



PREMIUM WORLD PASSPORT



YOUR PASSPORT TO PREMIUM AUDIENCES

What is Premium World?

Premium World is a multi-market advertising solution, built for global brands that want to extend the quality, trust and performance Ozone already delivers, to other markets around the world.

Designed for global planning and buying teams, Premium World delivers scaled reach across premium, editorially-governed environments in more than 40 markets, connecting brands with highly engaged consumers in the local-language titles they love and trust.

Human connections at scale across the globe

PLATFORM REACH

Reaching your audience, at their most engaged, at national scale, in every market

LOCAL LANGUAGE

Delivering campaigns in the biggest, most trusted and best loved title in each market

PREMIUM ENVIRONMENTS

Guaranteeing delivering in premium, editorially-governed environments only

ONE POINT OF ACCESS

Providing you with a single point of access to highly engaged audiences globally

Proven outcomes across every category

FASHION



16.7%

brand uplift

(multi-market)

TRAVEL



80%

CTR VS IAB benchmark

AUTO



4x

in-banner video CTR vs benchmark

AUTO



76%

viewability

Award-winning scale and innovation

The growth and success of Premium World has earned industry recognition, including a runner-up at the 2026 INMA Global Media Awards for 'Best Idea to Grow Advertising Sales or Revenue' and a finalist spot at the Campaign Media Awards for 'Product Innovation'.

PUBLISHER PARTNERSHIPS INCLUDE:

media
FIGARO
Rien n'a plus de valeur qu'une réputation.



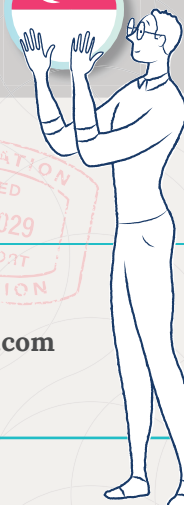
alayans

ciaopeople

PRENSA
IBÉRICA

Footballco

KEY MARKETS INCLUDE:



Ready to go global?

Talk to your Ozone rep or contact hello@ozoneproject.com to discover how Premium World can deliver powerful results for your next international campaign.

About Ozone

Ozone is a digital advertising business with a difference. We are powered by the human connections created by audience-first media businesses – those online places where people come to be informed, inspired, and entertained every day.

Our audience platform combines these connections at scale, with brilliant creative and deep audience capabilities to deliver measurable business impact for brands. We also provide publishers with tools, expertise and a collective voice to maximise the value of the powerful audience connections they create.

Ozone was founded in 2018 as a result of a joint venture between News UK, Guardian Media Group, Telegraph Media Group and Reach Plc.

