# Consumer Advertising – Maximizing Impact

**Consumer publishing is transforming** with the introduction of new advertising formats, ad types, and methods of buying and selling ad space. Lets take a deeper dive into the Consumer advertising landscape.

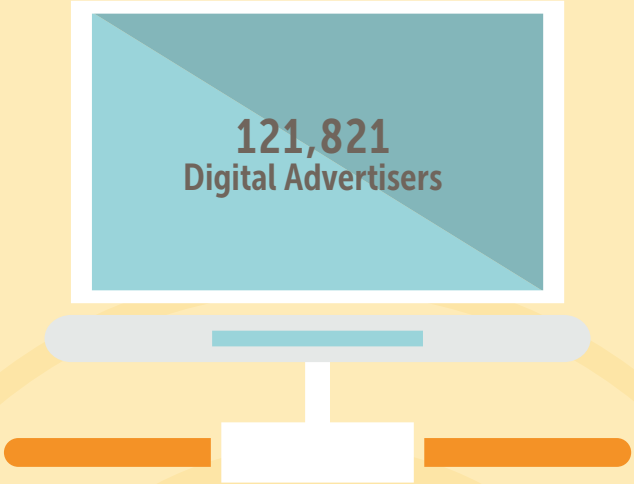
MEDIARadar

MEDIARADAR.COM › SALES@MEDIARADAR.COM › 855.RADAR.88

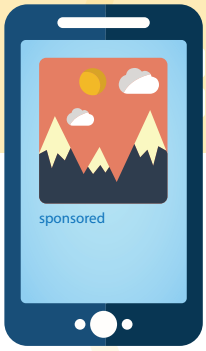
# 2016 CONSUMER ADVERTISING SNAPSHOT

## 266,324 ADVERTISERS

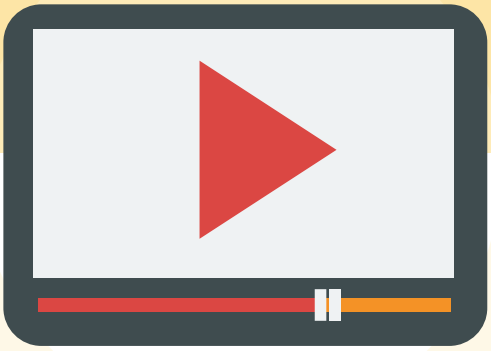
**83,876**
Print Advertisers



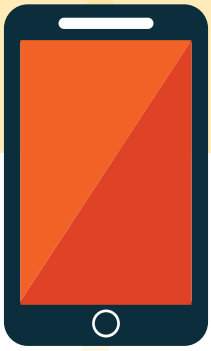

**10,925**
Email Advertisers




**11,042**
Native Advertisers



**5,519**
Video Advertisers



**33,141**
Mobile Advertisers

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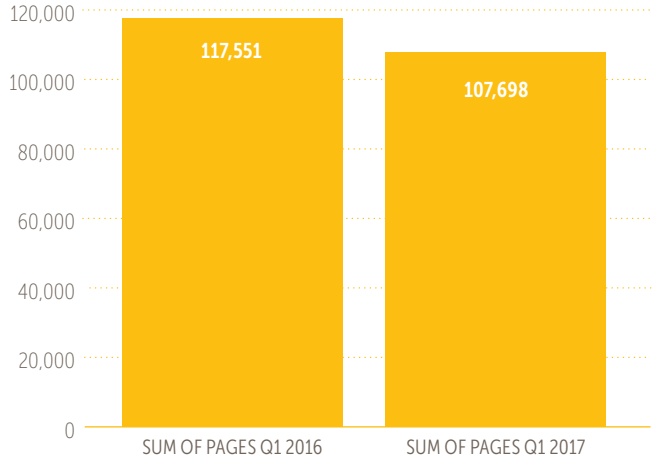
Source: Mediaradar January - December 2016

**WHAT'S THE DEAL** **PRINT IS DOWN, BUT CERTAINLY NOT OUT**

## Ad Pages YoY Q1

This represents an 8% drop YoY, but there are still a considerable amount of ad pages being bought.





