

THE SCOOP

ON

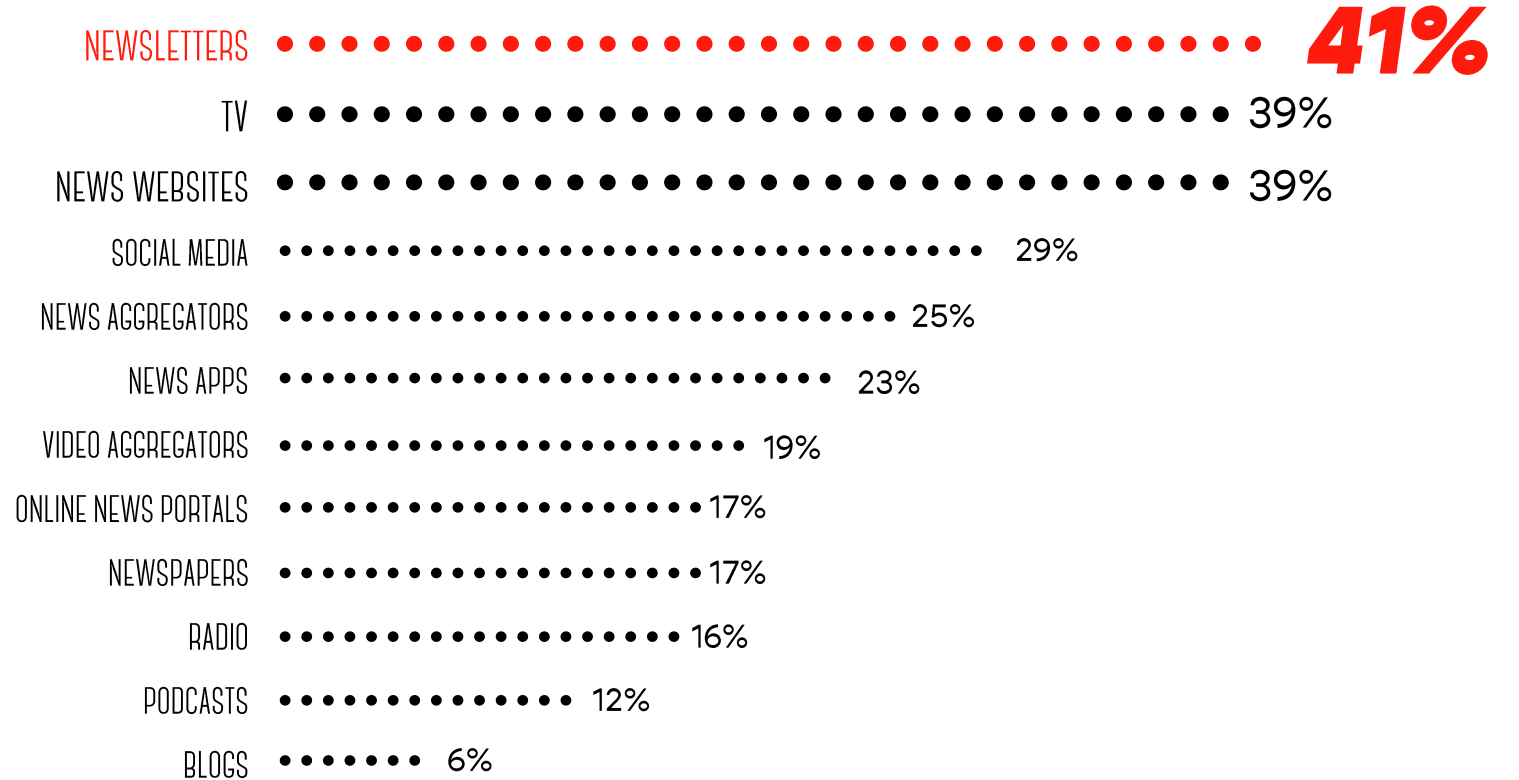
NEWSLETTER
ADVERTISING

Essential insights for marketers


M/GNA
MEDIA TRIALS | Sherwood

**NEWSLETTERS
ARE A LEADING
NEWS SOURCE
FOR READERS**

Preferred news sources
% of times news source was in the top 3 preferred list



**IN FACT, 1/3RD OF
NEWSLETTER READERS
DON'T USE NEWS WEBSITES
AS THEIR REGULAR
NEWS SOURCE**



OUR MISSION

To identify what's unique about newsletters, and to provide advertisers with a clear, go-forward plan on how to advertise in newsletters

THE APPROACH

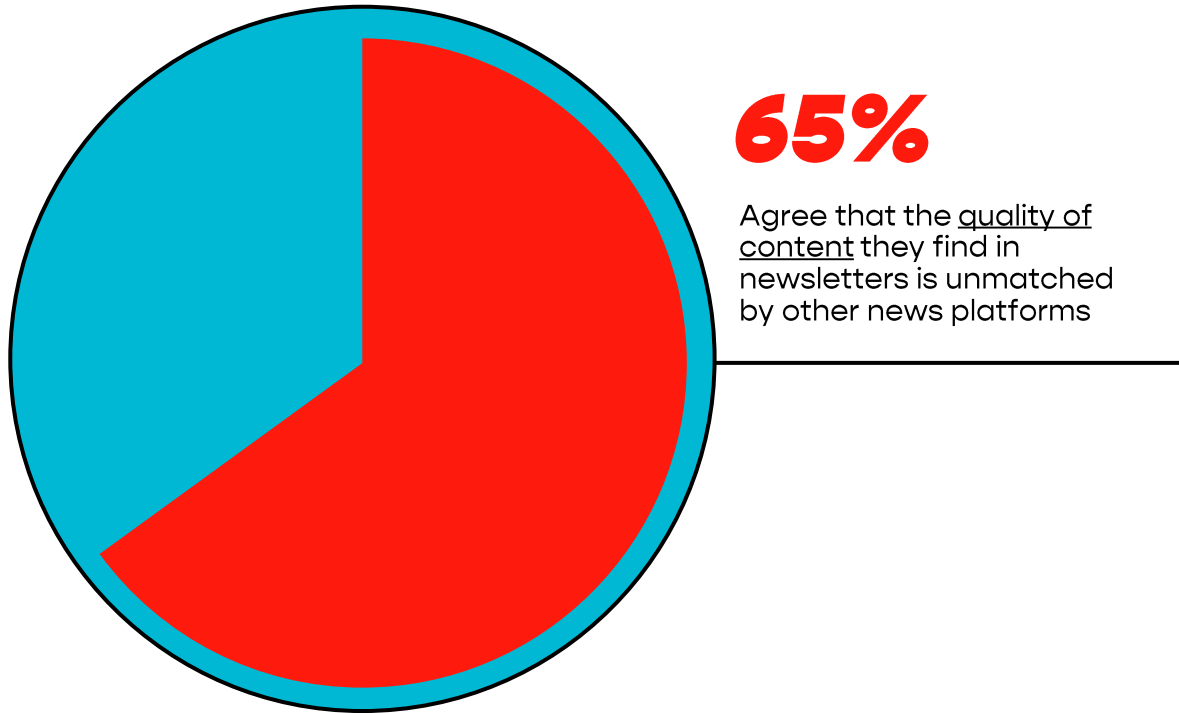
QUAL	QUANT
WHAT 5 FOCUS GROUPS, 1 HR EACH	WHAT ONLINE SURVEY
WHO <ul style="list-style-type: none">• Monthly newsletter readers n=25• Recruited a mix of generations and gender	WHO <ul style="list-style-type: none">• Monthly newsletter readers n=1,008• Recruited a mix of generations and gender• Timing: Feb – March 2024

