



Total News Fact Pack



All the facts about news readership in Australia

Updated February 2023

Data to December 2022



News has power



Total News reaches more people:

- Consistent and 'guaranteed' scale; **97% of Australians** read news each month.
- **Every week 17 million Aussies read news** - that's more than Aussies who drink coffee!
- News offers quality audiences; **downturn resilient audiences are 33% more likely** to engage with news.

Total News engages more often:

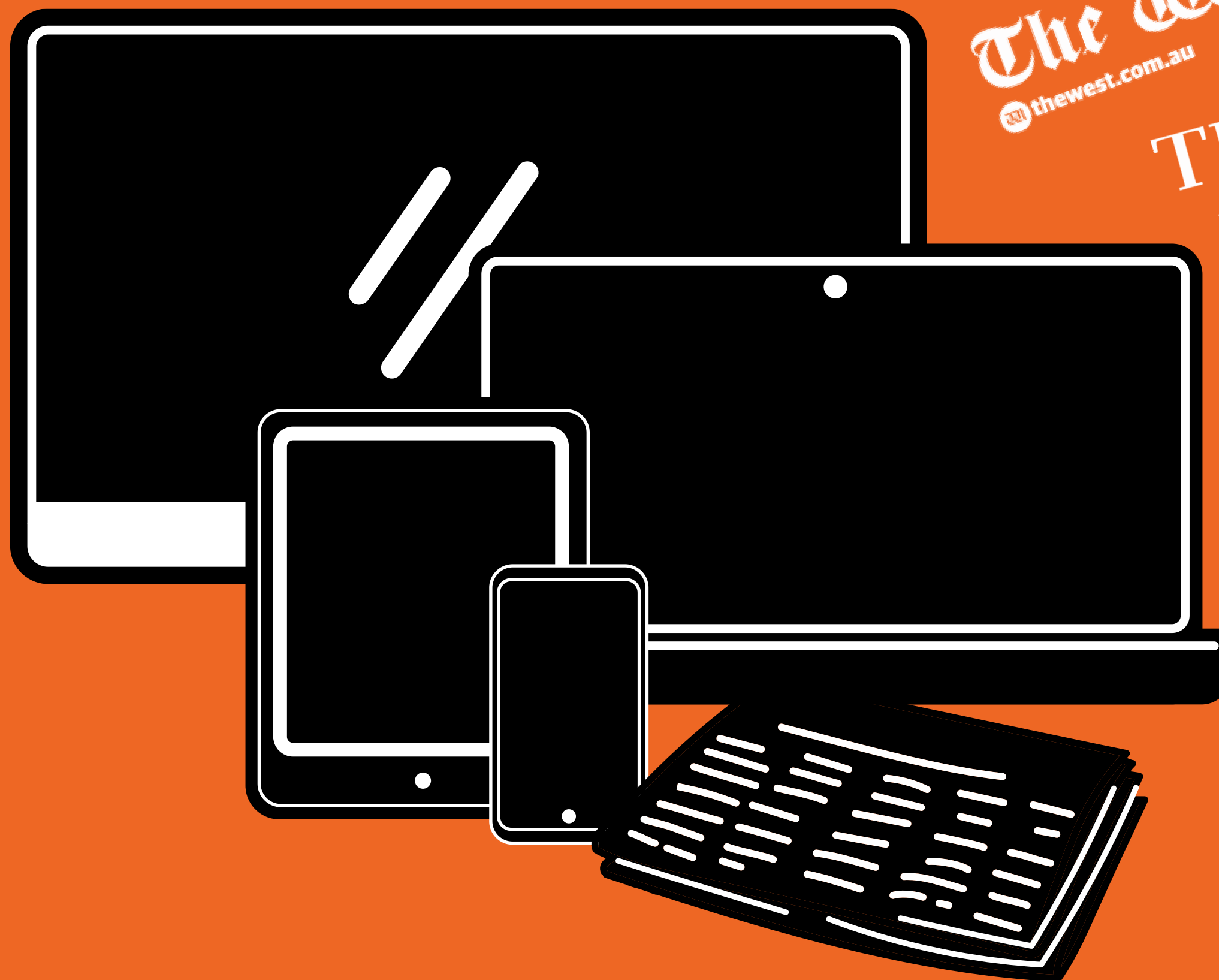
- News remains relevant all day, every day, with news delivering more than **60 million interactions per week.**
- News is omni-channel, digitally led; **1 in 2 read news across multiple platforms.**

Australians are reading more news

- News covers all interests with **74% of readers seeking out 3 or more categories.**

There's no news like **total** news!

It represents all read news
as one media channel



The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian
thewest.com.au

THE AGE
INDEPENDENT. ALWAYS.

news.com.au

nine.com.au

7 NEWS.com.au

Note: The above is an example only and does not represent the full list of news entities within Australia. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news. It also includes ABC news and Google news.

News draws a Crowd



MORE PEOPLE

MORE OFTEN

READING MORE

97% of Australians engage with News each and every month.



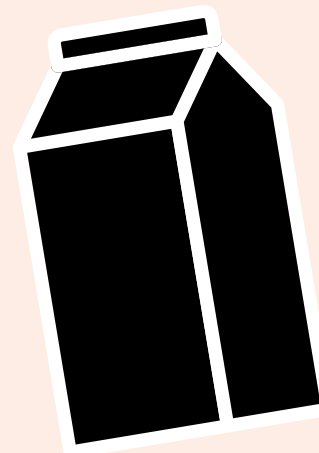
We're not milking it!



