



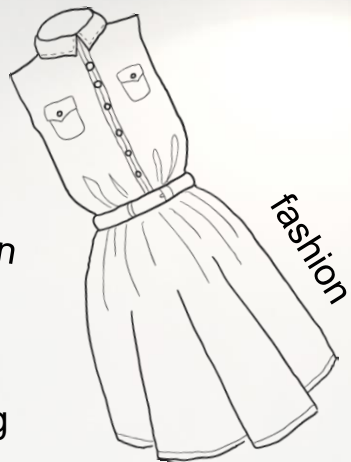
# Time Inc.

LIVETHE **PASSION**

A woman with long brown hair, wearing a sleeveless pink dress with white trim and a small bow at the waist, is captured mid-jump in a field of yellow wildflowers. She has her arms outstretched and is looking upwards with a joyful expression. The background is a clear blue sky. The scene is lit with warm, golden light, suggesting late afternoon or early morning. The overall mood is one of freedom and happiness.

OUR CONSUMERS  
LIVE THEIR PASSION...  
**AND SO DO WE**

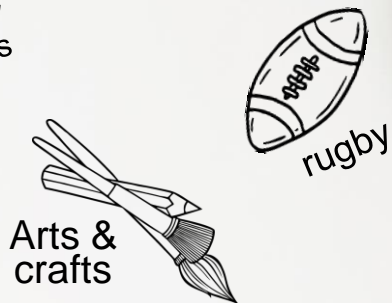




# Time Inc.



Country pursuits



# UNDERSTANDING PASSIONS

Qualitative and Quantitative

7 online communities

1 anthropologist

3,246 passionate people

TGI integration

14 passion groups

Video here

A person in a green tank top and orange shorts is captured mid-air, jumping joyfully in a field of tall grass. The scene is bathed in the warm, golden light of a sunset, with a bright sun low on the horizon creating a lens flare effect. The background shows a line of trees and a clear sky. A white rectangular box is overlaid on the right side of the image, containing the text.

**WHAT IS PASSION?**

“A hobby can be put away or even hidden, whereas a passion defines that person”



77%

PASSION IS MORE  
THAN JUST A HOBBY



# PASSION IS FOR LIFE!

“When you are truly passionate, you can't think of life without it”

“You don't dabble in passion, you are committed for life”

“It's like a marriage, a life long partnership”


