

As at 22nd August 2022

TOTAL NEWS READERSHIP

	Last 12 months (4 weekly average)	Change vs. same period last year
Total News - Digital and Print	20.5 million	+0.8%
News - Digital	19.6 million	+3.1%
News - Print	12.6 million	-11.8%

TOP 10 MOST READ NEWS BRANDS

Top 10 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
The Sydney Morning Herald	8.4 million	-0.8%
The Age	5.9 million	-0.9%
The Australian	5.0 million	-4.4%
WAN (The West Australian and PerthNow)	4.7 million	12.7%
The Daily Telegraph	4.6 million	-5.7%
The Herald Sun	4.5 million	-4.3%
The Australian Financial Review	3.5 million	4.2%
The Courier Mail	3.3 million	10.0%
The Adelaide Advertiser	1.7 million	0.2%
The Saturday Paper	1.0 million	21.3%

READERSHIP DEMOGRAPHICS

Age group	Last 12 months (4 weekly average)	% total population
Total all ages	20.5 million	97%
14-24	3.0 million	91%
25-34	3.6 million	96%
35-49	5.1 million	98%
50-64	4.6 million	98%
65+	4.3 million	97%

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	6.88 million
The Sydney Morning Herald	4.41 million
The Daily Telegraph	3.20 million
The Australian	1.70 million
The Age	1.51 million
The Australian Financial Review	1.31 million

VICTORIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	5.34 million
The Herald Sun	3.10 million
The Age	2.99 million
The Sydney Morning Herald	1.69 million
The Australian	1.13 million
The Australian Financial Review	0.89 million

QUEENSLAND Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	4.12 million
The Courier Mail	2.11 million
The Sydney Morning Herald	1.14 million
The Australian	1.08 million
The Australian Financial Review	0.67 million
The Age	0.62 million

SOUTH AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	1.44 million
The Adelaide Advertiser	0.96 million
The Australian	0.40 million
The Sydney Morning Herald	0.36 million
The Age	0.25 million
WAN (The West Australian & PerthNow)	0.23 million

WESTERN AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	2.15 million
WAN (The West Australian & PerthNow)	1.78 million
The Sydney Morning Herald	0.58 million
The Australian	0.54 million
The Age	0.41 million
The Australian Financial Review	0.31 million

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	2.6 million	-19.1%
The Herald Sun	2.3 million	-14.3%
The Daily Telegraph	2.2 million	-15.8%
The Sydney Morning Herald	2.0 million	-3.6%
The Age	1.4 million	-14.6%
The Courier Mail	1.3 million	-21.7%
The West Australian	1.2 million	-9.6%
The Australian Financial Review	1.1 million	-13.6%
The Adelaide Advertiser	0.8 million	-16.6%
The Saturday Paper	0.5 million	+0.6%

Top 10 news titles (digital)	Last 12 months (4 weekly average)	Change vs. same period last year
news.com.au	13.5 million	+20.1%
ABC News	10.5 million	+4.1%
nine.com.au	10.0 million	+6.0%
The Sydney Morning Herald	7.6 million	+0.2%
7News.com.au	7.2 million	+19.9%
The Guardian	5.4 million	+41.6%
The Daily Mail	5.4 million	+9.7%
The Age	5.2 million	+1.8%
The Herald Sun	3.0 million	+3.8%
The Daily Telegraph	3.0 million	+3.2%

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