



Advertising effectiveness **INCREASES** when using **NEWS BRANDS**

Advertisers using news brands saw a **profit growth of 88%** from 2018-2022 compared to non-users.

Advertisers using news brands over the past decade saw a significant uplift in ad effectiveness and profit growth according to a report by Newsworks titled "Trust: More than a feeling." The increased trust in news brands by consumers translated into increased sales and market share. Here is why.

- ▶ Ads that appear in news brands are **regarded as more trustworthy** and of higher quality.
- ▶ Campaigns that used news brands between 2018 and 2022 were **52% more effective** compared to campaigns that did not.
- ▶ Advertisers using a multiplatform approach (with print and digital combined) have seen the **most positive results with a 61% uplift** versus those not advertising in news brands.



- ▶ Headlines from news brands were **55% more likely to be believed** than those from non-news brand websites.
- ▶ Trust in popular brands was found to be **1.5x higher when advertised on news brand websites** as opposed to non-news brand websites.