

News media drives auto advertising success

The latest analysis of [emma](#) (Enhanced Media Metrics Australia) data reveals the power of news media for auto advertising, with news media shown to reach 96 per cent of Australians looking to buy a new car.

News media advertising can potentially reach the 822,000 readers intending to purchase a new car in the next 12 months. Of these prospective buyers, 196,000 of them want to buy a “prestige” car.

News media advertising for auto brands provides scale and effectiveness in a premium advertising environment.

News media advertising campaigns will also perform well over time, with the 168,000 prospects reached before lunchtime on the first day of a campaign increasing to 508,000 potential customers after just four weeks (national/metro newspapers).

Placing advertising in the motoring section of newspapers represents efficient targeting. [emma](#) data reveals a staggering 2.2 million Australians read the motoring section of their newspaper, and 167,000 of them intend to purchase a new car in the next 12 months.

Readers of motoring sections are 53 per cent more likely to be a prospective car buyer. This means that marketers that choose news media advertising can maximise the potential impact of their campaign.

Download the [full research report here](#) or [infographic summary here](#).

