

Total News
mighty
power

for
mighty
sales



News is your power partner through the funnel



Research spanning:

160+ brands

\$23B+ turnover

\$450M+ advertising

5 consecutive years

3 separate studies

Brand building and demand
generation
[Click to Download](#)

Converting
to action
and sales
growth

Total News plays a role in delivering positive returns throughout the funnel.

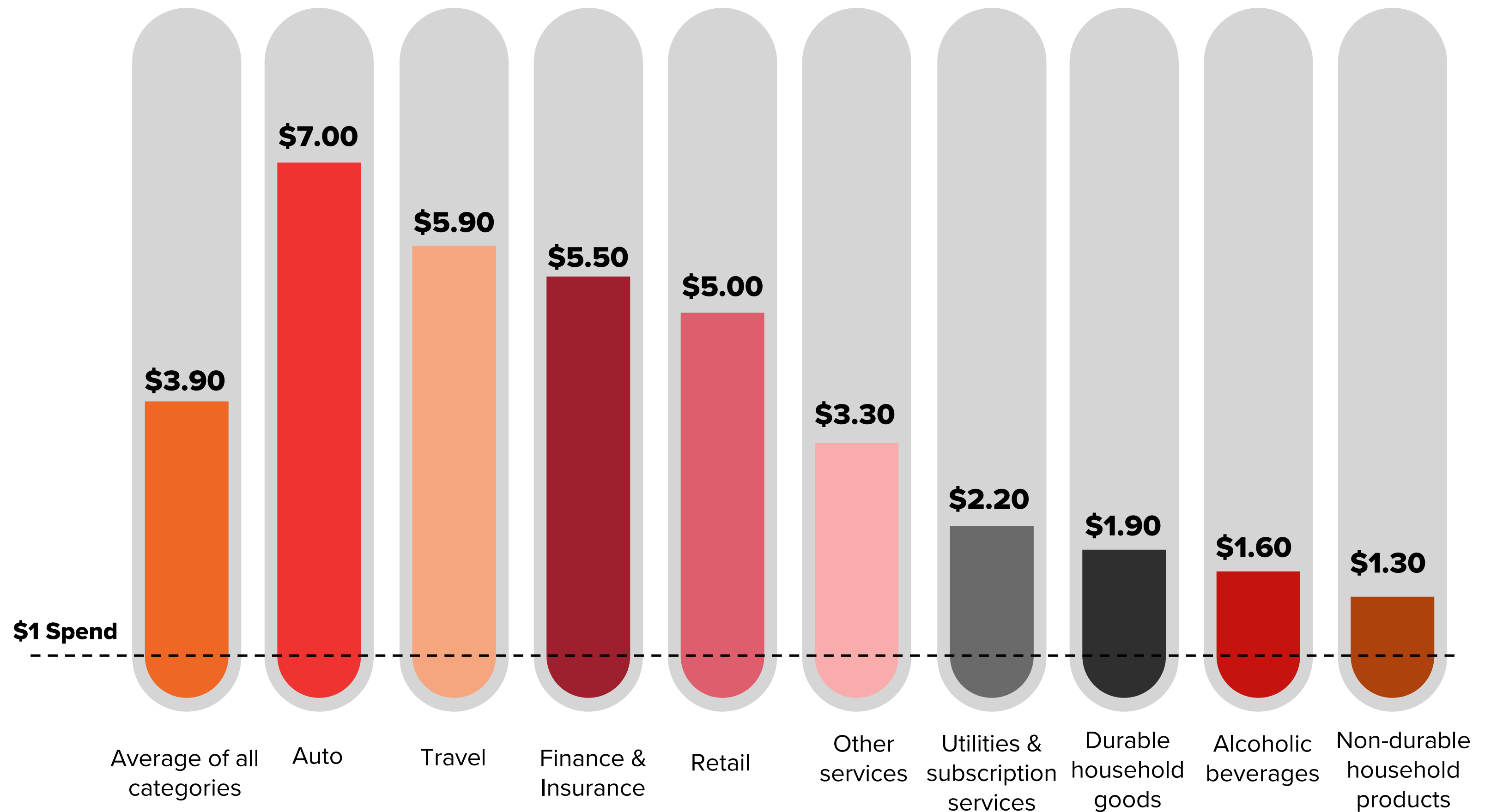


**Mighty
engaging,
mighty
powerful.**

Positive returns with Total News

News advertising delivers a guaranteed sales activation when it matters. With news, your investment is positive, **returning an average of \$3.90 for every \$1.00 invested.**

ROI for every \$1.00 spent in news...

