

RAMetrics - benchmarking news brand ad performance

[Newsworks](#) has partnered with RAMetrics, which tests hundreds of ads and articles a year across multiple measures, to provide a series of benchmarks that help you understand how news brand ads are likely to perform. In each case, we can look at the latest statistics so your info is bang up to date. We will also take a look at how some measures have changed over time - we know, for example, that both print and digital news brand advertising is becoming more effective over time.

[Read the research here.](#)

