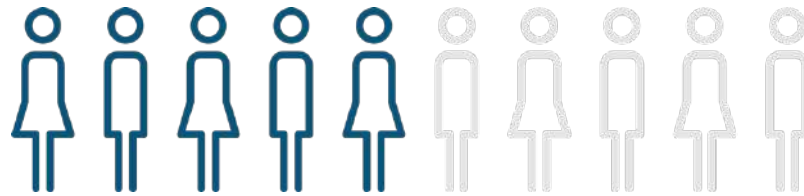


PRINT INSERTS ARE
INFLUENTIAL

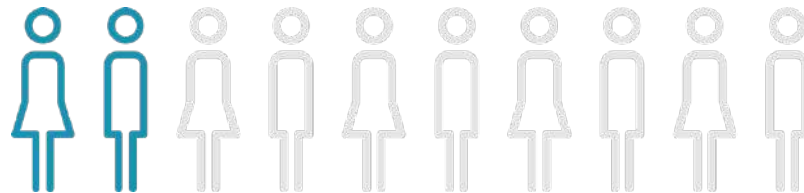
Inserts trigger transactions



**USED TO MAKE AN
UNPLANNED PURCHASE**



49%
18-24 year olds



22%
55-64 year olds

“I saw an insert for a digital radio that I hadn’t thought about then looked online for more illustrations/ explanations and then went along to the retailer ‘in the flesh’ and bought it”



18-24

North East

Inserts fuel further investigation



**USED TO RESEARCH
INFORMATION ONLINE**



71%
25-34 year olds

“I saw a special offer on various televisions. It gave me an idea of what I wanted to buy and the price, which was useful, and then I researched the products further online on Curry’s website”



25-34
South West

Inserts inspire action



**HAVE USED PRODUCTS
SEEN SAMPLED**



**GIVES ME AN IDEA OF
THINGS TO DO OR BUY**

“Seeing new stuff on inserts gives me ideas about what to buy – things I didn’t know I wanted and therefore wouldn’t have thought to Google for otherwise. It’s fun to discover things spontaneously via inserts”



35-44
South
East

Perception

Reality

“Inef  tive”

INFLUENTIAL 

PRINT INSERTS ARE

RETAINED

Inserts cut through



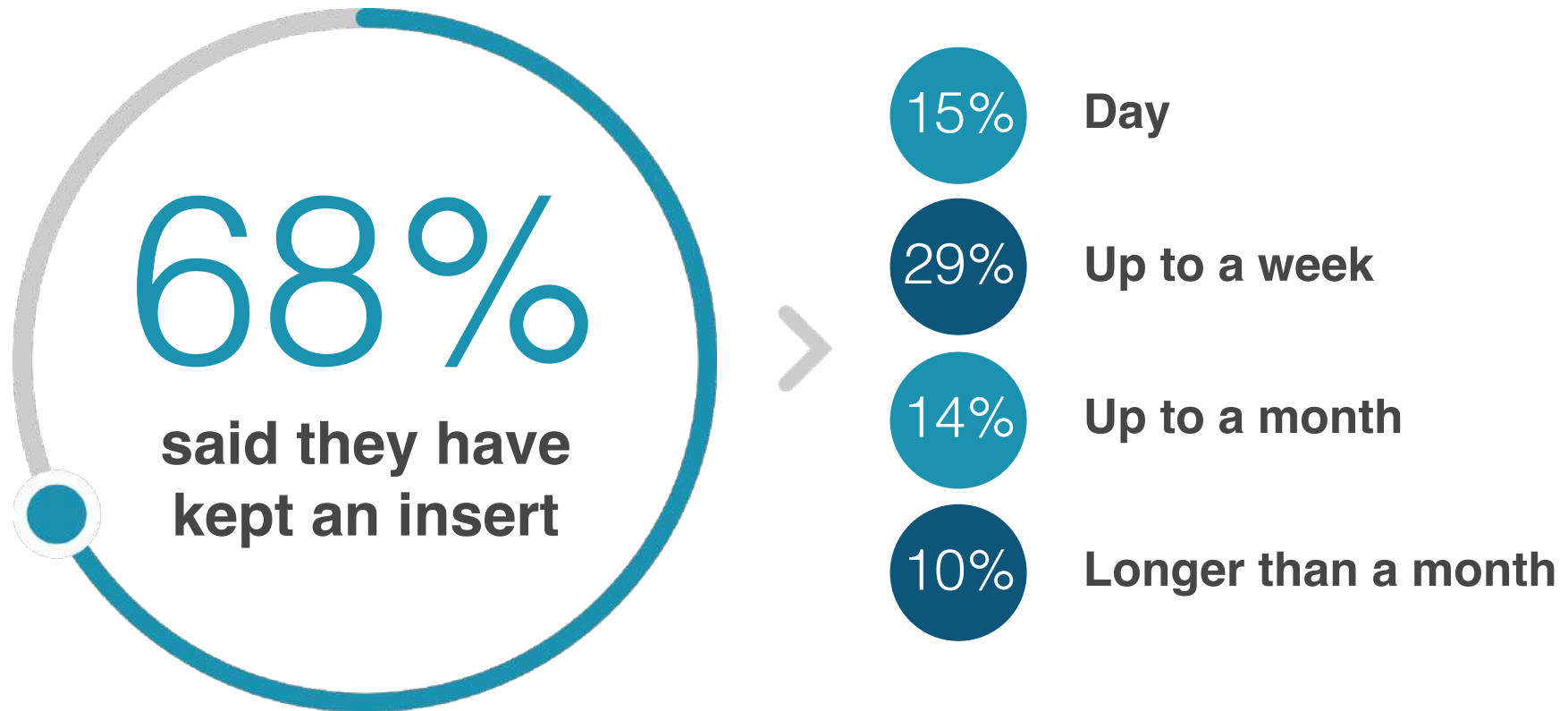
I **read** the printed inserts in newspapers and magazines