SECTION 1

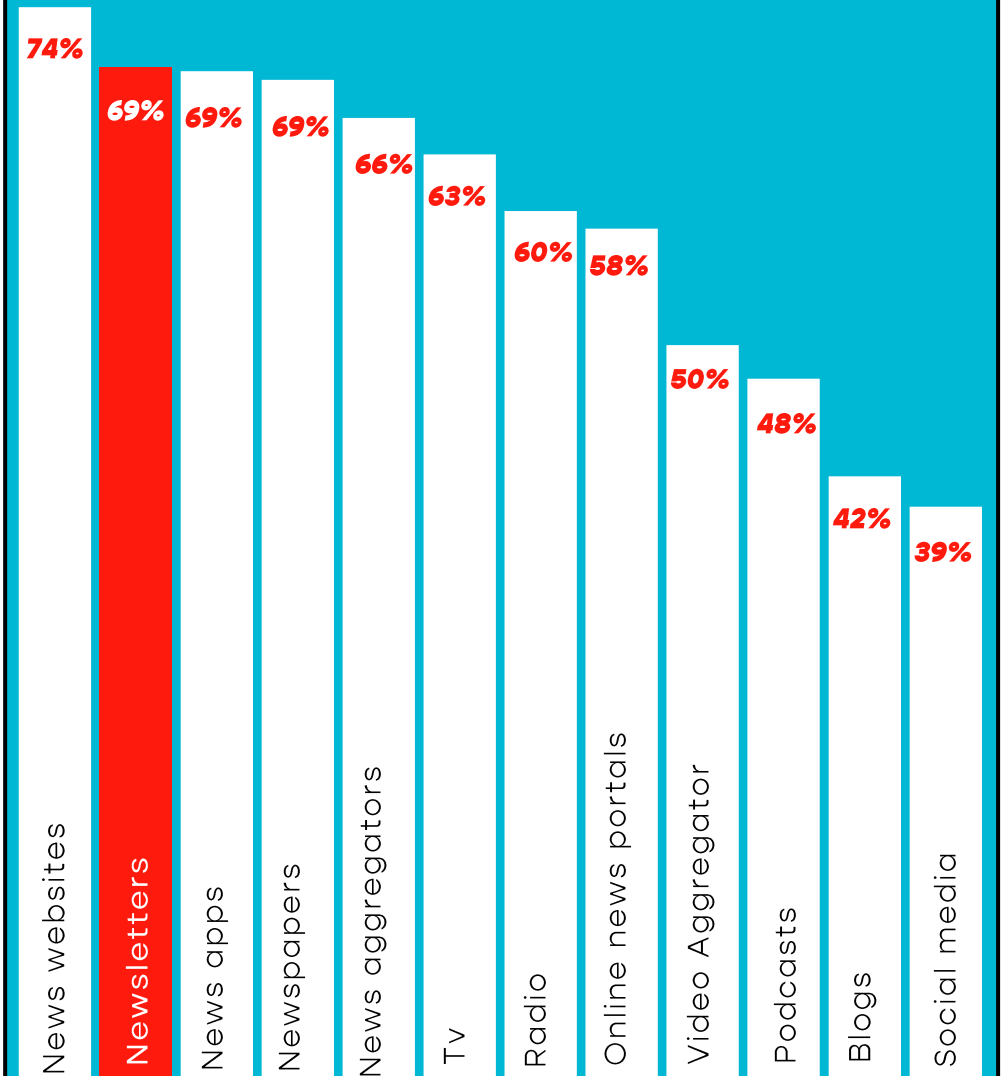
NUGGETS OF NEWSLETTER WISDOM

OVERALL, READERS FIND NEWSLETTER CONTENT QUALITY UNMATCHED & TRUSTWORTHY

Newsletter experience compared to other platforms
% Strongly agree or agree



Trust in news content across sources
% Strongly agree or agree



Monthly newsletter readers n = 1008

Q: How much do you trust the news content from each of these sources?

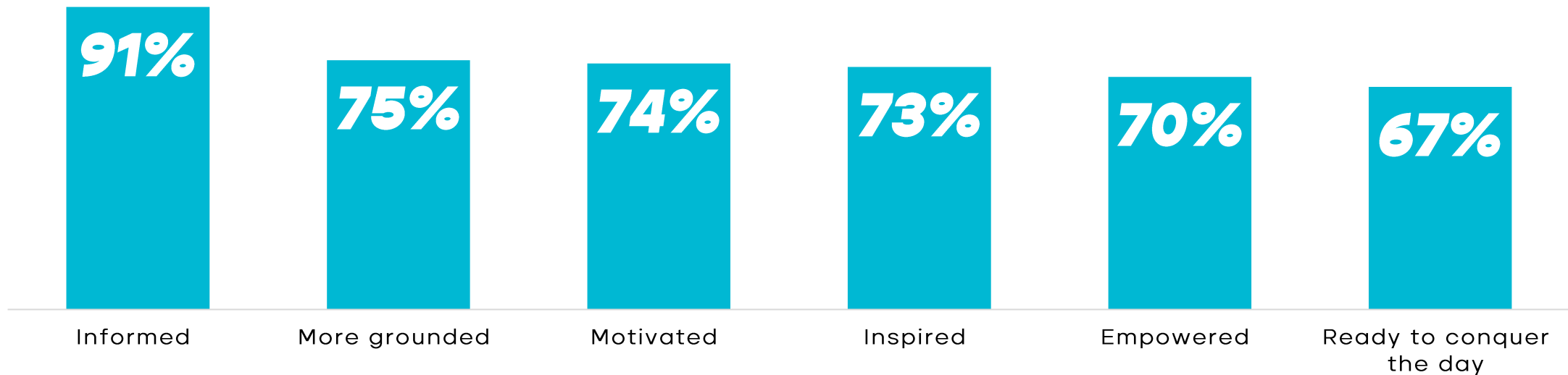
Q: How much do you agree or disagree with the following statements regarding your experience with reading newsletters?

