



MPA

Magazine Publishers
Association **NZ**

Magazine Publishers Association

Quality of Attention Index

Martelletti Consulting | June 2026

About the project

Methodology



Nationally representative sample
(by gender, age and location) of
New Zealanders aged 18+



Sample size of n=1,037



15-minute online survey

A nationally representative sample is important for the credibility of the research. It allows true cross-media comparison and reflects real-world media consumption.

Media List included in the study

- Printed magazines
- Magazine websites or apps
- Printed newspapers
- Newspaper websites or apps
- Live or scheduled TV
- Streaming/on-demand TV (e.g. Netflix, TVNZ+)
- Online video (e.g. YouTube, TikTok video, Reels)
- Social media (e.g. Facebook, Instagram, TikTok, LinkedIn)
- Commercial radio
- Podcasts
- Outdoor advertising (e.g. billboards, bus shelters)
- Retail media (e.g. retailer websites, apps, email)

Why did we build the QAI

Simple.

Modern advertising research increasingly tells us that effectiveness depends on more than impressions or reach.

Advertisers now care about:



Attention



Engagement



Trust



Context



Memory

The QAI was designed to bring these together into a practical measure of media quality.

About the Quality of Attention Index

The 'Quality of Attention Index' (QAI) and Ad Attention Index are derived from an original survey-based framework informed by established industry research on attention, engagement, and media context. They combines multiple validated dimensions into a single, comparable measure of attention quality across selected media. It will enable comparisons to be made and provide actionable insights for the MPA and publishers to use.

The **QAI** comprises five elements, each of which includes four statements asked on a 5-point agreement scale:

Focused Attention	Low Distraction	Active Engagement	Receptive Mindset	Memory / Residual Effect
Level of concentration	Absence of multi-tasking	Mental involvement	Trust, enjoyment, openness	Recall and impact

The **Ad Attention Index** is drawn from the results of the following six statements:

I notice the advertising

Advertising catches my attention

Advertising feels relevant

Advertising fits naturally with the content

Advertising feels less intrusive than it does in other media

I am more likely to act on the advertising in this medium

User Definitions

We have used the following user definitions:

Active Users:

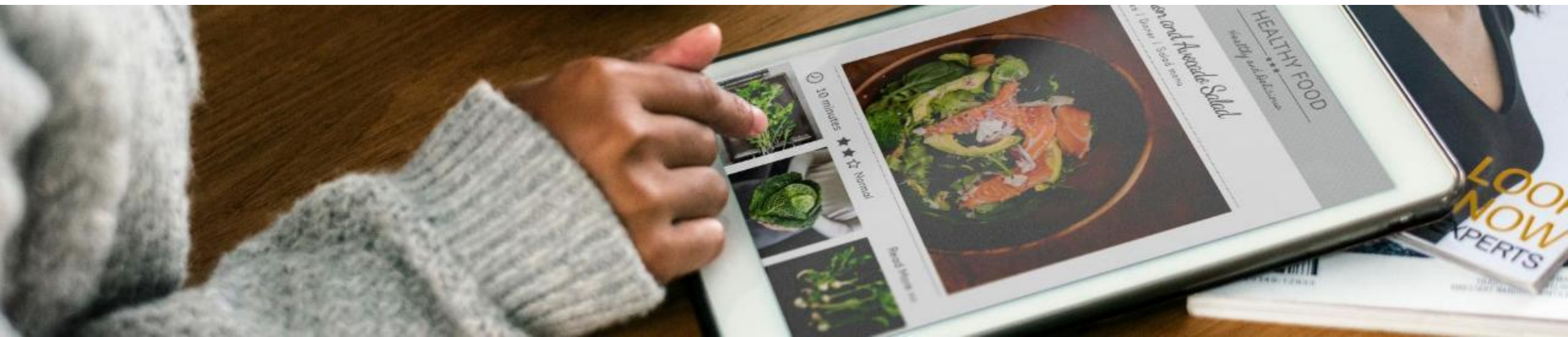
Have interacted or engaged with the medium in the last 7 days

Last Month Users

Interacted or engaged with the medium in the last month but not the last seven days

Casual and Non-Users

Have used but longer ago or not used



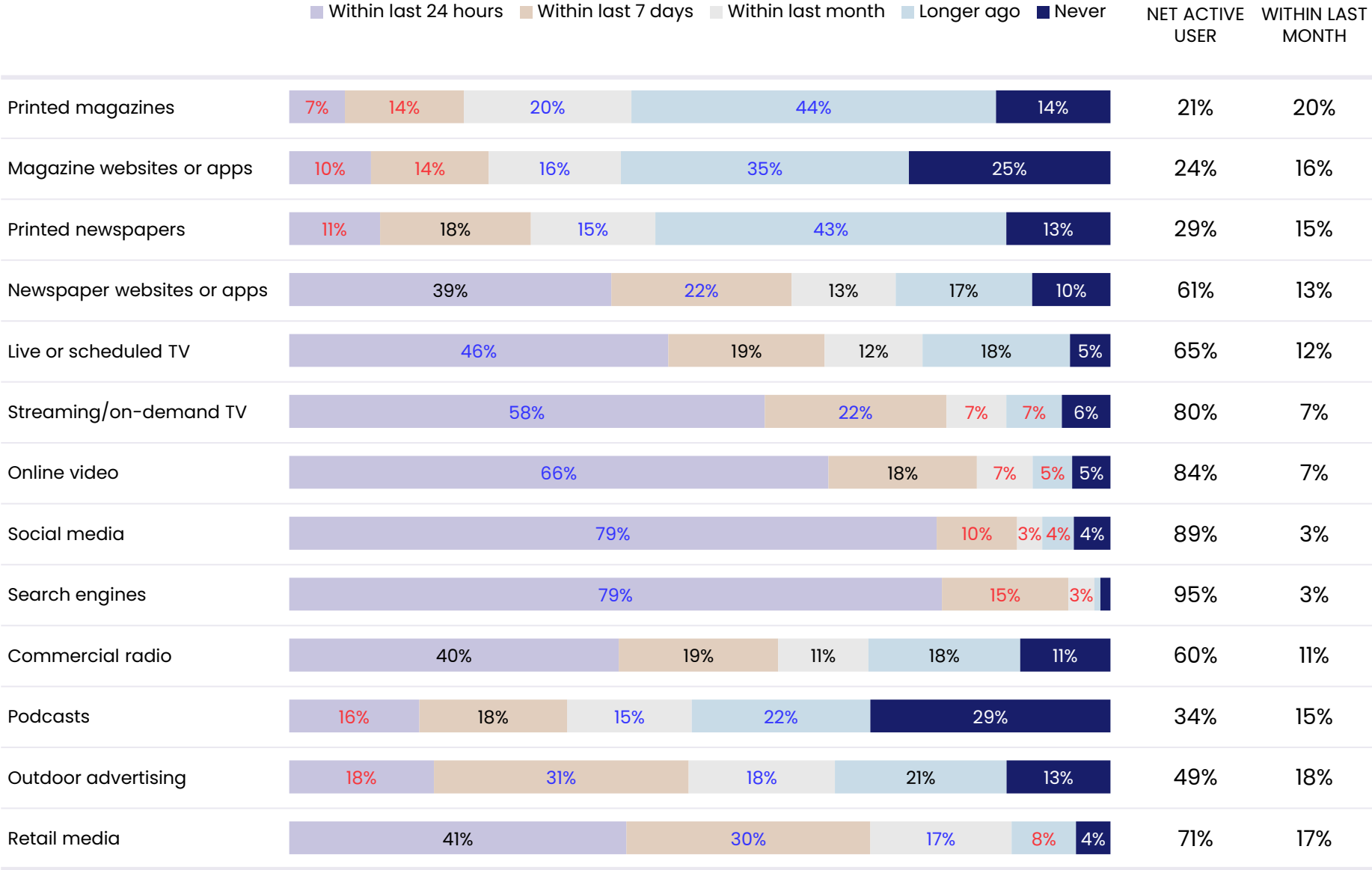
Section 1

Engagement



Engagement

Q4. When did you last use or engage with each of the following?