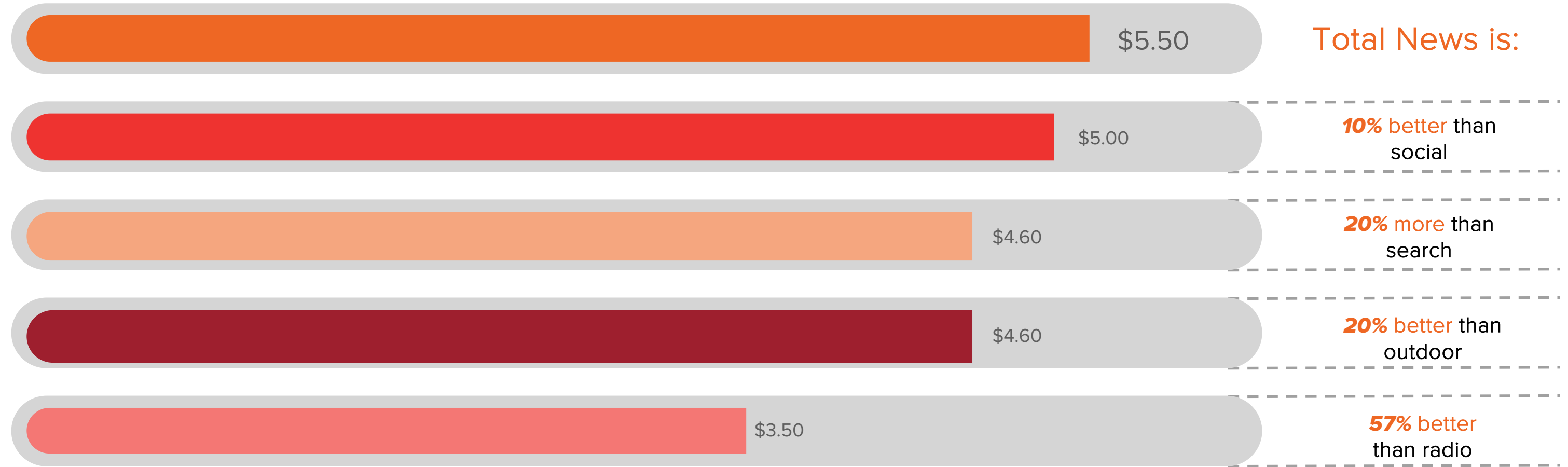


More bang for your buck

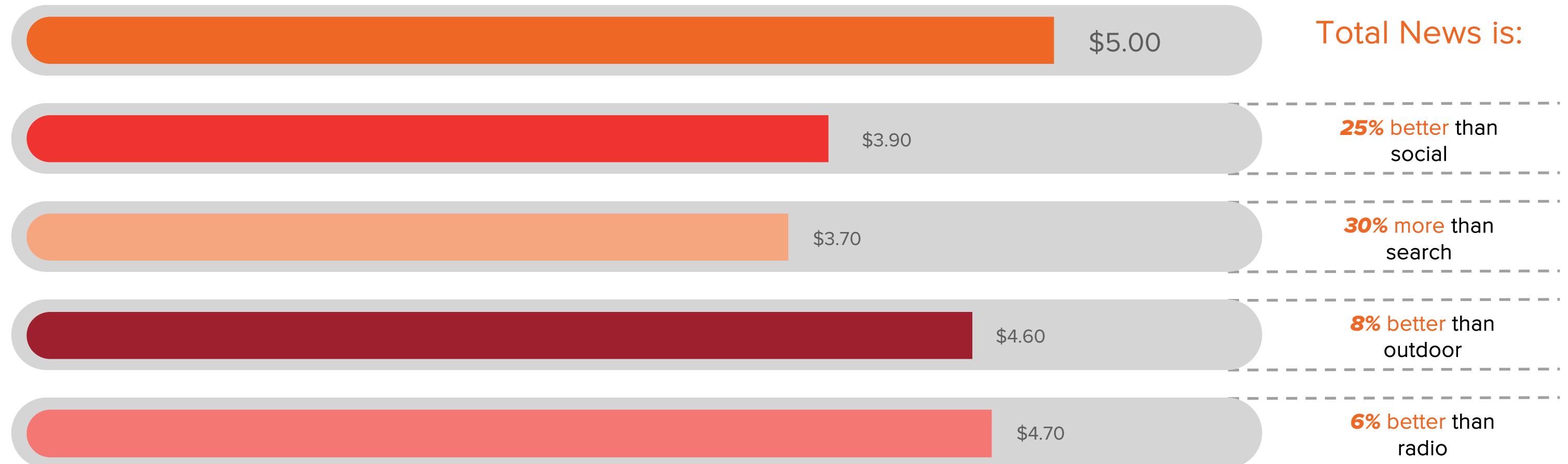
\$ return on media investment

■ Total News
 ■ Social
 ■ Search
 ■ OOH
 ■ Radio

Finance



Retail



Total News delivers stronger financial return across a range of sectors - outperforming social, outdoor, cinema and search.

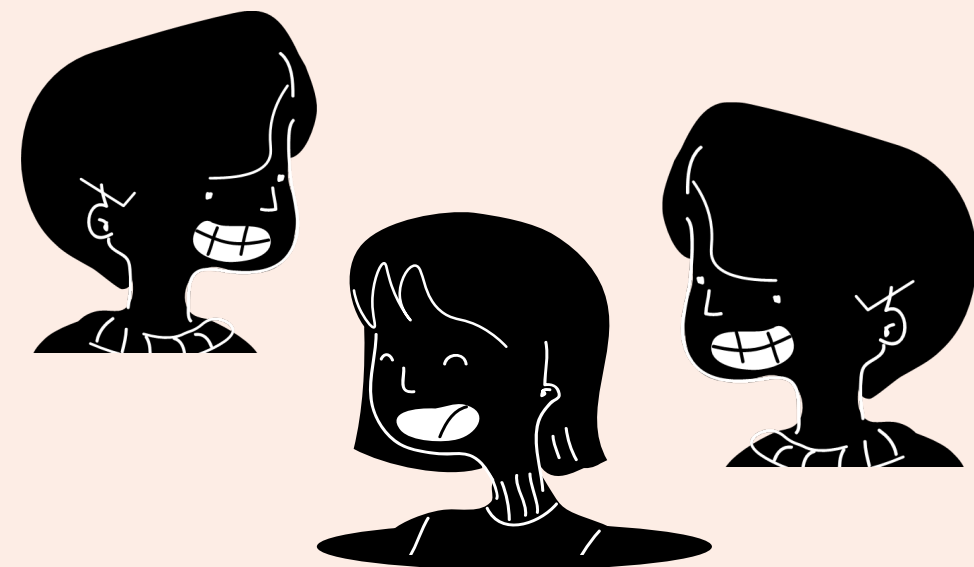
Source: 'Demand Generation', Feb 2021, Mindshare/MediaCom/Wavemaker/GroupM/Gain Theory. The payback series analyses the ROI of 60 brands with annual turnover of \$23b, and \$450m in advertising. Total News is primarily based on print and magazine data.



Building a mighty formula

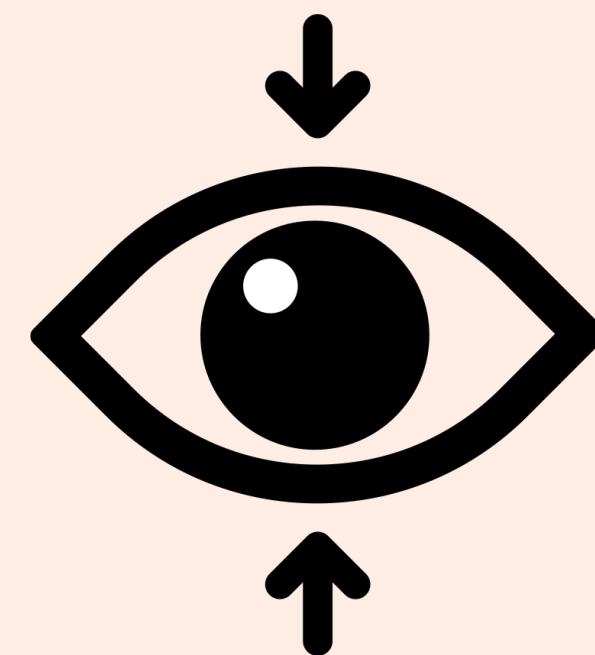


Building a mighty formula for sales growth



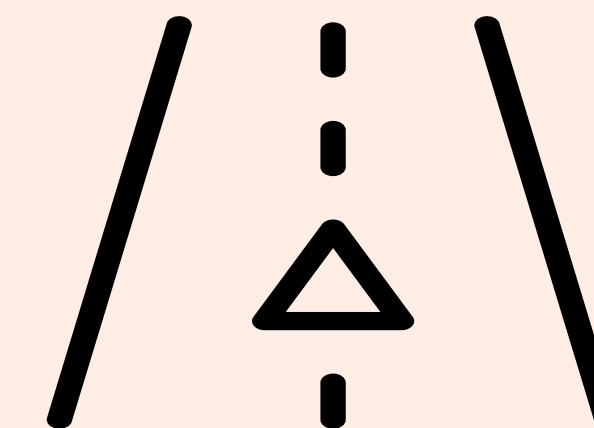
The right audience...

