

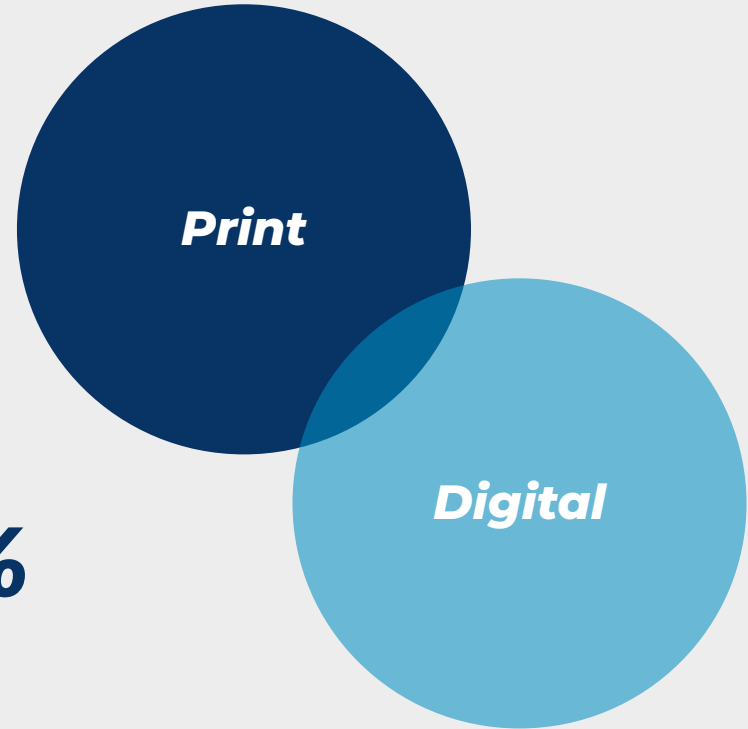
# ACM Digital Offering

Extend your reach via  
ACM's online audience



**When it comes to digital,  
ACM's digital audience  
provides significant  
incremental reach.**

***The crossover of our digital  
and print audience is just* **10%****



What we know about...

## ACM's digital audience



### They feel part of their communities

79% vs 65% Feel part of their communities (vs. non ACM digital audience)



### Local news are more relevant than ever for them

83% vs 71% Consider their local news very relevant (vs. non ACM digital audience)



### They keep their eyes open to brands that support their local communities/media

83% vs 71% Consider their local news very relevant (vs. non ACM digital audience)



**There are also major opportunities  
when it comes to...**



**Travel**



**Real Estate &  
Renovations**



**Varied  
Interests**

# Our digital audience has a stronger tendency to travel



**25%**

More likely to travel  
N12M(80% vs 70%)\*



**21%**

More likely to visit  
travel websites



**21%**

More likely to  
travel abroad



**5%**

More likely to travel  
domestically



ACM  
ConnectNow

# Likewise, they are in-market for properties & renovation



**23%**

More likely to renovate (40%)\*



**6%**

More likely to intending to buy property



**24%**

More likely to be intending to buy a new apartment



**46%**

More likely to visit real estate / renovation websites



ACM  
ConnectNow

## And they have various other interests



**41% vs 28%**

Intend to attend  
arts / music /  
cultural events  
N12M\*



**48%**

More likely visit  
automobile  
websites



**21%**

More likely to visit  
business & finance  
websites



**22%**

More likely to visit  
sports websites

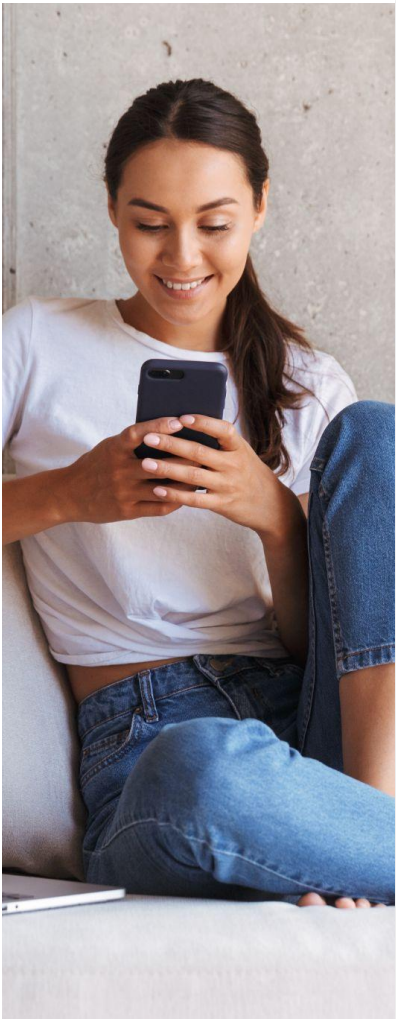


**16%**

More likely to visit  
lifestyle / health  
websites



Source: Roy Morgan Single Source. Oct 2021 - Sep 2022, P14+ - ACM monthly digital audience  
\*Heartbeat of Australia 2022 - University of Canberra / ACM (vs Non ACM digital audience).



