



# Give your advertising an unfair advantage.

# Run some press ads.

The effectiveness consultancy Benchmarking have analysed what happens when companies include press advertising in their media mix.

They looked at 500 econometric models, across a five-year period and discovered that adding newspapers dramatically increases the return on investment of other media.

Over half were service companies who saw the effectiveness of their TV advertising double, ROI of their overall campaigns treble and their online digital display enjoy a four-fold increase.

Individual categories also saw impressive results.

Automotive campaigns clocked a 70% increase. In travel, effectiveness trebled. In retail it leapt by 2.8 times. And most remarkable of all, in the financial category, Benchmarking uncovered an increase of 5.7 times.

So, whatever business you are in, you should be in the newspapers.

[newsworks.org.uk/effectiveness](http://newsworks.org.uk/effectiveness)