Not all eyeballs are equal. With news, your audience is engaged and primed to invest – in the content and your brand.



...In the right environment...

Vetted content is the drawcard for taking the time to lean in, become informed, and seriously seek action.



...Driving the right action

The value exchange we provide your audience makes them more ready and likely to buy – delivering you the results.

News is relevant to everyone

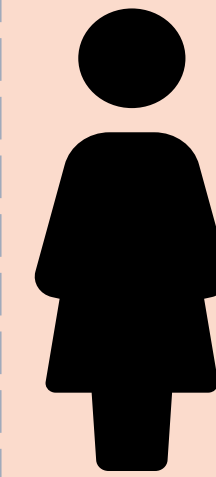
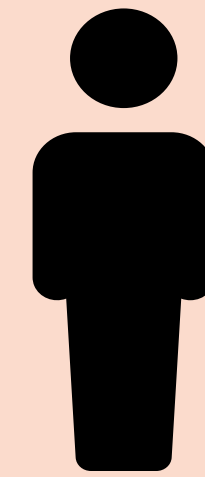


Doesn't matter who you are or where you live, all Aussies read the news, especially those of high value.

Monthly readership

by gender

97%
10.2M



96%
10.4M

by age group

14-34

94%
6.7M

35-54

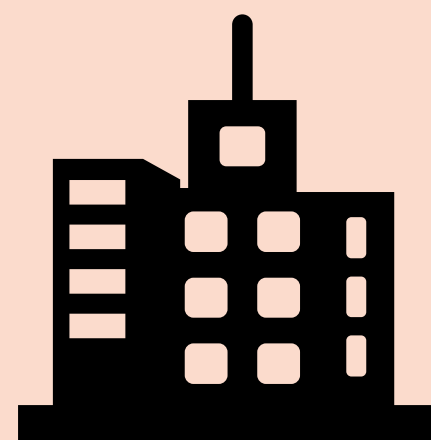
98%
6.7M

55+

97%
7.2M

by capital cities vs. country

96%
13.5M



97%
7.1M

by annual household income

\$
< 50K

94%
4.3M

\$\$

\$50K - \$100K

96%
5.3M

\$\$\$

\$100K - \$150K

97%
4.4M

\$\$\$\$

\$150K+

97%
6.6M

News

delivers

high value,

downturn

resilient

audiences



Super NEOs reach

■ % Super NEOs

Likelihood



Total News

24%

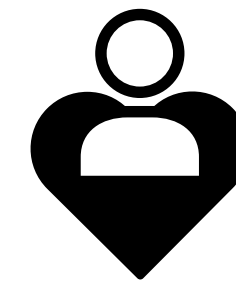
1.3x



Radio

9%

1.1x



Social Media

5%

1.1x



SVOD

3%

1.0x



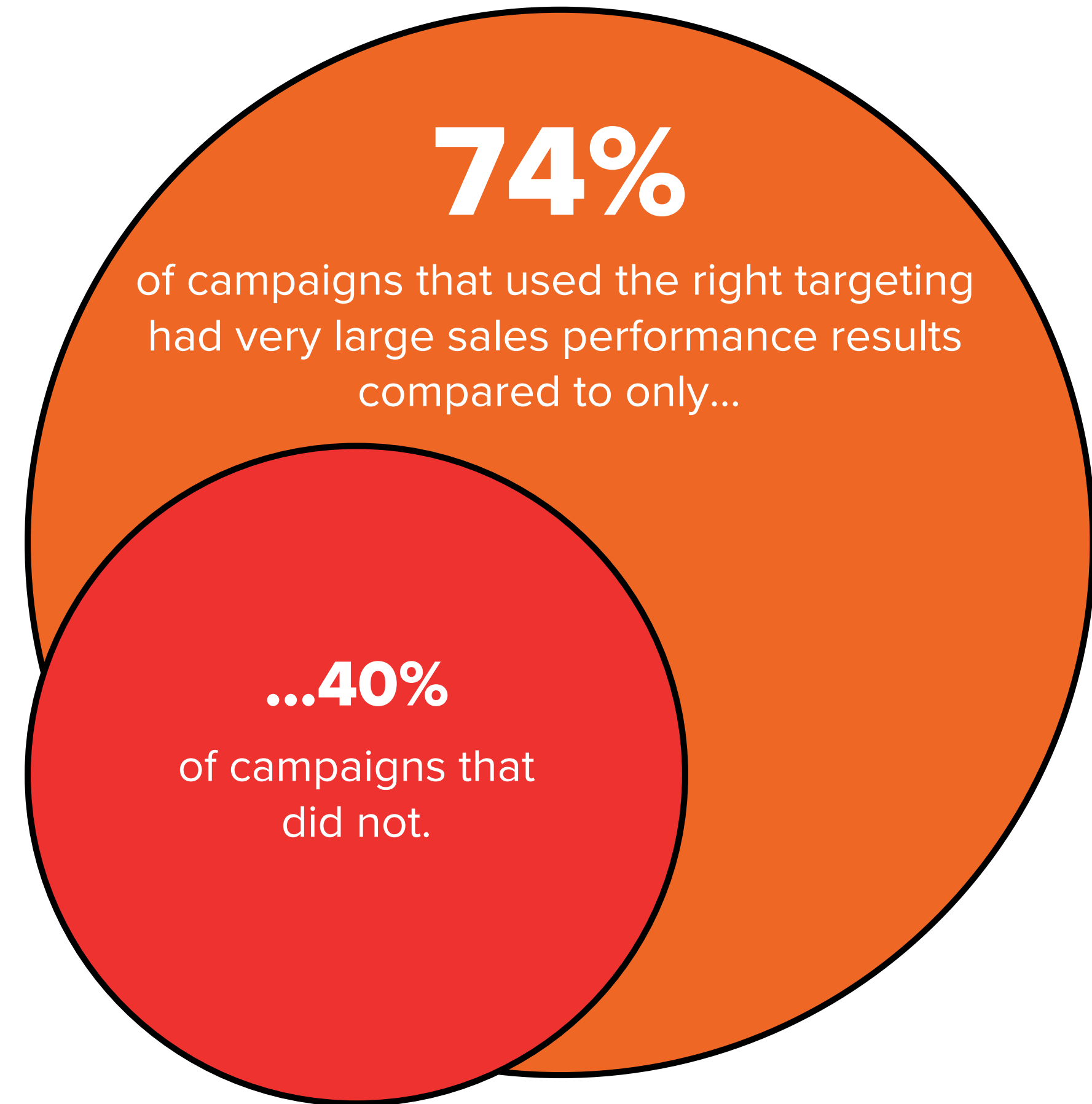
Right audience

Super NEOs are more active with their money. They are 2.5x more likely than the average Australian to earn >\$250,000 p.a. and 3x more likely to invest and spend it. And they are more likely to read news!