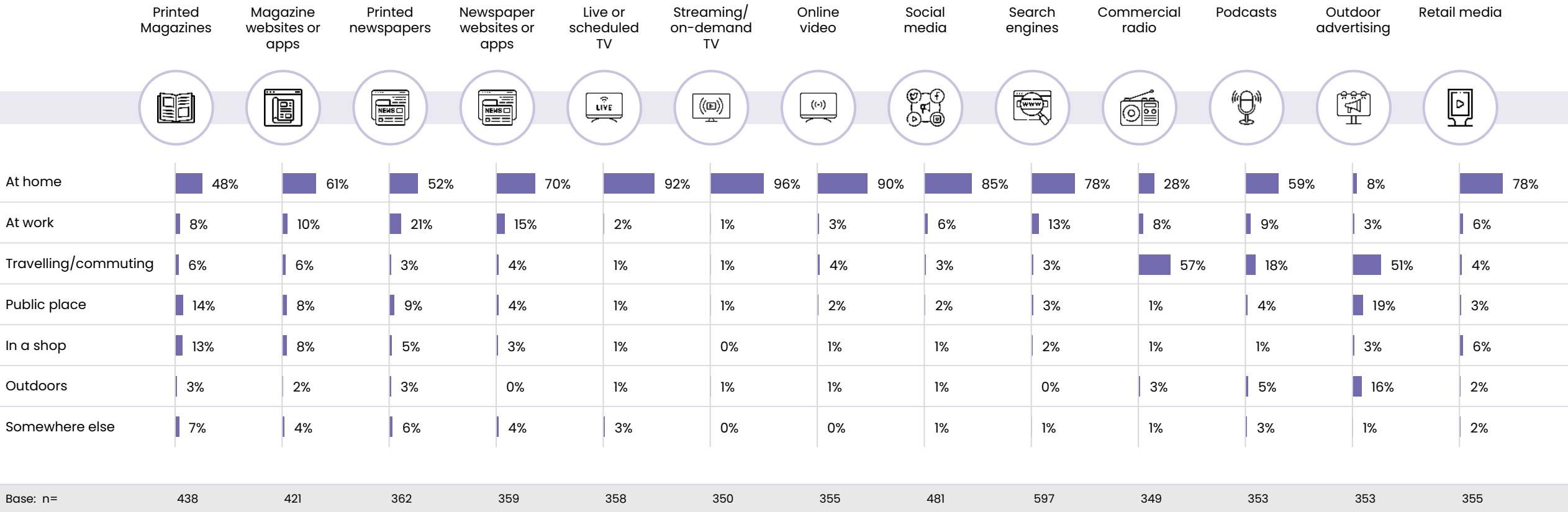


Base: Total Sample (1037)
Txt; Txt = Significantly higher / lower @95% confidence level

Engagement

Q5. Where were you

- Home leading the way, small amount of engagement at work
- Travelling and commuting for radio and outdoor

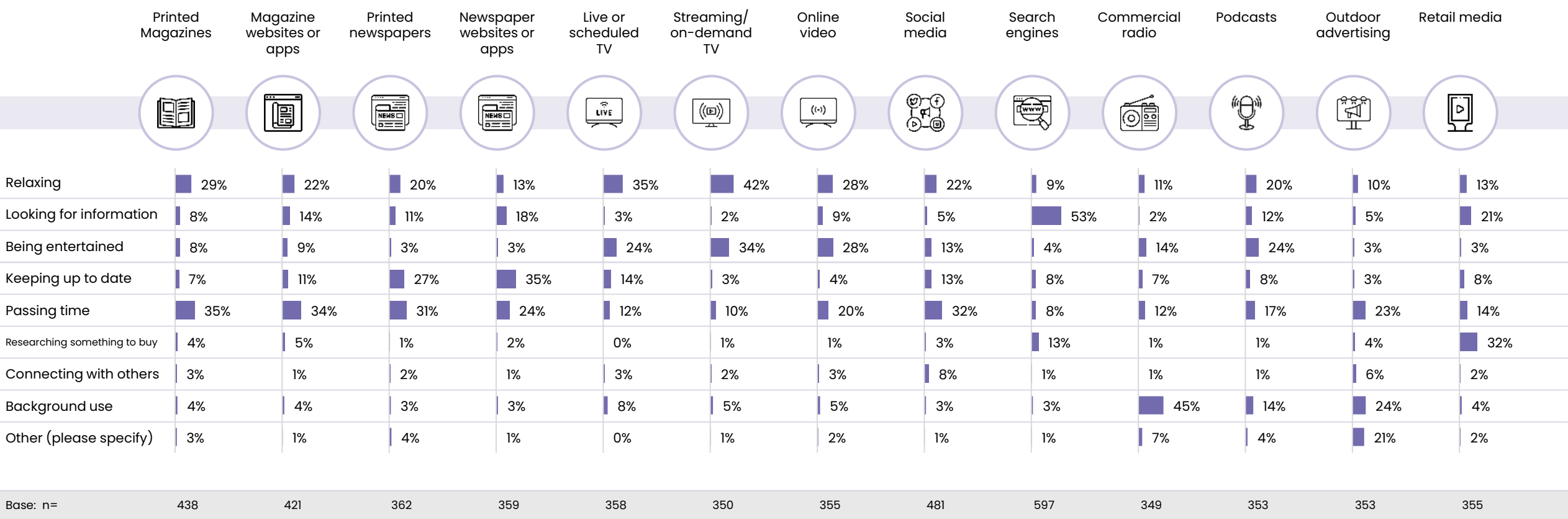


Base: Total Sample (1037)
Txt; Txt = Significantly higher / lower @95% confidence level

Engagement

Q6. What were you mainly doing?

