

# **News brand advertising reaches 90% of entertainment target market**

News brand readers are looking for entertainment, with 7.7 million attending arts and cultural events every month.

News brand advertising helps connect entertainment advertisers with 90 per cent of their target audience, including:

- 5.2 million Australians interested in drinking out
- 1.2 million live music and event fans
- 3.5 million cinema-goers
- 802,000 fans of cultural and arts events

7.7M NEWS BRAND READERS ATTEND CULTURAL ARTS AND ENTERTAINMENT EVERY MONTH

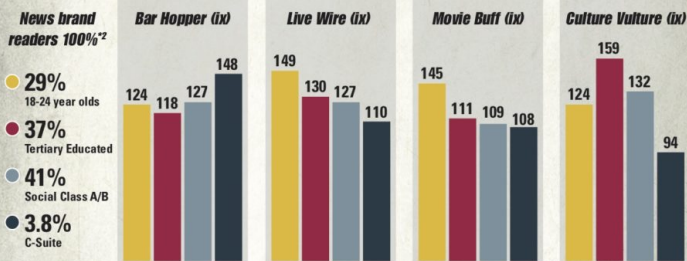


Investing in News brand advertisements delivers entertainment advertisers over 90% reach to their target markets<sup>1</sup>



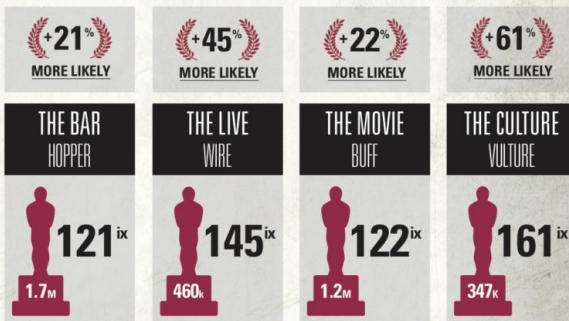
**LOOKING FOR ENTERTAINMENT**

Providing access to News brands' well educated, successful and younger readers<sup>3</sup>



**More bang for the advertiser's buck**

Compared to all adults aged 14+, those looking for entertainment are more likely to be readers of the Arts & entertainment section of the newspaper<sup>4</sup>



Source: emma2M, 12 months to September 2009. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel, 4 weeks to September 2009, people 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. <sup>1</sup>Entertainment segment represents Australian Aged 14+ News brand readers who have attended the given activities in the last month (average monthly over last 12 months) before Bar Hopper + Hotel, wine bar or nightclub, Live Wire + Live music concert, theatre, ballet, opera or classical, Movie Buff + Cinema, Culture Vulture + Art gallery or museum. <sup>2</sup>Fig for Bar Hoppers reading News brands 20% are aged 18 to 24. <sup>3</sup>INDEX displaying segment demographics which are bigger skewers for the given entertainment segment compared to the profile of all the population aged 14+. Eg Bar Hoppers are 29% more likely to be reading News brands than all aged 14+ (10%). <sup>4</sup>Eg Bar Hoppers are 21% more likely to be readers of the Arts & Entertainment section of the newspaper. That, from 26% of Population aged 14+ are Bar Hoppers compared to 35% of Arts & Entertainment readers being Bar Hoppers - 35%/26% = 121% = Bar Hoppers are 21% more likely to be readers of the Arts and Entertainment section compared with occurrence in the population.

