Confactos research presentation.

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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.

## **PUBLISHER** SUPPORT **NEEDED**



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 Australians who were not exposed or had information to support the environmental credentials of print media were more likely to engage with printed channels.
- of Kiwis are now more likely to purchase for local jobs and business and in Australia it found women are
- 43% of New Zealanders think that since 2000, the size of New Zealand
- 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 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** 

hello@lovepaper.org.au www.lovepaper.org.au hello@lovepaper.org.nz www.lovepaper.org.nz











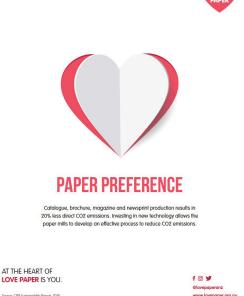


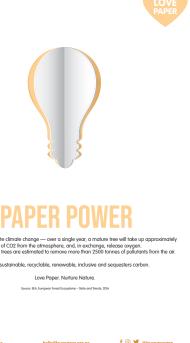


## **ADVERTISEMENTS SIZED TO SUIT**

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.









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

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