- Magazines – print and digital – mainly for relaxing and passing time

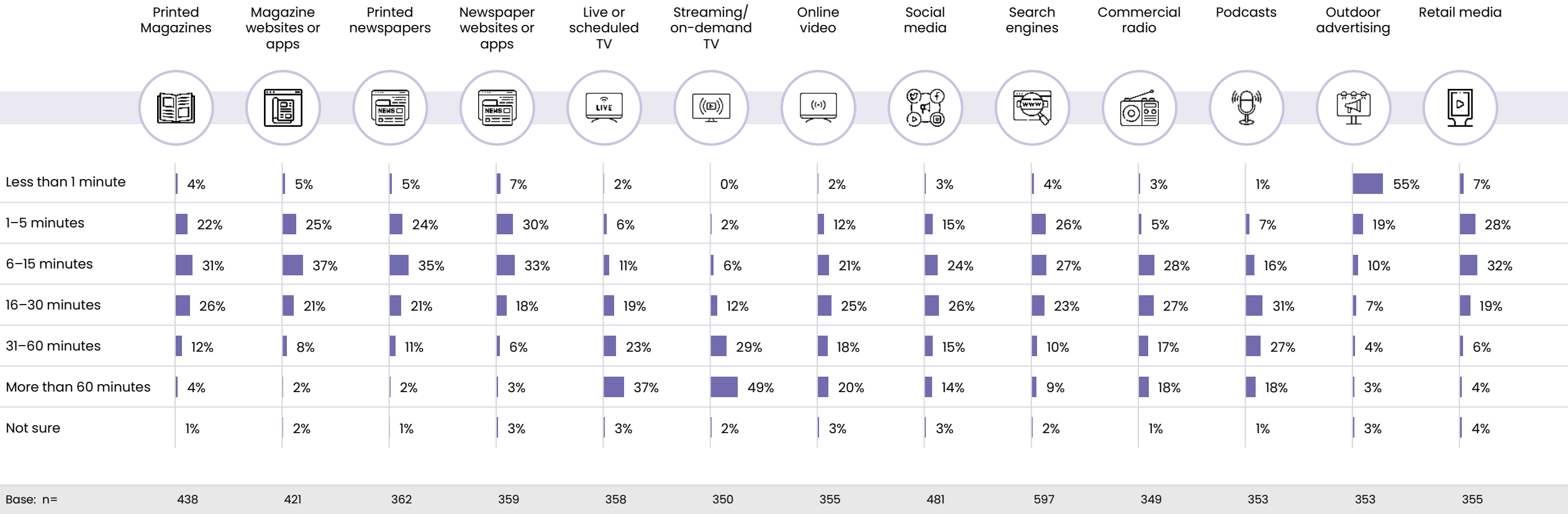


Base: Total Sample (1037)
Txt; Txt = Significantly higher / lower @95% confidence level

Engagement

Q7. How long did you spend?

- Almost half engaging with their printed magazine for 16 minutes plus
- One in five engaging with magazine websites or apps for between 16 and 30 minutes



Base: Total Sample (1037)
Blue; Red = Significantly higher / lower @95% confidence level

Engagement

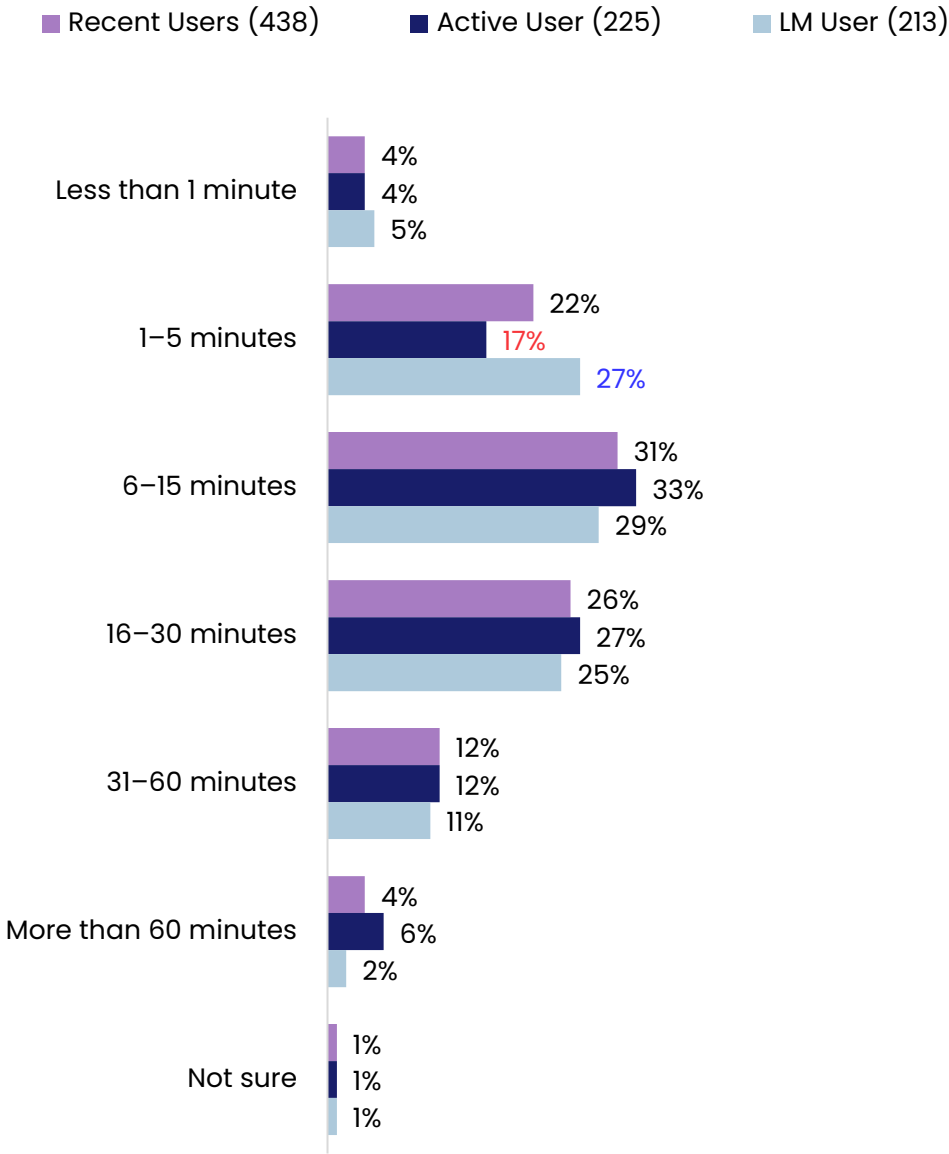
Q7. How long did you spend – Printed Magazines?

