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## Local media fund to support publishers through digital advertising investment

BY JASMINE GIULIANI ON 21 APRIL 2020 5 MIN READ



The Viztrade Local Media Fund has been announced to support regional and independent media through digital advertising investment. The fund will simultaneously allow digital advertisers and marketers to reach local communities through digital publishers and newspapers.

Melbourne-based digital advertising platform Viztrade will lead the fund, in association with Standard Media Index, marketing management consultancy TrinityP3, DVM Law and Arthur St Digital. The fund is also backed by the Interactive Advertising Bureau (IAB).

As recently reported, there has been a decline in digital advertising in recent weeks due to disruption caused by COVID-19. The fund aims to support local and independent media through the current crisis and provide a more sustainable model for local publishers moving forward.

"Our long-term aim is to enable Australian and global brands to invest in local media as an effective communications channel. This takes money away from the big tech giants and returns it to the local media economy," said Simon Larcey, managing director of Viztrade.

In addition to supporting local media, the fund will facilitate advertisers and marketers by promoting their services directly to regional communities who use these publications as a vital source of information.

Some of the regional publishers that will benefit will include: *Bairnsdale Advertiser*, *Midland Express*, *Wangaratta Chronicle*, *Hamilton Spectator*, *Gawler Bunyip*, *Plains Producer*, *Kingsborough Chronicle*, *Fassfern Guardian* and the *Southern Riverina News*.

The Fund will be an ongoing initiative and invites both advertisers, marketers and publishers to express their interest in taking part.

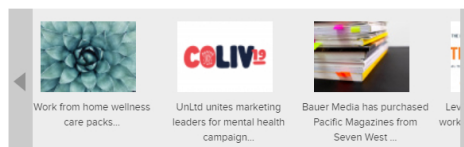
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BY JASMINE GIULIANI ON 21 APRIL 2020  
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