80% It's a constant in life





# PASSION IS LIKE A RELIGION

**66% helps** through difficult times



*“It’s as much  
part of my life  
as breathing”*

# THE DNA OF PASSION



A PASSIONATE  
PERSON DOESN'T  
JUST DO THE  
PASSION  
**THEY ARE THE  
PASSION**

You no longer cycle,  
**YOU ARE** a cyclist





# PASSION FORMS IDENTITY...

**2**<sup>IN</sup>**3** wouldn't be who  
they are without it!

*"My passion is a  
big part of who I am"*

*"People know me as  
an expert in my passion"*



...FROM AN **EARLY AGE**

43%

have done it all their life

3 IN 4

Have been  
passionate  
about it for 10  
years or more



42%

Introduced by family

## IT'S A FAMILY AFFAIR

90% will introduce their children to their passion







# HALF

do their passions  
to keep healthy

# 88%

of passionate  
people exercise  
once a week

## PASSION FEEDS THE BODY

# PASSION FUELS SELF-ESTEEM

72%

Feel proud

87%

Fulfilled



# PASSION FREES THE MIND

Relaxed  
8<sup>IN</sup>10

To unwind  
3<sup>IN</sup>4





# PASSION FREES THE SOUL



81%

Escapism

*“It’s a chance  
to escape from  
reality for a while”*



# THE POWER OF PASSIONS



# A PURCHASE POWERHOUSE

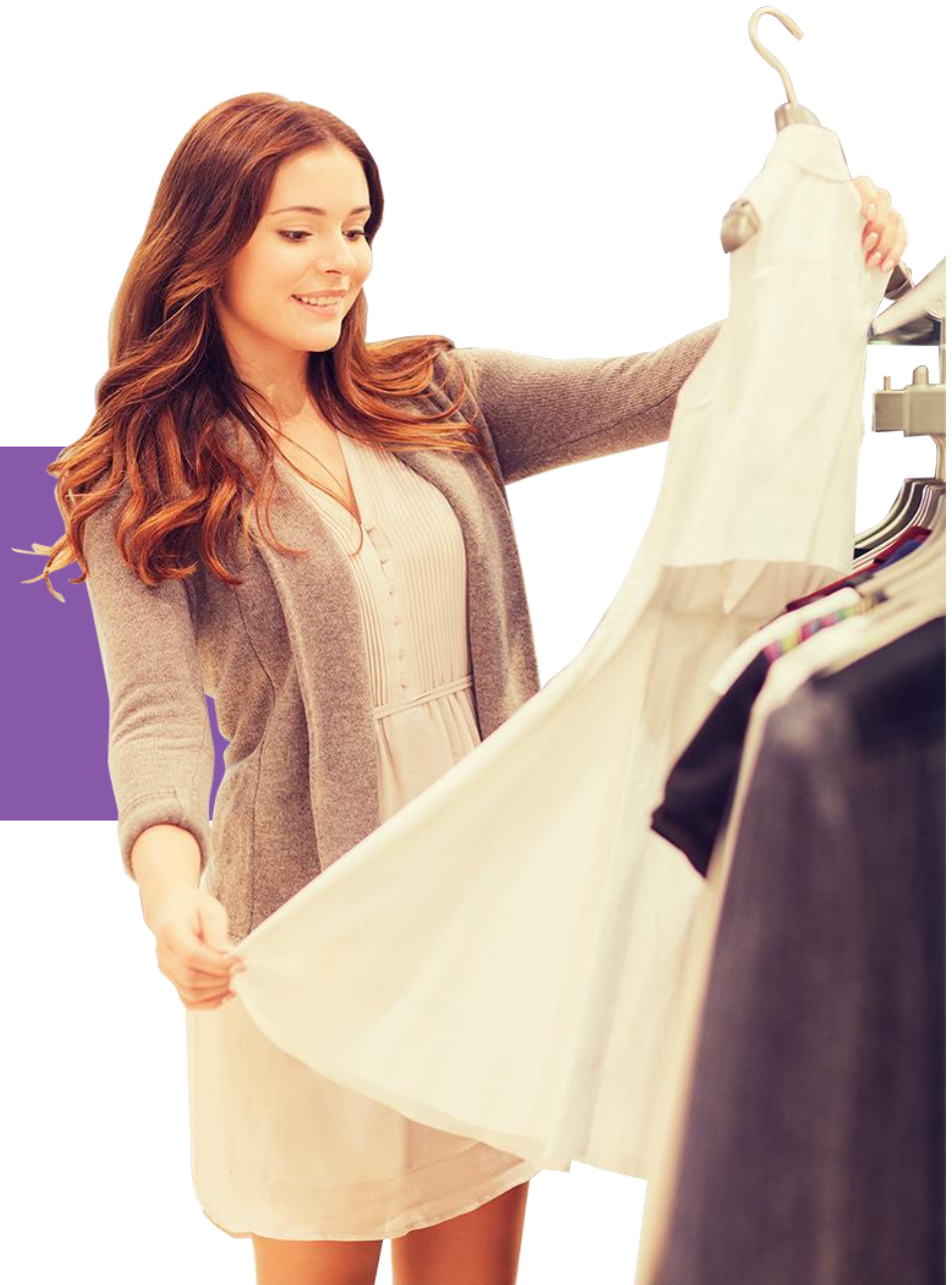
62%

Cannot resist spending  
on their passion



OVER  
HALF

Never feel guilty towards  
passion related spends!