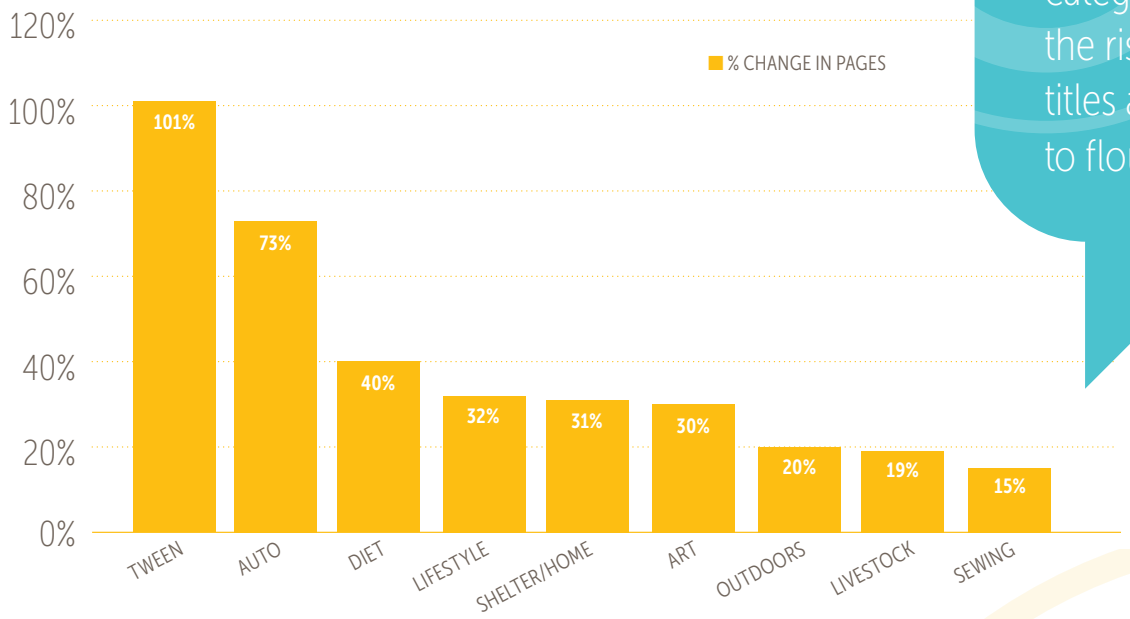
## Est Spend YoY Q1

The 6% drop in ad dollars is cushioned by higher placement rates



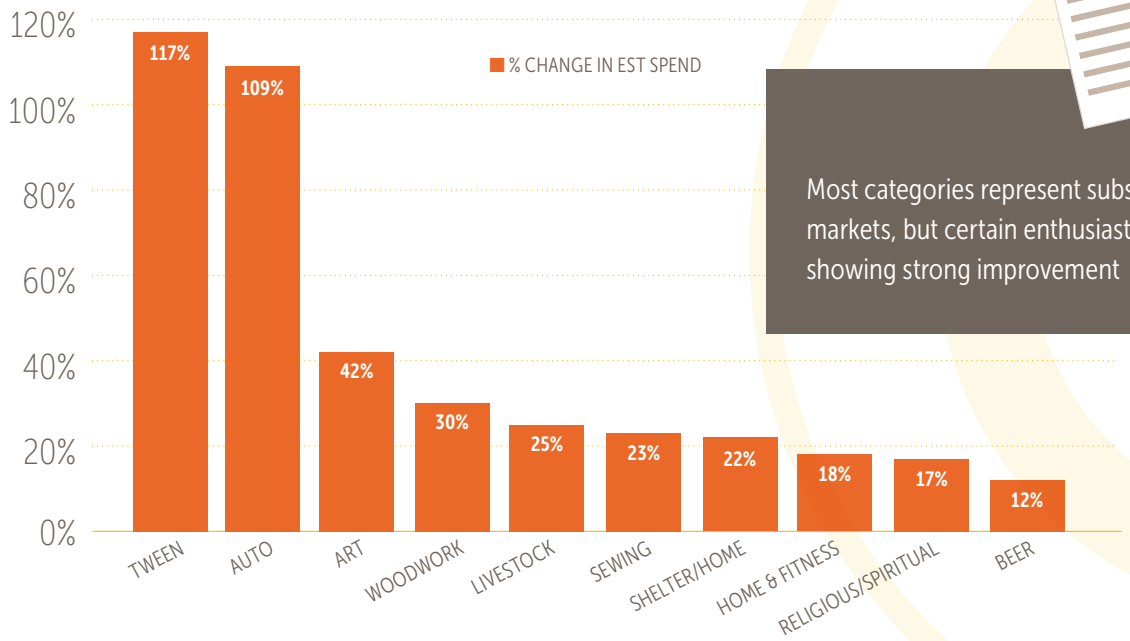
Source: Q1 2016; Q1 2017

## Percent Change in Pages Q1 YoY




Niche and enthusiast categories are on the rise. Regional titles also continue to flourish.

