

Reasons news media advertising works



“Six strategic roles of news media advertising” identifies ways in which brands can create powerful connections with readers through news media. To find out more, [click here](#).



An analysis of audience income levels and shopping habits in “News media readers are valuable consumers” shows readers earn more, shop more and spend more. To find out more, [click here](#).



“Engage consumers with news media advertising” shows how news media in print and digital formats engage a large swathe of consumers, offering advertisers the perfect platform to deliver effective campaigns. Find out more [here](#).