# LOYAL SPENDERS

£165

Average spend  
per month



Nearly  
1 in 10  
spend over  
**£500**  
a month

# ACTIVELY SEEK TO SPEND

*“I am always looking for  
the next thing to buy”*

80%

Have bought  
something advertised  
in a magazine brand



A woman in a dark dress is running on a beach at sunset, holding a dark umbrella. The sun is low on the horizon, creating a bright reflection on the wet sand. The sky is a gradient of blue and orange. The text "ENGAGING THROUGH PASSION" is overlaid on the right side of the image.

# ENGAGING THROUGH PASSION



# MAKE YOUR BRAND THE BRIDGE BETWEEN PEOPLE AND THEIR PASSIONS

*“transcends you to the  
person you want to be”*





THEY CAN'T  
TURN IT OFF

2<sup>IN</sup>3

*“my passion impacts  
every element of my life  
throughout the day”*

# SEEKING PASSION RELATED CONTENT

**HALF** want to see ads as much as other content when it comes to their passions

2 IN 3

LOVE IT

when advertising taps into their passions





58%

ARE MORE LIKELY  
TO NOTICE AN AD  
IN A **MAGAZINE**  
**BRAND** RELATED TO  
THEIR PASSION  
THAN ANYWHERE  
ELSE



# SET THE TRENDS

They look to ads to  
tell them what's new  
– inspire them!

89%

Enjoy how passions  
enable them to  
discover new things



# CHALLENGE THEM

Rules are made to be broken

# 3<sup>IN</sup>4

Love how their passion  
challenges them





# TEACH THEM TO REACH THEM

Knowledge is a powerful  
commodity

Tell them something they  
don't know

Provide knowledge to  
build engagement

# 76%

like to build knowledge  
through their passion



# DON'T TALK LUCK IT'S HARD WORK, NOT LUCK!

"In control of making  
a better home"  
- *Homes*

"To have full control  
of your golfing destiny"  
- *Golf*

"I have freedom  
and control in my passion"  
- *Craft*

"I control the results"  
- *Equestrian*





A woman with a large blue backpack is sitting on a dark rock in the foreground, smiling and looking towards the right. She is wearing sunglasses, a blue tank top, and dark sneakers with yellow laces. In the background, another woman with a backpack is standing on a rock, silhouetted against a bright sunset over the ocean. The scene is bathed in warm, golden light.

Passions are part of  
**who people are**

A passionate audience is an  
**engaged audience**

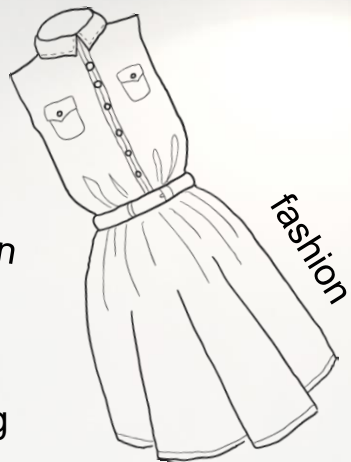
We help our consumers  
**live their passions every day**



# Time Inc.

LIVE THE **PASSION**

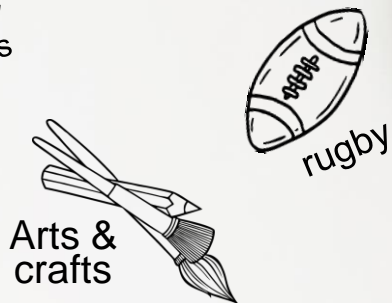




# Time Inc.



Country pursuits





# Cycling – Cyclists turn to mag media to help develop passion!

**3.9M**

Million cyclists in the UK

**They read Time!**

**77%\***

Read Time Inc. brands



**CYCLING**  
ACTIVE

**CYCLE**  
**SPORT**  
MAGAZINE



**Magazine brands win with cyclists 85%**

**Engage with magazine media, print and online**

**87%** doing so at least once per week



# Provide advice

## PROVIDE Recommendations & Advice

This audience want recommendations from magazine brands,

**78%** look for this in editorial – consider advertorial

**72%** want advice in ads they see in mag media

What?

**60%**

want to see the  
new cycle  
trends!

