

As at 21st November 2022

TOTAL NEWS READERSHIP

	Last 12 months (4 weekly average)	Change vs. same period last year
Total News - Digital and Print	20.6 million	-0.5%
News - Digital	19.6 million	-0.3%
News - Print	12.5 million	-12.2%

TOP 10 MOST READ NEWS BRANDS

Top 10 news brands (print & digital)	Last 12 months (4 weekly average)
The Sydney Morning Herald	8.4 million
The Age	5.8 million
The Herald Sun	4.4 million
The Australian	4.4 million
WAN (West Australian & Perth Now)	4.3 million
The Daily Telegraph	4.0 million
The Financial Review	3.7 million
The Courier Mail	3.0 million
The Adelaide Advertiser	1.7 million
The Saturday Paper	0.9 million

READERSHIP DEMOGRAPHICS

Age group	Last 12 months (4 weekly average)	% total population
Total all ages	20.6 million	97%
14-24	3.1 million	93%
25-34	3.6 million	97%
35-49	5.1 million	98%
50-64	4.5 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	6.89 million
The Sydney Morning Herald	4.10 million
The Daily Telegraph	2.79 million
The Age	1.57 million
The Australian	1.42 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	5.37 million
The Herald Sun	2.91 million
The Age	2.83 million
The Sydney Morning Herald	1.81 million
The Australian Financial Review	1.02 million
The Australian	0.98 million

QUEENSLAND Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	4.13 million
The Courier Mail	1.92 million
The Sydney Morning Herald	1.28 million
The Australian	0.98 million
The Australian Financial Review	0.72 million
The Age	0.66 million

SOUTH AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	1.43 million
The Adelaide Advertiser	0.92 million
The Australian	0.37 million
The Sydney Morning Herald	0.31 million
The Age	0.23 million
The Australian Financial Review	0.22 million

WESTERN AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)
Total News - Digital and Print	2.17 million
WAN (The West Australian & PerthNow)	1.76 million
The Sydney Morning Herald	1.41 million
The Australian	0.49 million
The Age	0.44 million
The Australian Financial Review	0.36 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	2.5 million	-19.1%
Financial Review	1.1 million	-14.3%
Daily Telegraph	2.1 million	-15.8%
Sydney Morning Herald	1.9 million	-3.6%
Newcastle Herald	0.1 million	-14.6%
Canberra Times	0.2 million	-21.7%
Herald Sun	2.2 million	-9.6%
The Age	1.4 million	-13.6%
Courier-Mail	1.2 million	-16.6%
Adelaide Advertiser	0.7 million	+0.6%

Top 10 news titles (digital)	Last 12 months (4 weekly average)	Change vs. same period last year
news.com.au	12.4 million	+9.6%
nine.com.au	11.2 million	-3.3%
ABC News	10.8 million	-2.4%
The Sydney Morning Herald	7.5 million	-6.0%
The Guardian	7.3 million	+36.8%
7News.com.au	6.8 million	-10.1%
Daily Mail	5.9 million	+21.5%
The Age	5.1 million	-3.1%
Perth Now	3.0 million	-2.0%
The Australian Financial Review	2.9 million	+4.4%

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