Active users tending to invest more time in their magazines

Base: Total Sample (1037)
T<T; T>T = Significantly higher / lower @95% confidence level



Printed Magazines



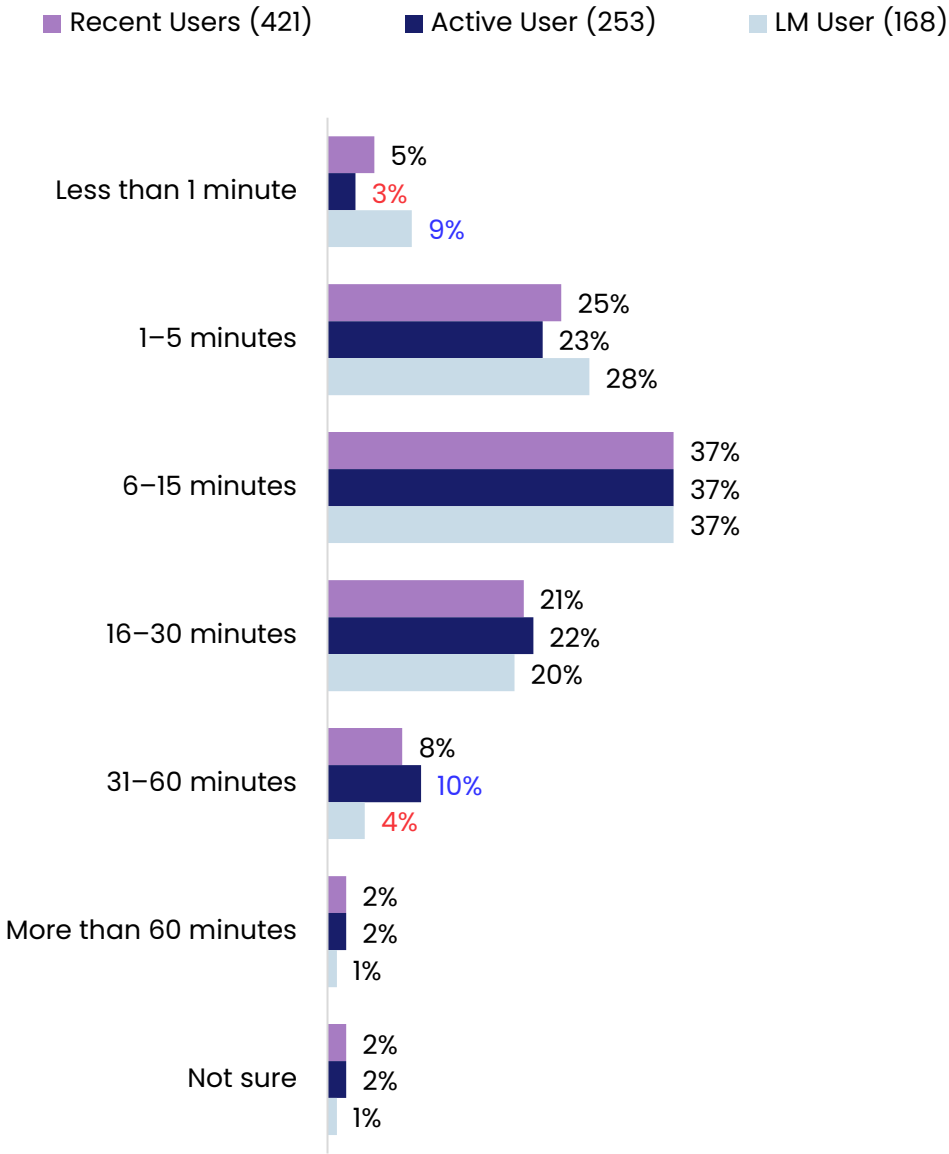
Engagement

Q7. How long did you spend – Magazine Websites or Apps?

Base: Total Sample (1037)
T<T; T>T = Significantly higher / lower @95% confidence level



Magazine Websites or Apps



Section 2

Quality of Attention Index





The **QAI** comprises five elements, each of which includes four statements asked on a 5-point agreement scale:

**Focused
Attention**

Level of
concentration

**Low
Distraction**

Absence of multi-
tasking

**Active
Engagement**

Mental
involvement

**Receptive
Mindset**

Trust, enjoyment,
openness

**Memory /
Residual Effect**

Recall and impact

Quality of Attention Index

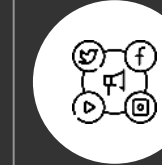
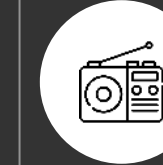
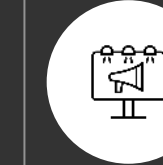
Active Users

Printed Magazines	Podcasts	Streaming/ on-demand TV	Printed newspapers	Online video	Retail media	Live or scheduled TV	Newspaper websites or apps	Magazine websites or apps	Social media	Commercial radio	Outdoor advertising
											
73.7	73.4	72.9	70.3	70.3	69.7	68.2	68.1	67.4	66.6	58.8	45.8

Total Respondents

Quality of Attention Index

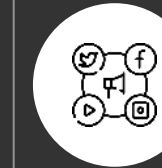
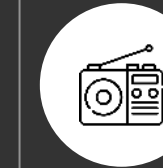
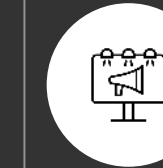
Active Users by Gender

Printed Magazines	Podcasts	Streaming/ on-demand TV	Printed newspapers	Online video	Retail media	Live or scheduled TV	Newspaper websites or apps	Magazine websites or apps	Social media	Commercial radio	Outdoor advertising
											
73.7	73.4	72.9	70.3	70.3	69.7	68.2	68.1	67.4	66.6	58.8	45.8
72.6	72.0	71.8	70.6	69.6	70.2	68.1	68.8	67.9	65.8	59.3	49.7
74.7	75.0	73.9	70.0	71.2	69.2	68.3	67.5	66.7	67.3	58.3	42.7

Total | **Male** | **Female**

Quality of Attention Index

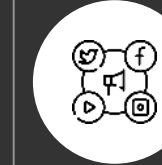
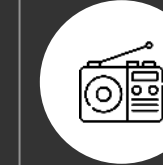
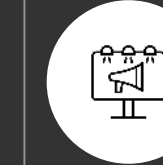
Active Users by Age

Printed Magazines	Podcasts	Streaming/ on-demand TV	Printed newspapers	Online video	Retail media	Live or scheduled TV	Newspaper websites or apps	Magazine websites or apps	Social media	Commercial radio	Outdoor advertising
											
73.7	73.4	72.9	70.3	70.3	69.7	68.2	68.1	67.4	66.6	58.8	45.8
68.6	73.2	70.5	69.4	68.4	64.2	64.3	65.1	63.9	67.6	56.9	45.3
70.7	71.9	69.9	64.8	69.5	67.5	64.1	66.9	67.9	67.1	58.2	49.3
72.2	73.8	72.2	66.2	69.0	71.0	68.2	68.4	67.4	69.1	58.6	50.7
75.5	76.4	75.9	73	71.5	69.6	70.4	68.2	69.9	63.2	59.7	43.6
76.6	71.7	76.0	74.1	73.7	75.5	69.8	70.5	67.5	66.8	59.5	40.3

Total | 18-29 | 30-39 | 40-49 | 50-64 | 65 or above

Quality of Attention Index

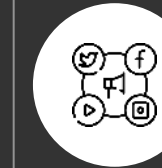
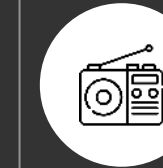
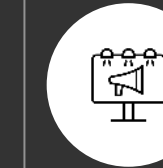
Active Users by Location

