

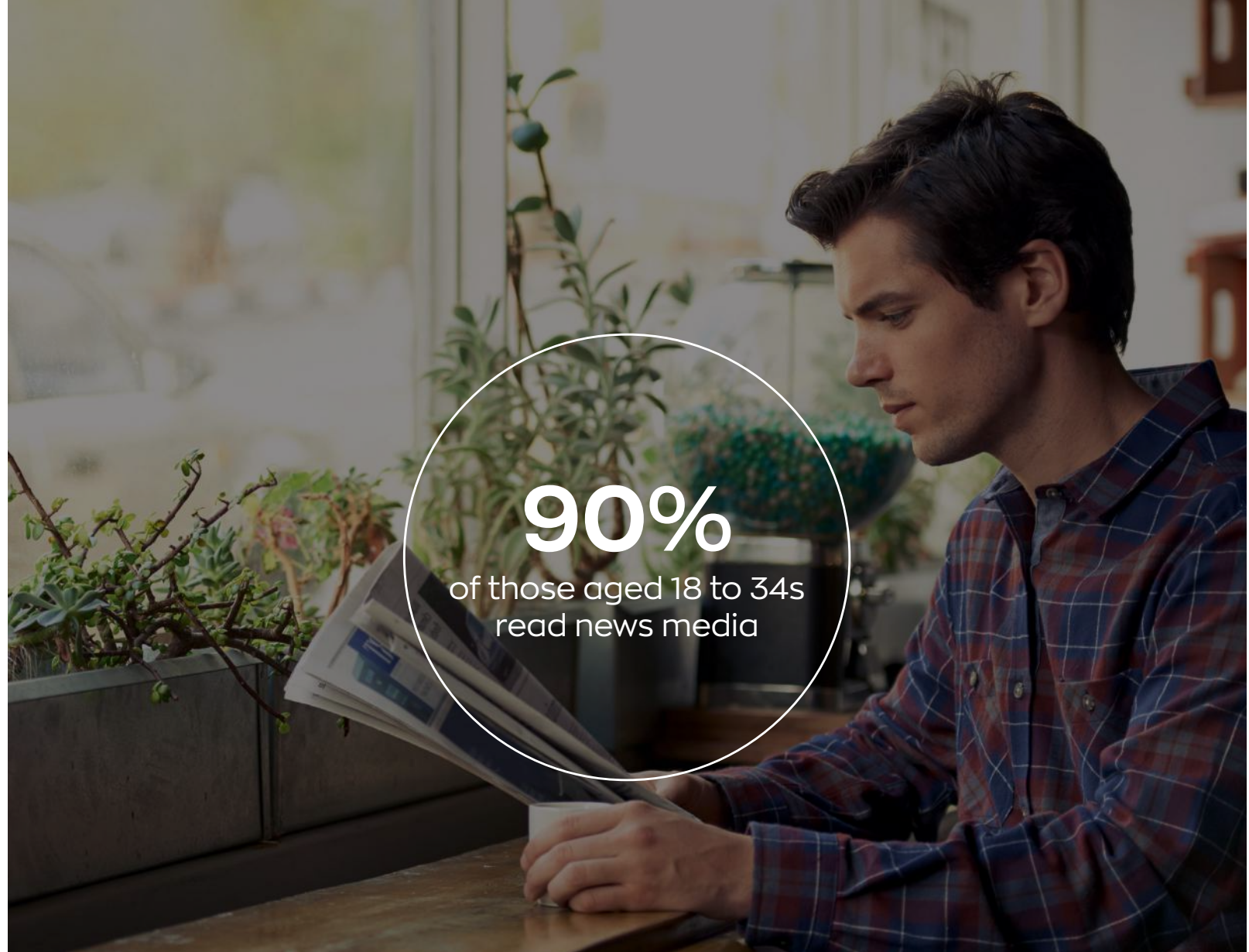


CONNECT WITH 4.8 MILLION UNDER-35s WITH NEWS MEDIA

News media provides effective platforms to reach 18-34 year olds.



