



Total News Fact Pack



All the facts about news readership in Australia

Updated May 2023
Data to March 2023



News has



power

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

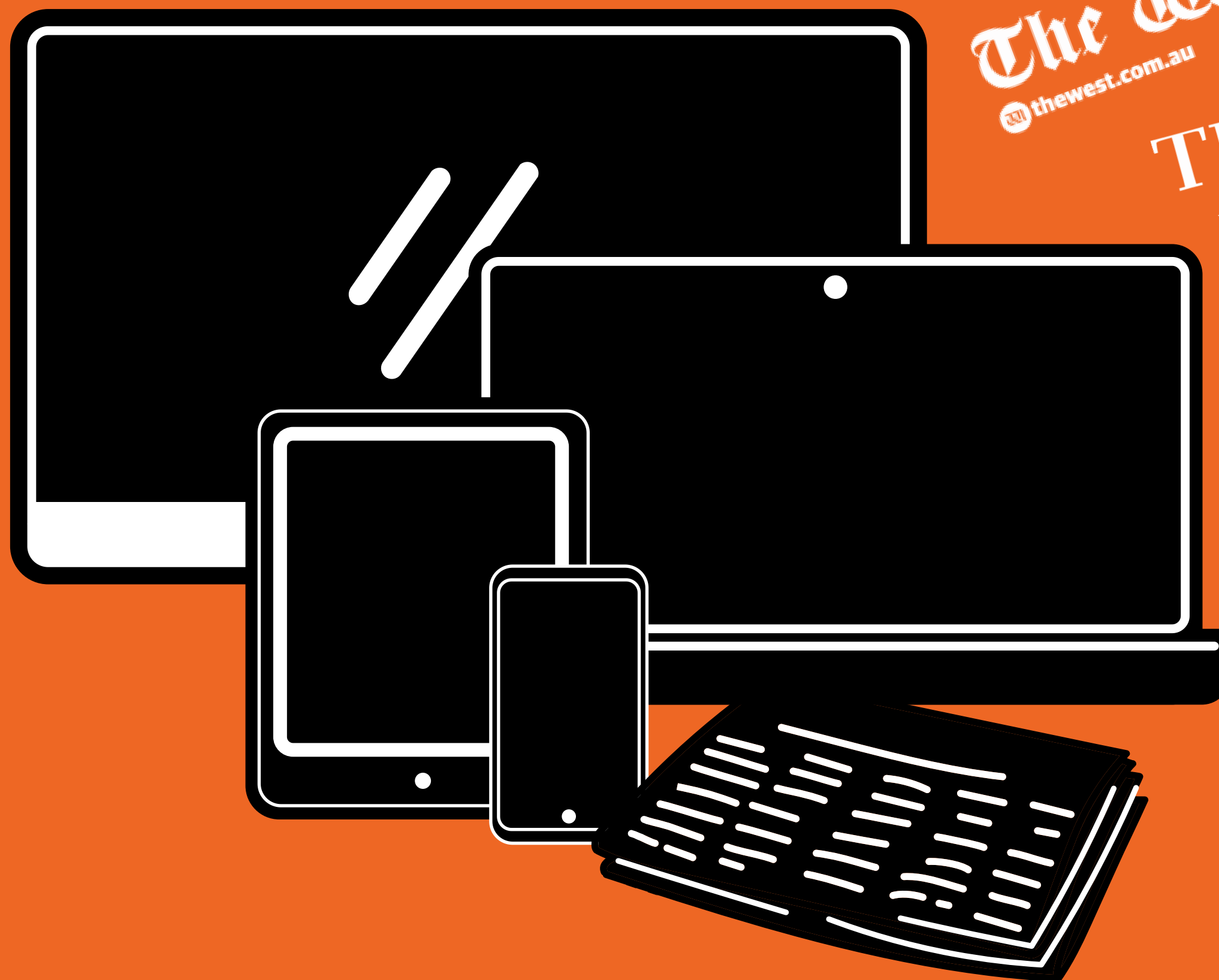
- News remains relevant all day, every day, with news delivering more than **60 million interactions per week**.
- News is a **lean-in medium** with **41% heavily engaged** in the content; more than any other channel.