**NEWSLETTERS ARE AN
INTEGRAL PART OF
THE DAILY ROUTINE,
HELPING READERS
FEEL MORE PREPARED**

75%

SAY, READING
NEWSLETTERS IS AN
IMPORTANT DAILY RITUAL
FOR THEM

Feelings after reading favorite newsletters
% Strongly agree or agree



Monthly newsletter readers n = 1008

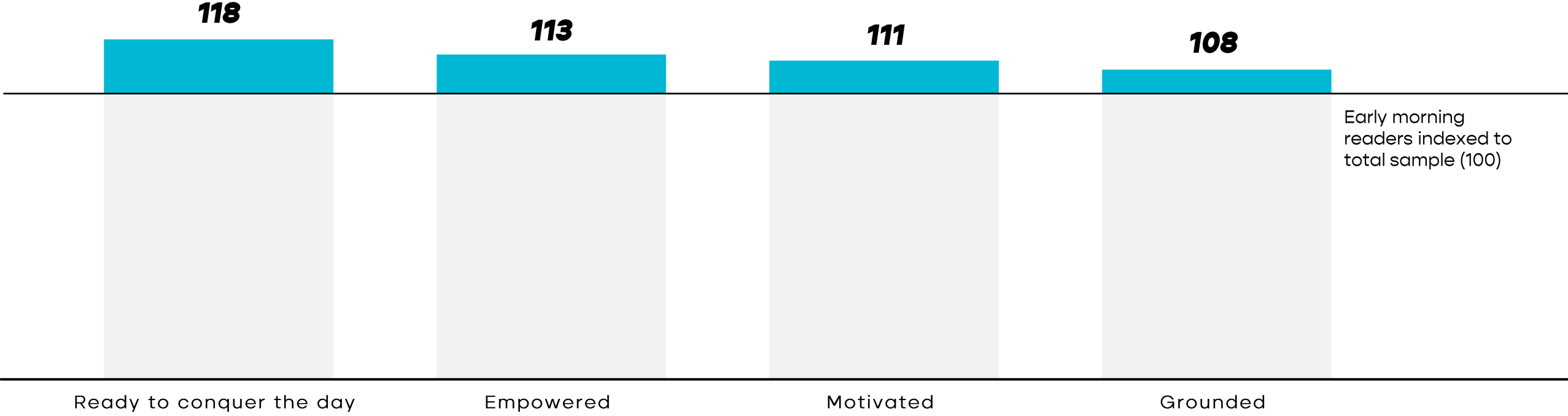
Q: How much do you agree or disagree with the following statements regarding your experience with reading newsletters?

Q: Let's think about how we feel when we read our favorite newsletters. Keeping this in mind, how much do you agree or disagree with the below statements as they relate to the way you feel when reading these newsletters.

MORNING NEWSLETTER READERS FEEL EVEN MORE EQUIPPED FOR THEIR DAY

Feelings after reading favorite newsletters
Early morning readers indexed to total

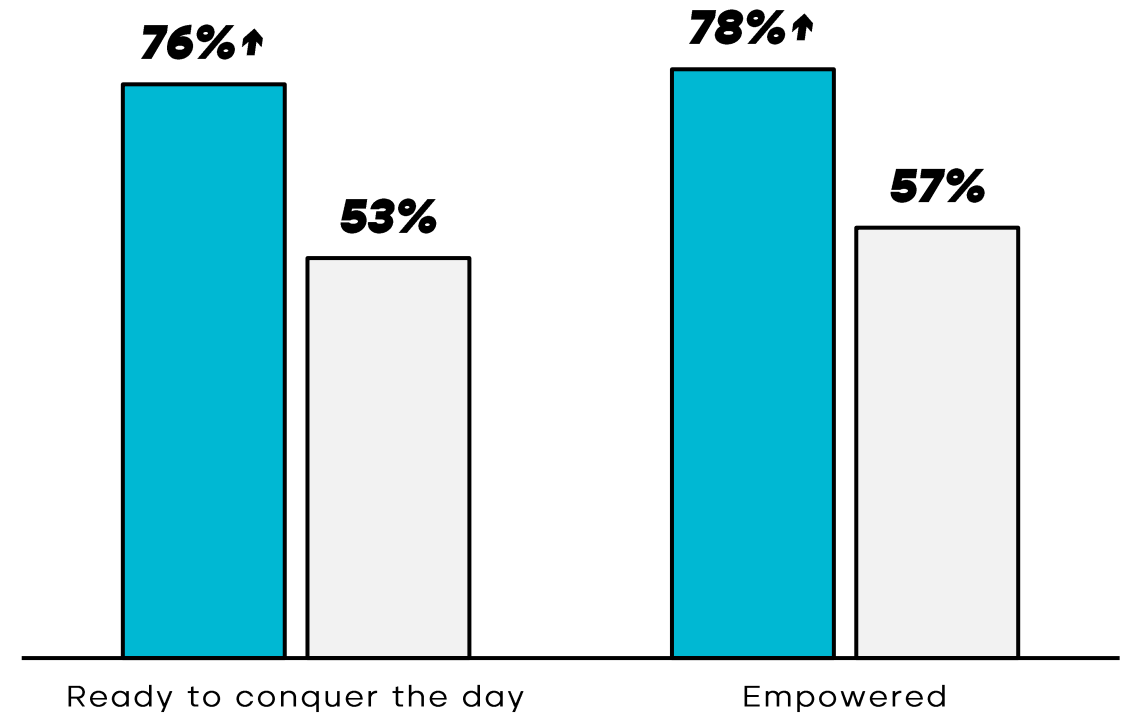
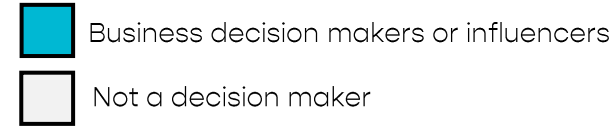
“...this is my me time as a mom of four boys. Like, you don't get that much. ...It feels great. It's exciting. It makes me super happy.”



FOR BUSINESS DECISION MAKERS, NEWSLETTERS SERVE A SPECIAL ROLE IN THEIR RITUALS

Advertisers can capitalize on this habitual behavior by ensuring sponsored content enhances readers' morning routines with valuable insights, tips, or offers

