

# How publishing platforms make the most of human attention

By [Josephine Buys](#)

29 Aug 2019

Advertising campaigns viewed within a trusted editorial environment yield significantly better results for attention and viewability than the industry standard.



Image credit: Rita Mbrais on Unsplash.

That's the word from the World Media Group (WMG), which represents media brands such as *Bloomberg*, *Business Insider*, *Time* magazine, *Forbes* and *The Economist*. The research and analysis delved into engagement across display desktop, mobile and video.

“ The results are out! Independent analysis from [@moat](#) shows that premium digital inventory running across the World Media Group's brands in Q3 2018 outperformed Moat's benchmarks by between 13% and 144% <https://t.co/RcKL YdgVs5 pic.twitter.com/qSNHJkrtRF>— World Media Group & World Media Awards (@WorldMediaGroup) [July 19, 2019](#) ”

WMG's [findings](#) echo those of the Publisher Research Council in South Africa. The research can collectively prove that the value of the written word, being consumed and trusted in a quality environment, delivers a most effective return on investment.



Digital, print media deliver the best ROI - finds new Nielsen study

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## In publishing platforms, we trust

The PRC was established in 2016 when four of South Africa's top publishers allied to demonstrate that publishing is recognised as a trustworthy, brand-safe environment for advertisers.

Ongoing crises around big tech, data breaches and the spread of fake news via social media platforms, as well as issues stemming from advertising being placed on channels alongside content promoting hatred, racism and even child pornography, have diminished the trust of consumers and readers.

Publicity surrounding poor quality content and fake news has resulted in consumers becoming much more aware of what are trusted sources of information and those that are not.



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In light of several tech giants recent PR crises globally, especially in the UK with the findings of the [Cairncross Report](#) earlier this year – which covered disinformation and fake news, among other issues – there is no better time to remind both consumers and advertisers that they can read and trust long-standing, trusted news brands.

Findings underpinned by respected global research houses have proved the value of uninterrupted attention that leads to recall and quality engagement, something advertisers depend on.

## Uninterrupted engagement

Publishing platforms that keep your attention offer a rare opportunity to communicate effectively without the constant swirl of distraction bombarding consumers today. Audiences are easily distracted, whereas the written word on the trusted publisher collective's media platforms offer a deeper one-on-one, uninterrupted engagement with readers.

*“ In a media and advertising environment in which margins are shrinking, clients want accountability and brand safety.*

*Publishers can offer that. ”*

But when it comes to media buying, not all planners are on the same page, especially the younger 'digital natives' who tend not to prioritise print and publishing brands in their media plans, perhaps lured by digital's promise of measurability.

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*A post shared by Quintype Technologies (@quintypetech) on Apr 10, 2019 at 5:02am PDT*

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At a fundamental level, the research by the PRC shows that while only half of South Africans read newspapers and magazines, the percentage grows higher as it moves up the socio-economic measure (SEM) scale. In the top 10% of the population, 77% read.

For advertisers wanting to tap into the top SEMs, this statistic alone proves that trusted media brands deliver ROI and build brands.

## ABOUT JOSEPHINE BUYS

- Josephine Buys is CEO of The Publisher Research Council (PRC).
- #BizTrends 2021: Not all news is trusted news - 29 Jan 2021
  - SA publishing industry reels from news of AMPs closure - 4 May 2020
  - Advertisers will benefit from continued use of trusted media - 30 Apr 2020
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