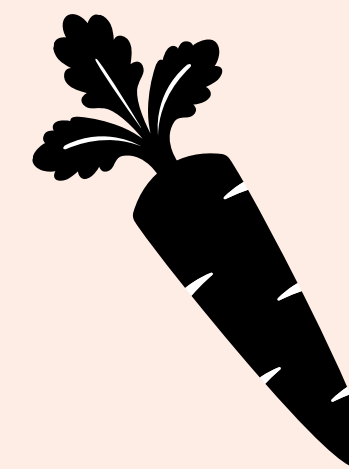
Reading news

17 million or 78% of Aussies read the news **each WEEK**

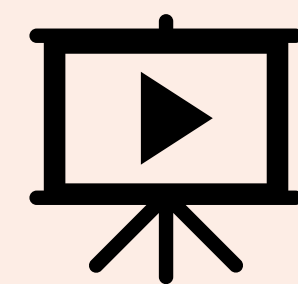
That's more than...



Consuming milk
16 million or 75%



Eating fresh vegetables
16 million or 74%



Watching YouTube
16 million or 73%



Drinking coffee
12 million or 56%

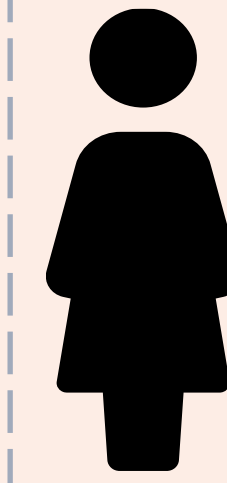
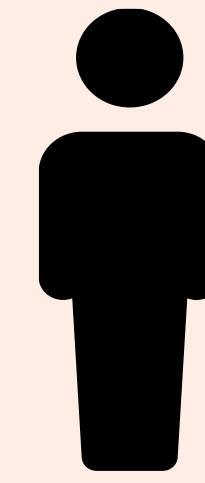
News doesn't discriminate

Doesn't matter who you are or where you live, all Aussies read the news.

Monthly readership

by gender

97%
10.2M



96%
10.4M

by age group

14-34

95%
6.7M

35-54

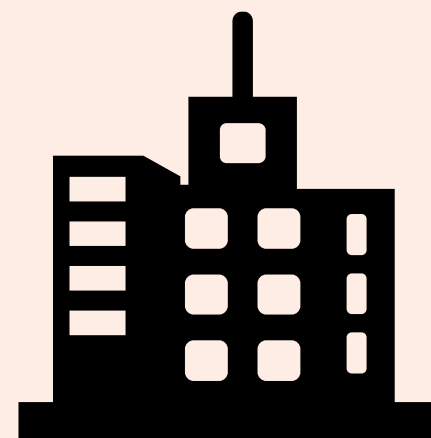
98%
6.7M

55+

97%
7.2M

by capital cities vs. country

97%
13.6M



96%
7.0M

by annual household income

\$
< 50K

95%
4.4M

\$\$

\$50K - \$100K

97%
5.4M

\$\$\$

\$100K - \$150K

97%
4.4M

\$\$\$\$

\$150K+

98%
6.4M

Regular as clockwork

With 60% paying for their news, audiences are reliable for consistent brand exposure and messaging.

60%
pay for the news



Source: Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, "Read news in the last 7 days (print or digital)", n=65,928

