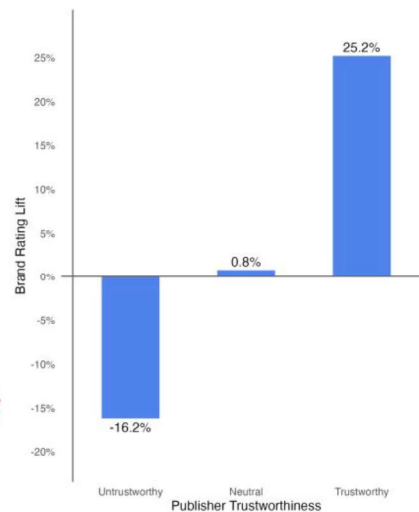


# Recent research indicates that news is brand-safe for advertisers

Finding # 2: Trustworthy environments lift brand rating

Trustworthy environments lead to a 25% lift in brand rating

Ads associated with trusted publishers inherit publisher credibility and in turn boost brand trust



In a Canadian study, advertising in trusted news environments leads to a 25% brand lift.

News publishers ranked 35% above other types of media in trustworthiness. Local news outlets saw an additional 16% gain.

There was no difference between soft news and hard news environments.