
Put the gloss on your campaign

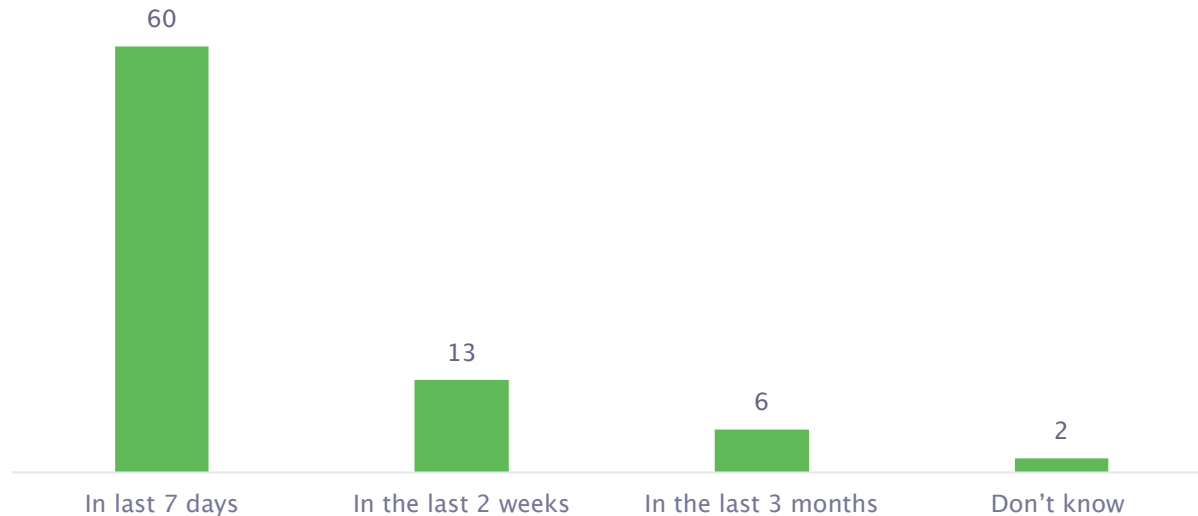
New research shows that inserting catalogues and brochures into newspapers can deliver strong campaign results for advertisers.

5.3 million Consumers say the last catalogue, brochure or leaflet they read was found in a newspaper or magazine.



Source: emma, 12 months to June-15

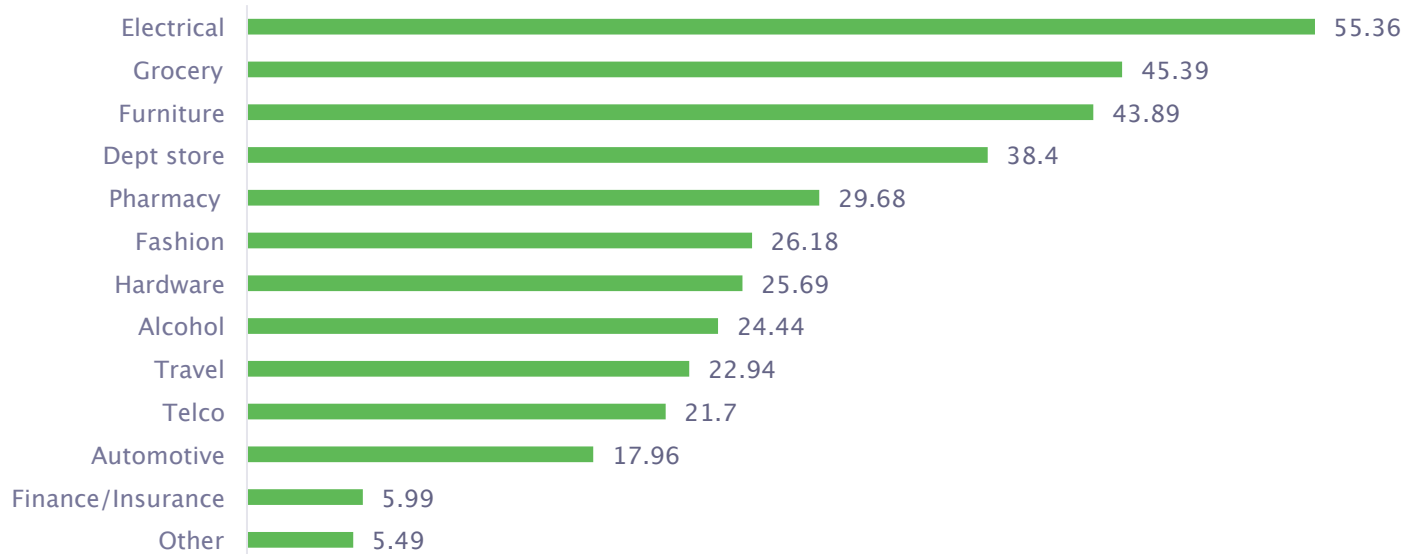
6 in 10 seen a catalogue inserted in a newspaper this week.



