**Digital Ad Revenue Gains Remain Elusive for Magazines and Newspapers**

The companies reaping the greatest shares of digital ad revenues—Google, Facebook and Amazon—are tech-driven, nontraditional publishers that have cracked the code for digital advertising. Meanwhile, newspapers and magazines have struggled to increase digital ad earnings for years.

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<https://www.emarketer.com/content/digital-ad-revenue-gains-remain-elusive-for-magazines-and-newspapers?ecid=NL1001>

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