News turns eyes into buys

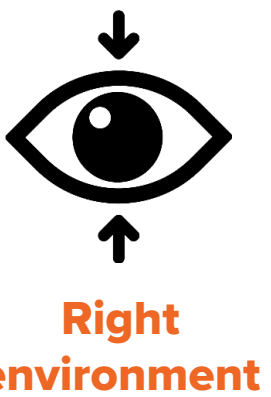
Whilst balancing the benefits and challenges of short- and long-term objectives should always be a consideration, research tells us that the right targeting has a positive impact for sales activation and news media have the largest 1st party data sets in Australia with which to do it.

Sales performance impact



Right audience

News brings the fuel to your fire

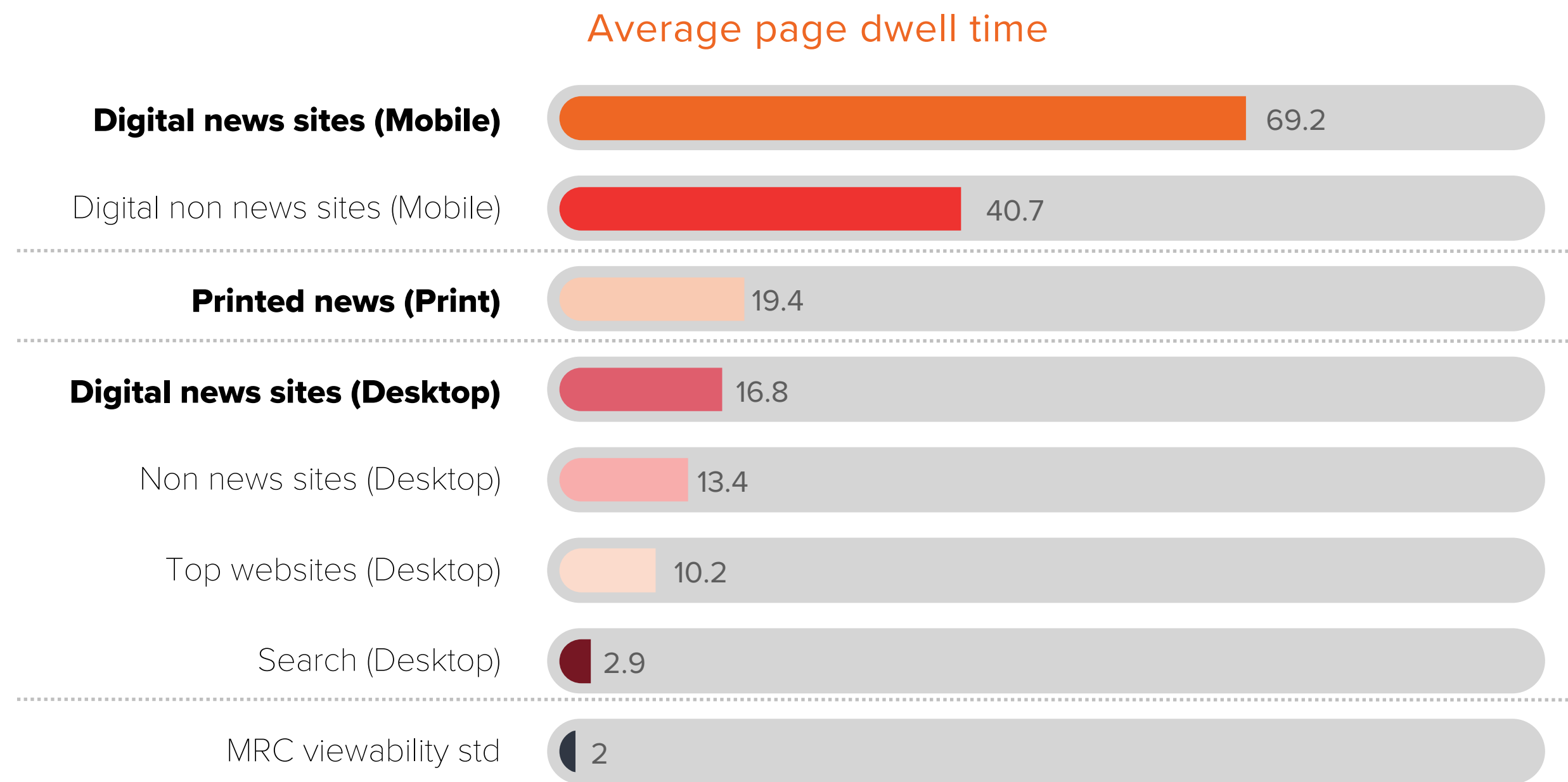


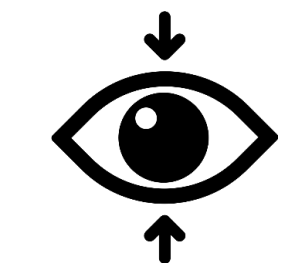
News consistently delivers the critical components for effective sales outcomes

