think NEWS brands

ThinkNewsBrands,
Level 2, 124 Walker St,
North Sydney NSW 2060

(+61) 02 8880 8365

TOTAL NEWS READERSHIP

	Last 12 months (4 weekly average)	Change vs. same period last year
Total News - Digital and Print	20.5 million	+0.9%
News - Digital	19.4 million	+2.4%
News - Print	13.0 million	-7.0%

TOP 10 MOST READ NEWS BRANDS

Top 10 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Sydney Morning Herald	8.4 million	-1.8%
The Age	6.1 million	1.6%
The Australian	5.1 million	-0.6%
Herald Sun	4.7 million	2.5%
WAN (West Australian/Sunday Times)	4.6 million	19.4%
Daily Telegraph	4.6 million	-5.3%
Financial Review	3.5 million	6.7%
Courier-Mail	3.2 million	11.0%
Adelaide Advertiser	1.7 million	-2.9%
The Saturday Paper	1 million	12.9%

READERSHIP DEMOGRAPHICS

Age group	Last 12 months (4 weekly average)	% total population
Total all ages	20.5 million	97%
14-24	3.1 million	91%
25-34	3.6 million	96%
35-49	5.1 million	98%
50-64	4.5 million	98%
65+	4.2 million	97%

think NEWS brands

ThinkNewsBrands,
Level 2, 124 Walker St,
North Sydney NSW 2060

(+61) 02 8880 8365

TOP 5 MOST READ NEWS BRANDS BY STATE/TERRITORY

NEW SOUTH WALES INC. ACT Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	6.87 million
Sydney Morning Herald	4.44 million
Daily Telegraph	3.29 million
The Australian	1.73 million
The Age	1.51 million
Financial Review	1.29 million

VICTORIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	5.36 million
Herald Sun	3.24 million
The Age	3.09 million
Sydney Morning Herald	1.66 million
The Australian	1.14 million
Financial Review	0.93 million

QUEENSLAND Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	4.09 million
Courier-Mail	2.17 million
Sydney Morning Herald	1.12 million
The Australian	1.07 million
Financial Review	0.72 million
The Age	0.64 million

SOUTH AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	1.43 million
Adelaide Advertiser	0.99 million
The Australian	0.42 million
Sydney Morning Herald	0.38 million
The Age	0.27 million
WAN (West Australian/Sunday Times)	0.22 million

WESTERN AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	2.14 million
WAN (West Australian/Sunday Times)	1.80 million
Sydney Morning Herald	0.59 million
The Australian	0.56 million
The Age	0.43 million
Financial Review	0.28 million

think NEWS brands

ThinkNewsBrands,
Level 2, 124 Walker St,
North Sydney NSW 2060

(+61) 02 8880 8365

TOP 10 MOST READ NEWS BRANDS BY FORMAT

Top 10 news brands (print)	Last 12 months (4 weekly average)	Change vs. same period last year
The Australian	2.8 million	-9.4%
Herald Sun	2.4 million	-7.2%
Daily Telegraph	2.3 million	-6.0%
Sydney Morning Herald	2.0 million	-0.9%
The Age	1.5 million	-3.9%
Courier-Mail	1.4 million	-9.3%
West Australian	1.2 million	0.8%
Financial Review	1.1 million	-11.7%
Adelaide Advertiser	0.8 million	-10.9%
Sunday Times	0.5 million	-7.7%

Top 10 news titles (digital)	Last 12 months (4 weekly average)	Change vs. same period last year
news.com.au	12.7 million	14.5%
ABC News	10.5 million	4.8%
nine.com.au	9.8 million	6.7%
Sydney Morning Herald	7.5 million	-1.9%
7News.com.au	6.9 million	15.9%
The Age	5.3 million	2.7%
The Guardian	5.0 million	26.9%
Daily Mail	4.9 million	-9.6%
Herald Sun	3.1 million	9.6%
Perth Now	3.0 million	19.4%

Source: Roy Morgan, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to March 2022. Based on preliminary database.