# Our Digital Audience

Total Digital Monthly Digital Audience: **2.6 million**

## GENDER SPLIT



**50%**  
Male



**50%**  
Female

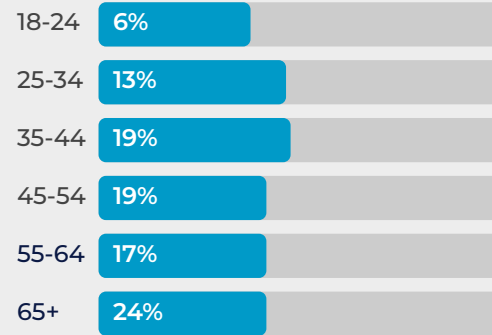


**73%\***  
Mobile/Tablet



**43%\***  
Computer

## AGE

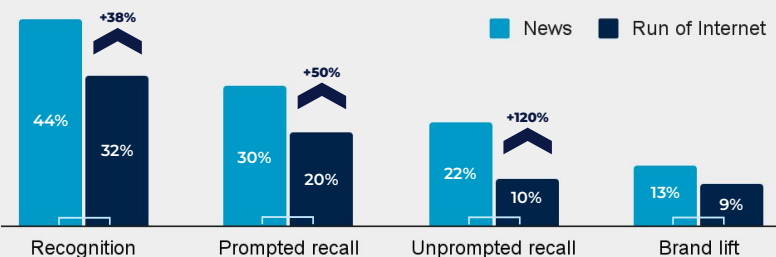
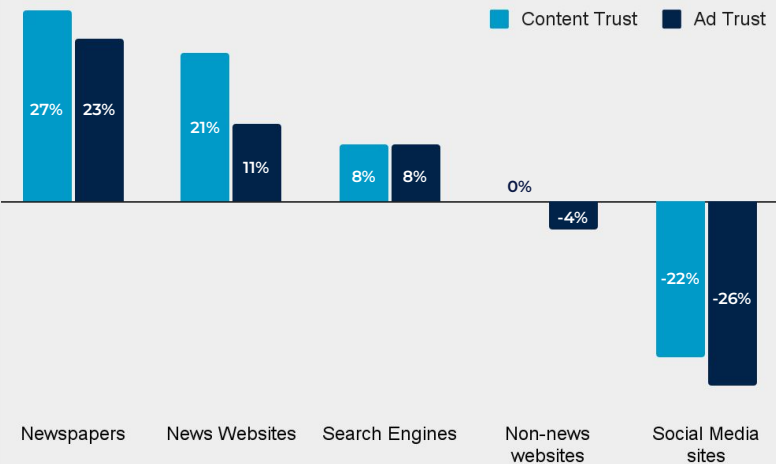


**9.6\***  
Average monthly frequency

Source: Roy Morgan Single Source, Oct 2021 - Sep 2022, P14+ - ACM monthly digital audience  
\*Roy Morgan Live Audiences, Jan 2023.







Source: Think NewsBrands - The Whole Story Aug 2021

## News environments deliver results

39% read news for more than 30 minutes a day, readers lean-in to news content, offering a highly engaged audience.

News websites are very trusted sources, from both a content and advertising perspective.

Placing ads within News environments, have been proven to provide higher ROI on key metrics.

Ads placed in news are 2.2X better remembered than that run of internet.





## Our Brands

120+ sites across a range of categories

The Canberra Times

THE LAND

realestate  
**VIEW**  
.com.au

THE  
**Senior**  
explore



# ACM's Digital Product Suite



Standard Display

Rich Media Display

Video

## Standard Display

Digital display advertising positioned around ACM's editorial content across desktop, mobile and tablet.

Includes traditional ad units & social display.

## Rich Media Display

Advanced digital display advertising that uses audio, video and interactive methods to deliver brand messages.

Executed via Bonzai's product suite. Including formats such as Truskin & ScrollIX.

## Video

In stream and In Article video advertising placed across ACM's online titles.

Use moving image to deliver brand messages in contextually placed environments.

Drive further engagement with inclusions such as the sticky banner.



# ACM's Digital Product Suite

## Sponsored Content (Native & Branded)

Story Central is home to a team of more than 30 dedicated journalists across the country who specialise in content from all industries.

Choose from branded or native content that is amplified across Facebook, Polar, Outbrain & Social Display.

