



PREMIUM WORLD

Delivering real human connections at platform scale across the globe

PLATFORM REACH	LOCAL LANGUAGE	PREMIUM ENVIRONMENTS	ONE POINT OF ACCESS
Reaching your audience, at their most engaged, at national scale in every market	Delivering campaigns in the biggest, most trusted and best loved titles in each market	Guaranteeing delivering in premium, editorially-governed environments only	Providing you with a single point of access to highly engaged audiences globally

Where people go to be informed, inspired & entertained

Reach your audience in the premium environments they trust, and the places your brand deserves to be seen

84%

of consumers feel advertising within newsbrands increases or maintains brand trust

International Advertising Bureau

3X

greater effectiveness in driving mid-funnel brand lift metrics, such as consideration and preference

Cornscore

33%

of businesses report very large profit growth when advertising in premium environments

IPA Databank