4.8M YOUNGER NEWS MEDIA READERS ARE AN ATTRACTIVE AUDIENCE FOR ADVERTISERS*1



90%

of those aged 18 to 34s
read news media

**ATTRACTIVE TO
ADVERTISERS,
READERS UNDER-35
DIFFER FROM
NON-READERS*2**



More females,
higher earners
and more likely
to have children

More discerning
with foods
and cooking

4.8M
READERS AGED
18 TO 34

More
eco-friendly

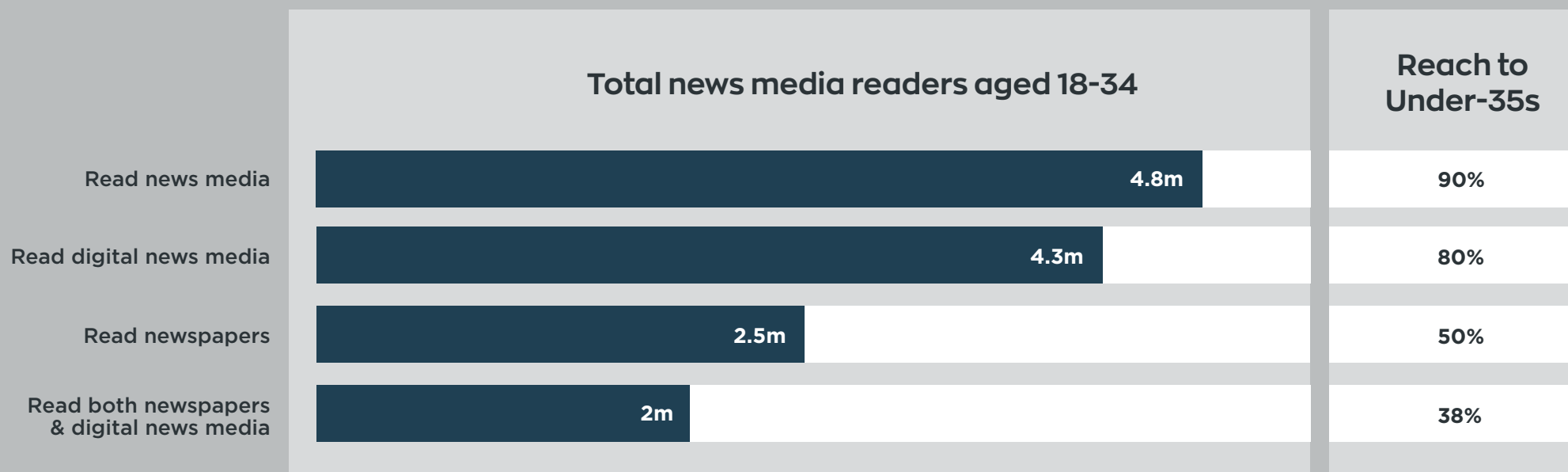
More active
in real estate,
travel, grocery
buying and
health products

Sources : *1 emmaTM, 12 months to December 2018. Readership based on last four weeks. Trends compared with 1 months to December 2017. Survey conducted by Ipsos Connect, people 18+, Nielsen Digital Panel, December 2018, People 18+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. Prospective buyers are those intending to buy a new car in the next 12 months. 4.8mm 18-34yr olds read news media (90%) = 4.3m Reading Digital news media plus 2.5m Reading Newspapers less 2m Reading both Digital news media and Newspapers. *2 Compared to non-readers aged 18-34 = 100x; More females 51% (126x); higher earners 12% (153x) and more often have children 27% (126x); More discerning with foods and cooking eg 48% try to avoid unhealthy foods (123x); More eco-friendly eg 53% try to purchase environmentally friendly products (115x); 61% intend to travel domestically in the next 6 months (110x) *3 ADTRUST; AdTrust Wave 3 research IPSOS November 2018; Online questionnaire: n= 2503 Australians aged 18+ Nationally representative. All numbers displayed relate to 18-34 year olds only. Qn Thinking now about advertising, to what extent do you agree or disagree that the information provided in advertising in < Media > is trustworthy? Asked on a scale Disagree 1 to Agree 7: Net TRUST is Percentage answering 5, 6, 7 less Percentage answering 1, 2, 3. *4 Trust content/ Trust ads/ Buy the product = Agree % (5, 6, 7).