Feelings after reading favorite newsletters
% Strongly agree or agree



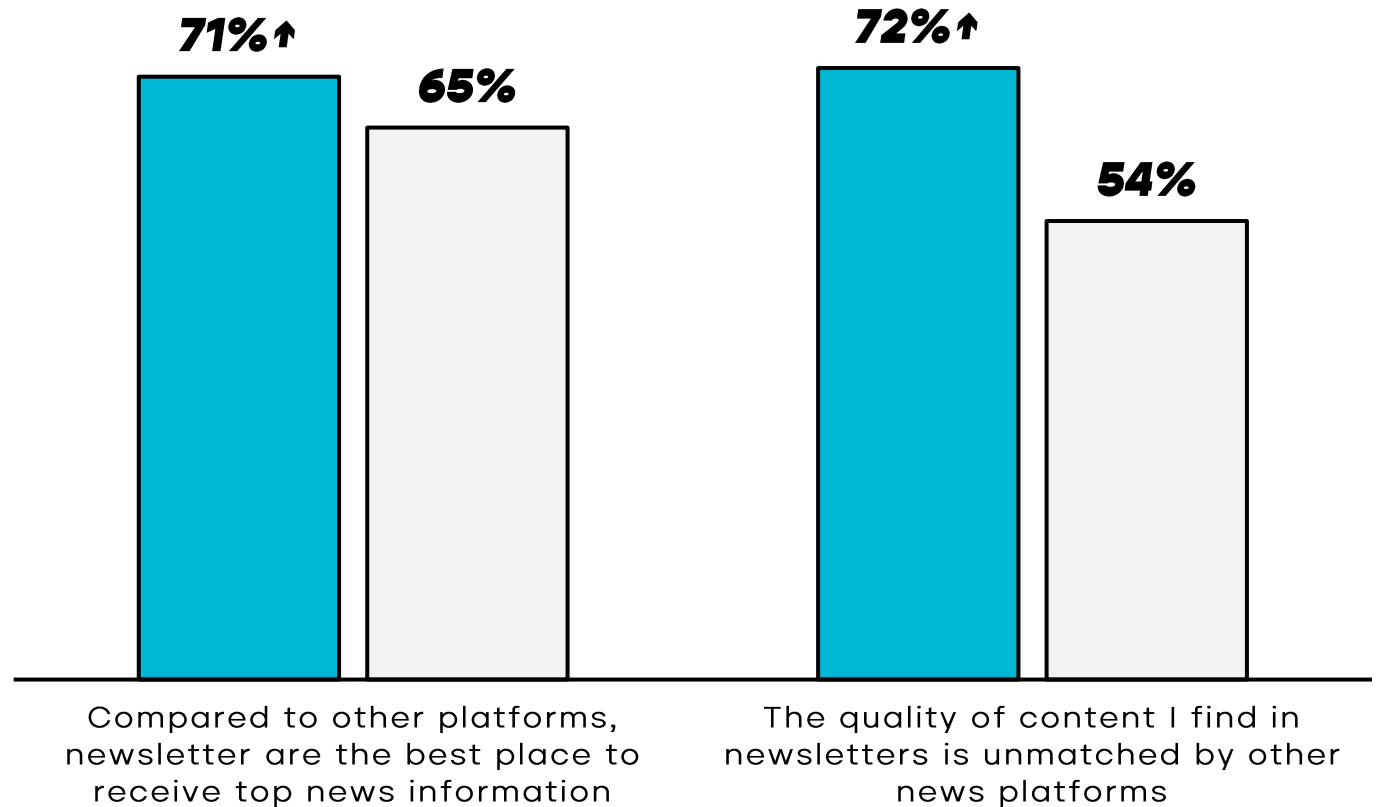
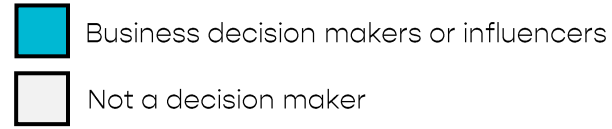
Business decision makers n = 609, Not decision makers n = 399

Q: Let's think about how we feel when we read our favorite newsletters. Keeping this in mind, how much do you agree or disagree with the below statements as they relate to the way you feel when reading these newsletters.

Significant difference at >=90% confidence between Business Decision Makers and not

BUSINESS DECISION MAKERS SEE NEWSLETTERS AS A SOURCE FOR TOP-NOTCH NEWS

Newsletter experience compared to other platforms
% Strongly agree or agree



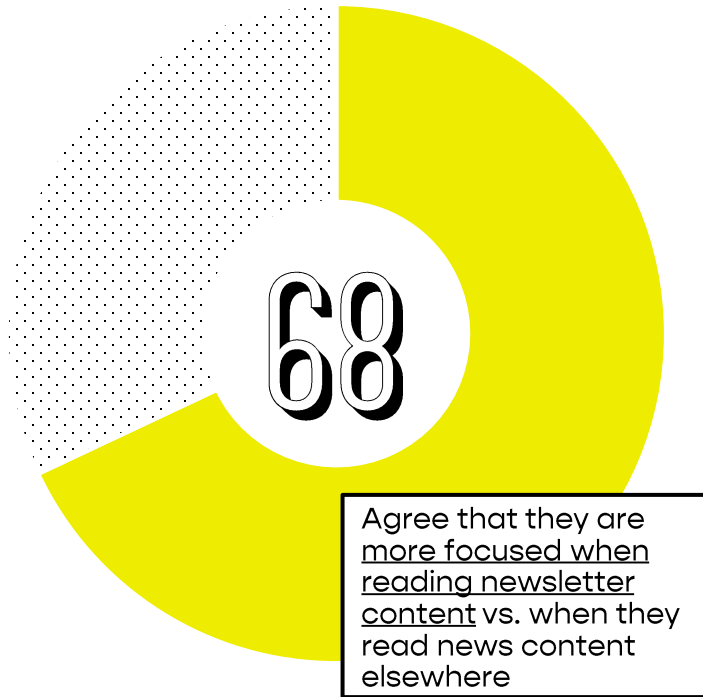
Business decision makers n = 609, Not a decision maker n = 399
Q: How much do you agree or disagree with the following statements regarding your experience with reading newsletters?
Significant difference at >=90% confidence between Business Decision Makers and not

SECTION 2

THE MINDSET ADVANTAGE

NEWSLETTERS NATURALLY REACH FOCUSED AND CURIOUS READERS

Newsletter experience compared to other platforms
% Strongly agree or agree



#1 reason why people read newsletters
% Selected



Monthly newsletter readers n = 1008
Q: How much do you agree or disagree with the following statements regarding your experience with reading newsletters?
Q: What are some reasons why you choose to read newsletters?

