

Left on the Table

What are health, wellness & beauty advertisers leaving on the table?

Outdated brand suitability settings could be restricting your access to valuable health audiences.

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Australians turn to health news for trusted answers about their bodies, their families and the products they use every day. Yet brand suitability settings can still block advertising in credible, professional health journalism, simply because an article contains a word on an exclusion list. Our latest category analysis examines how ordinary health coverage can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

8.1m
Australians read health news each month

42%
of all health articles containing block list words

BLOCKED
ordinary words like toxic, birth, bodies and blood are blocked

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

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



Male health
Post-natal depression
Dad speaks out on the hidden crisis of male post-natal depression



Divorce
Advice
I started dating again in my 50s. Gentlemen, here's what divorced women want



Diabetes
Research
Curtin University researchers make diabetes breakthrough muscle health found as 'critical' part of picture

Why it matters for health, wellness & beauty 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