Extensive rational information in vetted environments



Significant time investment to digest and navigate the content





Right environment

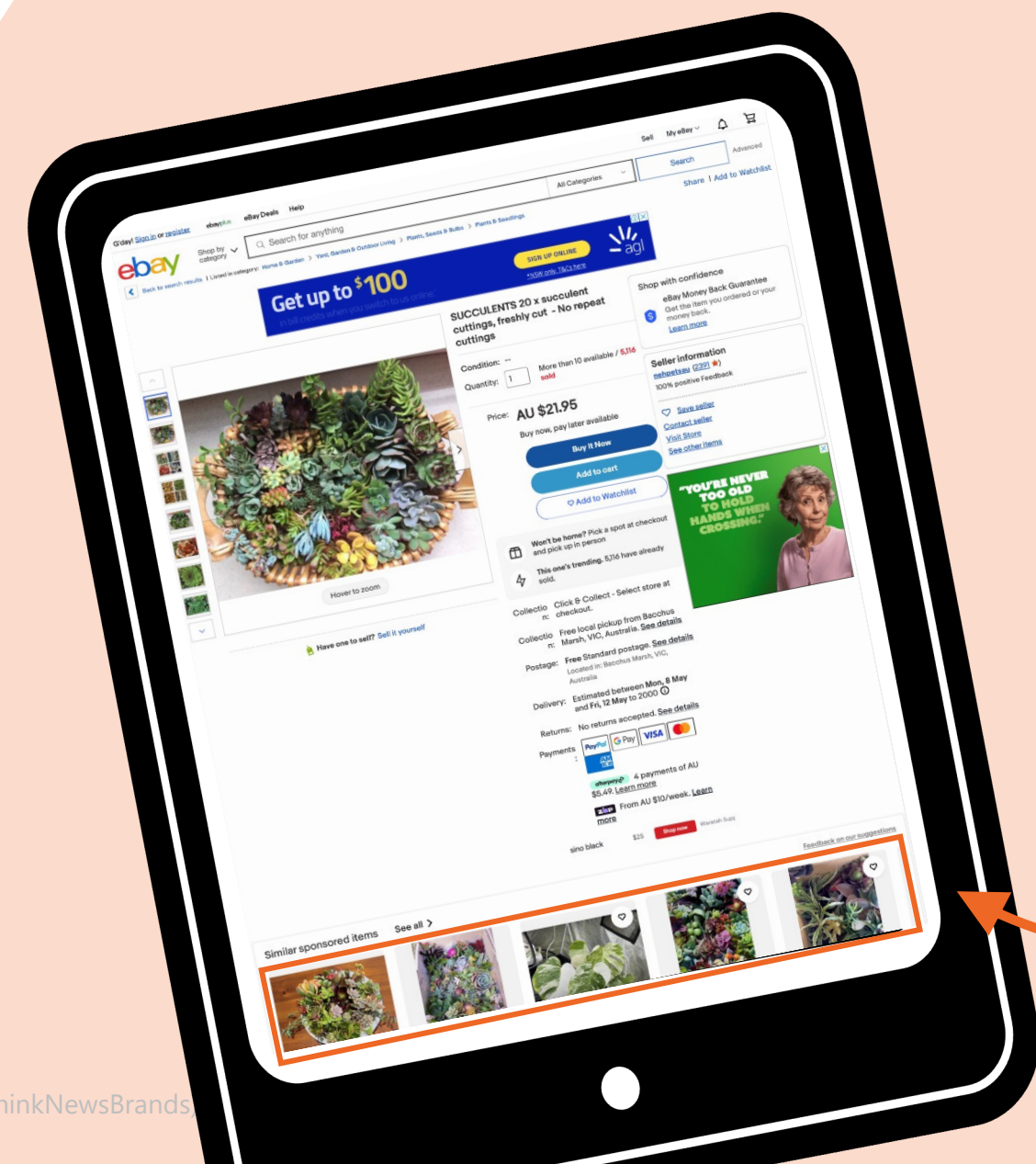
Heatmapping from our Australian benchmarking study showed a higher concentration of viewing advertisements in news compared to non-news. Ads on news are placed in positions where they are more likely to get noticed & next to engaging content.