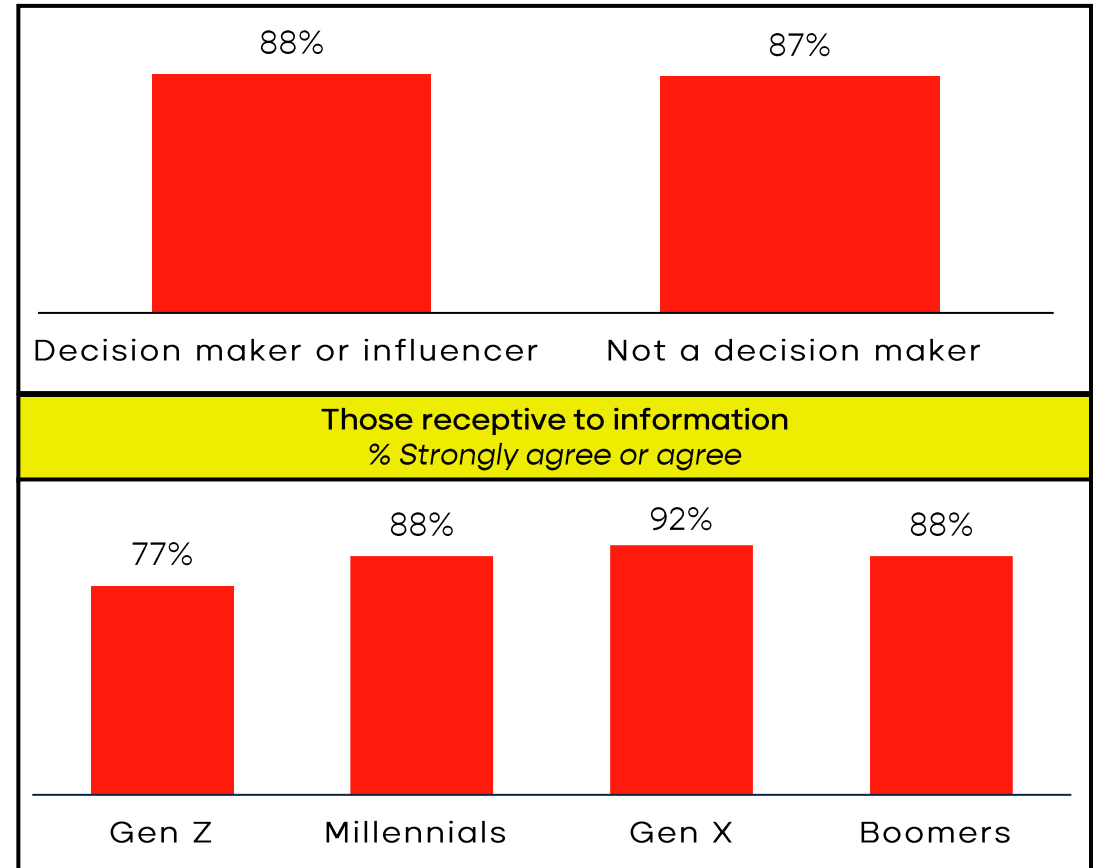
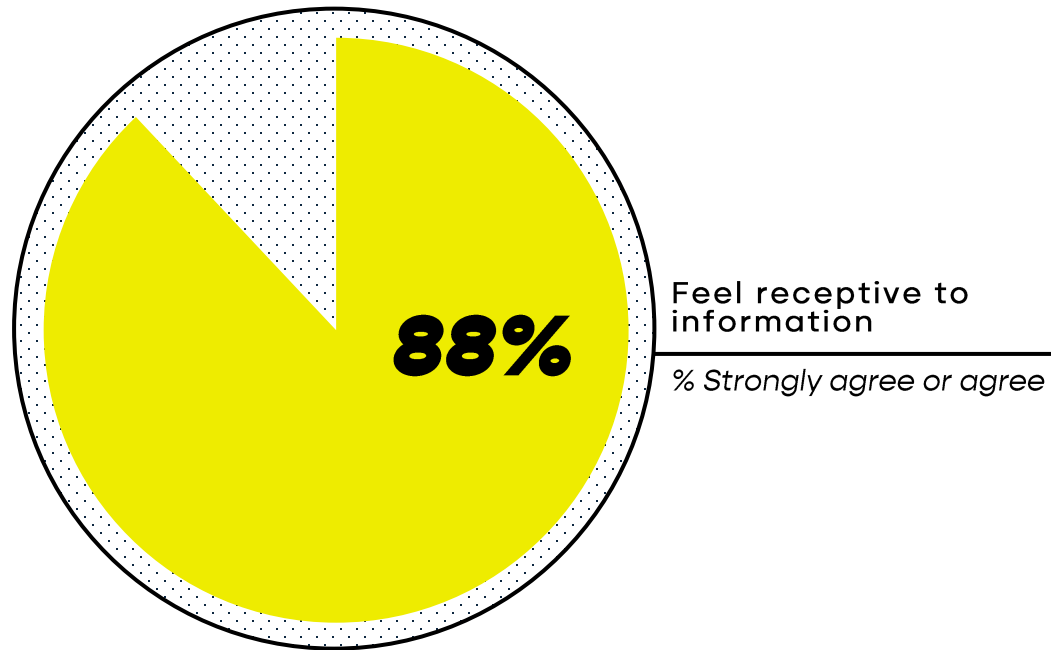
THIS CURIOUS MINDSET LEADS READERS TO ENGAGE BEYOND THE NEWSLETTER'S END

"I find myself googling things that I read in a newsletter often, almost to a distracting level. I have to stop myself from doing it."

"...mark it, file it in my head that I have to look into this or, or normally I discuss it with my husband there."

"I'll be reading a newsletter, and my wife is on the other side of the couch. I said, do you know this and this and this? She goes, really? Lemme check that."

READERS ARE RECEPTIVE TO INFORMATION IN NEWSLETTERS, MAKING THEM IDEAL FOR BRAND MESSAGES



Monthly newsletter readers n = 1008; Business decision makers n = 609; Not a decision maker n = 399; Gen Z n = 109; Millennials n = 378; Gen X n = 270; Boomers n = 251
 Q: Let's think about how we feel when we read our favorite newsletters. Keeping this in mind, how much do you agree or disagree with the below statements as they relate to the way you feel when reading these newsletters.