## Percent Change in Est. Spend Q1 YoY



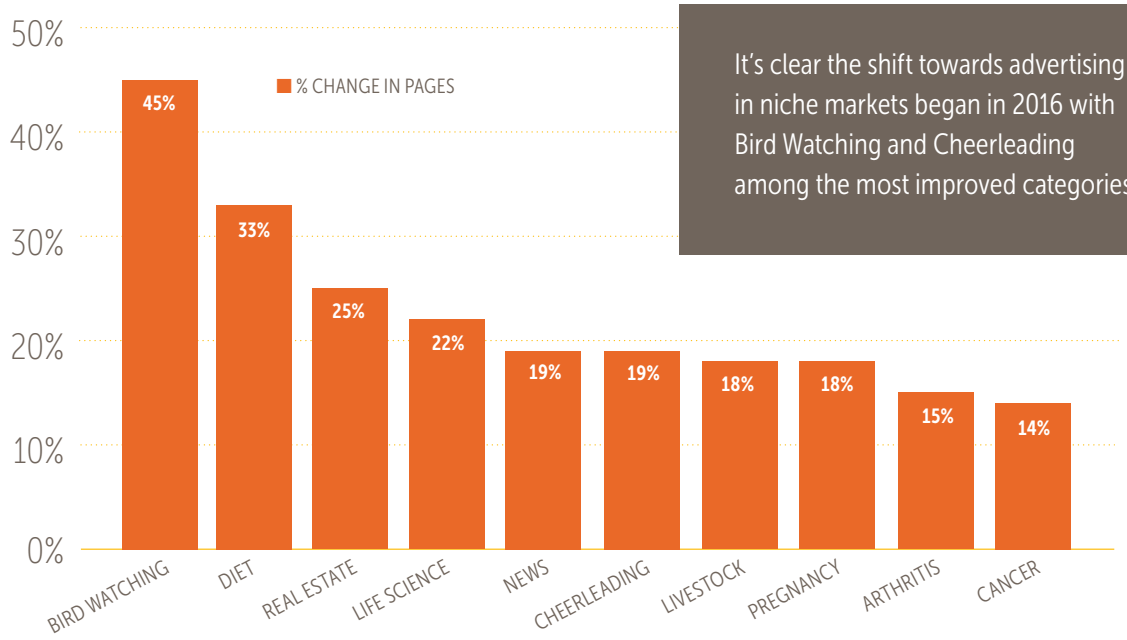

Most categories represent substantial growth in small markets, but certain enthusiast groups, such as Art are showing strong improvement



Source: Mediaradar Q1 2016; Q1 2017

## 2015-2016 PRINT PUBLISHING CATEGORIES ON THE RISE

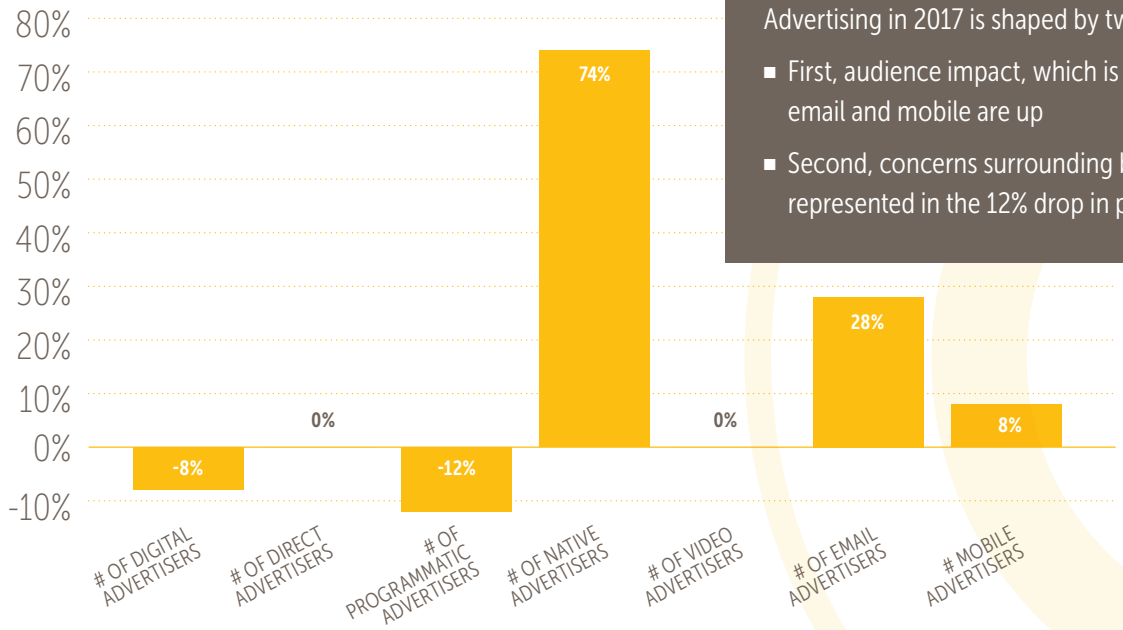
# Percent Change in Pages 2016 vs 2015




It's clear the shift towards advertising in niche markets began in 2016 with Bird Watching and Cheerleading among the most improved categories