Printed Magazines	Podcasts	Streaming/ on-demand TV	Printed newspapers	Online video	Retail media	Live or scheduled TV	Newspaper websites or apps	Magazine websites or apps	Social media	Commercial radio	Outdoor advertising
											
73.7	73.4	72.9	70.3	70.3	69.7	68.2	68.1	67.4	66.6	58.8	45.8
72.2	73.5	73.9	68.9	69.3	68.8	68.0	70.1	67.5	68.3	60.4	49.5
75.5	71.8	72.9	71.5	70.5	68.3	69.4	66.4	66.9	64.9	58.3	42.4
72.4	76.5	71.5	69.8	71.7	74.2	65.8	68.5	68.2	66.8	57.9	45.0

Total | **Auckland** | **Rest of North Island** | **South Island**

Quality of Attention Index

Active Users by Income

Printed Magazines	Podcasts	Streaming/ on-demand TV	Printed newspapers	Online video	Retail media	Live or scheduled TV	Newspaper websites or apps	Magazine websites or apps	Social media	Commercial radio	Outdoor advertising
											
73.7	73.4	72.9	70.3	70.3	69.7	68.2	68.1	67.4	66.6	58.8	45.8
71.2	74.6	75.3	73.6	71.8	67.5	72.3	67.1	68.0	66.4	59.9	46.1
74.9	73.3	75.1	70.7	73.0	73.8	68.4	68.7	67.2	67.7	57.8	46.1
73.3	73.1	73.9	69.5	71.1	70.8	67.4	71.0	69.8	68.7	59.7	45.0
74.0	73.1	71.6	69.9	69.7	69.0	68.5	65.7	65.9	65.7	58.5	46.9

Total | **Under \$40,000** | **\$40,000 – \$79,999** | **\$80,000–\$124,999** | **\$125,000 and over**

Quality of Attention Index – Printed Magazines



Printed
Magazines



73.7

Active Users

64.6

Monthly Users

Quality of Attention Index – Magazine Websites or Apps



Magazine
Websites
or Apps



67.4

Active Users

63.3

Monthly Users

Base: Total Sample (1039). From 225 to 577
Txt; **Txt** = Significantly higher / lower @95% confidence level

Section 3

Ad Attention Index





The **Ad Attention Index** is drawn from the results of the following six statements:

I notice the advertising

Advertising catches my attention

Advertising feels relevant

Advertising fits naturally with the content

Advertising feels less intrusive than it does in other media

I am more likely to act on the advertising in this medium

Ad Attention Index

Active Users

Q13. Thinking again about the last time you used or engaged in any way with [MEDIA]... Please indicate how much you agree or disagree with the following statements:

Printed Magazines	Magazine websites or apps	Printed newspapers	Retail media	Podcasts	Outdoor advertising	Social media	Commercial radio	Streaming/ on-demand TV	Live or scheduled TV	Online video	Newspaper websites or apps
											
64.1	61.5	58.4	56.8	55.1	54.6	53.9	52.2	50.4	50	49.8	48.4

Total Respondents

Ad Attention Index

Active Users by Gender

Printed Magazines	Magazine websites or apps	Printed newspapers	Retail media	Podcasts	Outdoor advertising	Social media	Commercial radio	Streaming/on-demand TV	Live or scheduled TV	Online video	Newspaper websites or apps
											
64.1	61.5	58.4	56.8	55.1	54.6	53.9	52.2	50.4	50	49.8	48.4
67.2	62.4	58.6	58.4	56.2	58.5	54.6	53.3	50.3	51.3	50.9	49
61	60.6	58.2	55.4	53.9	51.4	53.2	51.2	50.5	48.7	48.5	47.8

Total | **Male** | **Female**

Ad Attention Index

Active Users by Age

Printed Magazines	Magazine websites or apps	Printed newspapers	Retail media	Podcasts	Outdoor advertising	Social media	Commercial radio	Streaming/on-demand TV	Live or scheduled TV	Online video	Newspaper websites or apps
											
64.1	61.5	58.4	56.8	55.1	54.6	53.9	52.2	50.4	50	49.8	48.4
71.7	60.6	66.2	58.8	62.1	51.4	61.7	59.2	56.3	58.5	52.9	56
74.7	69.2	65.7	62.9	60.3	58.2	60.1	60.1	52.6	54.4	55.9	56.6
65.7	66.7	62.6	60.5	53.4	61.9	62.4	55.7	57	60.8	55.5	50.2
64.1	59.5	55.6	54.4	51.0	54.4	45.4	50	45.9	49.6	44.0	43.5
53.5	46.7	50.4	49.7	38.5	48	38.3	42.6	40.6	40.2	40.6	41.1

Total | 18-29 | 30-39 | 40-49 | 50-64 | 65 or above

Ad Attention Index

Active Users by Location

Q13. Thinking again about the last time you used or engaged in any way with [MEDIA]... Please indicate how much you agree or disagree with the following statements:

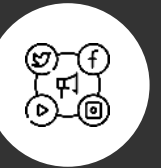
Printed Magazines	Magazine websites or apps	Printed newspapers	Retail media	Podcasts	Outdoor advertising	Social media	Commercial radio	Streaming/on-demand TV	Live or scheduled TV	Online video	Newspaper websites or apps
											
64.1	61.5	58.4	56.8	55.1	54.6	53.9	52.2	50.4	50	49.8	48.4
65.8	63.0	60.4	61.6	55.3	58.6	60.2	56.2	55.1	53.9	53.5	53.5
62.9	60.6	56.8	51.6	53.4	51.1	48.2	49.1	48.4	48.1	47.4	44.4
64.0	60.9	58.9	59.6	58.1	53.3	53.8	54.1	48.1	49.3	47.6	48.9

Total | **Auckland** | **Rest of North Island** | **South Island**

Ad Attention Index

Active Users by Income

Q13. Thinking again about the last time you used or engaged in any way with [MEDIA]... Please indicate how much you agree or disagree with the following statements:

Printed Magazines	Magazine websites or apps	Printed newspapers	Retail media	Podcasts	Outdoor advertising	Social media	Commercial radio	Streaming/on-demand TV	Live or scheduled TV	Online video	Newspaper websites or apps
											
64.1	61.5	58.4	56.8	55.1	54.6	53.9	52.2	50.4	50.0	49.8	48.4
58.4	58.6	55.2	58.7	48.4	54.0	49.5	56.2	57.6	51.4	50.7	44.4
62.9	61.2	62.5	59.2	54.4	54.8	53.1	48.5	52.2	48.9	50.8	47.6
63.2	64.2	57.2	54.5	58.9	53.2	57.4	53.5	50	53.6	49.6	48.6
70.0	63.6	61.0	58.1	56.0	56.7	54.8	54.1	49.0	51.2	52.4	50.4

Total | **Under \$40,000** | **\$40,000 – \$79,999** | **\$80,000–\$124,999** | **\$125,000 and over**