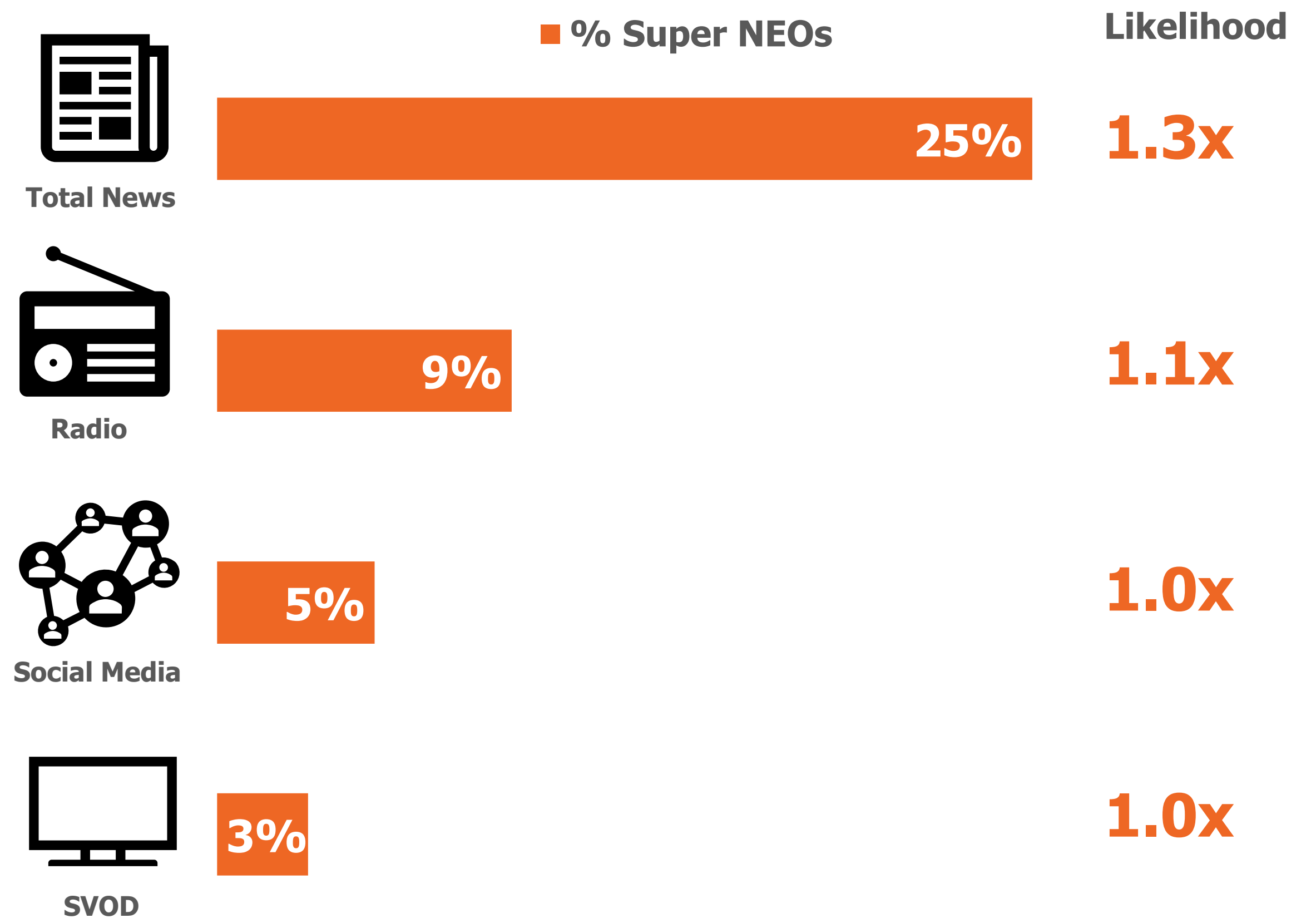
News

delivers

high value,
downturn

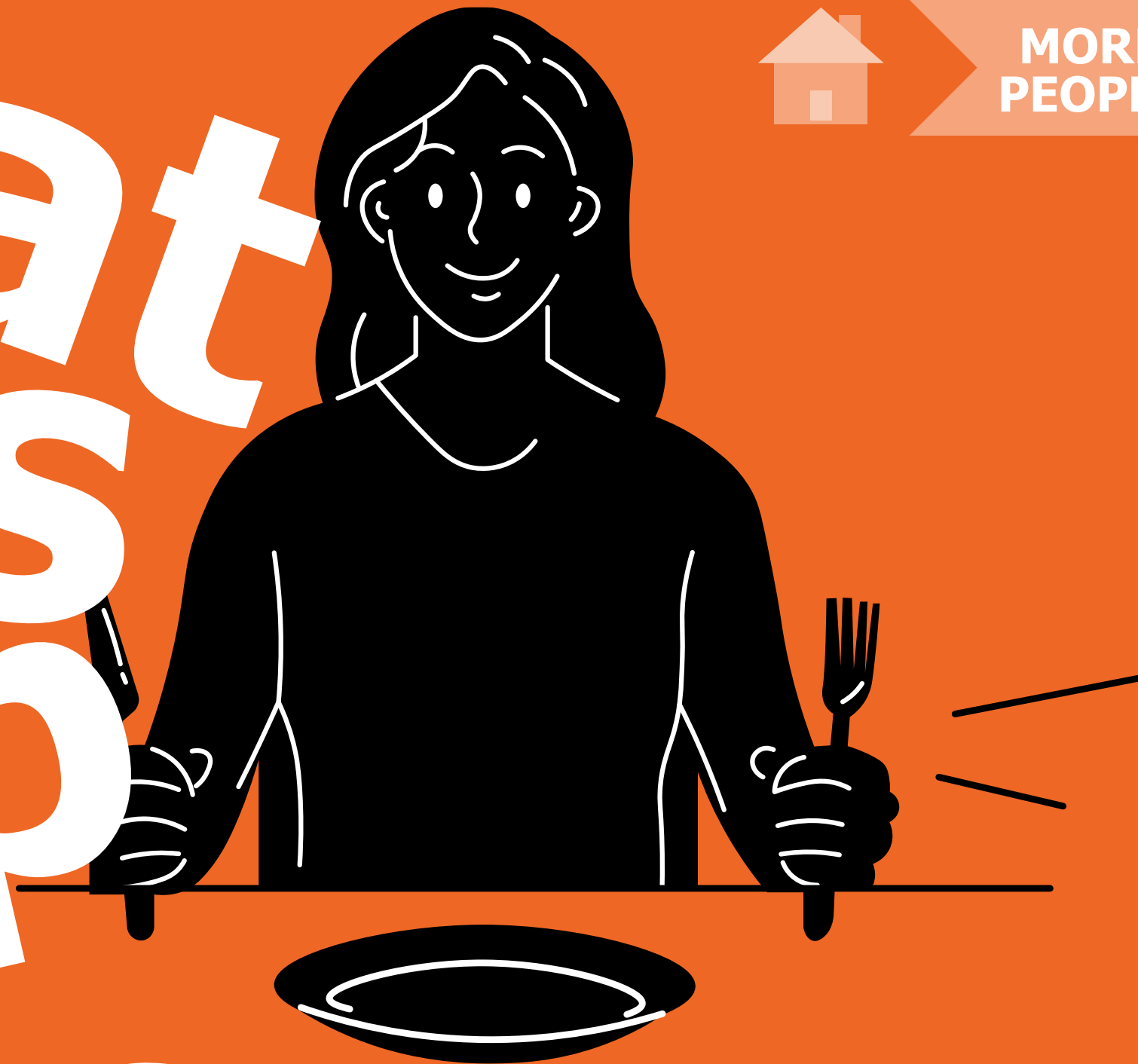
resilient
audiences

Super NEOs reach and presence



Super NEOs are 2.5x more likely than the average Australian to earn >\$250,000 p.a. and 3x more likely to invest/spend it. They are active with their money and spend it on experiences that make their hearts sing.