## 2016-2017 DIGITAL ADVERTISING IS AN UP AND DOWN STORY

# Percent Change by Ad Format Q1 YoY



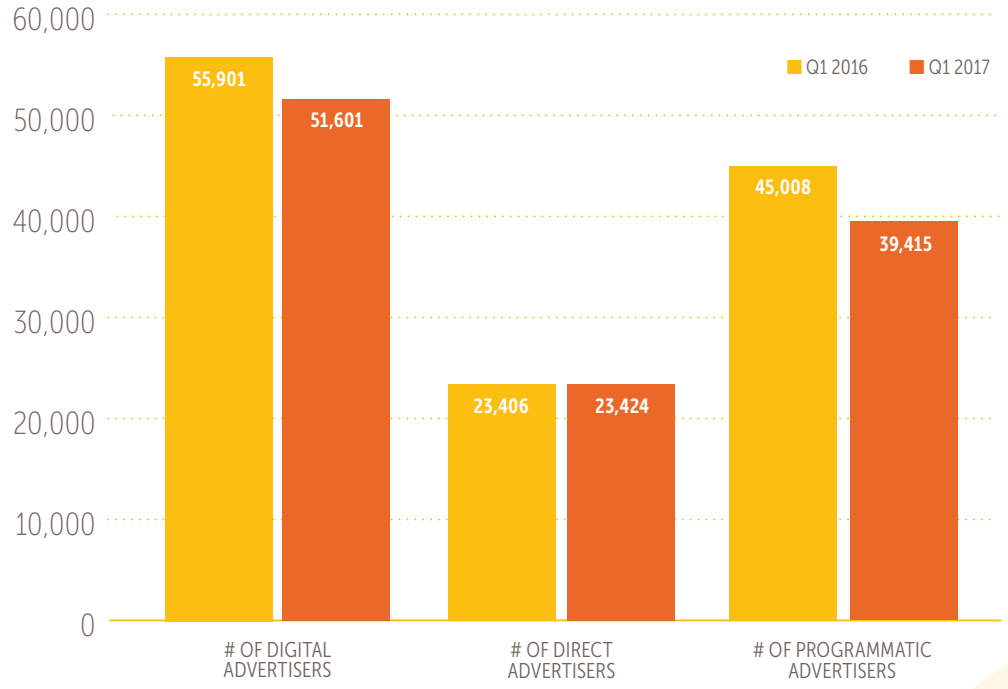

Advertising in 2017 is shaped by two factors:

- First, audience impact, which is why native, email and mobile are up
- Second, concerns surrounding brand safety which is represented in the 12% drop in programmatic advertising

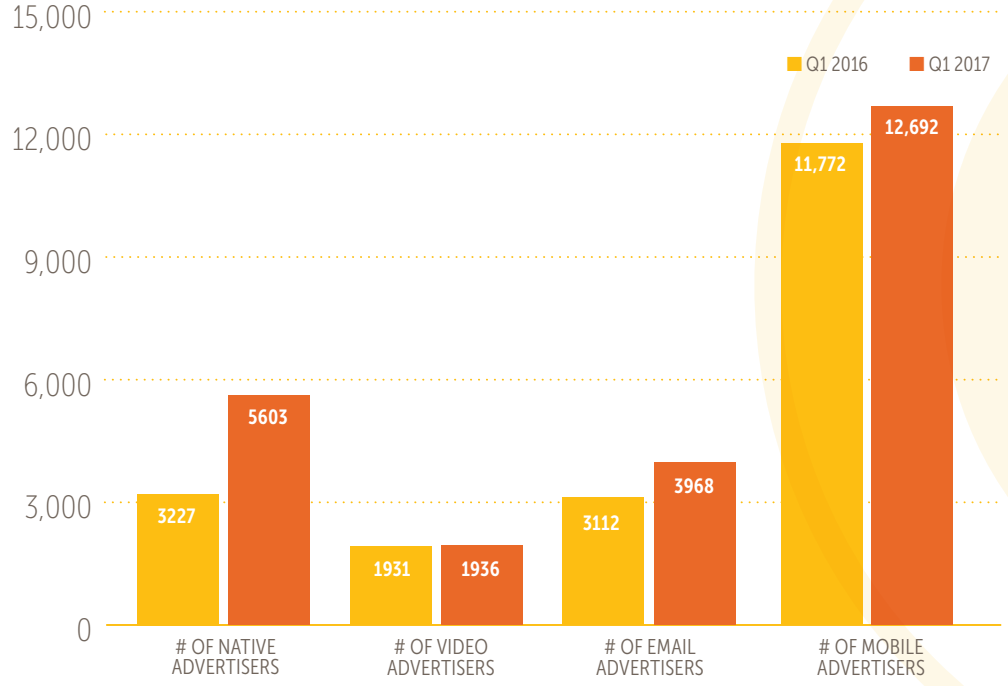


Source Chart 1: MediaRadar January 2015-December 2016 Source Chart 2: Q1 2016; Q1 2017

