Total News reaches more people
- Consistent and ‘guaranteed’ scale; 96% of Australians read news each month.
- Every week 16.5 million Aussies read news - that’s more than Aussies who drink coffee!
- The audience with the wallet is 3 times more likely to read 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 a lean-in medium with 41% heavily engaged in the content; more than any other channel.

Australians are reading more news
- News covers all interests with high crossover between categories; 70% read 3 or more categories.
There’s no news like total news!

It represents all printed and digital news as one media channel.

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 includes Australian publisher news websites/apps, Apple news and non-Australian owned news. It also includes ABC news and Google news.
News draws a Crowd

96% of Australians engage with News each and every month.

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+ n=65,863
We’re not milking it!

Reading news
16.5 million or 77% of Aussies read the news each WEEK

That’s more than...

Consuming milk
15.9 million or 74%

Eating fresh vegetables
16.2 million or 76%

Watching YouTube
15.3 million or 71%

Drinking coffee
11.8 million or 55%

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, n=65,863
News is relevant to everyone

Doesn’t matter who you are or where you live, all Aussies read the news, especially those of high value.

By gender
- 97% (10.2M)
- 96% (10.4M)

By age group
- 14-34: 94% (6.7M)
- 35-54: 98% (6.7M)
- 55+: 97% (7.2M)

By capital cities vs. country
- 96% (13.5M)
- 97% (7.1M)

By annual household income
- <$50K: 94% (4.3M)
- $50K - $100K: 96% (5.3M)
- $100K - $150K: 97% (4.4M)
- $150K+: 97% (6.6M)

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, n=65,863
Super NEOs are more active with their money. They are 2.5x more likely than the average Australian to earn >$250,000 p.a. and 3x more likely to invest and spend it. And they are more likely to read news!
Regular as clockwork

With 61% paying for their news, audiences are reliable for consistent brand exposure and messaging.

61% pay for the news
Eat, news, sleep, news, repeat
News takes many forms

There is heavy digital consumption with less than 5% read news solely via a printed means.
Wake up to good news

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

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, “Total prefer newspapers (print or digital)”, n=8,380
Get a direct hit

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

Direct to source
60 million
Total news interactions per week

Source: Roy Morgan April 2022 to March 2023; Roy Morgan MediaPlanner was used to simulate the weekly number of impressions across print newspapers and news websites (incl. Apple News).
Base: Australians aged 14+ “Read news in the last 7 days (print or digital)”, n=52,407
Vetted environments have a more engaged audience

Total News is more engaging than other channels with 41% of news consumers considered heavy users of the channel.

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+ based on Roy Morgan Heavy/MediaLight media consumption; triples Total News is the average of Print and Digital readership: n=65,863
News goes the distance
News covers all interests

Types of categories read

<table>
<thead>
<tr>
<th>Category</th>
<th>% population</th>
</tr>
</thead>
<tbody>
<tr>
<td>General News</td>
<td>95%</td>
</tr>
<tr>
<td>Property</td>
<td>69%</td>
</tr>
<tr>
<td>Sport</td>
<td>61%</td>
</tr>
<tr>
<td>Lifestyle &amp; Health</td>
<td>58%</td>
</tr>
<tr>
<td>Entertainment &amp; Culture</td>
<td>52%</td>
</tr>
<tr>
<td>Business &amp; Finance</td>
<td>47%</td>
</tr>
<tr>
<td>Auto</td>
<td>32%</td>
</tr>
<tr>
<td>Travel</td>
<td>28%</td>
</tr>
<tr>
<td>Technology</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

Number of categories read with General News

<table>
<thead>
<tr>
<th># of categories</th>
<th>% Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 or more</td>
<td>95.1%</td>
</tr>
<tr>
<td>2 or more</td>
<td>83.7%</td>
</tr>
<tr>
<td>3 or more</td>
<td>69.7%</td>
</tr>
<tr>
<td>4 or more</td>
<td>55.9%</td>
</tr>
<tr>
<td>5 or more</td>
<td>43.0%</td>
</tr>
<tr>
<td>6 or more</td>
<td>30.4%</td>
</tr>
<tr>
<td>7 or more</td>
<td>18.0%</td>
</tr>
<tr>
<td>8 or more</td>
<td>7.1%</td>
</tr>
<tr>
<td>9 or more</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, "Read news in the last 4 weeks (print or digital)", based on Total News Publishing definition, n=65,863
## Categories that draw readers in

