

iMediaAudiences Sees Record Level of Traffic on News Sites: IAB Study Shows Brands Should Advertise on News

iMediaAudiences Sees Record Level of Traffic and Engagement on News Sites: IAB study shows consumers appreciate brands more when they advertise in the news.

HARVARD, MA, USA, October 14, 2020 /EINPresswire.com/ -- iMediaAudiences Sees Record Level of Traffic and Engagement on News Sites: IAB study shows consumers appreciate brands more when they advertise in the news.

iMediaAudiences, which represents the largest online national news affiliate network and is a leader in outsourced digital media sales and ad operations, has long held that advertising on local news helps brands gain credibility with both new and current clients, something a recent study by IAB in collaboration with Magid Research seems to affirm.

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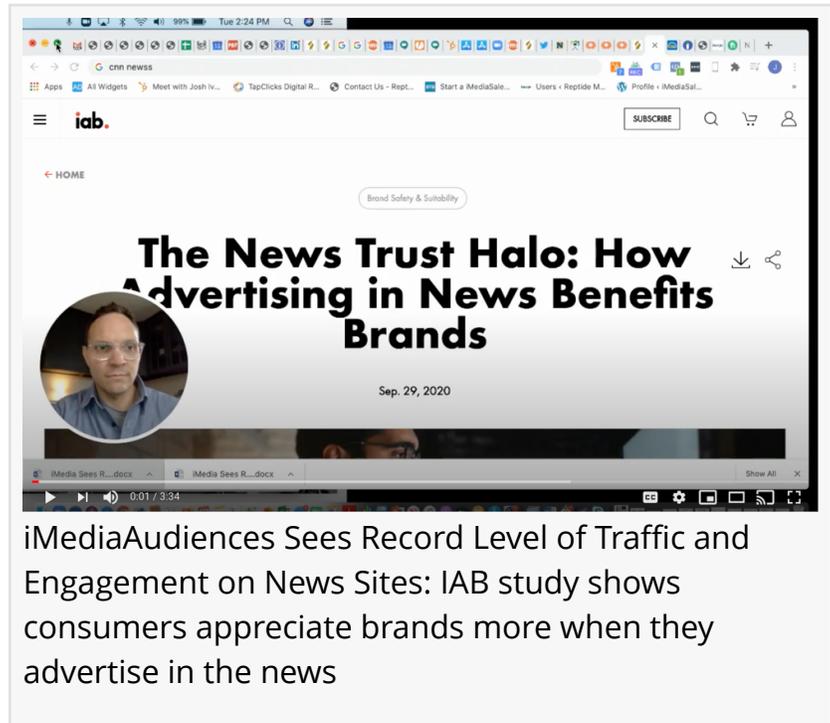
It's an advantageous time for direct advertisers and programmatic advertisers to work with iMedia to access the Infolinks news partner sites.”

Bob Regular

“iMedia has been representing digital news websites for over 10 years and we have never seen the level of reader, brand, and media engagement that we do today.” said iMedia President and Founder, Josh Iverson. [See Youtube Video Here.](#)

“Online news is the new portal. Companies large and small should know that their customers are waking up and checking the news and they are going to sleep at night checking on the news,” Iverson continued. “There is a

reason why Apple, Google, Facebook, and Snap are all investing heavily in traditional news



media. iMediaAudiences can target sports content, home improvement any keywords and any audience base for our advertisers, but we have seen such amazing traffic from our leading news media clients, and now we know that advertisers who advertise tastefully on news can win some of that trust.”

CEO Bob Regular of Infolinks, an ad tech company that has 25,000 plus partner sites and over 2000 news sites, says “All key advertiser metrics are up. Ad visibility is up to 86%, ad engagement is at an all-time high. It’s an advantageous time for direct advertisers and programmatic advertisers to work with iMedia to access the Infolinks news partner sites.”

The study found that “advertising in the news is brand safe, increases trust, and drives consumers to take action.” according to a summary on the IAB website.

According to the study, consumers find brands that advertise in the news:

- 49% relevant to them
- 47% customer-focused
- 46% high quality

Consumers seeing brand advertisements on their favorite news outlets also:

- 45% are more likely to visit the brand’s website
- 43% would consider buying from the brand
- 39% are comfortable recommending the brand

On average, the study found that consumers follow 4 news sources and 7 in 10 consumers saw their news sources as trustworthy.

“Never has trusted news been more important in our society.” said David Cohen, Chief Executive Officer of study co-sponsor IAB. “While historically some brands have avoided news due to negative association concerns, the study found those concerns were unfounded.”

Today, iMediaAudiences reaches more news outlets in terms of sites than any other media entity. The company can help a local service provider, such as a doctor or lawyer, reach consumers in their local market by being on local news sites available through iMedia partnerships with CNN Newsource and Infolinks.

About iMediaAudiences:

iMediaAudiences.com offers premium media ad sales and ad operations outsourcing services to build brands, drive revenue, optimize ad ops, and provide end to end managed advertising and revenue services from campaign quality and success management to reporting and billing reconciliation. Our media clients include CNN Newsource, ThisOldHouse, Infolinks, and more. iMediaAudiences is a DBA of Iverson Media and Communications LLC. iMediaSalesTeam.com is #1 Platform for media sales pros representing major media firms and providing brands direct access to premium audiences. ReptideMedia.com is the #1 Platform for small businesses,

podcasters, and others who need a dedicated marketing and social assistant who can easily plug into a top marketing and social media platforms.

MORE about iMediaAudiences.com Media Clients: <https://imediaaudiences.com/media/>

VIDEO FROM JOSHUA IVERSON regarding his thoughts on the IAB study:

<https://youtu.be/wbTVXtl1LmM>

CONTACT INFO:

<https://imediaaudiences.com/contact/>

PR MANAGER

assistant@imediaaudiences.com 617-383-9900

Joshua Iverson

iMediaAudiences

+1 617-383-9900

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