Left on the Table

What are automotive advertisers leaving on the table?

Outdated brand suitability settings could be restricting your access to valuable automotive audiences.

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Automotive readers do their homework and news is where they compare models, prices and the latest technology before they visit a dealership. Yet brand suitability settings can still block advertising in credible, professional automotive journalism, simply because an article contains a word on an exclusion list. Our latest category analysis examines how ordinary automotive coverage can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

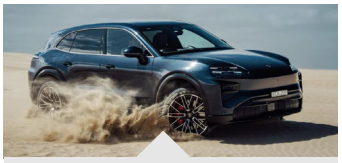
3.5m
Australians read automotive news each month

27%
of all automotive articles containing block list words

BLOCKED
ordinary words like shock, speed, warning and injury are blocked

3 IN 4
marketers describe keyword filters as blunt or overly simplistic

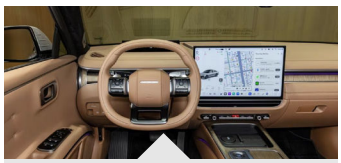
Automotive stories. Ordinary words. Advertisers blocked.
These are top-performing Australian news stories, suitable for advertising but flagged as "unsafe" by keyword filters.



Luxury cars
Porsche's Cayenne Turbo Electric
The most powerful car in Australia is a shock to the system



Electric cars
Charging stations
Electric cars are taking off in Australia. Charging stations are the next challenge



Value cars
Smart technology
Hyundai unveils new Pleos Connect AI dashboard to replace smartphone mirroring by 2027

Why it matters for automotive advertisers, and what you can do.

1. **KNOW**
Ask what is being blocked, and review block lists.

2. **MODERNISE**
The aim is not removing genuine safeguards. It's to make them more precise and proportionate to actual risk.

3. **GOVERN**
Consider not just where to avoid, but where media investment drives commercial and societal value. **News isn't the risk. Misapplied blocking is.**

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Get a brand suitability audit and reach more of the right audience while making your advertising budget work harder.

FIND OUT MORE

Source: ThinkNewsBrands Category data analysis, Oct '26'Source: Roy Morgan Single Source Australia, Jul 25 – Jun 26