Eat
news
sleep
news
repeat



MORE PEOPLE

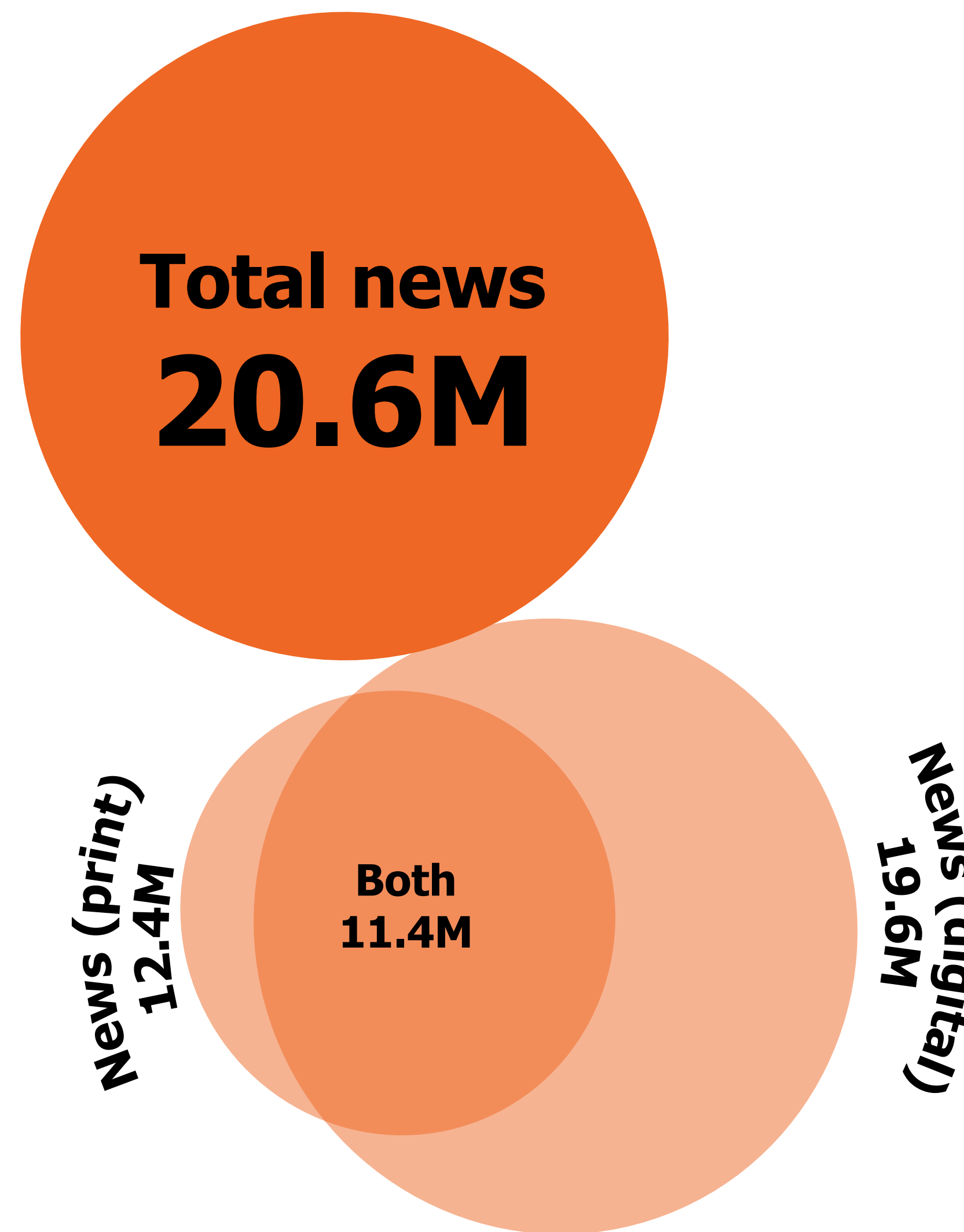
MORE OFTEN

READING MORE

News takes many forms

There is heavy digital consumption, yet more than 1 in 2 engage with news in multiple platforms.