It's about layout



TOTAL NEWS

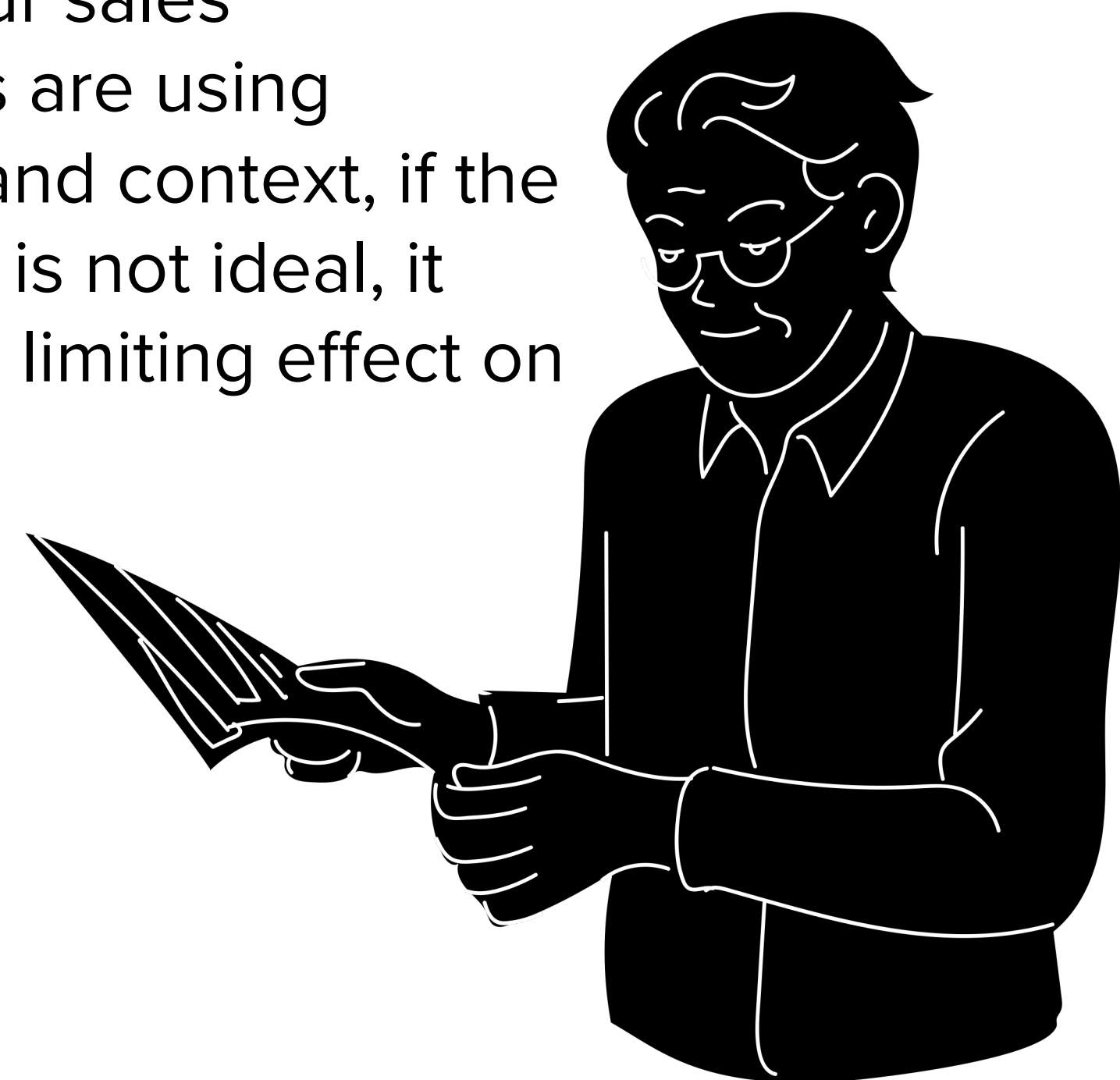
Wednesday 3 May, 2023 12:04pm
Samuel Falconrow, senior writer.
The latest driver display will completely change the way you drive
@ [social icons]
[Image of a car dashboard with a heatmap overlay]
The latest driver display will completely change the way you drive
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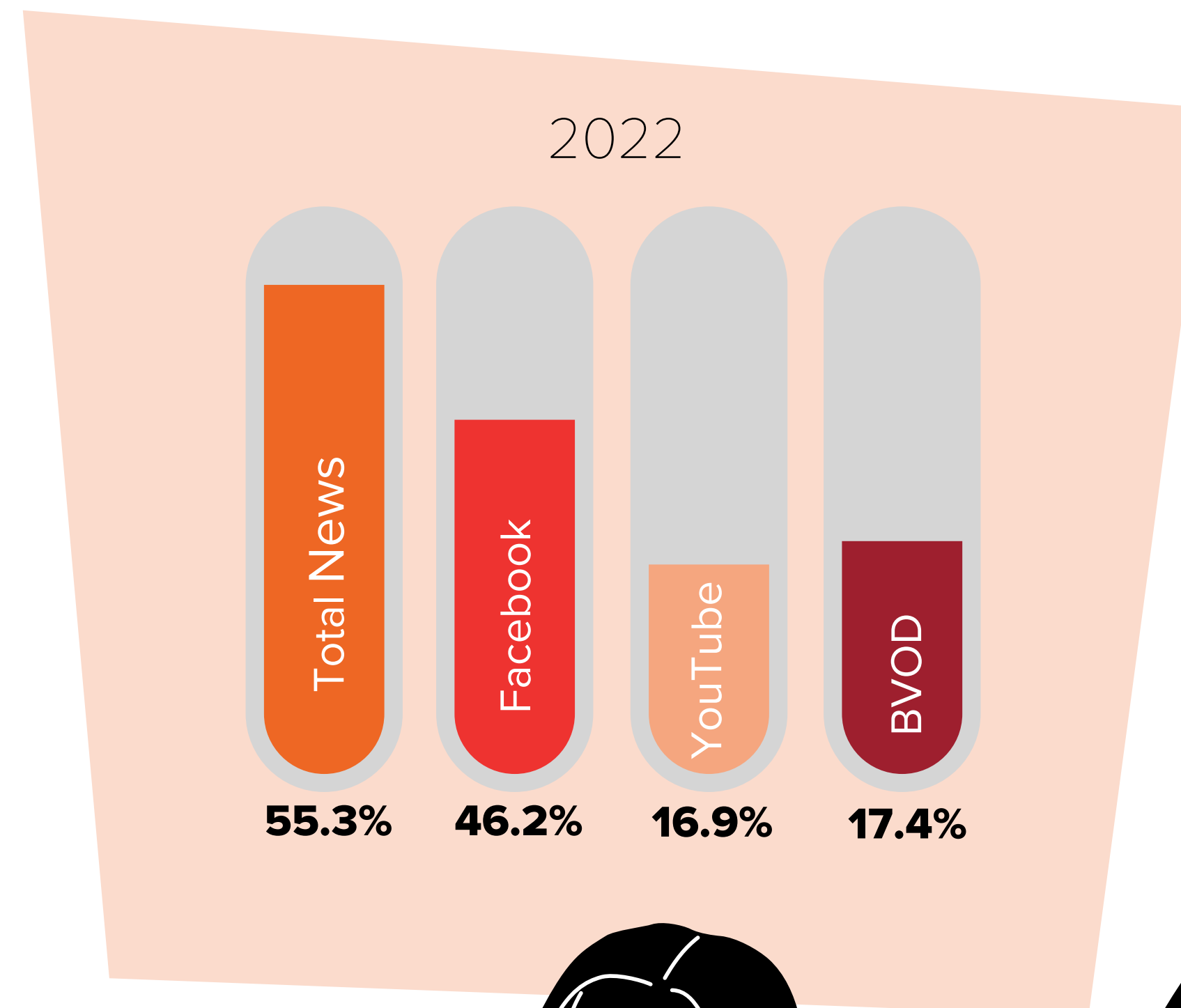
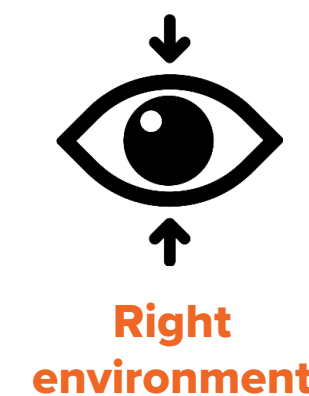
Ads on other sites, such as retail and marketplaces, that are placed at the bottom, or where viewability is low and the chance of being seen is even lower.

Even if your sales activations are using targeting and context, if the site layout is not ideal, it will have a limiting effect on success.



Mighty stopping power is on your side

Ad exposure as a percentage of dwell time



Your target takes in more information and content on news than any other platform.

