

Total News has power



Trust in the staying power of Total News



Super Scale

20.8M
(96%)

Aussies (aged 14+) read news every month.

That's more than...



Consuming milk
16.0 million (74%)



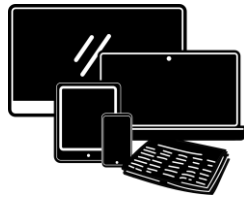
Eating fresh fruit
15.0 million (69%)



Watching YouTube
14.8 million (68%)



Drinking coffee
11.8 million (55%)



Anywhere, anyway

19.8M

Australians consume news digitally each month

Over 1 in 2

read both digital and print news each month



News sources



Read news (55%)

Seen news (51%)



2

1

Heard news (29%)



3



News for everyone

3 in 5

News readers read 3+ special interest categories on top of general, breaking news

Top Categories



Property – 67%
Sport – 60%
Lifestyle & Health – 57%
Entertainment & Culture – 51%
Business & Finance – 47%



Engaging 'ready to buy' audiences

Readers of top titles within the auto, business & lifestyle news categories 20-35% more likely than general population to have high discretionary spending

Readers of top 3 titles within business categories 25% more likely to be very confident in their financial situation

Category readers more likely to be early adopters of new cars, tech and trying new travel experiences



Eyes with wallets

61%

Of news readers are paying for access

Paying news readers are 25% more likely than the general population to be homeowners and big spenders

On average, they hold 2X level of wealth greater than average Aussie (\$150K in savings/ investments vs \$70K)