## Change in Advertisers by Placement Q1 YoY




## Change in Advertisers by Format Q1 YoY



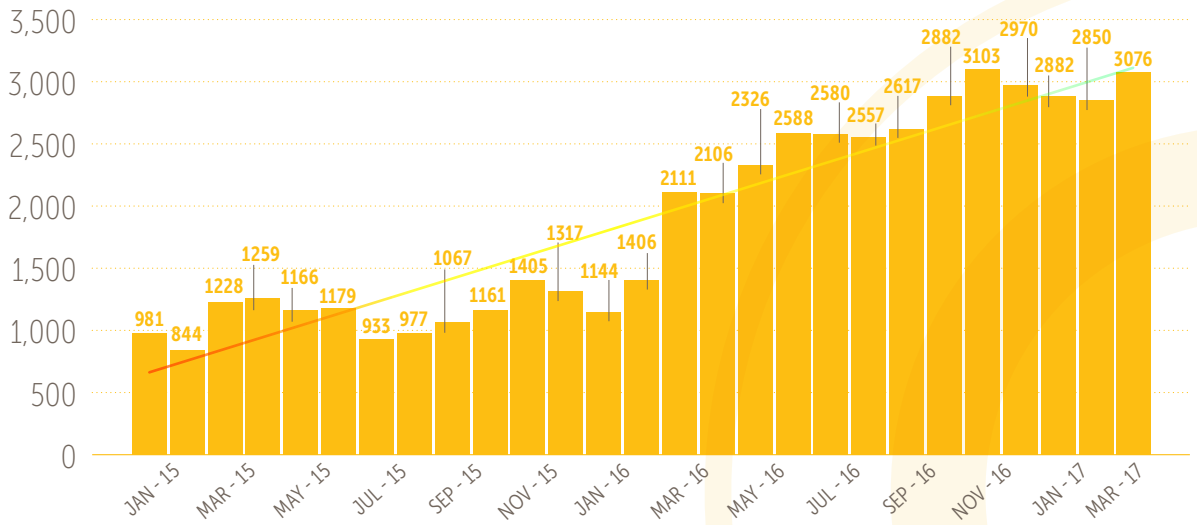

There is a clear shift towards higher CPM advertising formats. The greatest % increase occurred in native advertising. Let's take a look into how the format has grown over the past two years.



Source: MediaRadar Q1 2016; Q1 2017

**2015-2017** **NATIVE ON THE RISE**

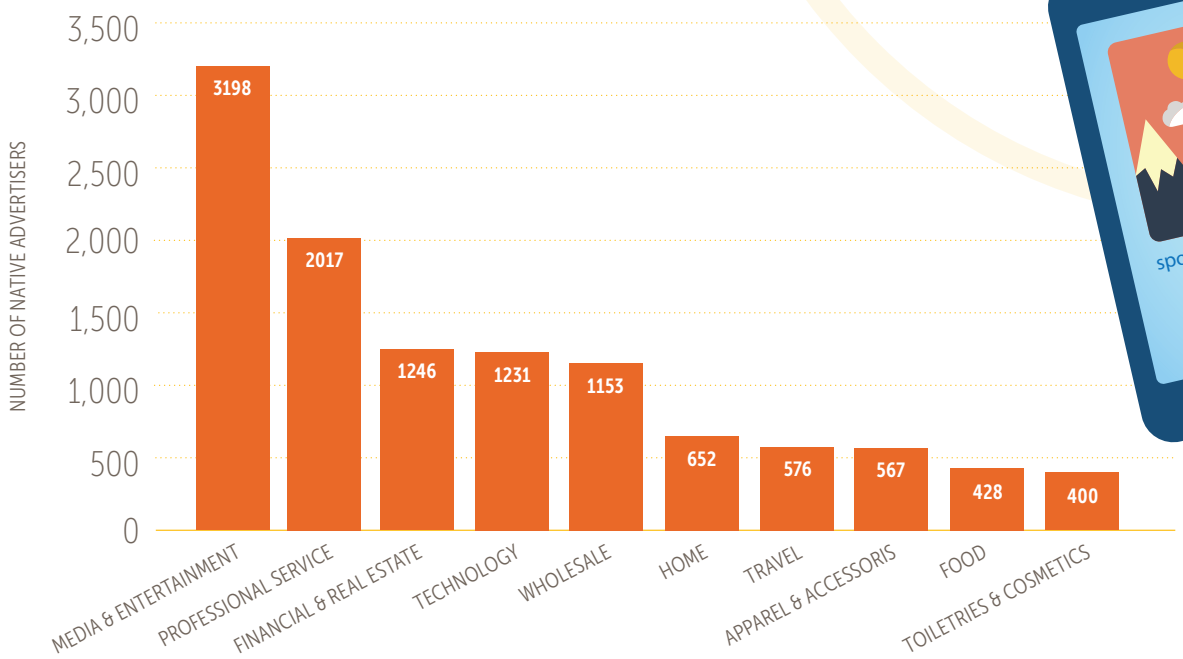
## Number of Advertisers Buying Native January 2015-March 2017