## Digital Marketing Services

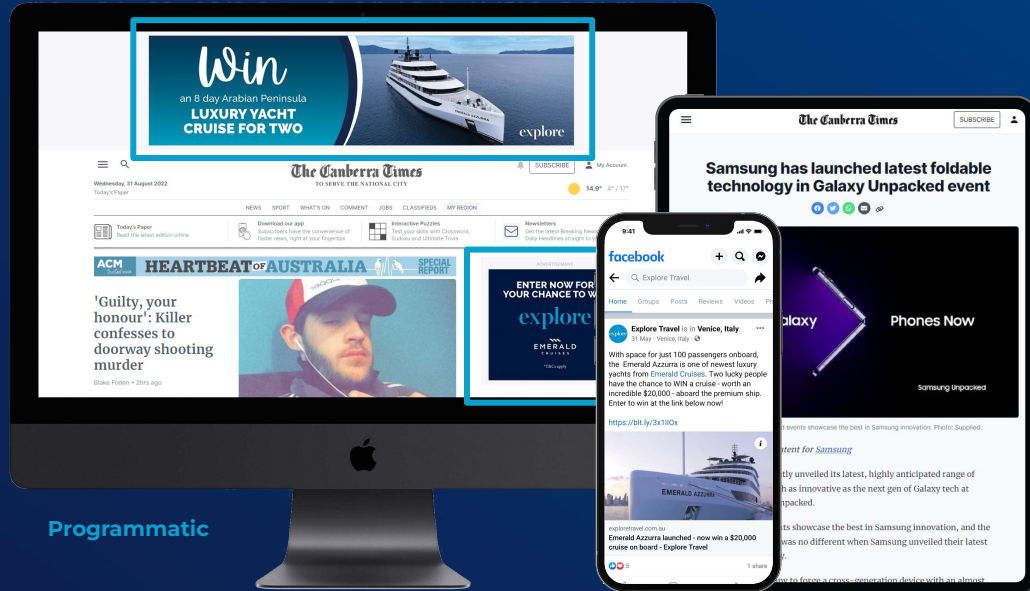
ACM offers a range of digital marketing services including , SEO, SEM, social advertising, off network display and web design.

Tell us your objective and our digital enablers will do the rest.

## Programmatic

Access ACM's premium inventory via programmatic ad buying technology.

We work with clients across implementation, optimisation and delivery to achieve results.



Programmatic

Social Media Management

Branded Content





# Audience Targeting

Your brand, our audience

With over 150 audience segments, sourced via first and third party data, we provide tailored targeting opportunities for any brand.

Tap into our engaged audience across a diverse range of categories such as:

- Travel
- Real Estate
- Agriculture
- Sport
- Gaming & Gambling
- Automotive
- Fashion
- Banking & Finance



# Data Sources



## Overview

The LiveRamp Data Store has integrations with over 180 leading data providers, their focus is on deterministic data. All data is tied to an identity Link for the greatest possible person-based scale and accuracy.

## Sample Attributes

Industry Verticals - Auto, Travel, Retail, Property etc

## How is the data obtained?

Multi-sourced - online/mobile, offline, location, signal, proximity



## Overview

ComScore is a recognised global leader in cross-platform measurement of audiences, advertising and consumer behaviour. Built on precision and innovation, ComScore combines proprietary TV, digital and movie viewing data with vast demographic details to measure consumers' multiscreen behaviour at scale.

## Sample Attributes

Age, Gender

## How is the data obtained?

ComScore Panel, Census Networks, Demography Partners



## Overview

Oracle Data Cloud combines the leading technologies from acquisitions of AddThis, BlueKai, Crosswire, Datalogix, Grapeshot and Moat to help digital advertisers drive better business outcomes. Their technology captures up to 30 observable data points (interest-based online behaviour) and user-declared data points (intent-based actions).

## Sample Attributes

Industry Verticals - Travel, Consumer, Tech, B2B, Lifestyle etc.

## How is the data obtained?

Web based signals - Branded Partner, Syndicated Taxonomy.



## Overview

Lotame delivers flexible data solutions to future proof connectivity and drive performance across all screens. Marketers, publishers, and platforms rely benefit through innovative and interoperable solutions, powered by our identity platform, to onboard, enrich, and address audiences.

## Sample Attributes

Data connectivity & addressability challenges

## How is the data obtained?

Identity solutions, ad servers, BI tools, DSP



# ACM | Brand Safety & Data Solutions

## ACM IS COMMITTED TO YOUR CLIENTS BRANDS

Partnered with world leaders MOAT, to ensure best in class brand safety solutions and audience measurement.

Nimble and with the ability to cater to every brand safety need, ensuring trustful, high quality environments for advertisers.

## ACM's BRAND SAFETY SEGMENTS EXCLUSIONS

- Arms
- Crime
- Death and Injury
- Illegal Downloads
- Drugs
- Hate Speech
- Military
- Obscenity
- Terrorism
- Tobacco

MOAT  
by ORACLE DATA CLOUD





# Real Results

Driving outcomes through our digital product suite







## Case Study | MOSH

### Challenge

Make MOSH a household name for men's health, while normalising 'taboo' health issues that are not talked about by (most) men; hair loss, skin, sexual and mental health.

Establish brand awareness and drive leads.

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### Execution

A series of branded content articles targeting ACM titles across NSW & VIC. Content amplified across Facebook and site homepages.

Further digital touchpoints via contextually targeted display ads.

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### Results

Over 50k unique page views were received.  
5,500 clicks received on Facebook co-branded posts.  
Average of 65% of users to site being 'new'.  
Average weekly CTR of 3.34% & an avg. dwell time of 2:30min.  
Highest engagement across mobile device.

**MOSH**



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