**TRUSTED CONTENT
DRIVES TRUST IN
ADS WHICH IN TURN
DRIVES INCREASED
PURCHASE INTENT*⁴**

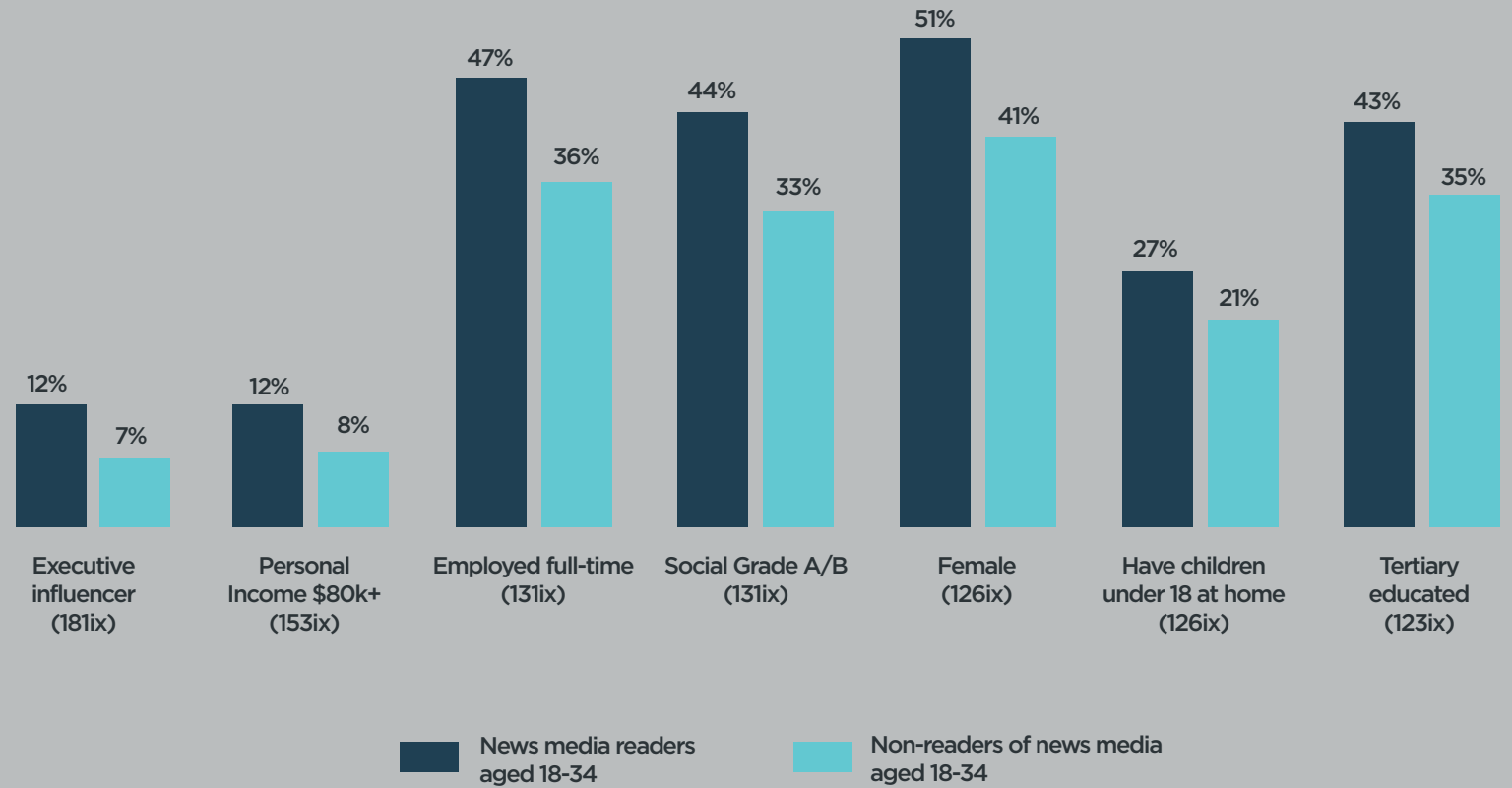
The younger
audience are most
trusting of ads
in news media*⁴