**Events are entered - so team up with them!**

# Embrace the Engaged

The most engaged passion audience.

**90%** of people who are passionate about cycling engage with it highly, from events to cycle fit nutrition .

**70K** People  
have signed up  
to ride in one of  
**Time Inc.**  
**UKCE** events in  
the last year

# Challenge them!



**Frame your brands  
with targets/  
challenges!**

**65%** Do it to achieve goals!

**Cycling is both  
an old friend &  
New found love**

**54%** of cyclists have been riding for over 15 years, but

**31%** are new to the sport and eager to learn the basics.

**So include beginners to elite tips!**



# Inspire beyond the saddle.



## Present them with Food & Health

Cyclists are a health driven audience, **72%** are very interested in health food and lifestyles. This is a key driver to purchasing products.

Luxury!

Yachting world is another favourite for cyclist passion



The great communicators –  
Open the conversation!

**85%** LOVE talking about cycling

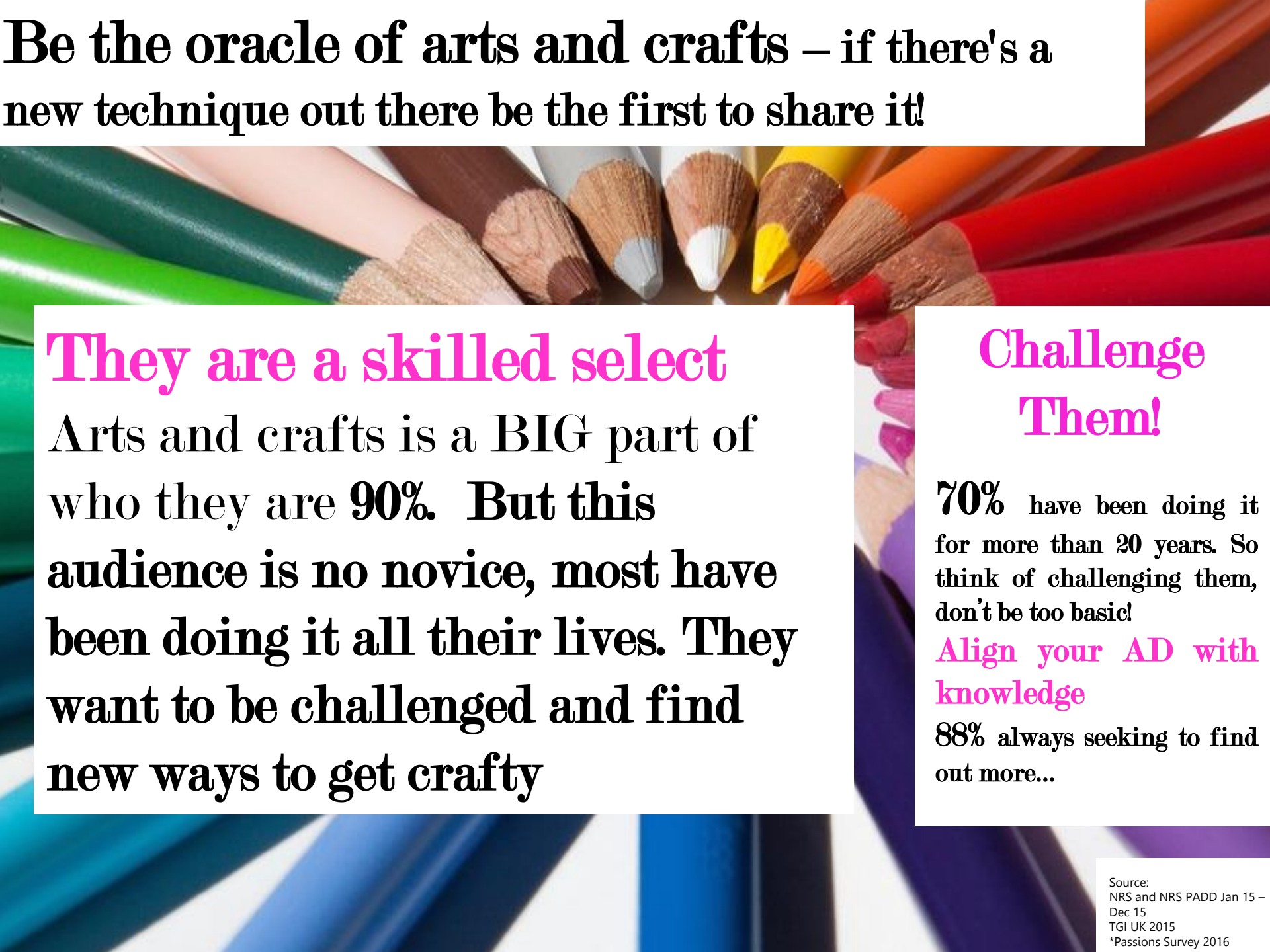
# Let them talk about and review your brands