Section 4

Magazine Deep Dive



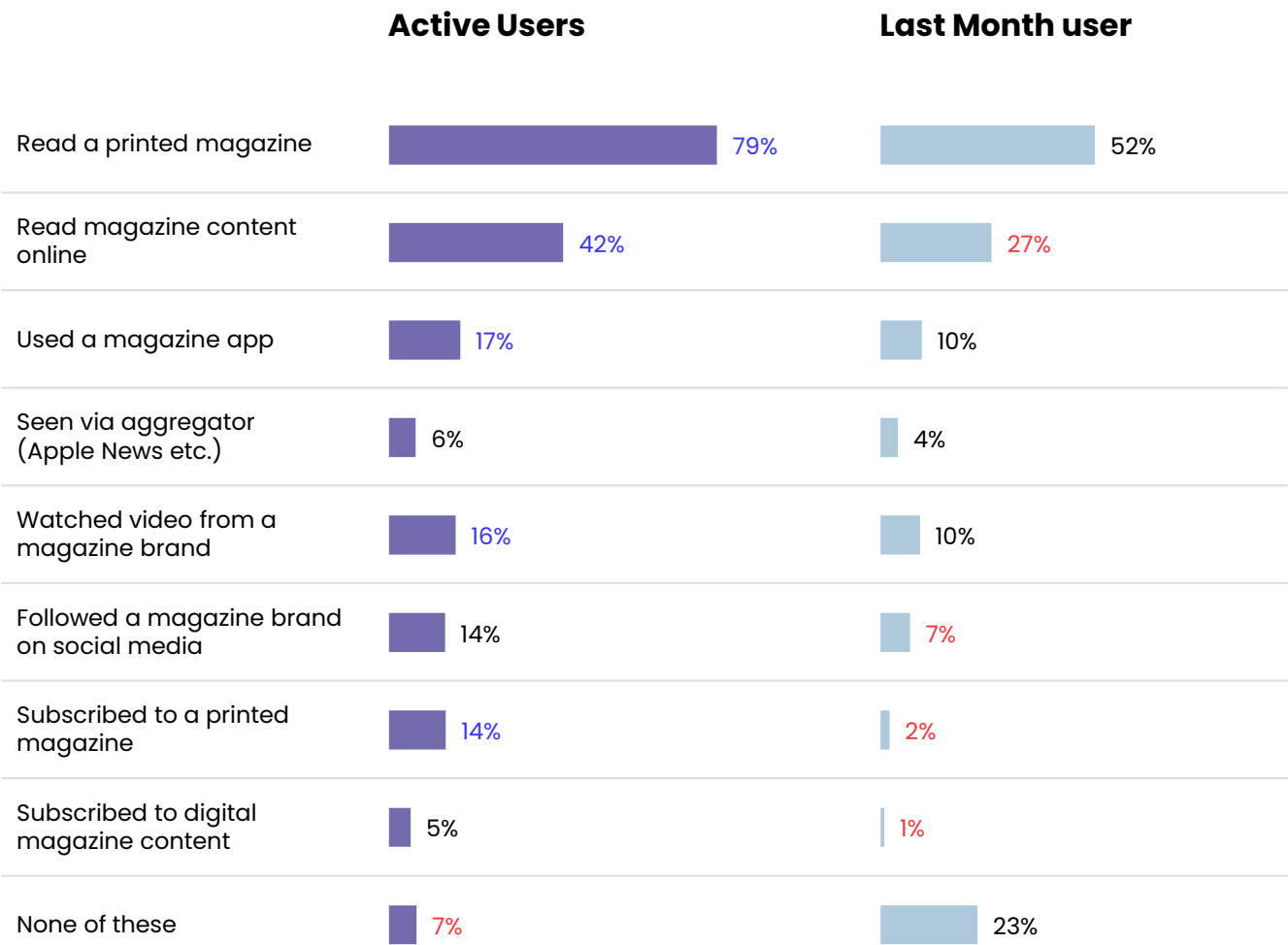
Magazine Engagement

Q16. Which of the following have you done in the last month?

Base: Total Sample (578). Printed Magazines Users: Active (225); Last Month User (213). Magazine Websites or Apps Users: Active (253); Last Month User (168)
Txt; Txt = Significantly higher / lower @95% confidence level



Printed Magazines



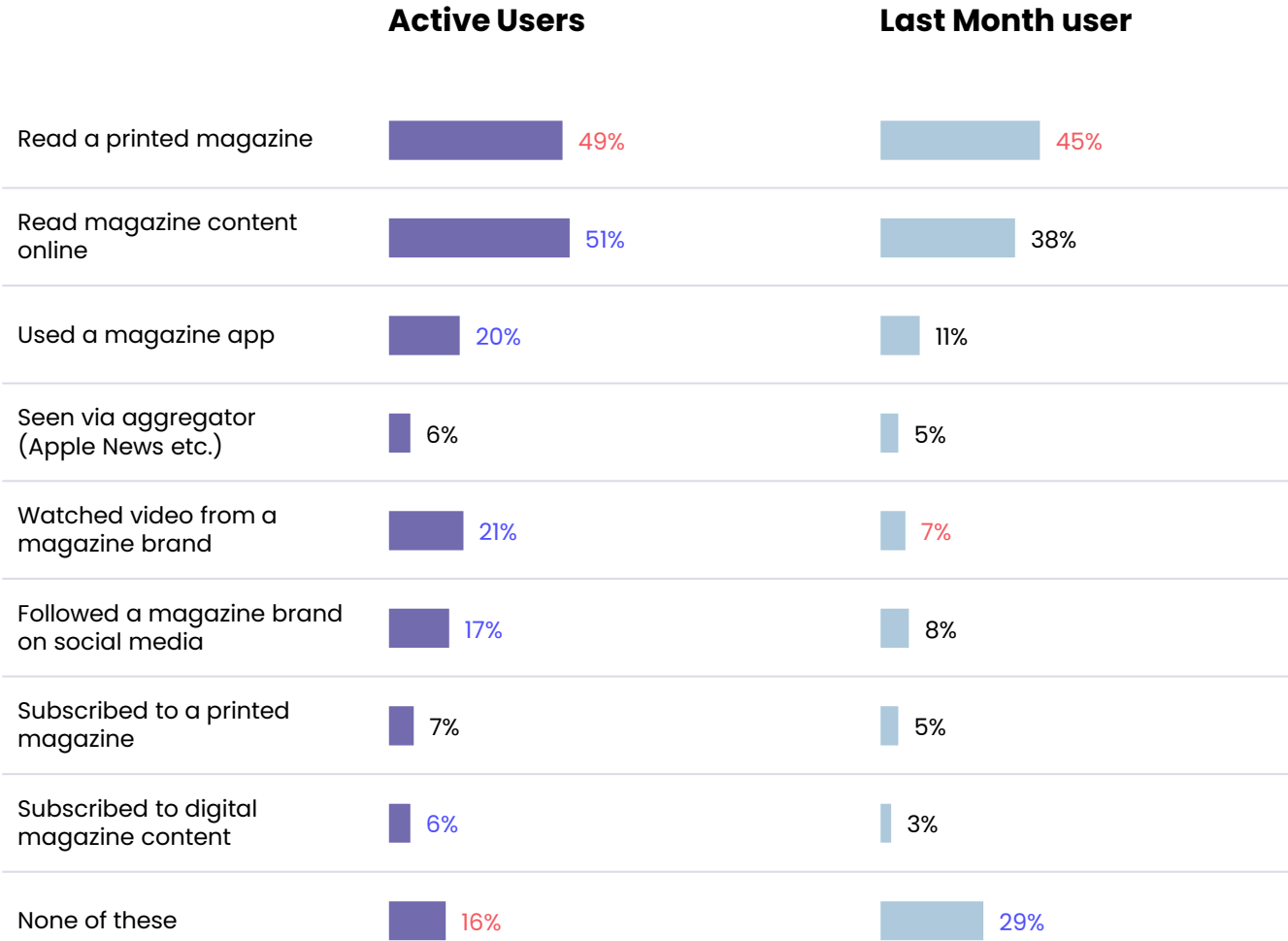
Magazine Engagement

Q16. Which of the following have you done in the last month?