Demand for native has tripled since January 2015. Will this growth continue?

## Top 10 Product Categories in Native Advertising

January-December 2016



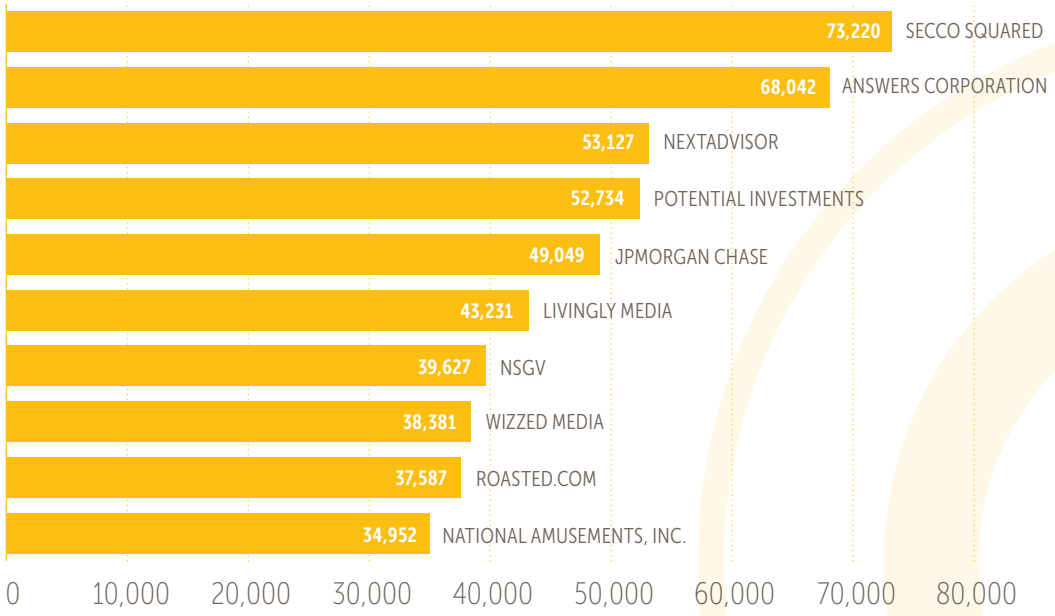




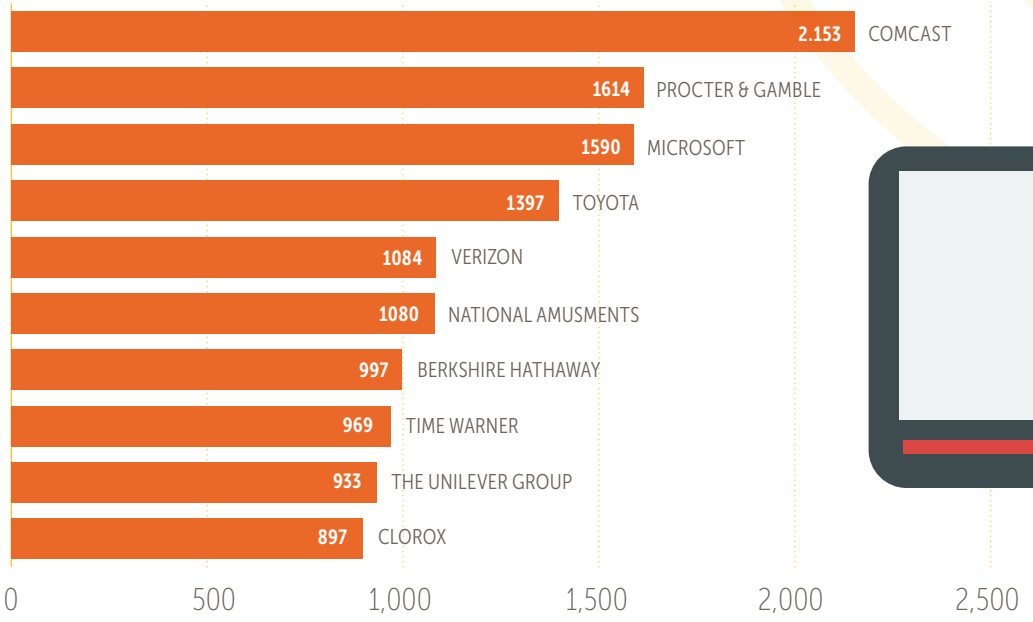
Source Chart 1: MediaRadar January 2015 - March 2017 Source Chart 2: MediaRadar January - December 2016

