How Media Brand Trust Benefits Advertisers

FACTS AND RESEARCH

37% of people worldwide say they have confidence in print, the most of any medium. (Mintel Dimensions, Study, 2020)

In Canada alone, trust in traditional media increased slightly from 2018 to 2021. Canada was one of 15 of the study’s participating 17 countries to see an increase. (Edelman 2021 Trust Barometer)

News brands (print or digital platforms) are the second most trusted source for information on the pandemic, trails second only to healthcare providers. (Edelman 2021 Trust Barometer)

Canadians are more likely to trust the information in magazines, 12% more than daily newspapers, 18% more than radio and TV news and 19% more than social media news pages. (Edelman Winter 2022 Survey of the Canadian Consumer)

While all sources registered a decline in trust in Edelman’s global study, traditional media was still the number two source for trusted information. (Edelman’s 2021 Trust Barometer)

Campaigns incorporating news brands are more likely to deliver long-term business effects than those that don’t. (2011 Edelman study)

1. HIGH-QUALITY JOURNALISM

Why does our audience turn to Toronto Life every month? It’s because we tell timely stories about the issues that really matter to them — whether that’s the best take-out feed in the city or what it’s like living with Covid-19. We strive to answer questions before our readers even formulate them in their minds. We know our readers and address their interests and concerns; that builds connection, loyalty — and trust.

Sarah Fullard
Editor in Chief of Toronto Life

2. INTIMACY & CONNECTION WITH READERS

We need our advertising to appear in a trusted medium: it’s delivering our message and must be delivered effectively if we appear in a medium that’s not trusted by its audience, consumers aren’t going to trust our message.

Micaela Lopez Parma
Regional Media Lead for Colgate Palmolive

3. A SAFE SENSE OF COMMUNITY

4. THE DIVERSITY OF STORIES REFLECTING CANADIANS

By advertising with media brands, you leverage their trust, bring credibility to your own messages and enhance the chance of the ad being noticed due to associative content. Brand recall is 59% higher when distributed through a premium publisher and integrated digital content has 22x higher engagement than display ads.

For your next campaign, consider the brand-safe environment provided by leading Canadian media brands across all platforms. You’ll be in good company.

Read the full article.
Download the 2021 SJC Media media kit.