“I like reading them. They feel part of a package and because I buy a magazine I love then I expect everything in that magazine to be related to me and my interests – including the adverts”



25-34
North West

Inserts are kept



**“If an insert captures my attention,
I keep it as a reference point that
I can refer to at a later date”**



45-54
North West

Perception

“Ineffective”
“Disposable”

Reality

INFLUENTIAL ✓
RETAINED ✓

PRINT INSERTS ARE

RELEVANT

Inserts achieve stand-out



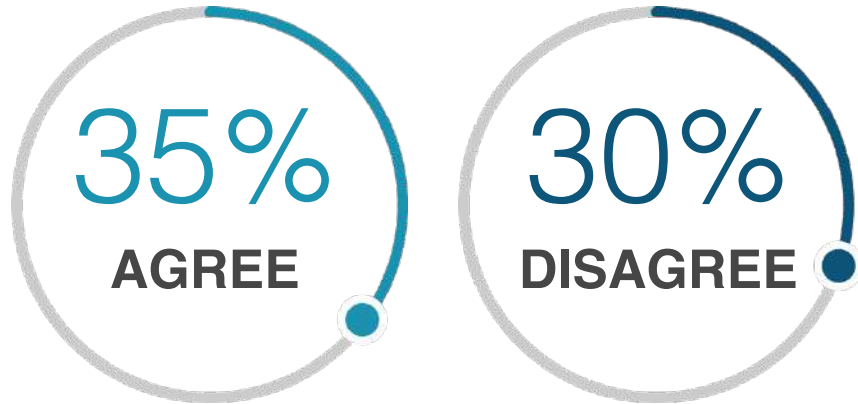
Printed inserts **stand out** more than standard adverts in newspapers and magazines

**“Design is really important...
I still remember an insert that made me
stop and look and seriously consider”
“It was a different quality paper, a different
shape and a really distinctive design”**



35-44
Scotland

Inserts are targeted



Printed inserts feel that they are vetted by the editorial team

“Newspapers and magazines know their readers and what they like – therefore they are going to have advertisements that are relevant”



18-24
Wales

Perception

Reality

“Ineffective”



INFLUENTIAL



“Disposable”



RETAINED



“Old-fashioned”



RELEVANT



PRINT INSERTS ARE

ENGAGING

The power of touch



Advertising I can
touch or **hold** is
more engaging

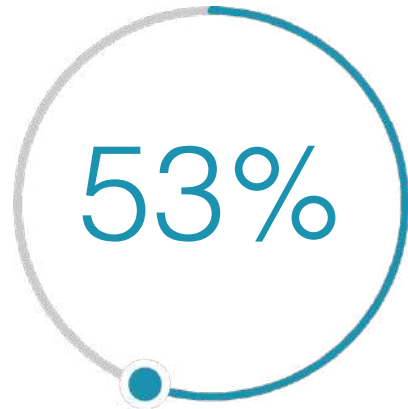
“I tend to zone out listening to the radio or watching TV... reading demands all my attention and focus”



55-64
South East

Inserts are a creative platform

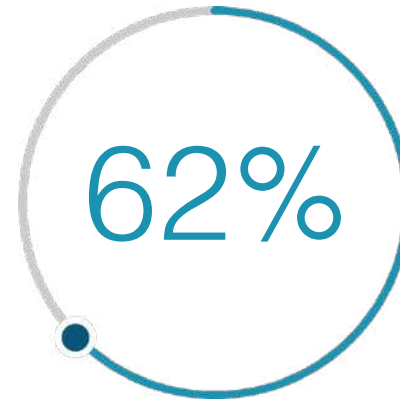
Agree it's important that inserts are...