Readership by news format



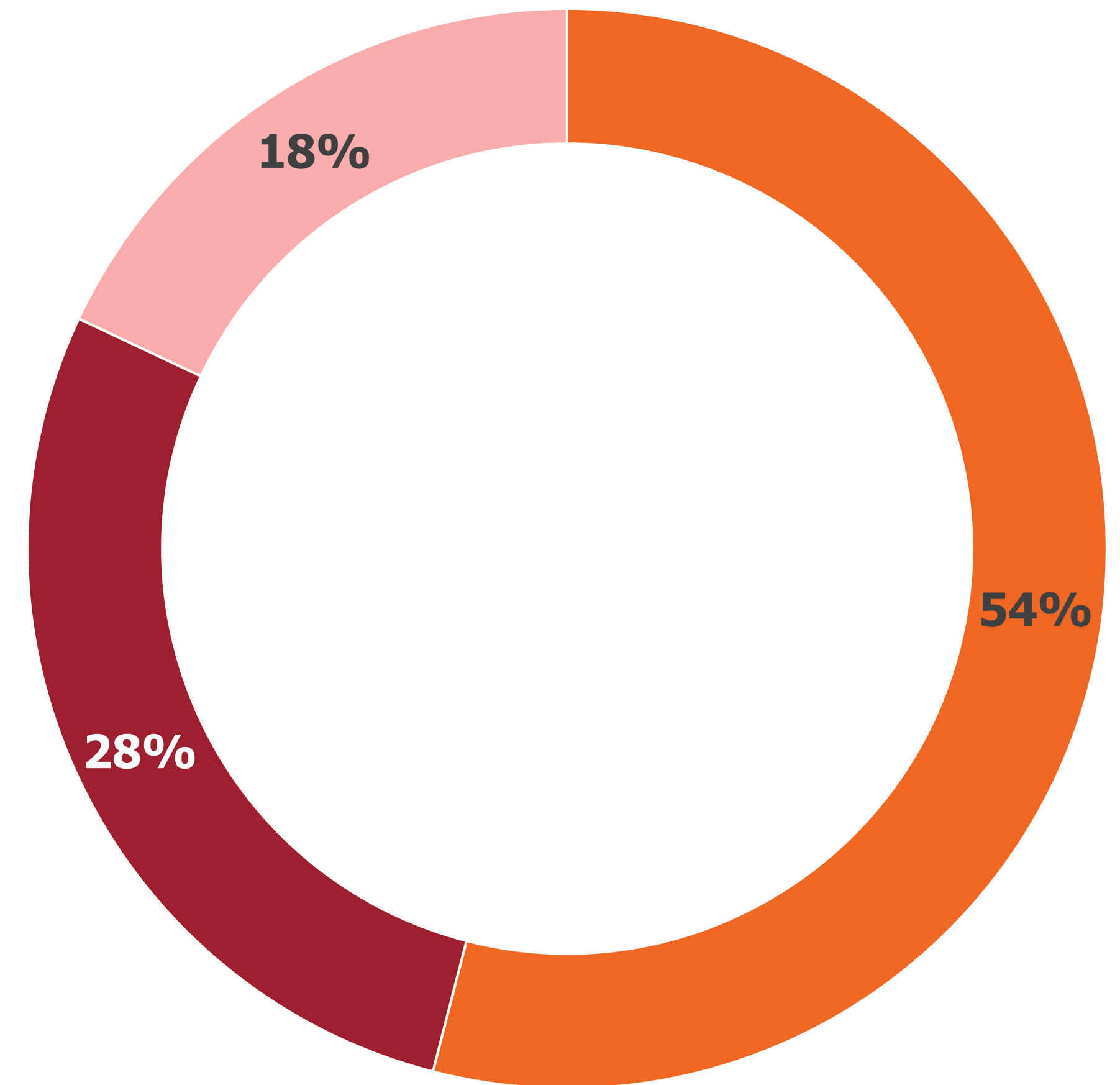
Wake up to good news



News is like coffee, you get your first fix in the morning, then keep consuming throughout the day.

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



Source : Roy Morgan January 2022 to December 2022
Base: Australians aged 14+, "Total prefer newspapers (print or digital)", n=8,795

Get a
direct
hit



Direct
to source
60
million

Total news
interactions per week

If you're not advertising in
news you are missing out.

Thirsty for more?

News offers a breadth of titles to engage readers time and time again.

Number of titles read

7 Titles **98%**

6 Titles **97%**

5 Titles **95%**

4 Titles **91%**

3 Titles **82%**

2 Titles **68%**

1 Title **47%**

News goes the distance



MORE
PEOPLE

MORE
OFTEN

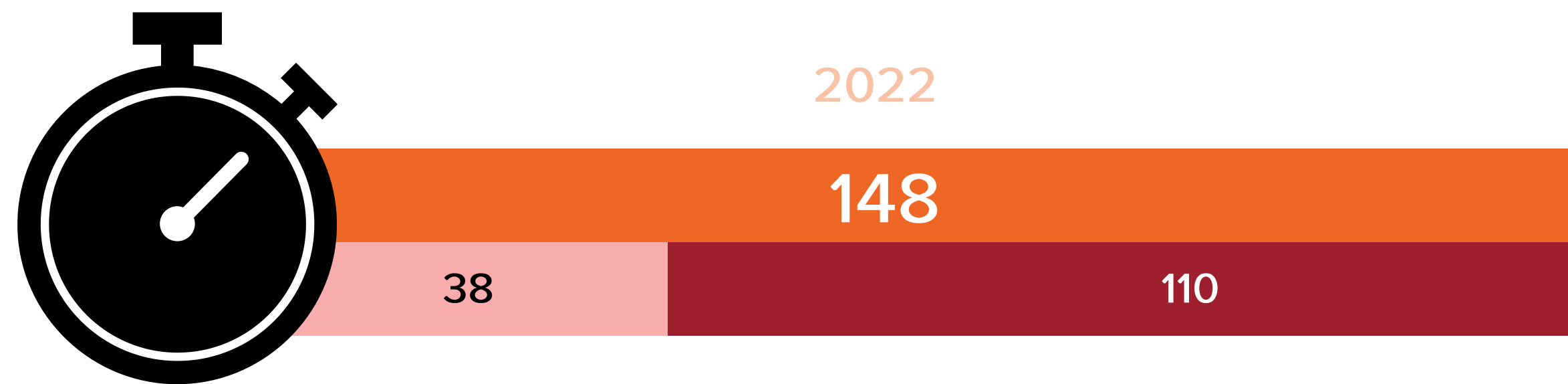
READING
MORE



Readers are spending time with news

News dwell time across digital and print
(minutes per reader)