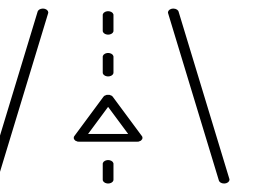
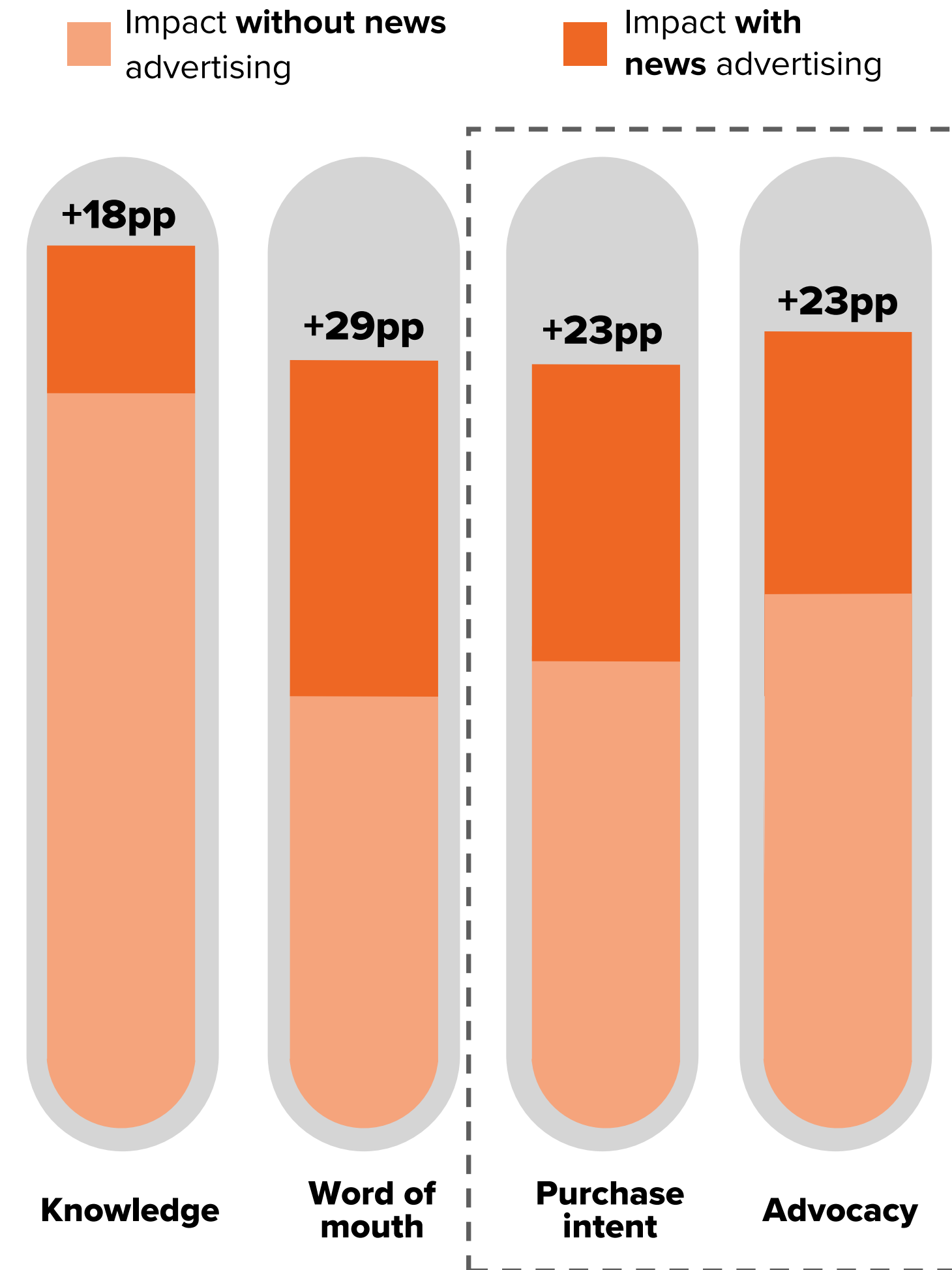
And, it's only getting stronger, up from 54% in 2018.



News drives an increase in purchase intent and advocacy

As part of a multi-media campaign, News delivers stronger purchase intentions, word of mouth and advocacy.

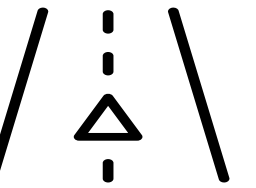
Lower funnel metrics



Right action

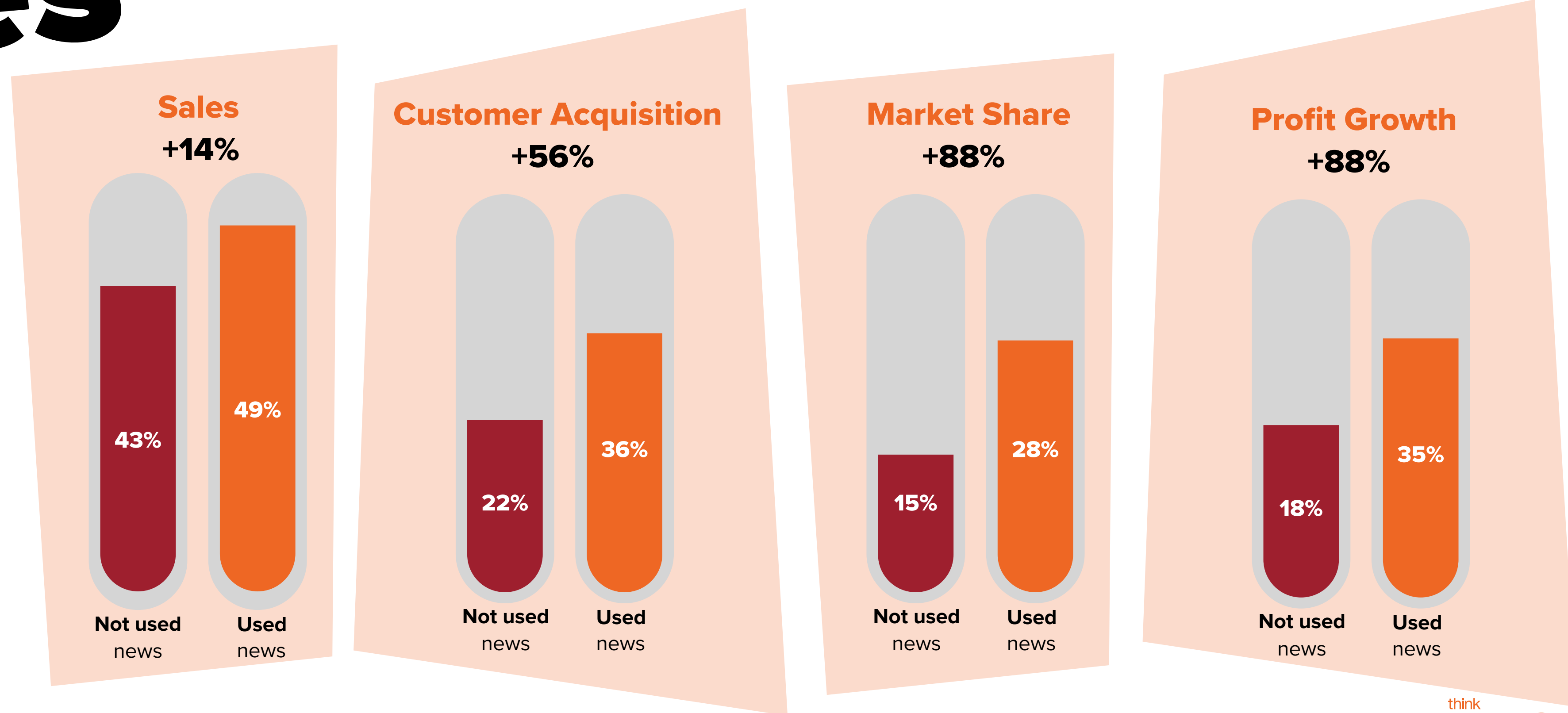
Source: Future Thinking (Newsworks UK) What should I use news brands for? Demonstrating how News brands add value to multi-media ad campaigns and their impact on key KPIs. 14 multi-media campaigns, n=2946