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



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

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



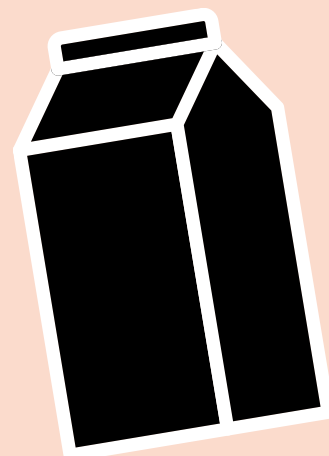
We're not milking it!



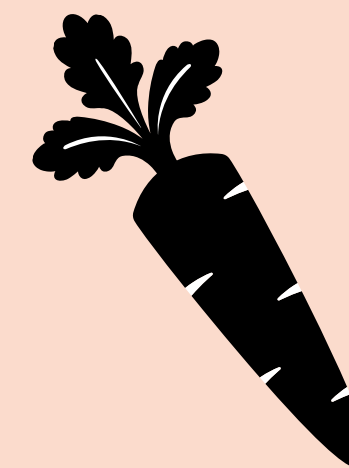
Reading news

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

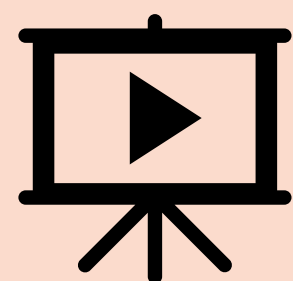
That's more than...



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%

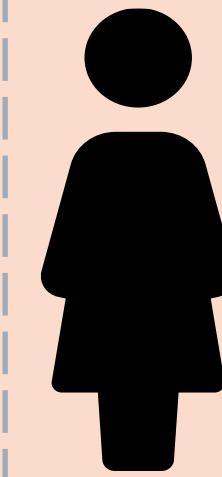
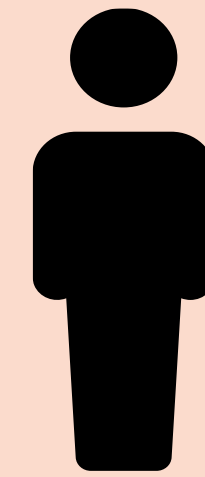
News is relevant to everyone

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

Monthly readership

by gender

97%
10.2M



96%
10.4M

by age group

14-34

94%
6.7M

35-54

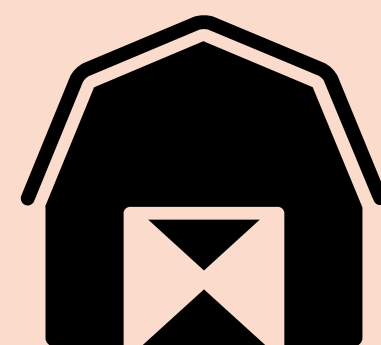
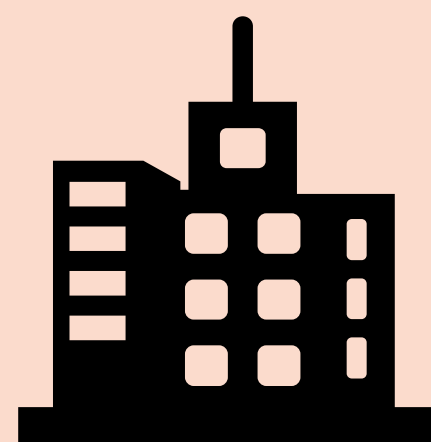
98%
6.7M