### % of category readers

<table>
<thead>
<tr>
<th>Cross interaction</th>
<th>General News</th>
<th>Property</th>
<th>Sport</th>
<th>Lifestyle &amp; Health</th>
<th>Entertainment &amp; Culture</th>
<th>Business &amp; Finance</th>
<th>Auto</th>
<th>Travel</th>
<th>Technology</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>General News</td>
<td>97%</td>
<td>99%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>98%</td>
<td>100%</td>
<td>99%</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>Property</td>
<td>74%</td>
<td>77%</td>
<td>77%</td>
<td>78%</td>
<td>78%</td>
<td>80%</td>
<td>77%</td>
<td>77%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Sport</td>
<td>76%</td>
<td>78%</td>
<td>81%</td>
<td>71%</td>
<td>84%</td>
<td>78%</td>
<td>87%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifestyle &amp; Health</td>
<td>79%</td>
<td>80%</td>
<td>65%</td>
<td>86%</td>
<td>79%</td>
<td>83%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entertainment &amp; Culture</td>
<td>75%</td>
<td>59%</td>
<td>82%</td>
<td>75%</td>
<td>81%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business &amp; Finance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>57%</td>
<td>78%</td>
<td>72%</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>Auto</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>39%</td>
<td>41%</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>49%</td>
<td>51%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23%</td>
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</tr>
</tbody>
</table>

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, "Read news in the last 4 weeks (print or digital)" based on Total News Publishing definition, n= 65,863
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 84%
2 Titles 70%
1 Title 49%

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, “Read news in the last 4 weeks (print or digital)”, n=65,863
Who? What? When? Where?

Readership specifics by location, time and demographic
Readership is strong all year round

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+; "Read news in the last 4 weeks (print or digital)", n=213,101
# Readership by demographic and region

<table>
<thead>
<tr>
<th>Monthly readership</th>
<th>Reach % to population 14+</th>
<th>Totals</th>
<th>Male</th>
<th>Female</th>
<th>14 to 34</th>
<th>35 to 54</th>
<th>55+</th>
<th>Metro markets</th>
<th>Regional markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach to age 14+</td>
<td>97%</td>
<td>97%</td>
<td>96%</td>
<td>95%</td>
<td>98%</td>
<td></td>
<td></td>
<td>97%</td>
<td>96%</td>
</tr>
<tr>
<td>Population 14+</td>
<td>100%</td>
<td>21.3</td>
<td>10.5</td>
<td>10.9</td>
<td>7.1</td>
<td>6.9</td>
<td>7.5</td>
<td>14.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Total news</td>
<td>96%</td>
<td>20.6</td>
<td>10.2</td>
<td>10.4</td>
<td>6.7</td>
<td>6.7</td>
<td>7.2</td>
<td>13.5</td>
<td>7.1</td>
</tr>
<tr>
<td>News (digital)</td>
<td>91%</td>
<td>19.6</td>
<td>9.7</td>
<td>9.9</td>
<td>6.5</td>
<td>6.5</td>
<td>6.6</td>
<td>13.0</td>
<td>6.6</td>
</tr>
<tr>
<td>News (print)</td>
<td>58%</td>
<td>12.4</td>
<td>6.4</td>
<td>6.1</td>
<td>3.5</td>
<td>3.9</td>
<td>5.0</td>
<td>8.0</td>
<td>4.5</td>
</tr>
<tr>
<td>Newspaper inserted magazines (NIMs)</td>
<td>24%</td>
<td>5.2</td>
<td>2.6</td>
<td>2.7</td>
<td>1.4</td>
<td>1.6</td>
<td>2.3</td>
<td>3.7</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Source: Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, n=65,863