4.8M YOUNGER NEWS MEDIA READERS ARE AN ATTRACTIVE AUDIENCE FOR ADVERTISERS*1



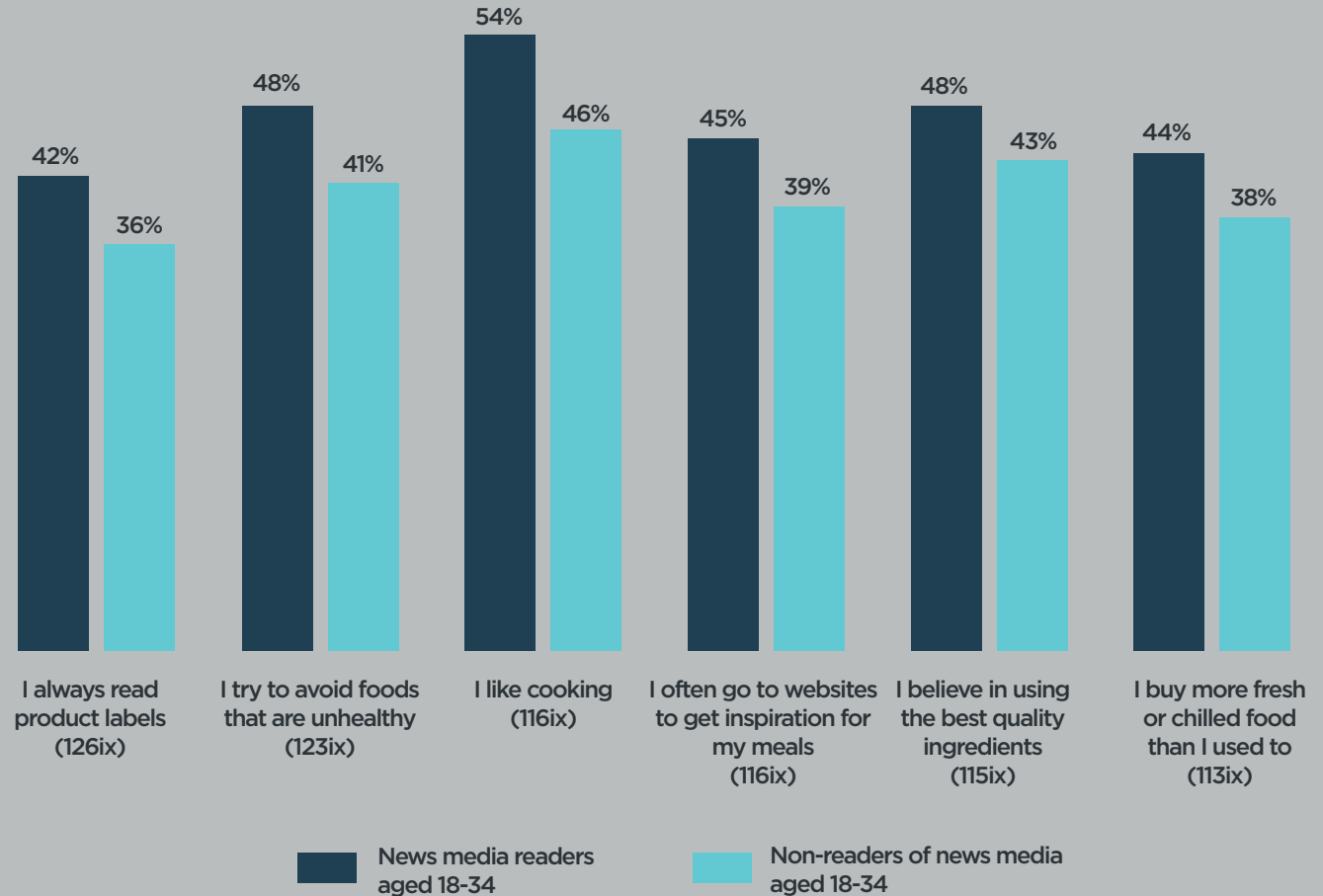
**READERS UNDER-35
ARE HIGHER
EDUCATED, HIGHER
EARNERS AND MORE
LIKELY TO HAVE
CHILDREN AT HOME*2**