IN FACT, 2/3RD OF NEWSLETTER READERS ARE MORE OPEN TO BRAND SPONSORED CONTENT

65%

Perceptions of sponsored content in newsletters
% Strongly agree or agree

I AM MORE RECEPTIVE TO SPONSORED CONTENT IN NEWSLETTERS THAN ELSEWHERE

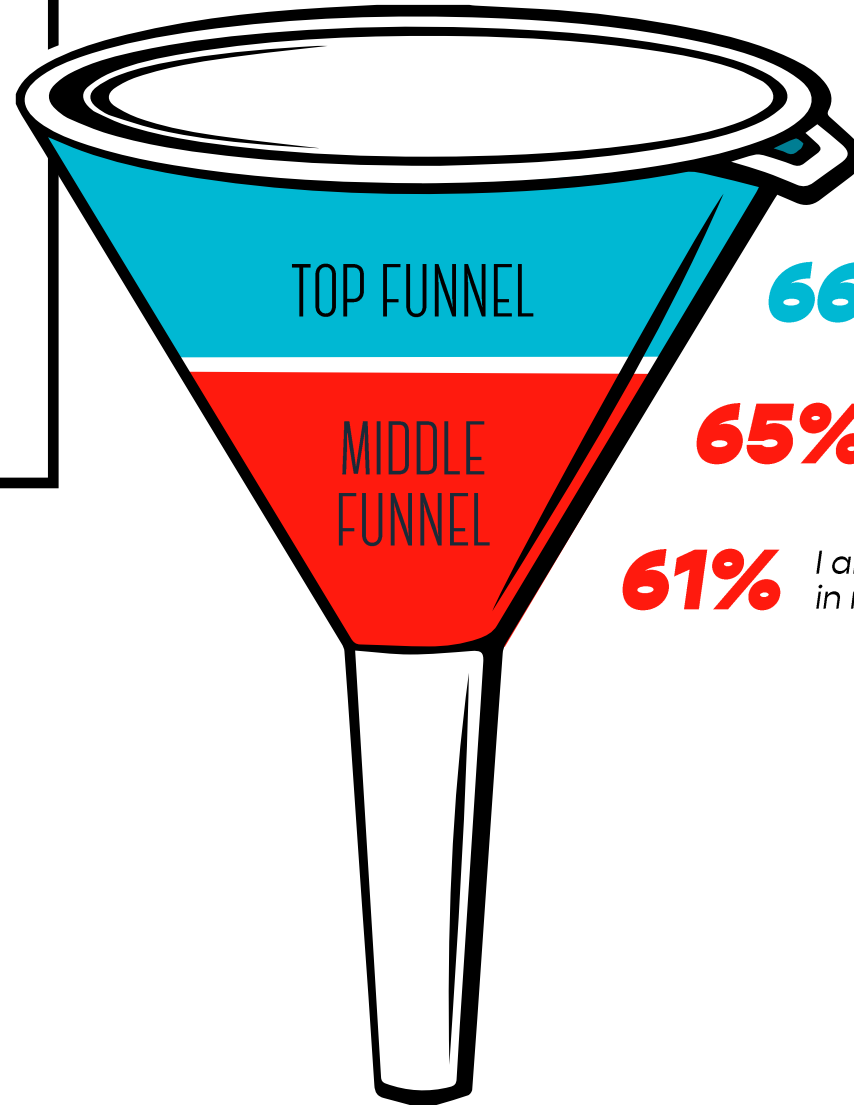
“...If the newsletter is coming from what I deem to be a valid source, then I'm more inclined to click on the links within, for example, my New York Times newsletter.”

Monthly newsletter readers n = 1008; Focus group responses

Q: How much do you agree or disagree with the following statements as they relate to sponsored content that appears in newsletters? As a reminder, sponsored content is promotional media that is paid for by advertisers and is featured in social media, news articles, videos, etc.

BRANDS RECEIVE UNMATCHED ENGAGEMENT & INTEREST FROM READERS

Perceptions of Brand Sponsored Content in Newsletters
% Strongly agree or agree



66% I **regularly discover new products or services** through sponsored content in newsletters

65% I am **more likely to trust sponsored content** in a newsletter compared to elsewhere

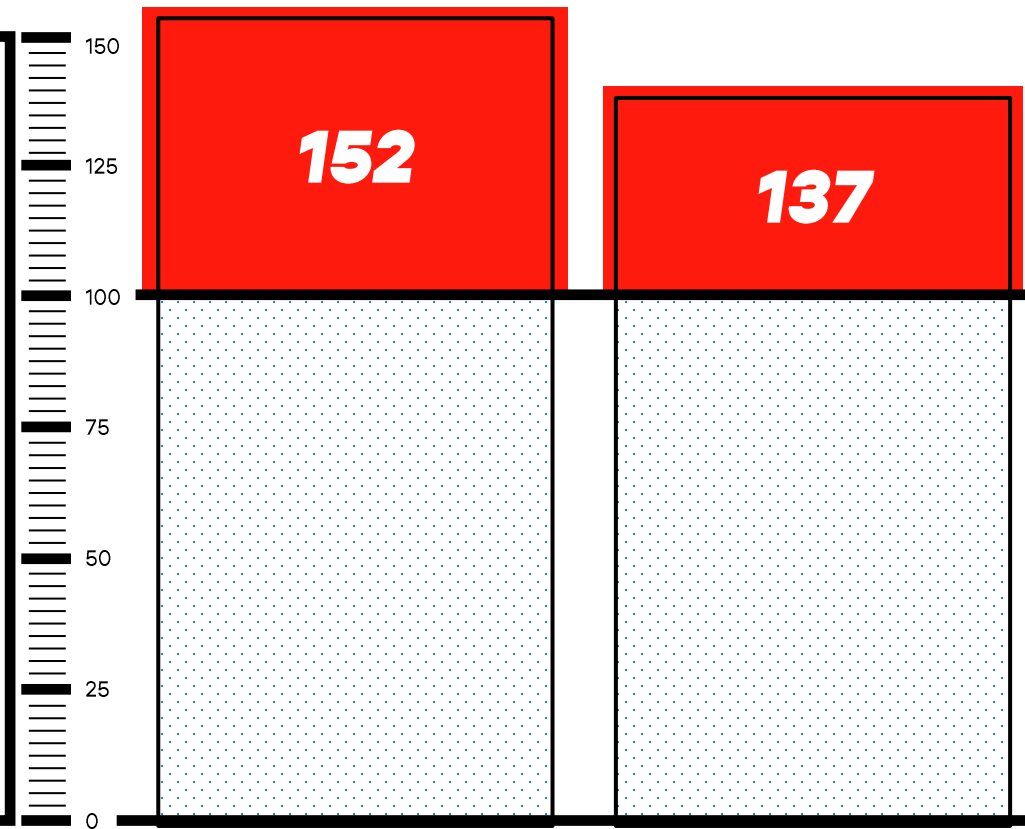
61% I am **more engaged in sponsored content** in newsletter compared to elsewhere

Monthly newsletter readers n = 1008

Q: How much do you agree or disagree with the following statements as they relate to sponsored content that appears in newsletters? As a reminder, sponsored content is promotional media that is paid for by advertisers and is featured in social media, news articles, videos, etc.

TRUST IN BRAND SPONSORED CONTENT IS EXCEPTIONALLY HIGH AMONG BUSINESS DECISION MAKERS

Perceptions of Brand Sponsored Content in Newsletters
Indexed (Business decision makers to non-decision makers)

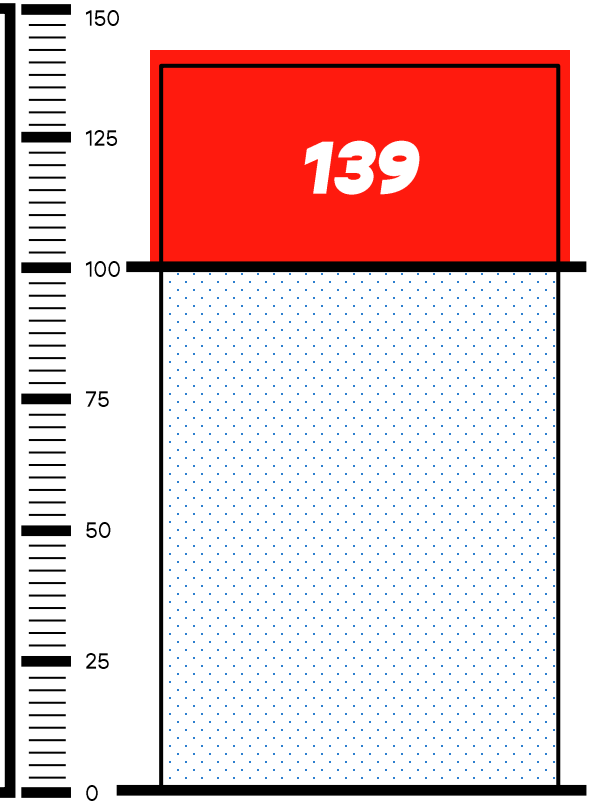


More likely to trust the sponsored content in newsletters vs. elsewhere

Tend to trust the brands featured in sponsored content in newsletters

MOREOVER, DECISION MAKERS DERIVE EXTRA VALUE FROM SPONSORED CONTENT

Perceptions of Brand Sponsored Content in Newsletters
Indexed (Business decision makers to non-decision makers)



Regularly discover new products or services through sponsored content in newsletters

Monthly newsletter readers n = 1008; Business decision makers n = 609, Not decision makers n = 399

Q: How much do you agree or disagree with the following statements as they relate to sponsored content that appears in newsletters? As a reminder, sponsored content is promotional media that is paid for by advertisers and is featured in social media, news articles, videos, etc.

