

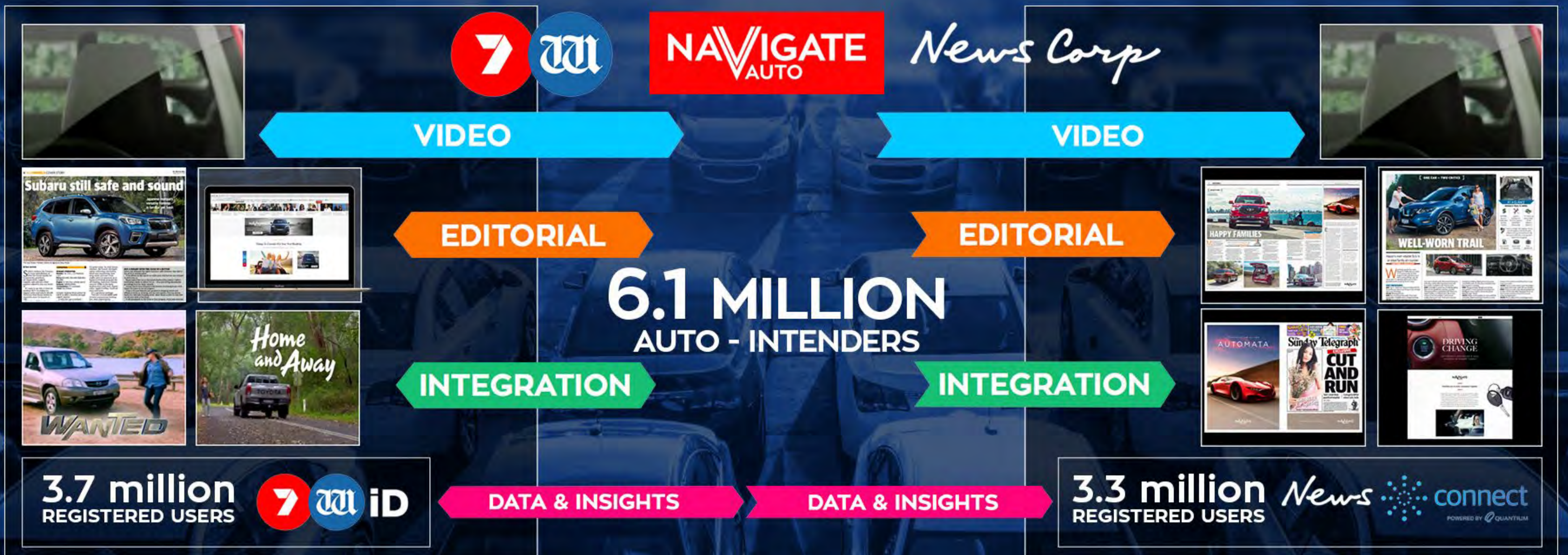
# Navigate Auto

Australia's two leading media companies have formed a partnership to innovate and create scale for the automotive category.

Designed to drive awareness and advocacy through to purchase, 'Navigate Auto', will provide advertisers with a powerful new way to reach the highly sought after category of those intending to buy a vehicle - 6.1 million.

**7** **W** SEVEN WEST MEDIA *News Corp*

"98% of auto intenders are consuming lifestyle and news content on a regular basis, and SWM and News Corp have lifestyle and news content in spades."



Source: SWM and Newscorp Deduplicated Reach Estimate. Nielsen Consumer and Media View S02 Metro And National Online Databases. Auto intenders looking to purchase in the Next 2 Years. Base = All People 14+