

Five great news media insights

[Newspaper advertising reaches 2.7 million Australians by lunchtime](#)

Download the research that backs up the use of print media for strong advertising campaigns focused on capturing audiences at the start of their day.



[The Company You Keep](#)

All the latest findings into consumers' trust in media. This study looks at both users' trust in content and advertising by channel.



[Five things great ads do that bad ads don't](#)

Handy checklist to make sure that your ads really pack a punch and connect with your audience as effectively as possible.



[Digital news media now read by 15.7 million Australians, reaching 85% of the population: emma](#)

The essential facts and figures you need for seeing why news media is highly effective at reaching audiences at scale.



[Under-35s trust news media \(and the ads placed there\)](#)

If you want to target under-35s, you want them to trust your ads. Here's how (and why) news media is the best option for you.

**READERS
UNDER 35
TRUST NEWS
MEDIA**