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

News

delivers

high value,

downturn

resilient

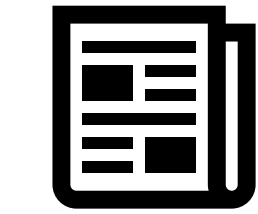
audiences



Super NEOs reach

■ % Super NEOs

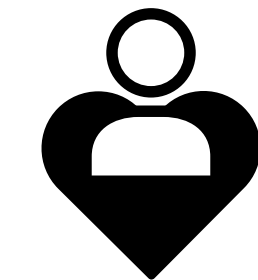
Likelihood



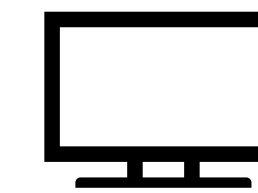
Total News



Radio



Social Media



SVOD



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



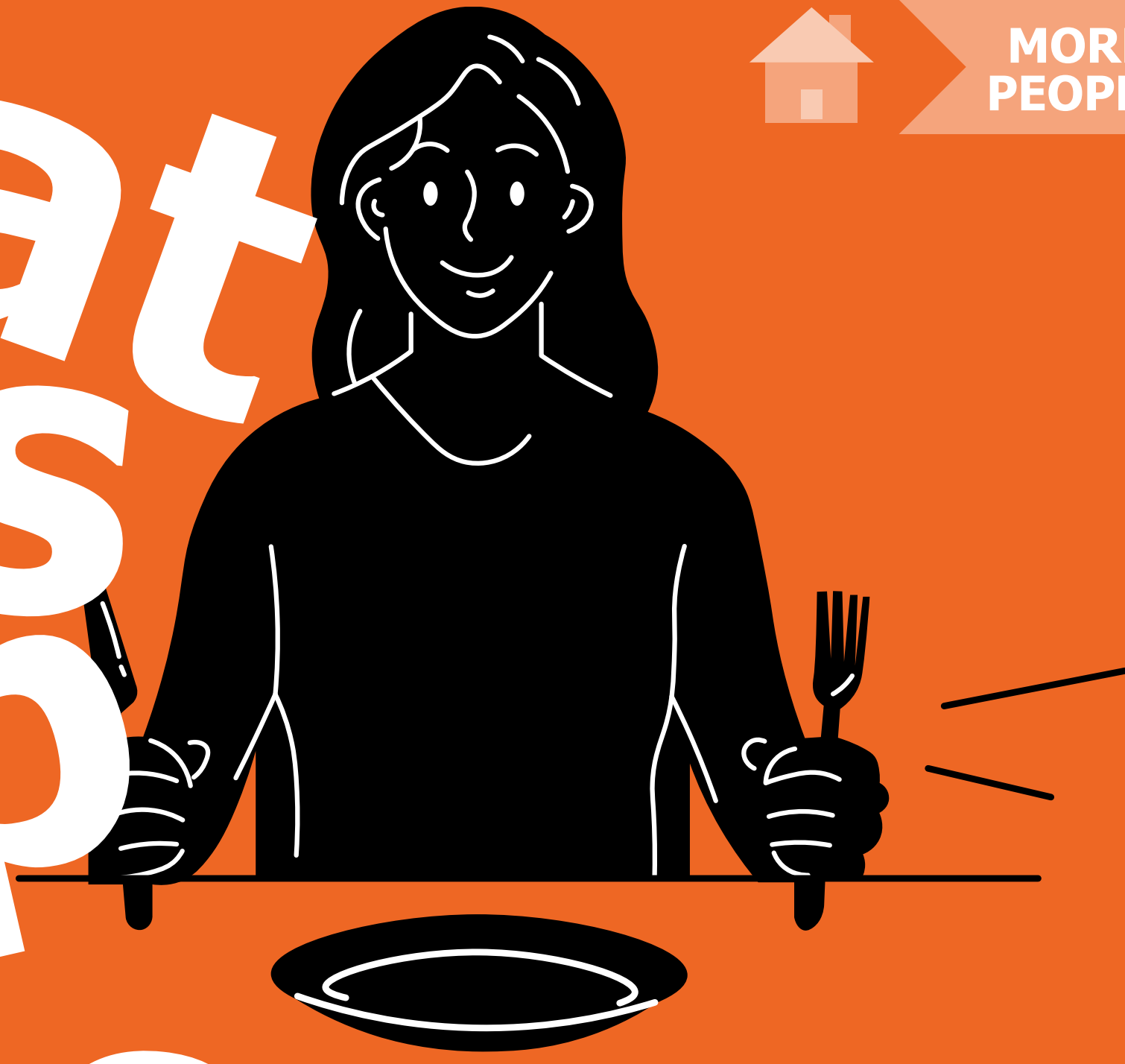
Eat
news
sleep
news
repeat



MORE PEOPLE

MORE OFTEN

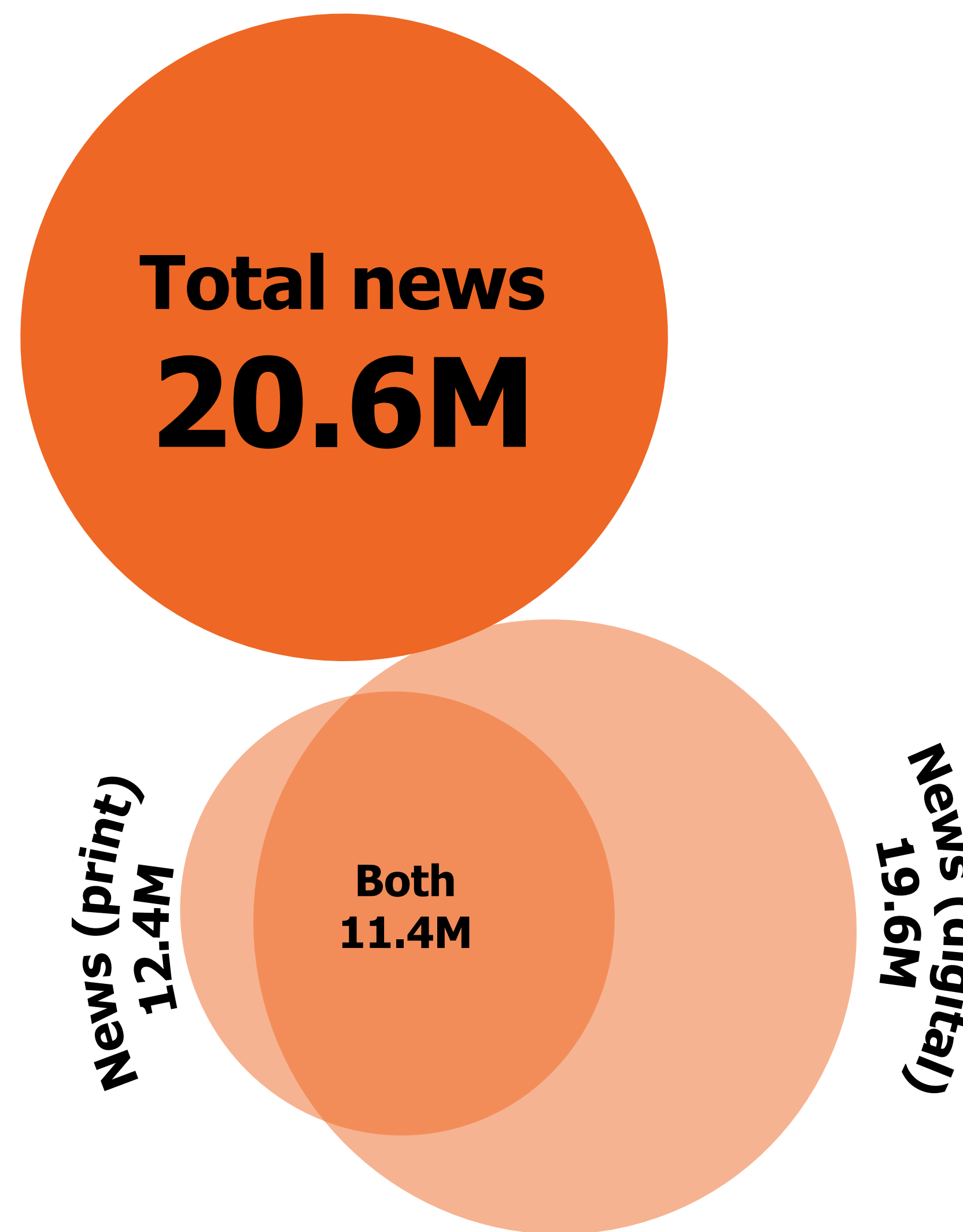
READING MORE