Source: *The Newspaper Works Inserted Advertising Survey, August 2015. n = 401*

Inserting marketing collateral in newspapers helps brands to stand out from competitors

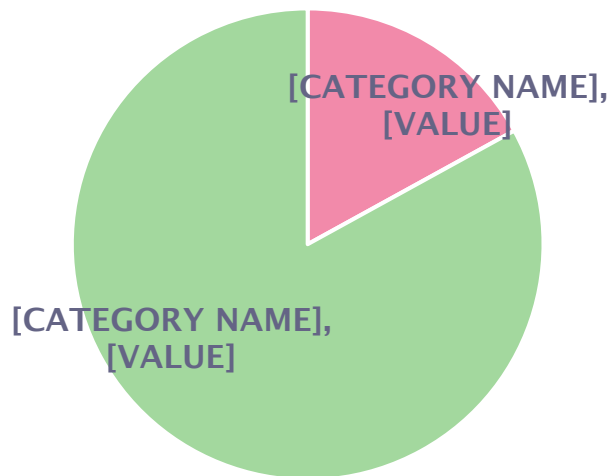
Consumer Recall of Categories Advertised in Newspaper Inserted Ads (%)



Source: *The Newspaper Works Inserted Advertising Survey, August 2015. n = 401*

One in five have 'No Junk Mail' sign

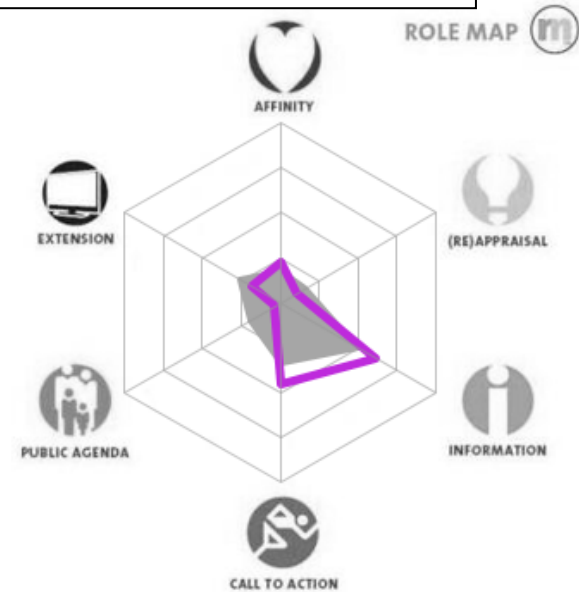
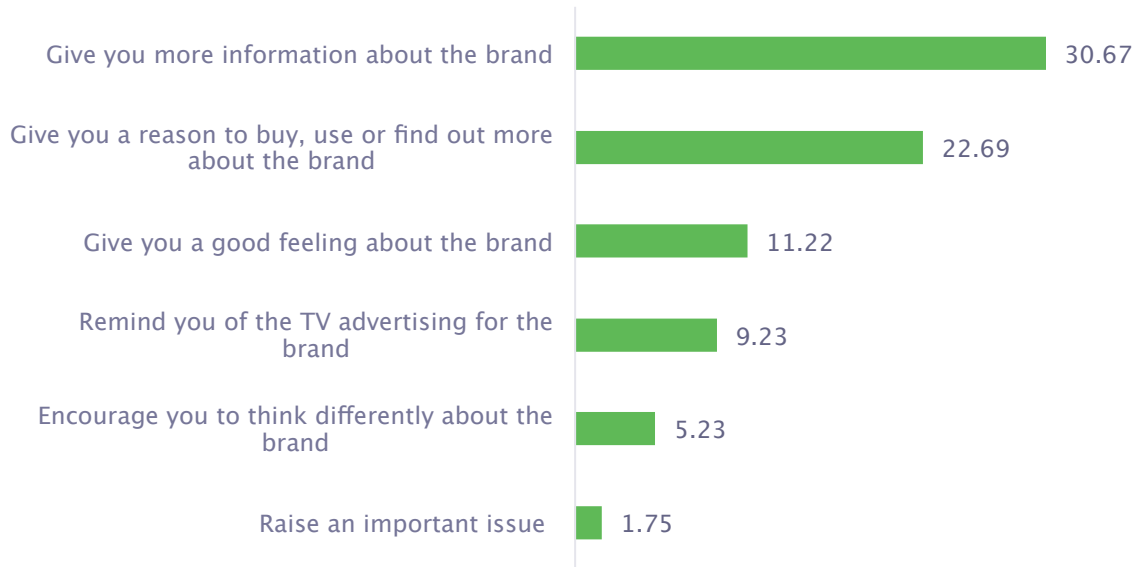
Do you have a 'No Junk Mail' sign on your letterbox?



Source: *The Newspaper Works Inserted Advertising Survey, August 2015. n = 401*

Catalogues can play a role in improving brand attitudes.

The RoleMap™ measures how consumers connect with newspaper advertising across the six roles.