● Total news ● Digital ● Print

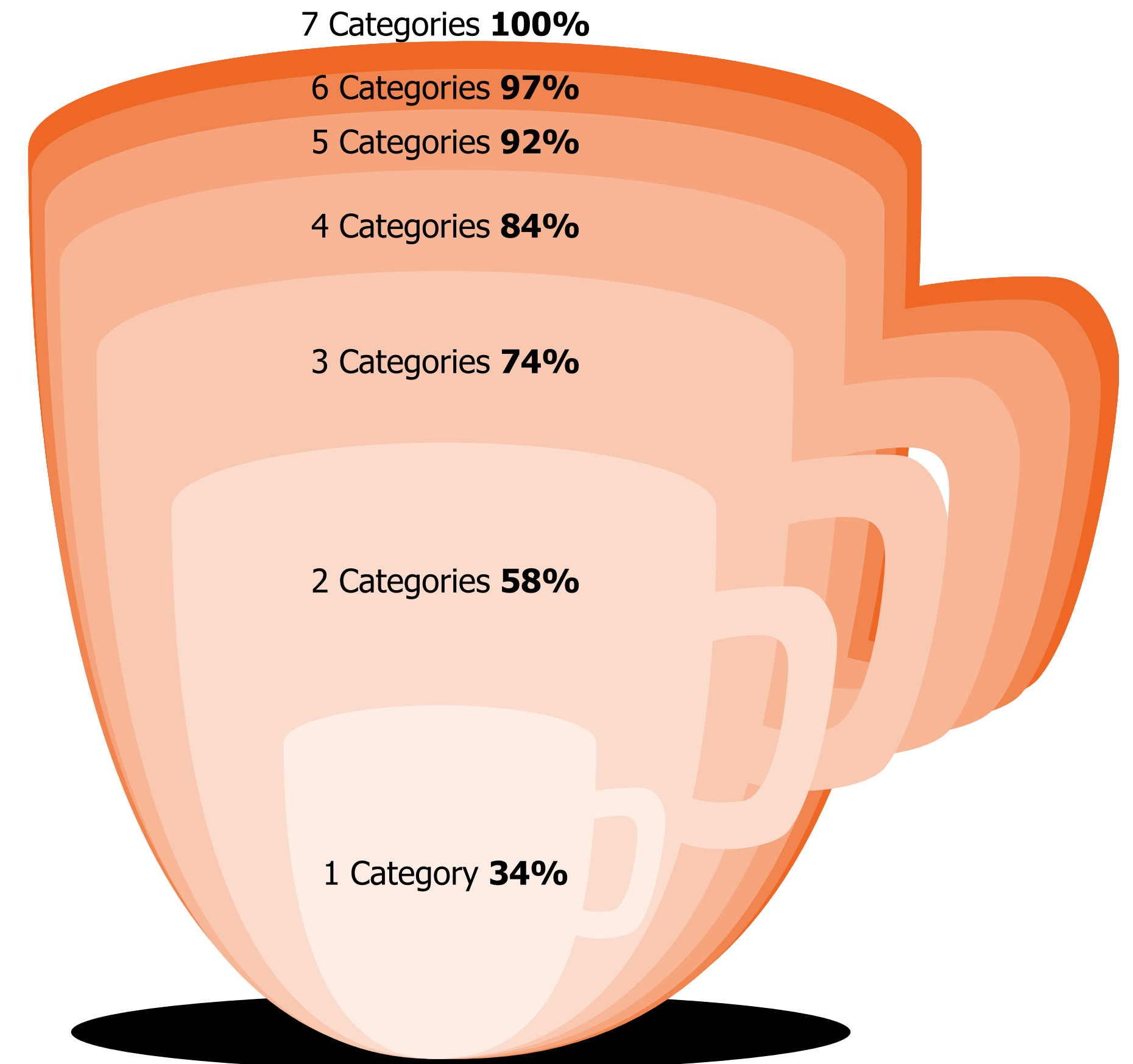


News covers all interests

Most popular Total News categories

RANK	NAME
1	★ General News
2	★ Lifestyle & Health
3	★ Property
4	★ Entertainment & Culture
5	★ Business & Finance
6	★ Sport

Number of categories read

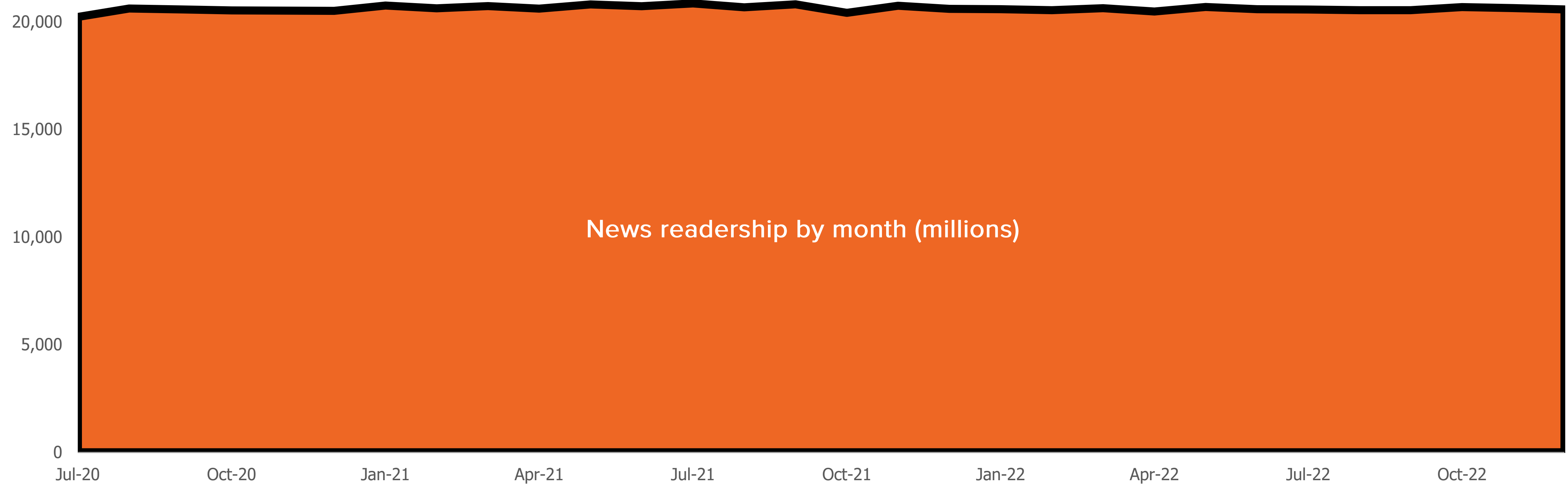




Who?
What?
When?
Where?