News takes many forms

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

Readership by news format



Wake up to good news

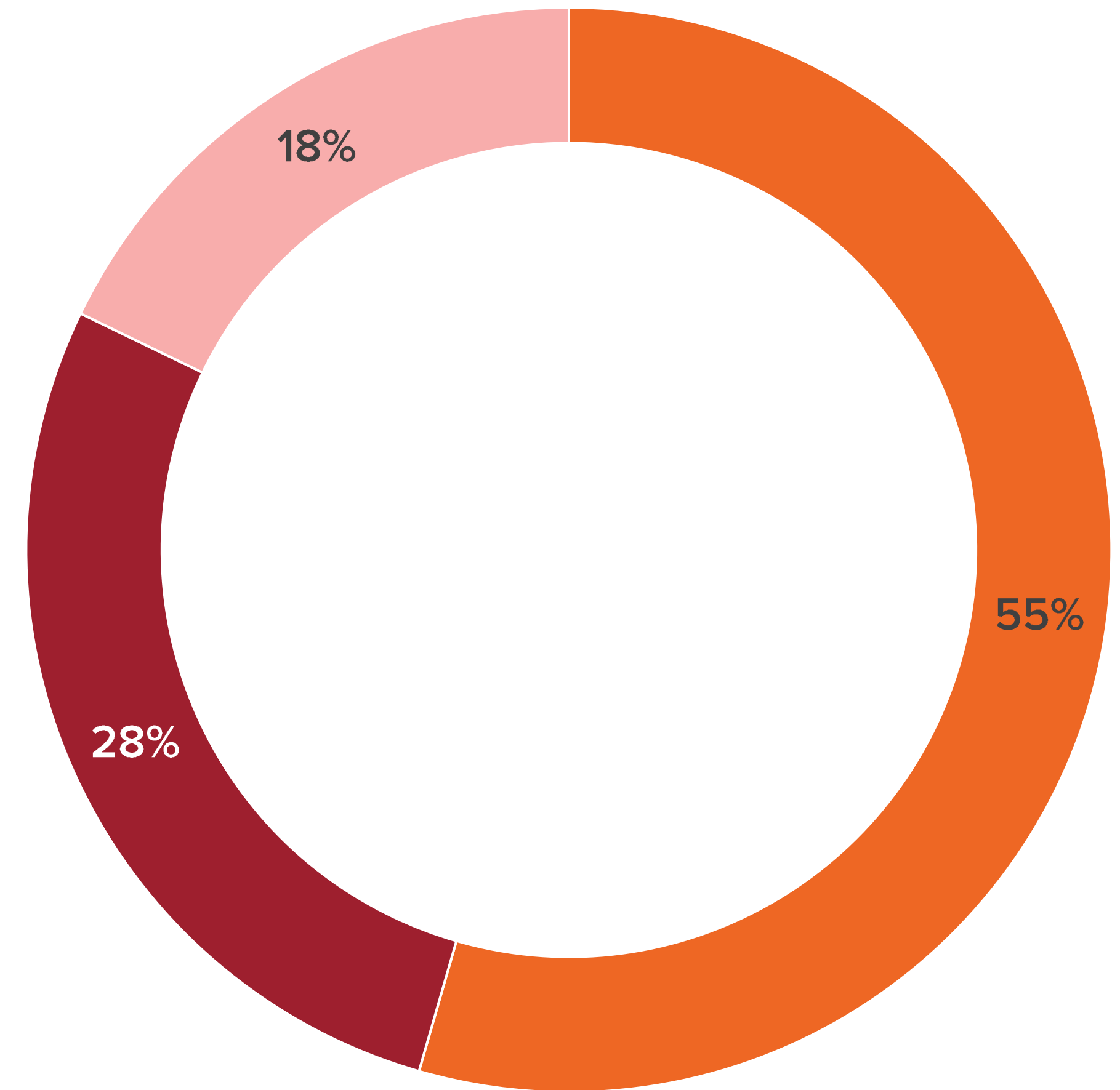


News is like coffee, you get your first fix in the morning, then keep consuming throughout the day.