News helps supercharge your sales



Right action

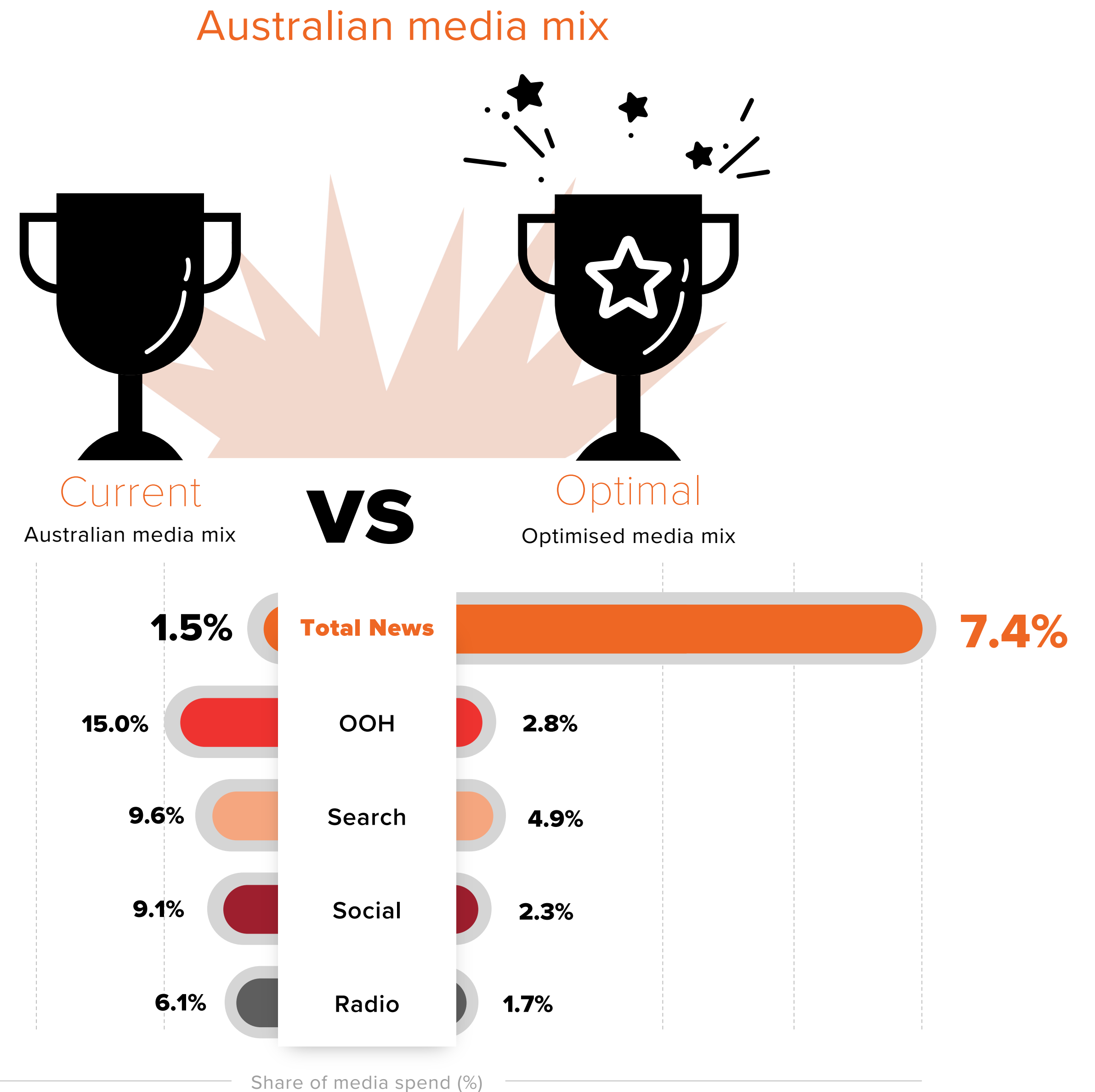
Real campaign results show that the uplift in sales and bottom of funnel effects can be doubled when Total News is used in a campaign.



Is your mix mighty enough?

Australian market mix modelling highlights the current proportion of Total News media spend is well below optimal levels.

So, try shifting 6% of your marketing mix to total news and reap the rewards!





NEWS packs more punch

The right audience...

Not all eyeballs are equal. The Aussies who have, and are active, with their money are **30% more likely to be reading news than any other channel.**

...In the right environment...

Vetted content is the drawcard and Total News has the highest % of advertising time for audiences to take in more information than any other platform.

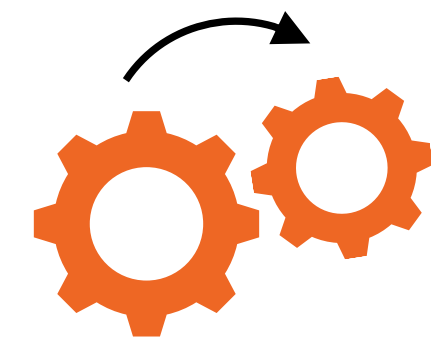
...Driving the right action

The value exchange of Total News delivers **88% more market share and profit, and 14% more sales.**

A mighty media mix needs news



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



Shift your mix by 6%

More bang for your buck!
Total News returns an average of \$3.90

BURNING QUESTIONS



“Right context, right platform, right audience, right content is our secret weapon.....making sure we know how that's going to work through the funnel, and what it's going to do for our brand.”

Zara Curtis - IAG



“60% uplift in conversion metrics from lead to opportunity, because we were exposing our customers to news and helping them to make an informed decision to engage with us.”

Sandip Ghosh - Dell



“News gives us reach across B2B and B2C and helps us go all the way through the funnel.”

Louise Eyres - Vanguard

think
NEWS
brands