

Total News.



The unsung hero of brand growth



Trust in the superpowers of Total News

News can be relied upon for superior audience reach, brand memory, attention & brand growth. Rather than always increasing overall ad budgets, brand building can be achieved by adjusting budget mix and reallocating more to Total News.

News has...

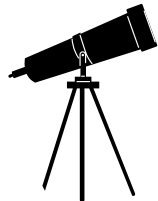


Unmatchable Reach

Engaging 19 million Aussies each week, news has your audience - more than any other channel.

Reliable delivery of eyeballs

News knows your customer. Of all readers, 60% pay or subscribe day in and day out, provide more precise, reliable and consistent audiences.



Lengthy Brand Exposure

Aussies spend 20% more time reading news than they did last year.

Double your attention

Whether print or digital, news beats the standard and is 2X more effective at grabbing, and holding, attention.



The Memory Game

News delivers more brand memory, short and long term, for light buyers, than social and other websites.



Trust it works



3rd best at delivering financial return outperforming social, outdoor, cinema and search.



Shift your mix by 5%.