Source : Roy Morgan April 2022 to March 2023
Base: Australians aged 14+, "Total prefer newspapers (print or digital)", n=8,380

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



Get a direct hit



Direct
to source
60
million

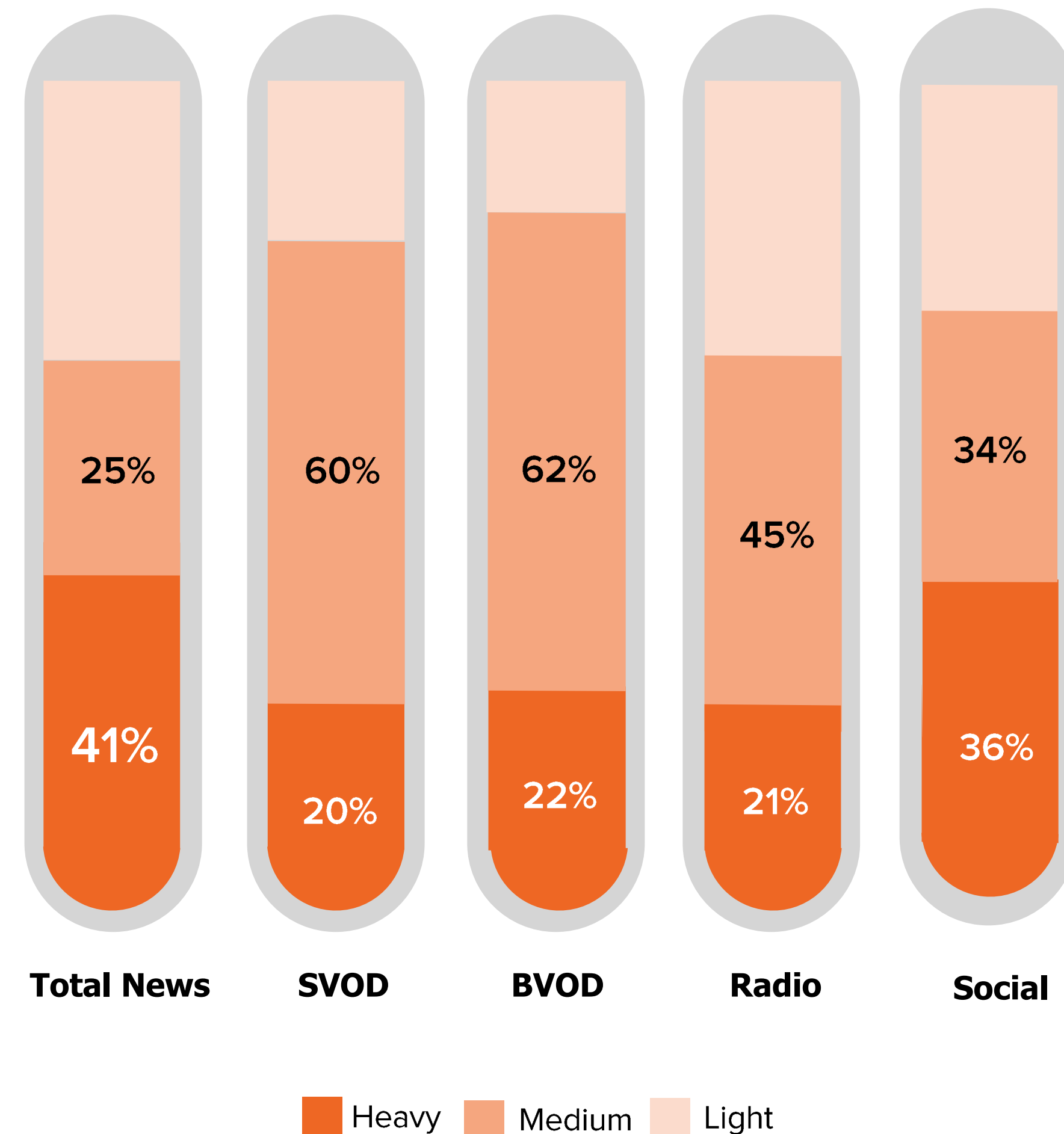
Total news
interactions per week

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

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.