**SPECIFICALLY
FOCUSSED**



**PROVIDE
GREAT COPY**



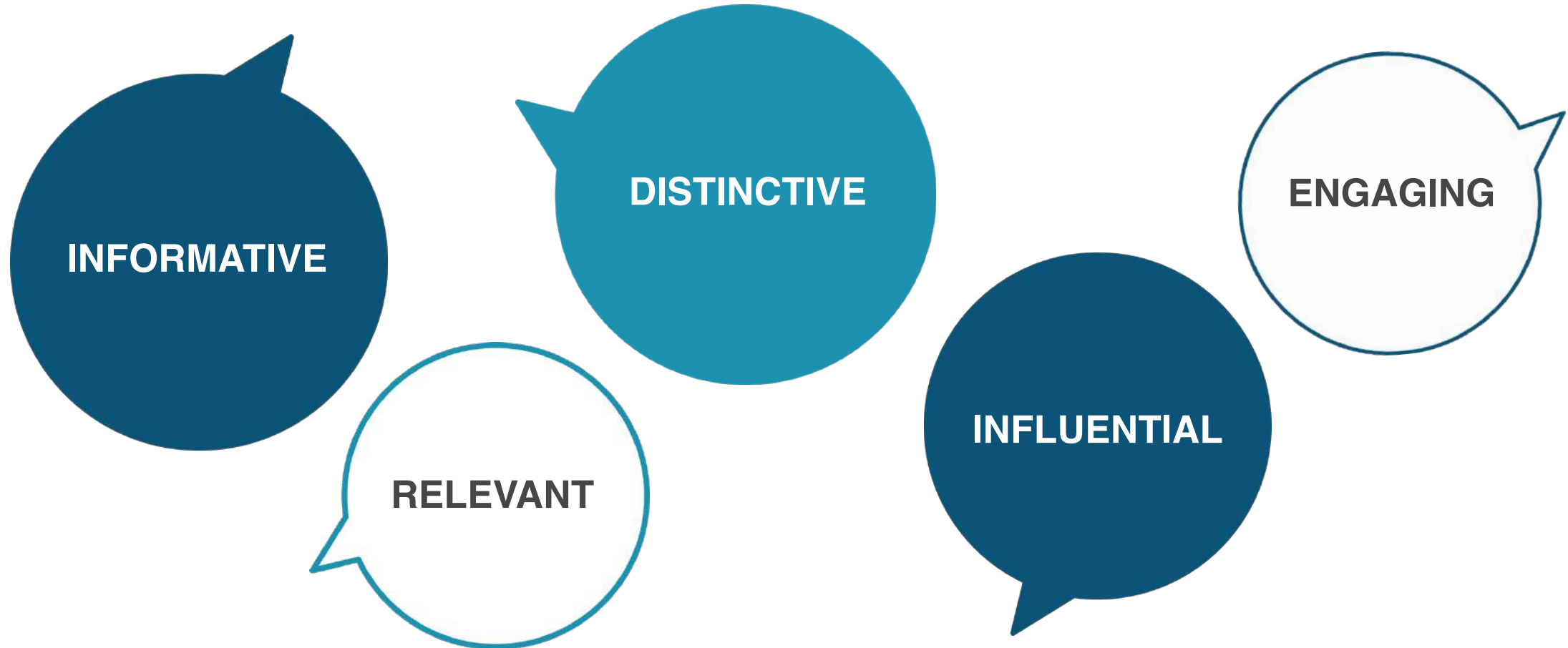
**NICELY
DESIGNED**



INNOVATIVE

Print inserts are...

Top 5 words chosen to describe print inserts



Perception

Reality

“Ineffective”

INFLUENTIAL

“Disruptive”

RETAINED

“Old-fashioned”

RELEVANT

“Boring”

ENGAGING



Reality

FACT

INFLUENTIAL



DRIVE PURCHASE

RETAINED



KEPT OVER TIME

RELEVANT



STAND OUT FORMAT

ENGAGING



INNOVATION RULES



THANK YOU

QUESTIONS?