Significant difference at >=90% confidence between Business Decision Makers and not

SECTION 3

ADVERTISER TIPS

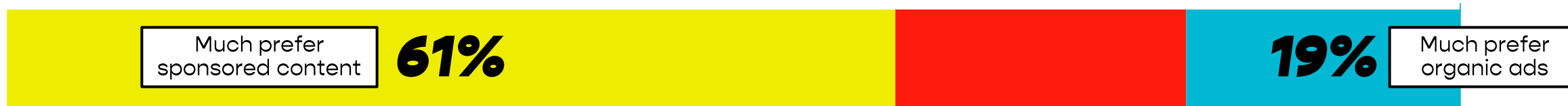
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MEDIA TRIALS

DECISION MAKERS PREFER SPONSORED CONTENT OVER ORGANIC ADS

Prioritize transparency when advertising in newsletters

Response to ads

BUSINESS DECISION MAKERS



NOT A DECISION MAKER



Monthly newsletter readers n = 1008; Business decision makers n = 609, Not decision makers n = 399

Q: Sponsored content in newsletters: Ads that aligns with the newsletter's visual style. It's usually labeled as "Sponsored" and presented alongside regular newsletter articles.

Organic ads in online media: This is information about a brand or product that is not paid for. Examples include social media posts, news articles, product placement in a video or movie.

Sponsored content in newsletters: Ads that aligns with the newsletter's visual style. It's usually labeled as "Sponsored" and presented alongside regular newsletter articles.


COMPARING THE IMPACT OF NEWSLETTER ADS WITH AND WITHOUT AN IMAGE

IMAGE

VS.

NO IMAGE

SPONSORED BY



Text here...

We ran a creative test where we showed people different ads and collected their feedback on each

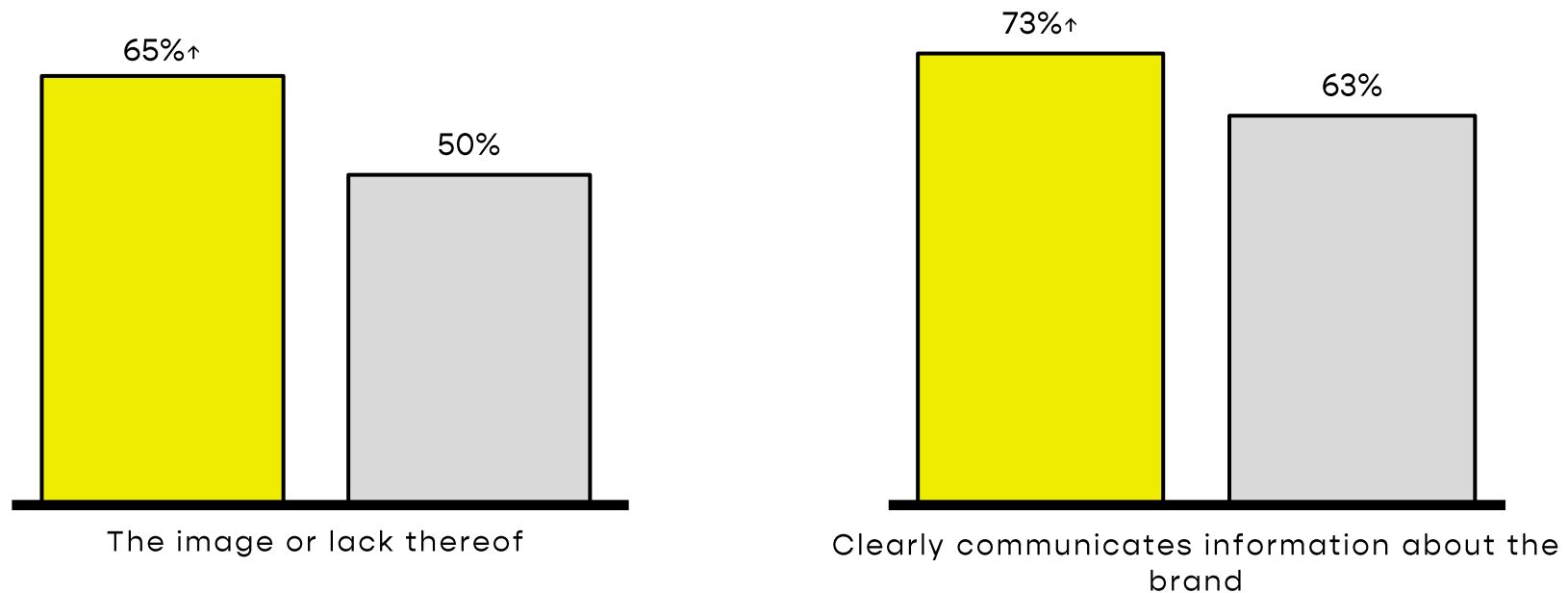
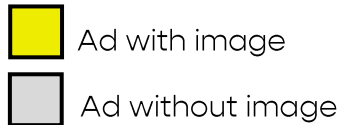
SPONSORED BY

Text here...