**The great  
communicators**  
– Open the  
conversation!

**85%**

**LOVE** talking about cycling

Cyclists trust  
cyclists, and  
they love to  
talk about it, so  
who better to  
endorse your  
brand than the  
passionate?



**Be the oracle of arts and crafts – if there's a new technique out there be the first to share it!**

## **They are a skilled select**

**Arts and crafts is a BIG part of who they are 90%. But this audience is no novice, most have been doing it all their lives. They want to be challenged and find new ways to get crafty**

## **Challenge Them!**

**70%** have been doing it for more than 20 years. So think of challenging them, don't be too basic!

**Align your AD with knowledge**

**88%** always seeking to find out more...



# Keep the content coming! They get crafty 3 times a week...

**ENGAGED** audience  
They don't frit –  
They commit

**76%** get craft upwards  
of 3X per week!

They need brands to keep the  
ideas coming, they get  
frustrated seeing the same  
patterns or ideas time after  
time.

**86%** look to magazine  
brands for this! Provide  
interesting and new ways of  
improving their skills to  
increase engagement. **94%**  
want to learn new things

Position your  
brand as a  
gateway for  
them to develop  
skills



Give your brand a crafty voice = they can talk about the knitty gritty!

**Let Them Talk!** They want to hear from fellow crafters not just the professionals

Arts & Craft lovers want to talk about it. **85%** want to discuss arts and crafts at any opportunity. They also want to hear from fellow crafters, so open the floor!



**Don't go designer but do show high-street fashion**

**Don't stop at Arts & Crafts – they love to explore fashion too!**

**82%** Are also interested in **fashion**



# Equestrian – They want to see ads that will help develop their skills

2.7M

Riders in the UK

Marry your brand with good advice - they want expert recommendations

74% want recommendation and

72% want to see advice

89%

Engage with magazine brands at least once a week and 75% look specifically for ads to let them know what's new

**You're speaking to with the expert, tell them something they don't know**

**It's in their blood**

**85%** have been doing it more than 20years, frame your brand messages towards the expert equestrian! No patronising required

**Talk to mum & dad!**

Over a **1/3** of people are introduced by parents! And 70% will introduce to their children, so frame messages in a way that speak to the equestrian family!

# It's not only about the horses coat

It's important  
to look good!

(+20%)

## Show them Fashion

Passionate equestrians demonstrate a high level of fashion engagement. +23% more interested in designer clothes (than the average population)

**+30%** think they have a good sense of style

**+44% agree** they Spend a lot on clothes.



# Music – it's their escape so liberate, keep real life away

**6.1M**  
People  
passionate  
about  
music in  
the UK

Make Them  
**SMILE**

**70%**

**Music makes them feel good!**

**They follow their passion in  
music to make them happy!  
SIMPLE!**

**Immerse them!**

**88%** want to escape when they  
engage in their music passion. Throw  
reality out the window and transport them  
to all things music

# Broaden their musical minds

Help them **EXPLORE**

**4 out of 5 people want to discover new things** and spread the word. Help them be the frontier by framing your brand within new trends. **Set the trends – let them spread them!**

# They want your ads-vice!

Over **60%** look to magazine brands to help inspire them what to buy.

