

**UNDER EMBARGO UNTIL 12.01AM THURSDAY 21 MAY 2026**

## **ACM PARTNERS WITH PASSENDO, REVOLUTIONISING NEWSLETTER ADVERTISING IN AUSTRALIA**

**THURSDAY, MAY 21, 2026** - Australian Community Media (ACM), Australia's leading independent media company, today announced a partnership with Passendo, the world-leading dedicated email ad server and exchange. This partnership makes ACM the first publisher in the Australian market to implement Passendo's sophisticated ad-serving technology end-to-end, significantly enhancing its digital newsletter ecosystem.

As part of its aggressive digital growth strategy, ACM is launching a revamped newsletter offering across its network of over 80 regional, rural, and suburban titles. The integration of Passendo's technology allows ACM to provide advertisers with unprecedented precision, automation, and native integration within one of the most trusted environments in media: the subscriber's inbox.

"Our audience's connection to our brands is strongest within our newsletters, which serve as a daily briefing for millions of Australians each month," said ACM Managing Director Tony Kendall.

"By partnering with Passendo, we are bringing world-class sophistication to our email products. We can now offer our partners hyper-targeted, first-party data-driven opportunities that were previously only available on the web. Being the first in Australia to leverage this technology across our Newsletter ecosystem underscores our commitment to leading the way in connecting our partners with communities across digital channels."

### **Key benefits of the ACM and Passendo partnership include:**

**Market leading:** ACM is the only Australian publisher offering Passendo's full suite of specialised email ad-serving capabilities - giving advertisers access to inventory on their terms: Direct IO, programmatically, or via premium publisher marketplace.

**Precision Targeting:** Utilising first-party data to deliver relevant ads to specific segments within ACM's diverse audience across Agriculture, Property, Auto, Sport, Travel, and Finance.

**Enhanced User Experience:** Native ad formats that blend seamlessly with ACM's award-winning editorial content, ensuring high engagement without disrupting the reader experience.

Passendo CEO and Co-Founder Andreas Jensen, commented: "We are thrilled to partner with ACM as they pioneer our technology in the Australian market. ACM understands that the inbox is a premium, distraction-free environment. By implementing Passendo, they are providing a superior, privacy-first experience for both readers and advertisers."

The rollout of the new newsletter packages is already underway, with specific opportunities now available for brands looking to reach ACM's highly engaged regional and national audiences.



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#### **About Australian Community Media (ACM)**

ACM is Australia's largest independent media company, collectively reaching over 5.2\* million people each month. The ACM network comprises close to 100 brands, including leading regional news mastheads The Newcastle Herald, The Canberra Times, Illawarra Mercury, The Examiner, The Border Mail and The Courier.

The agricultural division, ACM Agri, reaches 85%^ of Australian farmers each month with a national footprint of agricultural specialist brands (The Land and Queensland Country Life), marketplaces (Farmbuy and AgTrader), and events (AgQuip and FarmFest). We are passionate about keeping our communities strong, informed, and connected.

Source: \*Roy Morgan Single Source, June 2025, P14+, Roy Morgan iris, ACM Cross Platform Audience. ^Heartbeat of Australia, 2025.

#### **About Passendo**

Passendo is the leading European commercial engine for email newsletters. Founded in 2016, Passendo provides publishers and advertisers with a suite of tools to manage and monetize email ad inventory at scale, with offices in Copenhagen, London, and the US. Passendo is represented by Allegiant Media in AU, delivering local support to publishers. Bringing a weblike experience for advertisers to Newsletters, Passendo is helping publishers realise the value from this high impact channel.