CREATIVE TEST SHOWED THE IMPORTANCE OF INCLUDING IMAGES IN BRAND SPONSORED CONTENT

Response to ads

% loved or liked the ad feature

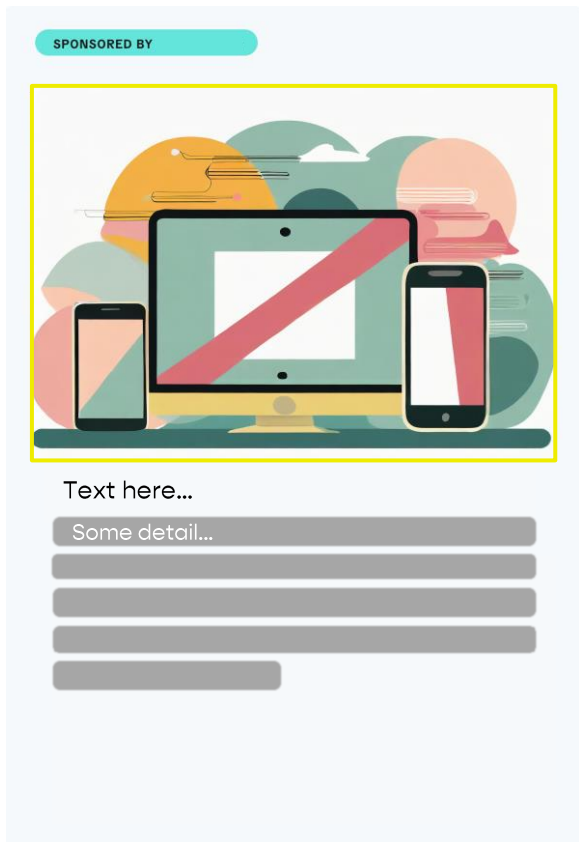


COMPARING THE IMPACT OF NEWSLETTER ADS CONTAINING MORE INFORMATION VS. LESS INFORMATION

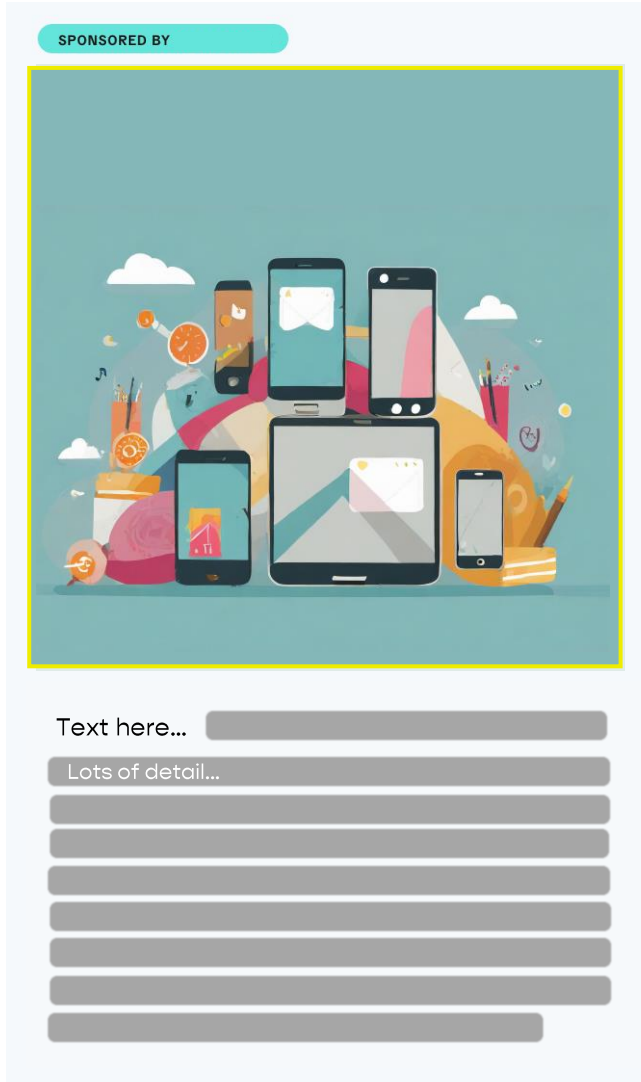
LESS INFORMATIVE

VS.

MORE INFORMATIVE

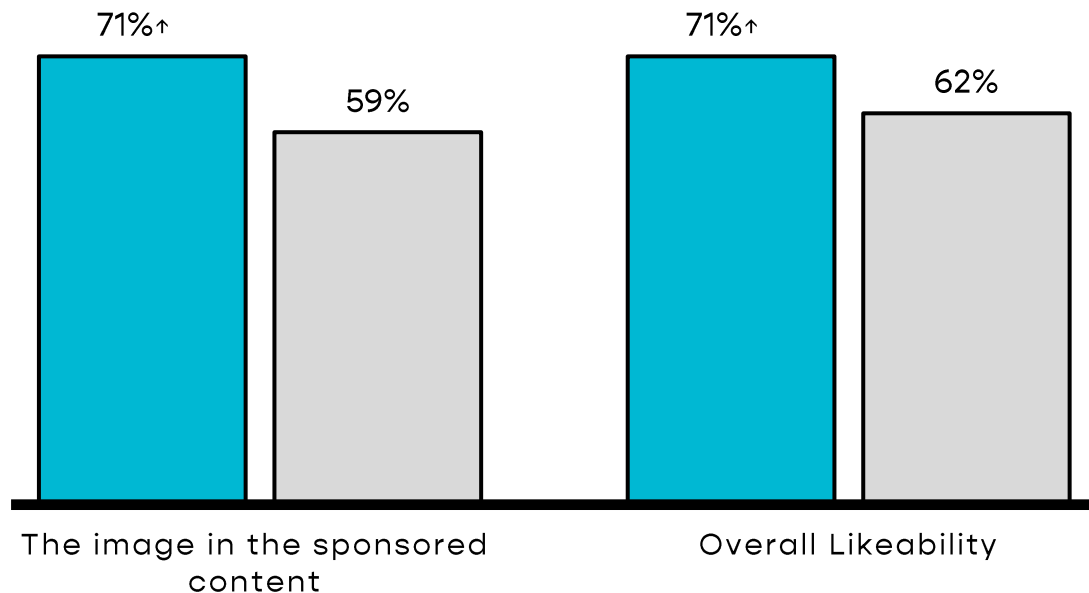
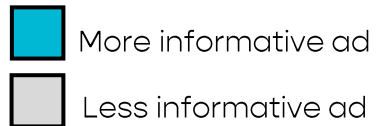


We ran a creative test where we showed people different ads and collected their feedback on each

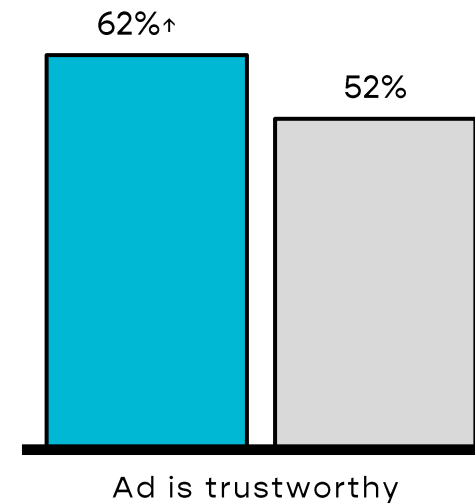


MORE INFORMATION IN SPONSORED CONTENT IS BETTER, CREATING A VALUABLE EXCHANGE WITH READERS

Response to ads
% Loved or liked the ad feature



Response to ads
% Strongly agree or agree



IMPLICATIONS

1

Consider newsletters as a strategic platform for advertising to engage receptive audiences, particularly among business decision-makers

2

Understand and cater to the curious mindset of newsletter readers by offering valuable information and tips in sponsored content

3

Utilize best practices by creating informative ads with visuals in newsletters to maximize impact

THANK YOU