**43% of younger news media readers are tertiary-educated
+23% more likely than non-readers**



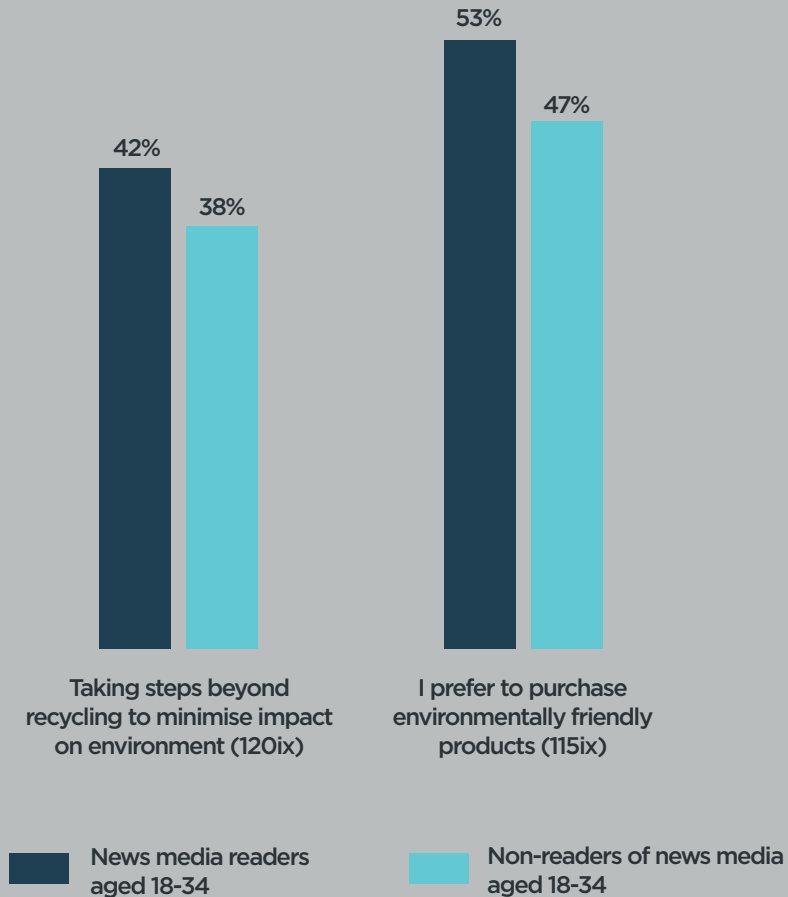
READERS UNDER-35 ARE MORE DISCERNING WITH FOODS AND COOKING*2

48% of younger news media readers try to avoid foods that are unhealthy
+23% more likely than non-readers



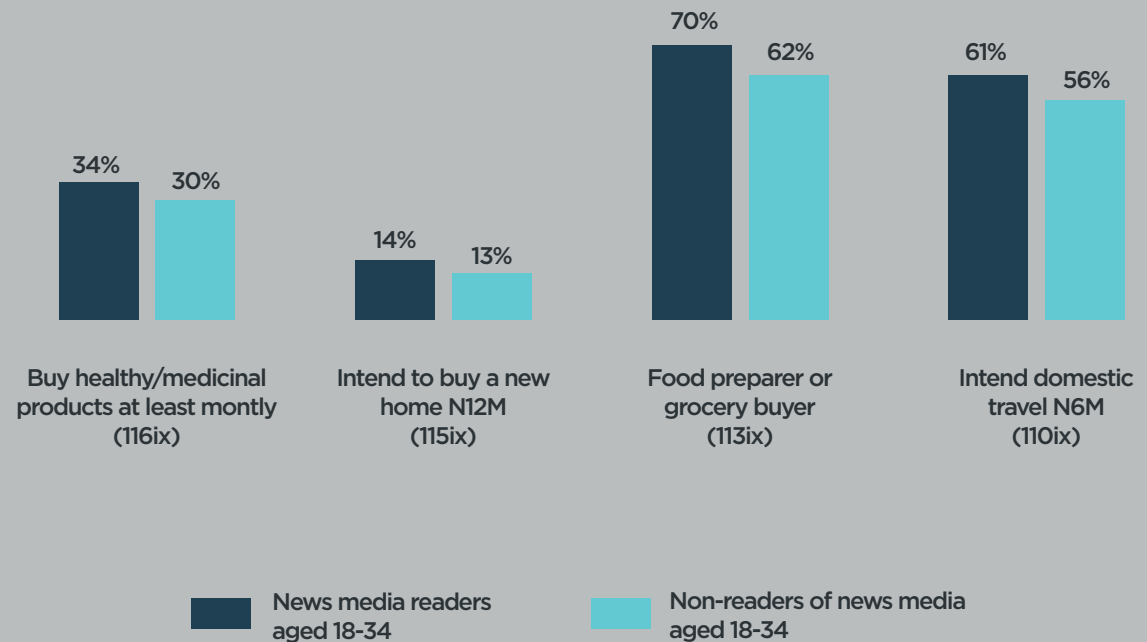
READERS UNDER-35 ARE MORE ECO-FRIENDLY*2

53% of younger news media readers
prefer to purchase environmentally friendly products
+15% more likely than non-readers



READERS UNDER-35 ARE MORE LIKELY TO BE ACTIVE IN PURCHASING REAL ESTATE, TRAVEL, GROCERIES AND HEALTH-RELATED PRODUCTS*2

61% of younger news media readers
intend to travel domestically in the next 6 months
+10% more likely than non-readers