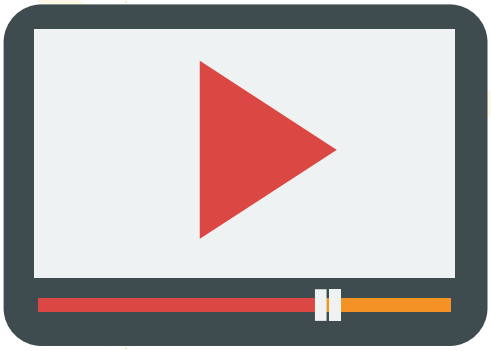
2016 MOST PREVALENT ADVERTISERS IN HIGH CPM FORMATS

## Top Native Advertisers by Number of Placements 2016




## Top Consumer Video by Number of Placements 2016

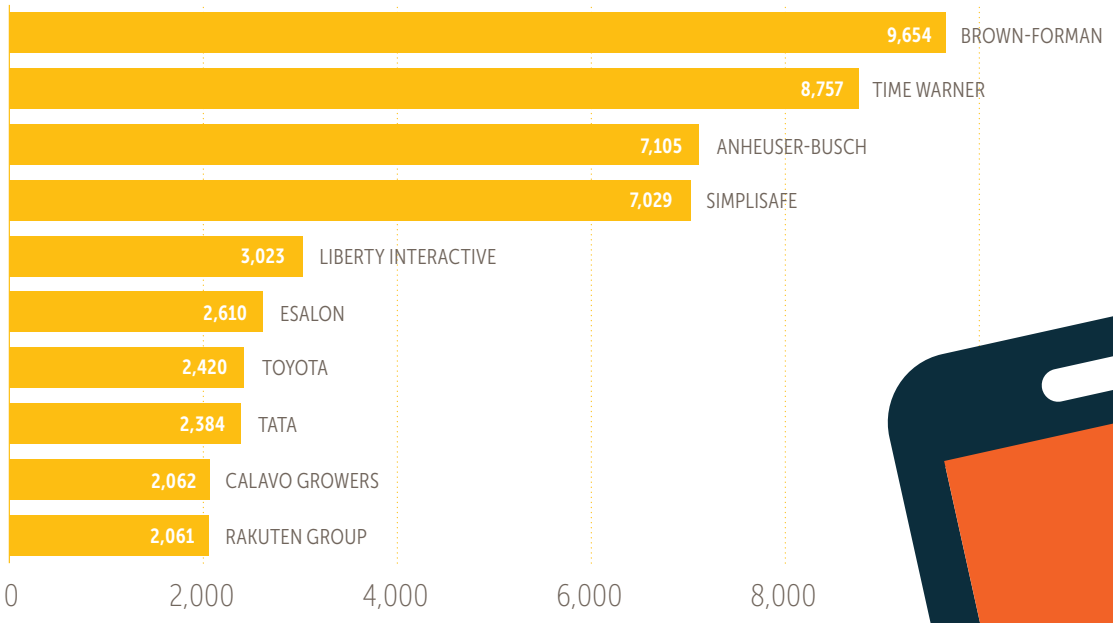




Source: MediaRadar January - December 2016

# Top Mobile Advertisers by Number of Placements 2016

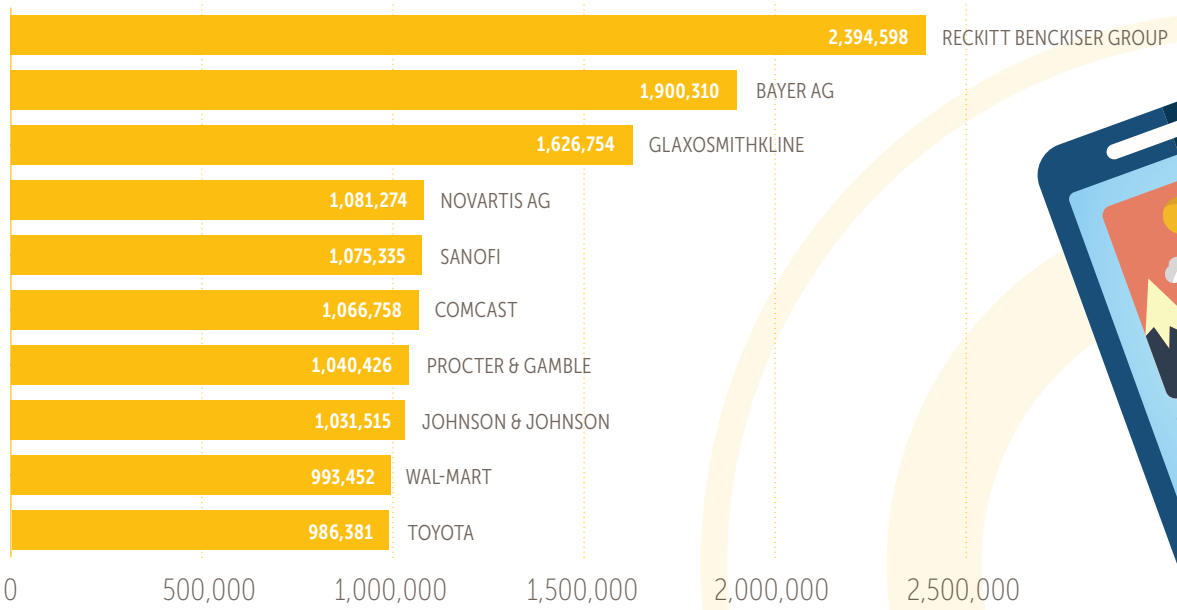





Source: MediaRadar January - December 2016

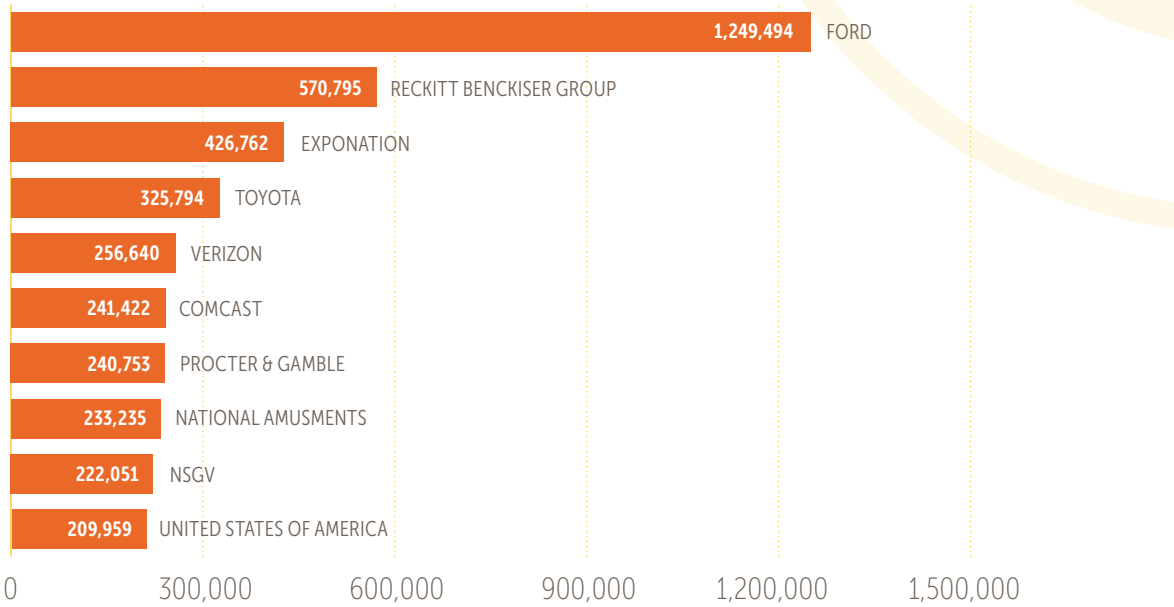
2016 TOP ADVERTISERS BY PLACEMENT TYPE

# Top Direct Advertisers by Number of Placements 2016





# Top Programmatic Advertisers by Number of Placements 2016






Source: MediaRadar January - December 2016

Native is up 74%, Email 28%, and Mobile 8%

## What Stood Out in 2016

- High CPM Ad Placements are on the rise, especially mobile and native.
- Print is down overall, but there are bright spots. Niche and enthusiast categories are on the rise. Regional titles also continue to flourish.
- Massive companies such as L'Oreal, Pfizer and P&G are continuing to spend big dollars in print.
- Consumer advertising is shifting, as the digital landscape evolves, so too do advertising strategies. As with print and digital, advertisers are searching for channels through which to reach select audiences with impactful marketing.
- The number of advertisers placing digital ads is down 8% YoY, coupled with a 12% drop in programmatic advertisers.
- Native is up 74%, Email, 28%, and Mobile 8%.

## What to Look for in 2017

- Brand safety concerns and their effect on buying strategies.
- The proliferation of vertical video.
- The evolution of programmatic advertising.
- Is there a native bubble?