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advertisers research presentation.
Consumer's Love Magazines



PUBLISHER SUPPORT NEEDED



Supported by the News Media Association (NMA), the Professional Publishers Association (PPA) and The Real Media Collective (TRMC), the *Love Paper* campaign is a global initiative now being brought to our shores. A campaign to promote all print media in a united voice to share the effectiveness, reach, social and environmental strengths of magazines and newspapers in our region.

Research carried out by Two Sides in 2021 revealed some common misconceptions held by consumers;

- Australians and Kiwis who had seen greenwashing or misleading environmental claims were more inclined to not engage with printed media leading to an accelerated forecast of 4.1% decline in readership. Australians who were not exposed or had information to support the environmental credentials of print media were more likely to engage with printed channels.
- MYOB's Consumer Snapshot 2021 has revealed a quarter (24%) increase of Kiwis are now more likely to purchase for local jobs and business and in Australia it found women are 20% more likely than men to do the same. As an advertising cohort the campaign's support of local jobs claims resonance.
- 43% of New Zealanders think that since 2000, the size of New Zealand forest area is reducing in size, and only 20% of them think it 's growing (it is growing).
- 66% of Australians know that planted forests are not bad for the environment, however 45% of them think that paper and paper packaging is bad for the environment.
- Australians and New Zealanders in the 18-24 cohort, prefer reading printed media over other channels: Kindle/E-Reader, Mobile/Tablet or Laptop/Desktop.

**WHEREVER SPACE BECOMES AVAILABLE, PLEASE CONSIDER PLACING
A LOVE PAPER ADVERT TO RETAIN YOUR ADVERTISERS AND INFORM YOUR READERS.**

Contact our team for more information

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Our Partners



ADVERTISEMENTS SIZED TO SUIT

Country specific advertisements have been researched and designed available for your use. These can be resized to suit your publications and your house advertisement space all promoting the powerful reason why print media is an effective and relevant media channel. Support your channel, arm your audience with information and Love Paper.



PAPER PREFERENCE

Catalogue, brochure, magazine and newsprint production results in 20% less direct CO2 emissions. Investing in new technology allows the paper mills to develop an effective process to reduce CO2 emissions.

AT THE HEART OF
LOVE PAPER IS YOU.

Source: CEPI Sustainability Report, 2018

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PAPER POWER

Forests help to mitigate climate change — over a single year, a mature tree will take up approximately 22kg of CO2 from the atmosphere, and, in exchange, release oxygen. Each year, 1.3 million trees are estimated to remove more than 2500 tonnes of pollutants from the air.

Paper is sustainable, recyclable, renewable, inclusive and sequesters carbon.

Love Paper. Nurture Nature.

Source: EPA, European Forest Ecosystems — State and Trends, 2016

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**CONTACT US TODAY FOR CAMPAIGN ASSETS AND START
PROMOTING WHY ADVERTISERS SHOULD ADVERTISE WITH YOU.**

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