Channel Consumption



News goes the distance



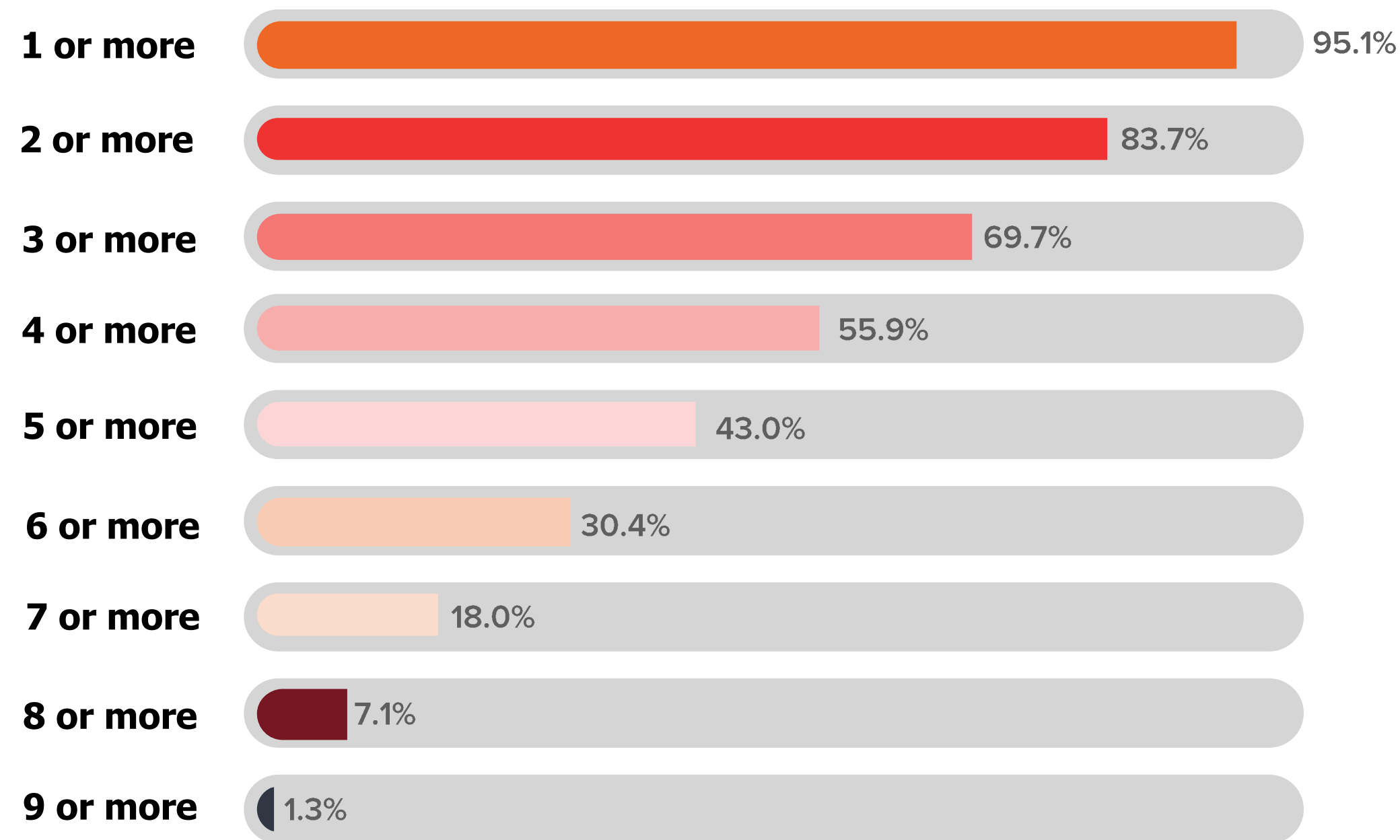
MORE PEOPLE

MORE OFTEN

READING MORE

News covers all interests

Number of categories read with General News



% Population

Types of categories read

Category	% population
General News	95%
Property	69%
Sport	61%
Lifestyle & Health	58%
Entertainment & Culture	52%
Business & Finance	47%
Auto	32%
Travel	28%
Technology	23%
Other	19%