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Txt; **Txt** = Significantly higher / lower @95% confidence level



Magazine Websites or Apps



Magazine Thinking

Q18. Please indicate how much you agree with the following statements about print and digital magazines

Printed Magazines:

- Great for relaxing
- More premium than digital content

Base: Total Sample (578). Printed Magazines Users: Active (225); Last Month User (213). Magazine Websites or Apps Users: Active (253); Last Month User (168)
Txt; **Txt** = Significantly higher / lower @95% confidence level

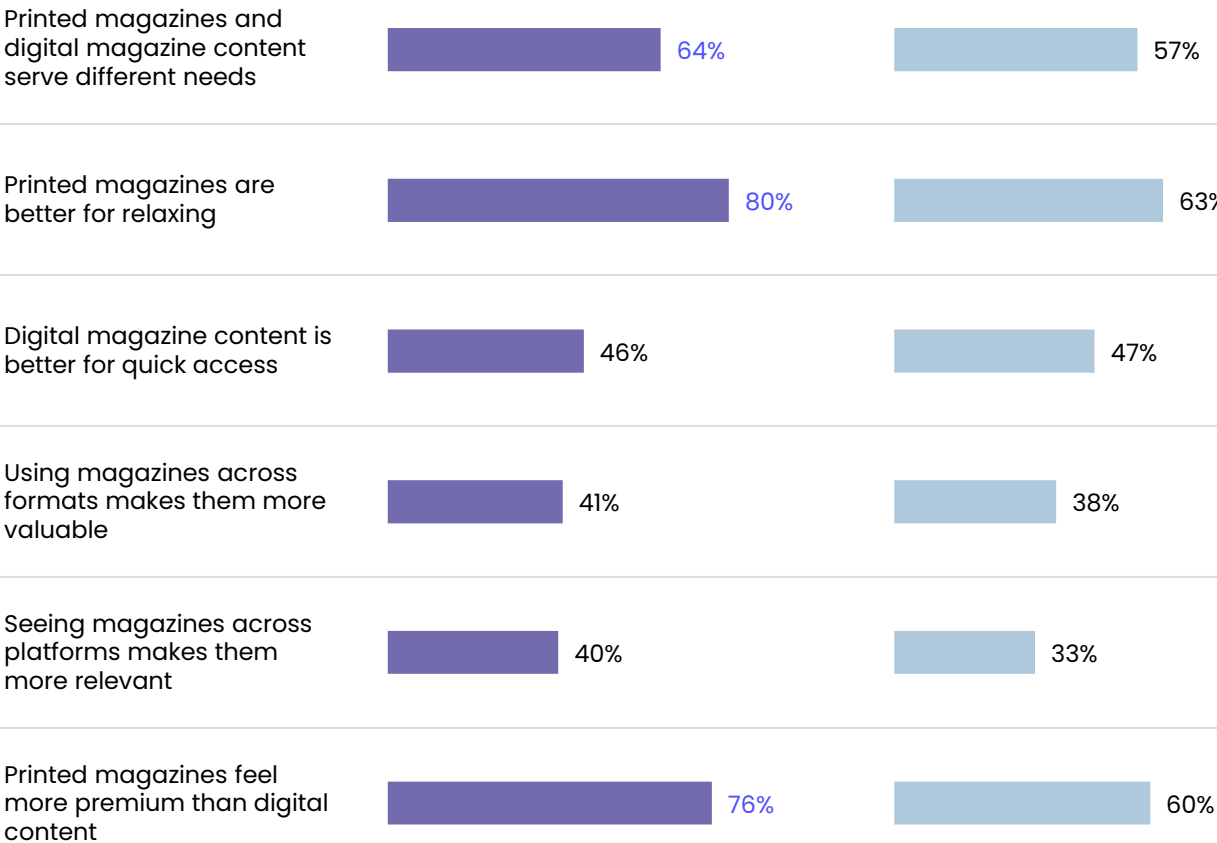


Printed Magazines



Active Users

Last Month user



Magazine Thinking

Q18. Please indicate how much you agree with the following statements about print and digital magazines

Magazine websites or apps:

- Better for quick access
- More value using magazines across formats
- More relevance seeing magazines across platforms
- Print still seen as more premium

Base: Total Sample (578). Printed Magazines Users: Active (225); Last Month User (213). Magazine Websites or Apps Users: Active (253); Last Month User (168)
Txt; **Txt** = Significantly higher / lower @95% confidence level

