

Left on the Table

# What are home, furniture & hardware advertisers leaving on the table?

**Outdated brand suitability settings could be restricting your access to valuable home & hardware audiences.**

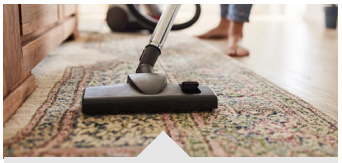
**From a weekend DIY job to a full renovation, Australians turn to home & hardware news for ideas, advice and product recommendations. Yet brand suitability settings can still block advertising in credible, professional journalism, simply because an article contains a word on an exclusion list.** Our latest category analysis examines how ordinary home & hardware articles can trigger incorrect advertising exclusions, potentially restricting reach, attention and overall campaign effectiveness.

**22%**
**of all home & hardware articles containing block list words**

**BLOCKED**
**ordinary words like apartment, crisis, pipe and community are blocked**

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

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



Household
Cleaning
**The dirty secret to a clean home**



Construction
Government fees
**Property bodies new housing under threat as Carroll govt cash grab to send building costs soaring**




Electronics
LG smart TV
**Investigation claims LG smart TVs record audio even when switched off**

## Why it matters for home & hardware 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.**

think news BRANDS

**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