Categories *that draw* readers in

% of category readers

Cross interaction		General News	Property	Sport	Lifestyle & Health	Entertainment & Culture	Business & Finance	Auto	Travel	Technology	Other
who also read	General News		97%	99%	100%	100%	100%	98%	100%	99%	100%
	Property			74%	77%	77%	78%	78%	80%	77%	80%
	Sport				76%	78%	81%	71%	84%	78%	87%
	Lifestyle & Health					79%	80%	65%	86%	79%	83%
	Entertainment & Culture						75%	59%	82%	75%	81%
	Business & Finance							57%	78%	72%	77%
	Auto								39%	41%	40%
	Travel									49%	51%
	Technology										23%
	Other										

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%

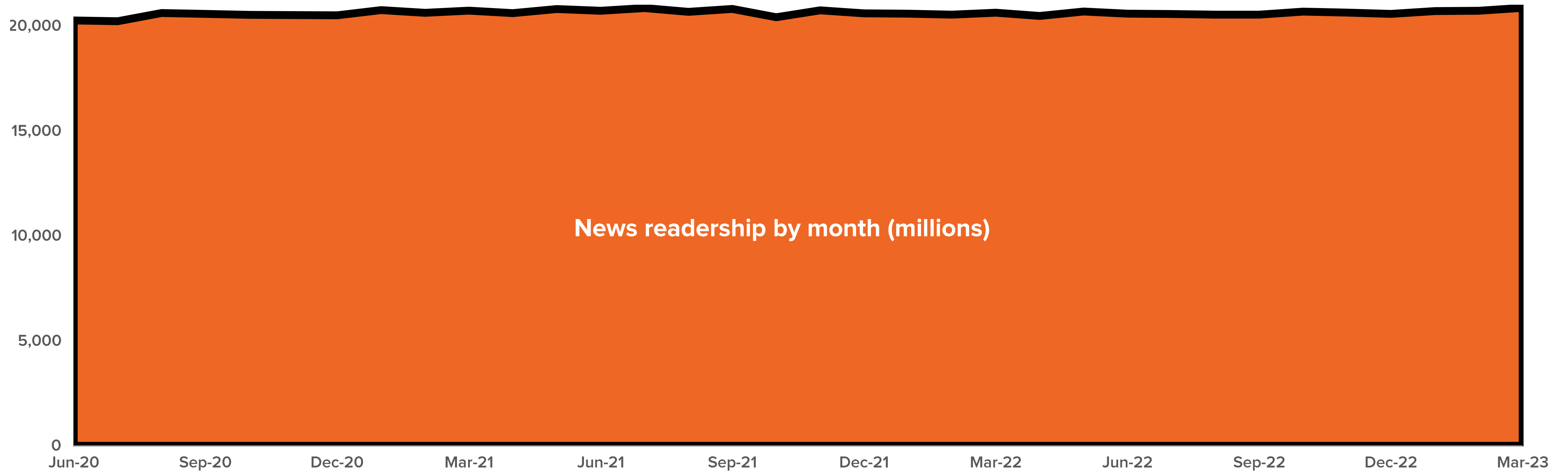
1 Title 49%



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%	96%	96%
Population 14+	100%	21.3	10.5	10.9	7.1	6.9	7.5	14.0	7.4
Total news	96%	20.6	10.2	10.4	6.7	6.7	7.2	13.5	7.1
News (digital)	91%	19.6	9.7	9.9	6.5	6.5	6.6	13.0	6.6
News (print)	58%	12.4	6.4	6.1	3.5	3.9	5.0	8.0	4.5
Newspaper inserted magazines (NIMs)	24%	5.2	2.6	2.7	1.4	1.6	2.3	3.7	1.5

think
NEWS
brands