



# News moments pack a punch

## News is always with readers

News is the only media channel to always be with readers. News moves with your audience, remaining in the **top 3 'go to' sources** at any given part of the day.



# 2X MORE

## News delivers frequent engagement

Advertising in News has high-quality, engaged audiences at scale and is perceived as more relevant and less disruptive than radio, social media and Total TV. Aussies typically consume over four types of news content, up to **2x more than any other media**.

## News gets people talking

**2 in 5 readers** share news, making it one of the most shared media types. Plus, Aussies are **2x (or more)** likely to have a conversation about news vs. something they saw on TV, outdoors, or on the radio.



## News is easy to access

News transcends its platforms with multiple access streams. News content is accessed via **search daily by 43%** of readers and accessed via **social weekly by 53%**.

## News gets the message to more people

The scale of News is **tripled** when moving beyond just newspapers to all Total News Publishing (content sourced via print and digital and social media /search /other). News also over-indexes in relevance relative to its size, making its impact **more significant** than other 'high relevance' media.