TRUSTED CONTENT DRIVES TRUST IN ADS, WHICH IN TURN DRIVES INCREASED PURCHASE *4

Trust drives
purchase for
advertisers
targeting
under-35s

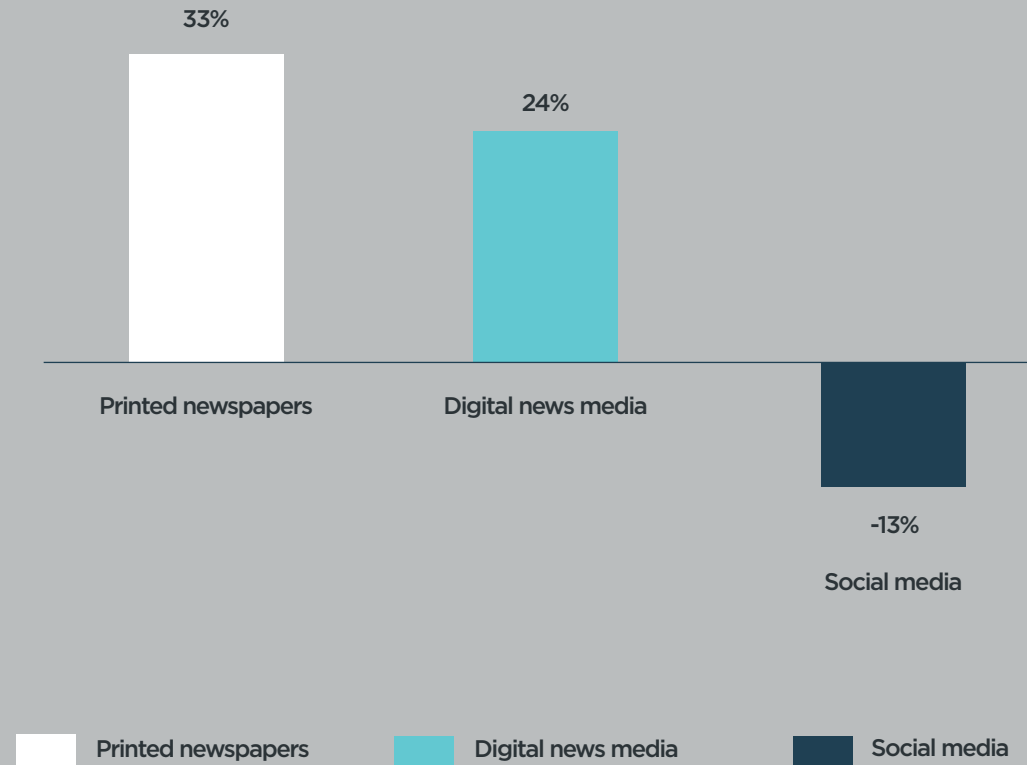
The more they
trust the content
the more they
trust the ads
(55%)*4

The more they
trust the ads the
more likely they
are to buy the
product (52%)*4



YOUNGER READERS ARE MOST TRUSTING OF ADS IN NEWS MEDIA & LEAST TRUSTING OF ADS IN SOCIAL^{*3}

With an AdTrust of 33% for newspapers, under -35s score social media at -13%
 Net AdTrust for readers/users aged 18 to 34



Sources : *1 emmaTM, 12 months to December 2018. Readership based on last four weeks. Trends compared with 1 months to December 2017. Survey conducted by Ipsos Connect, people 18+, Nielsen Digital Panel, December 2018, People 18+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. Prospective buyers are those intending to buy a new car in the next 12 months. 4.8mm 18-34yr olds read news media (90%) = 4.3m Reading Digital news media plus 2.5m Reading Newspapers less 2m Reading both Digital news media and Newspapers. *2 Compared to non-readers aged 18-34 = 100ix; More females 51% (126ix), higher earners 12% (153ix) and more often have children 27% (126ix); More discerning with foods and cooking eg 48% try to avoid unhealthy foods (123ix); More eco-friendly eg 53% try to purchase environmentally friendly products (115ix); 61% intend to travel domestically in the next 6 months (110ix) *3 ADTRUST; AdTrust Wave 3 research IPSOS November 2018 : Online questionnaire : n= 2503 Australians aged 18+ Nationally representative. All numbers displayed relate to 18-34 year olds only. Qn Thinking now about advertising, to what extent do you agree or disagree that the information provided in advertising in < Media > is trustworthy? Asked on a scale Disagree 1 to Agree 7 : Net TRUST is Percentage answering 5,6,7 less Percentage answering 1,2,3. *4 Trust content/ Trust ads/Buy the product = Agree % (5,6,7).

BRANDS LEVERAGE NEWS MEDIA TO TARGET 18-34 YEARS OLDS

- For striking brand-building campaigns... and for service-led call-to-action campaigns





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