Readership specifics by location,
time and demographic

Readership is **Strong** all year round



The numbers don't lie

Readership by demographic and region

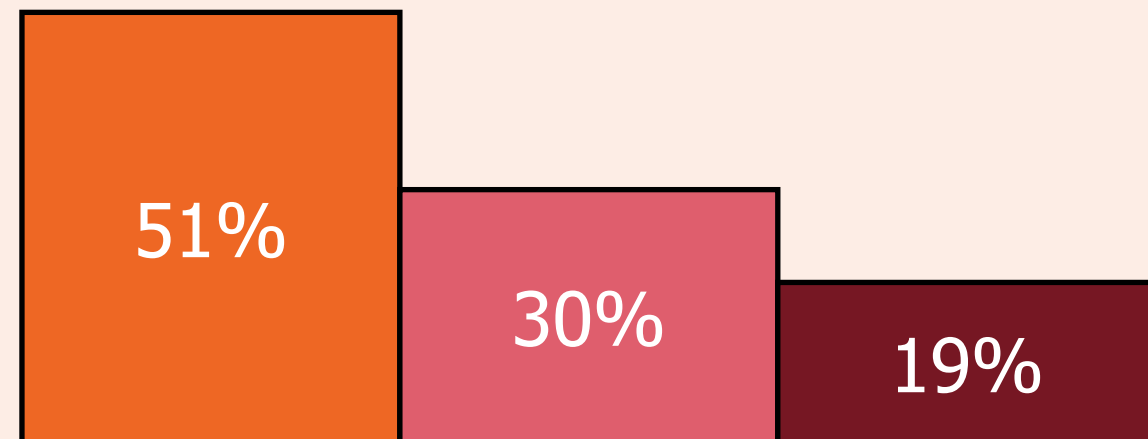
Monthly readership	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	96%	95%	98%	97%	97%	96%
Population 14+	100%	21.3	10.5	10.9	7.0	6.8	7.4	14.0	7.3
Total news	97%	20.6	10.2	10.4	6.7	6.7	7.2	13.6	7.0
News (digital)	92%	19.6	9.7	9.9	6.5	6.5	6.6	13.0	6.6
News (print)	58%	12.4	6.4	6.0	3.4	3.9	5.1	8.0	4.4
Newspaper inserted magazines (NIMs)	24%	5.0	2.4	2.6	1.3	1.5	2.2	3.6	1.4

Printed newspaper readership

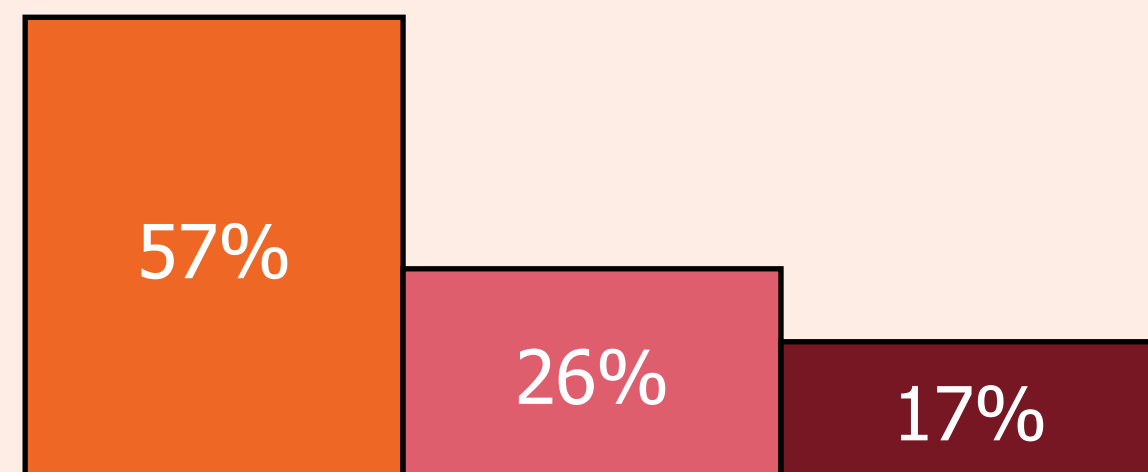
When?

Mondays to Fridays, newspapers are the most engaging media before lunch
58% of newspaper readers prefer to be reading papers before lunchtime