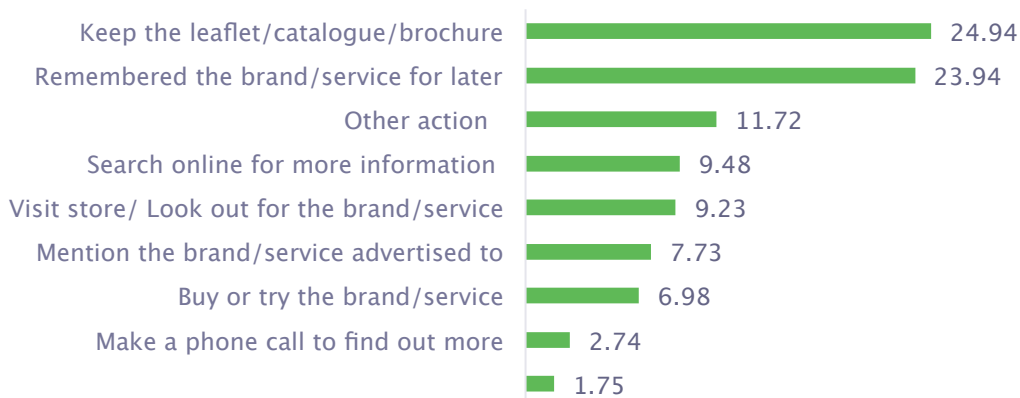


Source: The Newspaper Works Inserted Advertising Survey, August 2015. n = 401

Catalogues drive readers into action

The ActionMap™ expands on RoleMap to provide an understanding of the types of action a newspaper ad inspires.

Actions taken after seeing newspaper inserted ad [%]



Source: The Newspaper Works Inserted Advertising Survey, August 2015. n = 401

Methodology

- In August 2015, a questionnaire was administered online to a research panel of Australians drawn from all states and territories.
- Research was undertaken by Research Now, a third party market research agency.
- A nationally representative sample of 500 consumers aged 18+ were interviewed.
- Data was weighted to reflect the distribution of the Australian population based on ABS census data.