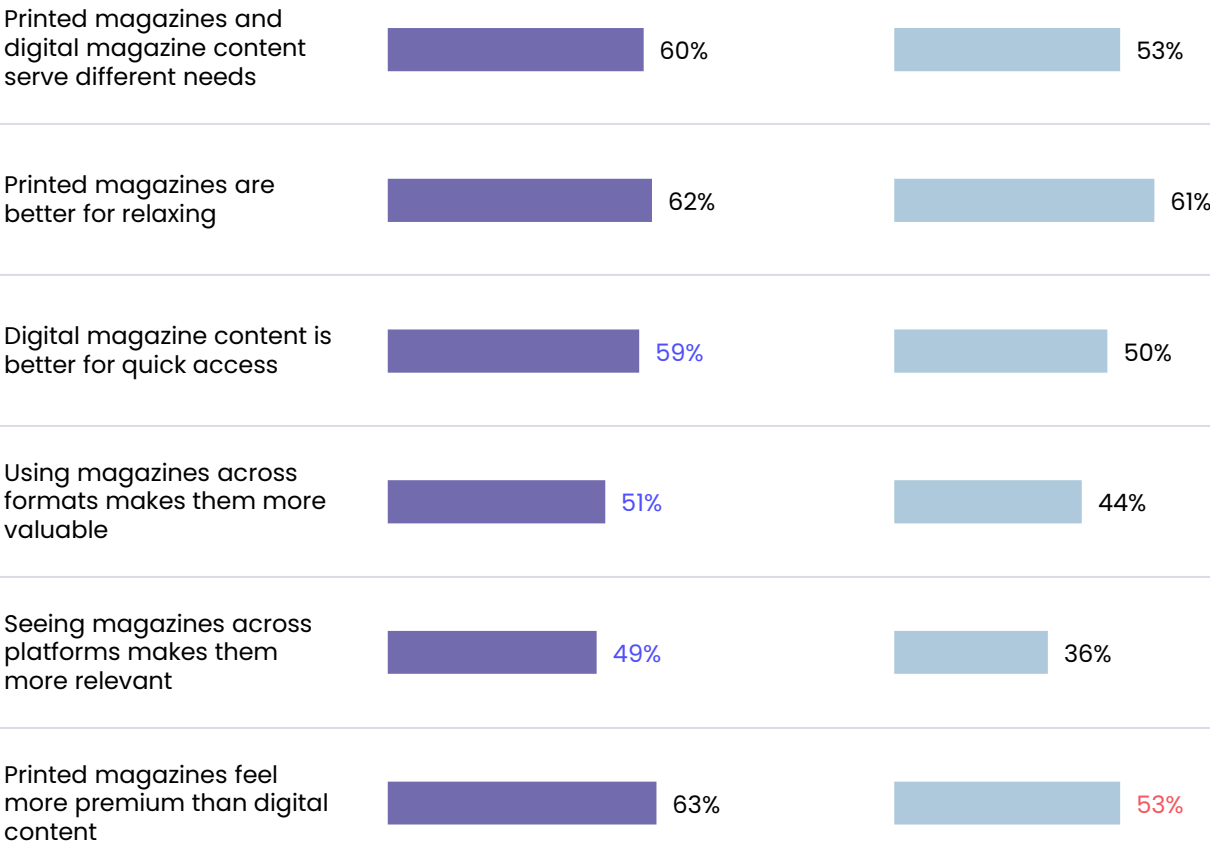


Magazine Websites or Apps



Active Users

Last Month user



Magazine Action

Q19. Which of the following have you done after reading or engaging with magazines and magazine content (print or digital)?

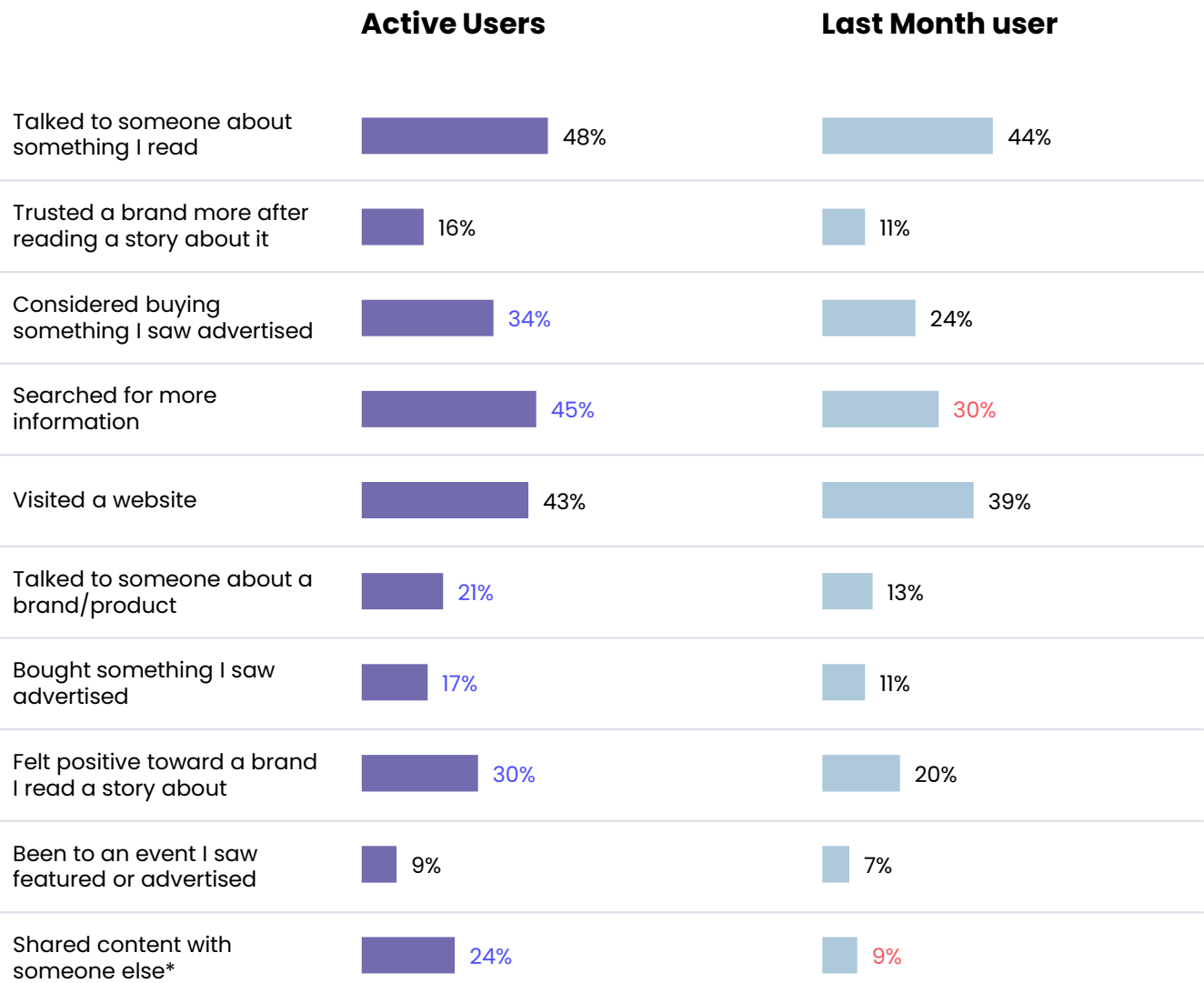
- Talking about something read
- Searching for more info
- Visiting website
- Purchase consideration
- Brand positivity
- Sharing content

* Shared content with someone else (e.g. gave them the magazine, posted the content on social media etc.)

Base: Total Sample (578). Printed Magazines Users: Active (225); Last Month User (213). Magazine Websites or Apps Users: Active (253); Last Month User (168)
Txt; **Txt** = Significantly higher / lower @95% confidence level



Printed
Magazines



Magazine Action

Q19. Which of the following have you done after reading or engaging with magazines and magazine content (print or digital)?

- Visiting website
- Talking about something read
- Searching for more info
- Purchase consideration
- Brand positivity

* Shared content with someone else (e.g. gave them the magazine, posted the content on social media etc.)

Base: Total Sample (578). Printed Magazines Users: Active (225); Last Month User (213). Magazine Websites or Apps Users: Active (253); Last Month User (168)
Txt; **Txt** = Significantly higher / lower @95% confidence level



Magazine
Websites
or Apps



Active Users

Last Month user

Talked to someone about something I read	45%	36%
Trusted a brand more after reading a story about it	19%	10%
Considered buying something I saw advertised	33%	26%
Searched for more information	44%	35%
Visited a website	50%	39%
Talked to someone about a brand/product	21%	15%
Bought something I saw advertised	16%	9%
Felt positive toward a brand I read a story about	28%	23%
Been to an event I saw featured or advertised	6%	6%
Shared content with someone else*	13%	14%