Monday to Friday



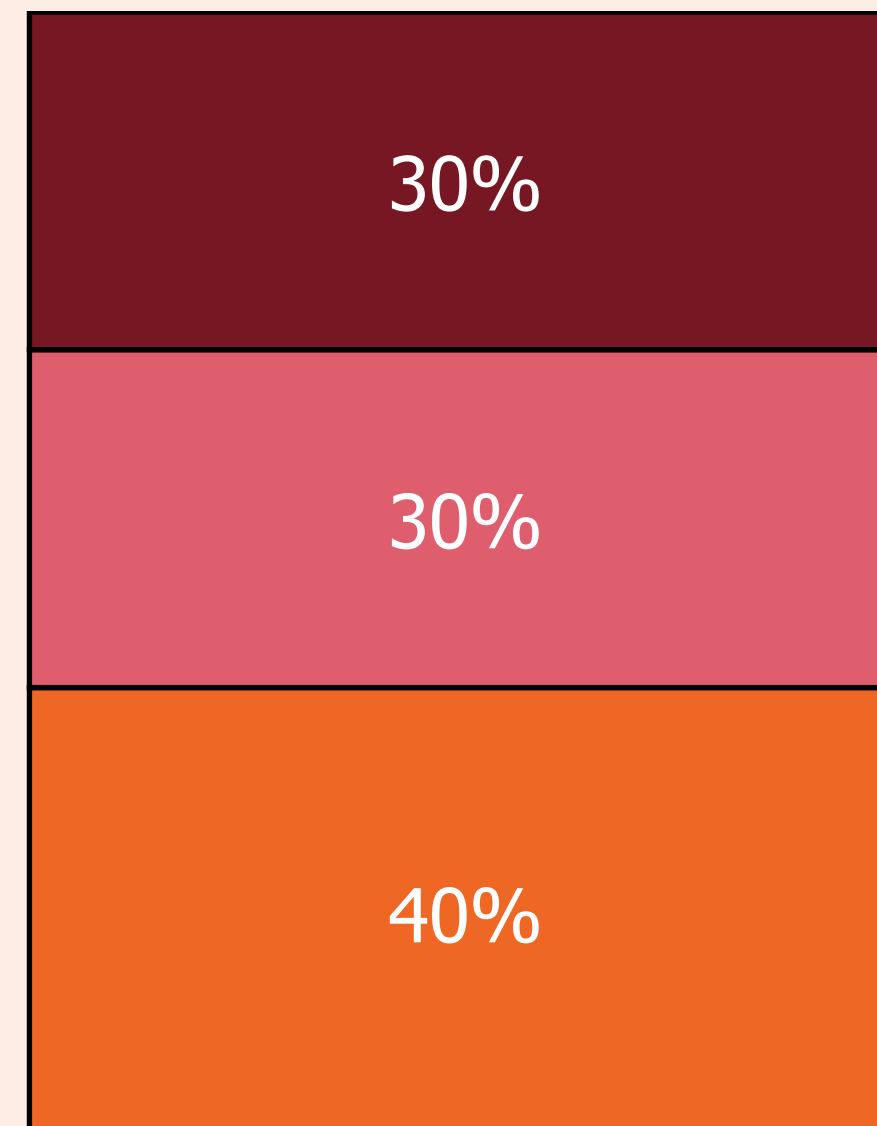
Saturday to Sunday



● Breakfast & mid-morning ● Afternoon ● Evening

How frequent?

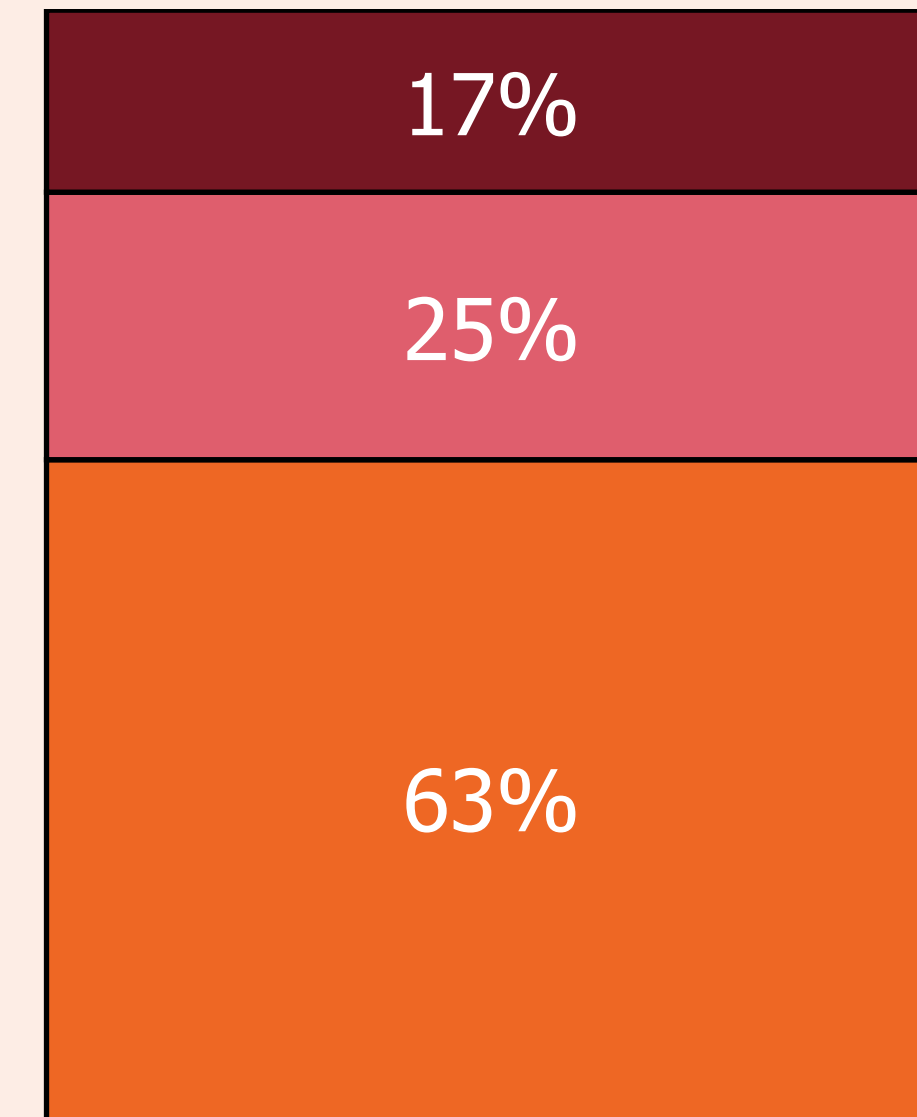
30% of newspaper readers typically read 7 or more issues a week



● 1 to 2 a week ● 3 to 6 a week ● 7 or more a week

How long?

41% of newspaper readers read them for more than 30 minutes



● Less than 30 minutes a day ● 30 to 59 minutes a day
● 60 or more minutes a day

Top News titles

Last 12 months (4 weekly average)	Unique Audience
Sydney Morning Herald	8.1 million
The Age	5.6 million
Herald Sun	4.3 million
The Australian	4.3 million
WAN (The West Australian & PerthNow)	4.0 million
Daily Telegraph	4.0 million
The Australian Financial Review	3.6 million
The Courier-Mail	3.0 million
The Adelaide Advertiser	1.8 million
The Saturday Paper	0.9 million

think
NEWS
brands