

Muum...
I'm boooooored!

Ah, the sweet sounds of summer. Six weeks of school holidays begin for many this week, with parents up and down the country plotting how they're going to keep the kids occupied.

For advertisers looking to come to the rescue, **80% of households with children** read news brands every month – a massive 15 million people.

73% of households read digital news brands each month, up on the **70%** for all adults.





Events and entertainment ads see **impressive recall** in news brands



Over the past three years...

...print ads from the sector see **80%** recall vs a benchmark of 77%

...digital ads from the sector see **33%** recall vs a benchmark of 29%.

Source: RAM UK (2022-5)





N

People who have children in their households and...

...visit theme parks are **17% more likely*** to read digital news brands.

...visit live exhibition/trade shows are **27% more likely** to read digital news brands.

...visit museums are **27% more likely** to read digital news brands.

Source: TouchPoints Superhub, *more likely than the typical UK adult





Because journalism matters

newsworks.org.uk