



Total News has power

think
NEWS
brands

Trust in the staying power of Total News

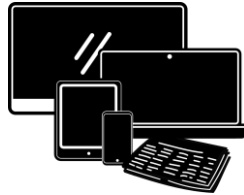


Unmatched scale



Aussies (aged 14+) read news every month.

That's more than...



Anywhere, anyway

19.7M Australians consume news digitally each month

57% Engage with both printed and digital news each month



News for everyone



Leading Categories



Unbeatable staying power

50% of consumers are heavy users, the highest of any media channel

Total News readership remains stable at high levels, as consumer confidence plummets 20pp since Apr'20

6 in 10 pay for written news content

Paying readers are 20% more likely than the general population to be homeowners and big spenders



Eyes with wallets

Total News over indexes with 'super NEOs'. They are:

2.5X more likely than the average Australian to earn over \$250,000 per year

3X more likely to invest and spend their money compared to other demographics

30% more likely than the general population to read Total News over mainstream media

Source: Roy Morgan, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to June 2023. Total News is defined as Australians aged 14+ reading news in print and/or news in digital. Digital news includes Australian publishers' news websites/apps, Apple News, and non-Australian-owned news. It also includes ABC News and Google News. All figures based on Total News definition except category reach which includes Total News Publishing. Total News audience measurement is independently audited by media research specialist auditor Dr Rob Hall from Environmetrics.

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