**70%** buy something once they have seen it in mag brands

**78%**

Of music passionists turn to

**MAGAZINE**

brands online and off to develop their passion.

More than  
**HALF**

Love It when brands advertise the perfect purchase opportunity!



# Fashion – They want magazine media to inspire purchases

**Magazines drive the passion** in fashion, over **85%** have bought something in a magazine brand ad and over **90%** looks to mag brands to inspire this purchase!

**Reach Beyond the Reader**

**80%**

Advise others on what to buy. So you are influencing more than just the reader when you advertise

# Celebrate fashion as a passion

They ARE passionate

Over 90%

Feel Proud and Excited when doing their passion in fashion! Radiate this in your branding

They need recognition

*"Some people don't get it, or think its not a hobby, I live and breathe it – so how can that be so?"*

60% feel that people don't take this passion seriously!

# Add a healthy mix

## They Love Health

Show them health related content / ads – fashionistas over index +40% on being driven by health related trends

## Food fuel is fashionable

They love to get the new superfood, from acai berries to the protein buzz word



# Beauty - Ensure your brand is on top of trends

The passionate about beauty group are the most focused on being on trend and learning new things, they are consistently striving to get the new look and want to be the first to share it!

## Instil to fulfil!

Nearly **100%** of passionate beauty audience find learning new things about their art fulfilling.

**It's their passion – give it some respect**

# Don't talk hobbies – It's ART!

**Passionate beauties, don't like when people act as though its just a fun craft that everyone can do. When you do it right – IT'S ART**

# Provide all they need to know; from product and tool to technique

66  
%

Look to mag media  
for the ADS!

3/  
4

**Want to be challenged.** They  
want to see the new beauty trends  
and what equipment they need to  
achieve it!

*“I love the  
look in  
some of the  
magazines,  
but want to  
know all  
the steps,  
not just the  
end picture  
of the  
finished  
product”*

*Passionate  
about beauty*



# Inspire their beauty buys!

95% look to mag brands – both print and online for beauty inspiration!

But remember!

Relevance is everything!  
65% want ads to speak to them, know their style and offer appropriate trends at appropriate prices

**Know your reader,** provide ad content which reflects their style and their wallet

Hey Big Spender

## THREE QUATERS

Over 60% spend upwards of £50 on their passion each month

*“I want to see models, bloggers and vloggers I know and trust. Please don’t show me reality stars with heavy make up, I don’t care how they do it! I care how people who know about beauty do it!”*  
(beauty passion participants)

Time Inc.

\*Source:  
NRS and NRS PADD Jan 14 – Dec 14  
TGI UK 2014  
Comscore MMX 2014

# The sphere of influence expands beyond the reader

**Engage them &  
they will spread  
the word**

**Over 90%** pride themselves on being the authority on beauty in their peer group. **WIN** with them and they will share you're brand wide, via word of mouth and social media



# Homes and Interiors – Don't just show them what, teach them HOW!

Over **80%**  
like to do the  
jobs  
themselves  
and 66% are good at  
it!

**98%** want to see new  
inspiring ideas

# Magazine media is their go-to guide!

**97%** look to magazine media when thinking about their home inspiration

**Keep the ideas coming**

**90%** change their house interior as much as possible

# Don't play it safe

Minimalist only  
works 1/3 of the  
time.

Even split between  
those wanting  
simple and those  
wanting something  
unique (35%:35%),  
mix minimalist with  
unusual to grab  
attention.

**ONE QUARTER**

Don't have a clue what they  
want, they need inspiration.



# Think beyond the brick

Unsurprisingly  
**87%** are  
**interested in**  
**gardens**, provide  
insight to outside  
ideas too!

**Get  
crafty**  
**60%** are  
interested in arts  
and crafts, they  
want to create  
something  
themselves!

**The holistic  
homely vibe**  
**Music**  
**67%** have a  
strong interest in  
music.