

Supermarket Magalogues

RESEARCH

More than 10 million Australians aged 14+ read one or more catalogues in an average week, with more than half (5.8 million) buying a product as a result of seeing it in a catalogue. When it comes to prompting purchase among readers, supermarket catalogues has the highest conversion rate.

(Roy Morgan)

“Print is huge for us. There is something to be said for the tangible beauty of turning a page”

(Jess Gill, Customer Experience at Woolworths)

Magalogues or brandzines are increasingly being used by brands to customise content and create a complete brand experience. By tailoring content to reach audiences on a more engaging level, brands can reinforce their identity whilst promoting their products. In Australia, the supermarket magalogue has been the undisputed champion of this concept and the two biggest; Coles Magazine and Fresh (Woolworths) are now the most widely read magazines in the country.

Both magalogues are free, monthly in-store publications that offer their readers immersive content on lifestyle, nutrition, recipes and health & wellbeing. They are a highly effective way to widen appeal and engage with their audience ensuring strong customer loyalty. Providing content tailored to their key demographic enables the supermarket magalogue to remain relevant and desirable. They also create their own revenue stream through advertising supplier brands available in store.

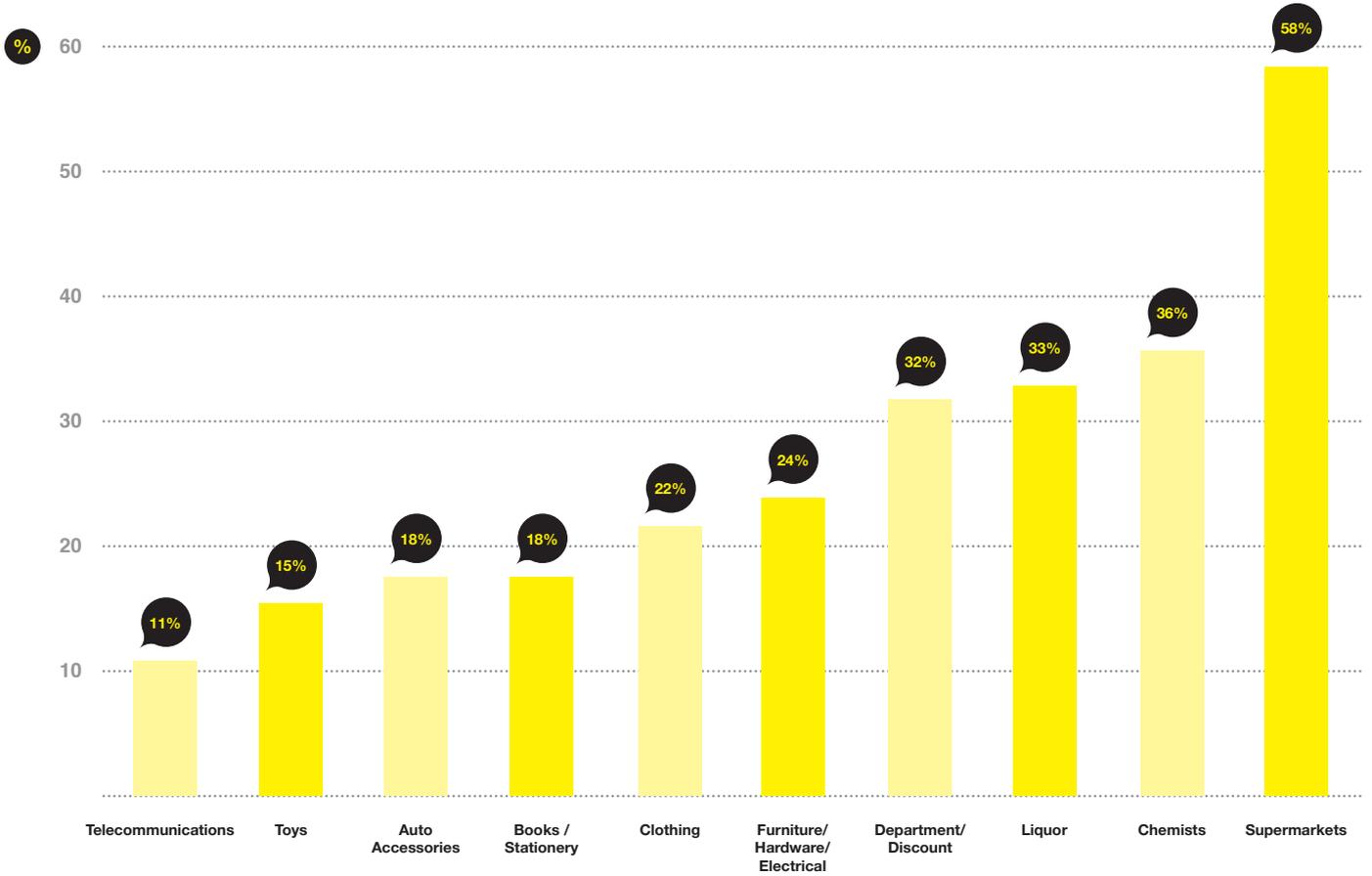
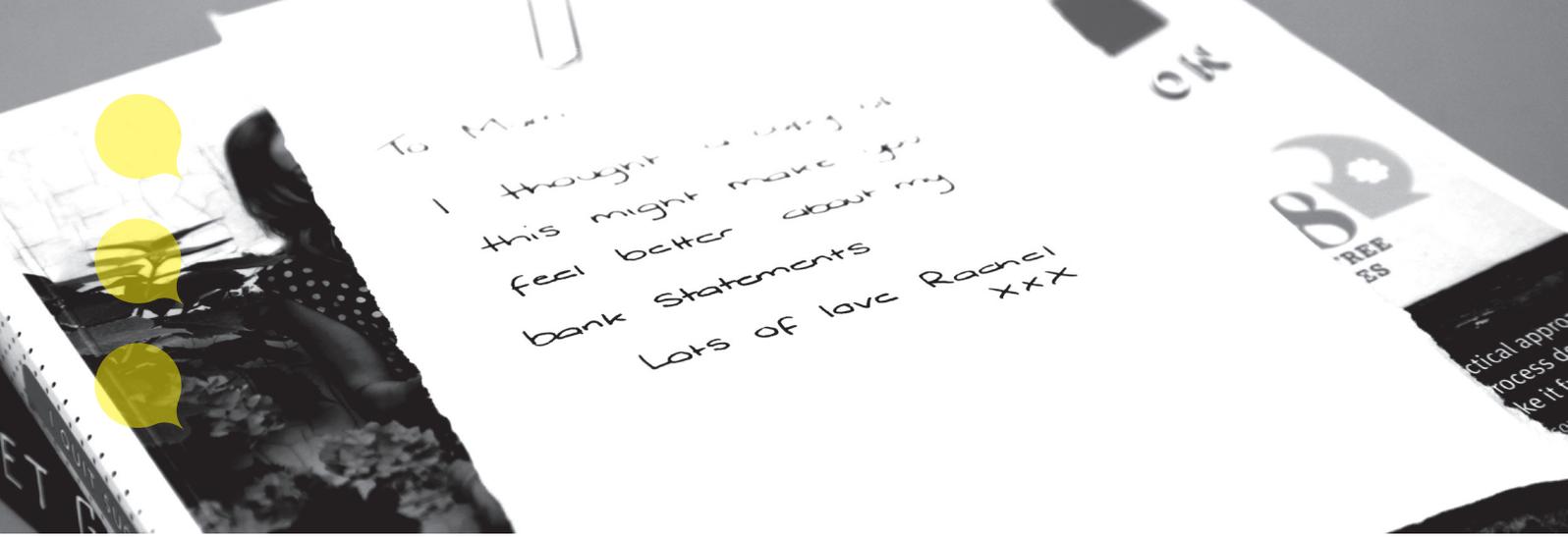
“By reaching 1 in 5 Australian’s a month, Coles is able to deliver to stocked brands and other advertisers a massive audience of predominantly main household grocery buyers seeking relaxed and informative content”

(Tim Martin, General Media Manager, Roy Morgan Research)

TITLE	AVERAGE ISSUE READERSHIP
Coles Magazine	2,542,000
Fresh	2,473,000

Source: Roy Morgan Research Single Source (Australia) April 2013 – March 2014





Unsurprisingly, the vast majority of readers of these magazines are their household's main grocery buyer, with women comprising around 75% of each magazine's readership. Around a third of readers of either magazine are parents with children under 16 in the home.

(Roy Morgan Research)

Australians continue to rate catalogues as one of the most useful media channels for selection and purchase of a wide range of products from groceries and alcohol, electronics and white goods, holidays, clothes, cosmetics and toys (Roy Morgan).

Coles Magazine and Fresh lead the way in showing how brands can utilise magazines to increase customer engagement and drive sales. By providing suppliers more opportunity to promote their products in an editorial environment that customers embrace, the supermarket magazine has quickly been established as a critical component of their marketing mix.

