**Publishers Tap In-Game Ads To Boost Website Traffic**

The Los Angeles Times, Complex and Vanity fair are among publishers that are using rewarded inventory on mobile games that give consumers in-game perks for reading articles and are designed to drive website traffic. Skeptics of the practice wonder whether responding consumers are really interested in such efforts and that it may result in "juicing ad impressions," write Jenn Brice and Ryan Barwick.

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[*https://www.marketingbrew.com/stories/2022/08/11/major-publishers-are-buying-ads-in-mobile-games-like-subway-surfers-to-juice-traffic*](https://www.marketingbrew.com/stories/2022/08/11/major-publishers-are-buying-ads-in-mobile-games-like-subway-surfers-to-juice-traffic)

*Image credit:*

[*https://public-production.gameanalytics.com/wp-content/uploads/2017/08/Dynamic-racing-ad.png*](https://public-production.gameanalytics.com/wp-content/uploads/2017/08/Dynamic-racing-ad.png)