



Total News Fact Pack



All the facts about news readership in Australia

Updated November 2023

Data to September 2023



News has



power

Total News reaches more people

- Consistent and 'guaranteed' scale; **96% of Australians** read news each month.
- **Every week 16.7 million Aussies read news** - that's more than Aussies who drink coffee!
- The **audience with the wallet** is **24%** more likely to read news.

Total News engages more often

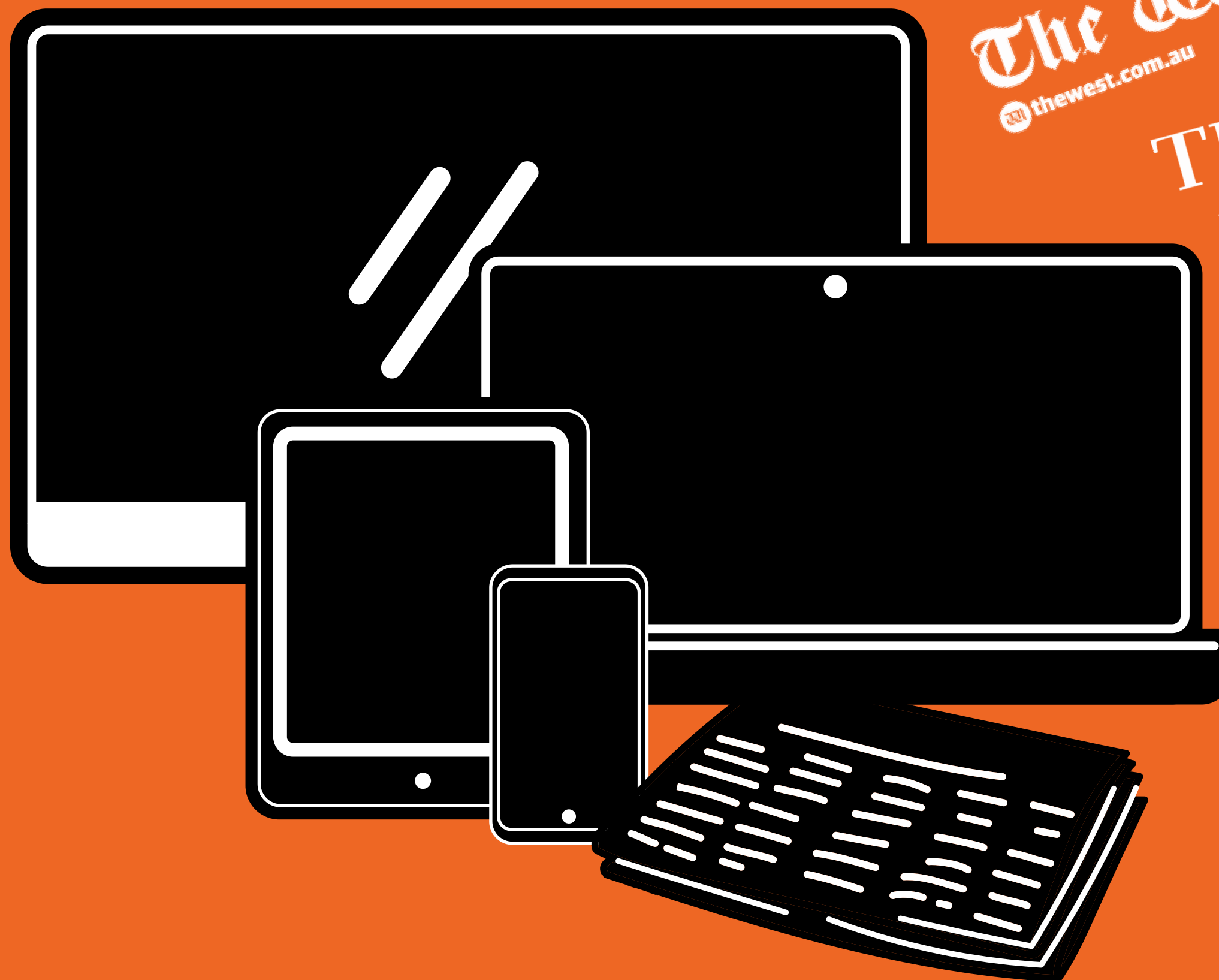
- News remains relevant all day, every day, with news delivering more than **68 million interactions per week**.
- News is a **lean-in medium**; with 61% paying for access.

Australians are reading more news

- News covers all interests with high crossover between categories; **65% 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

News draws a Crowd



MORE PEOPLE

MORE OFTEN

READING MORE

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



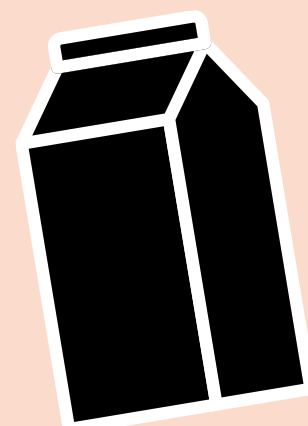
We're not milking it!



Reading news

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

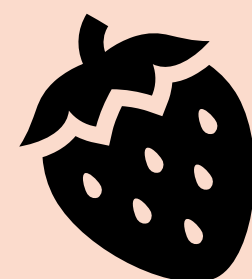
That's more than...



Consuming milk
16.0 million or 74%



Watching YouTube
14.8 million or 68%



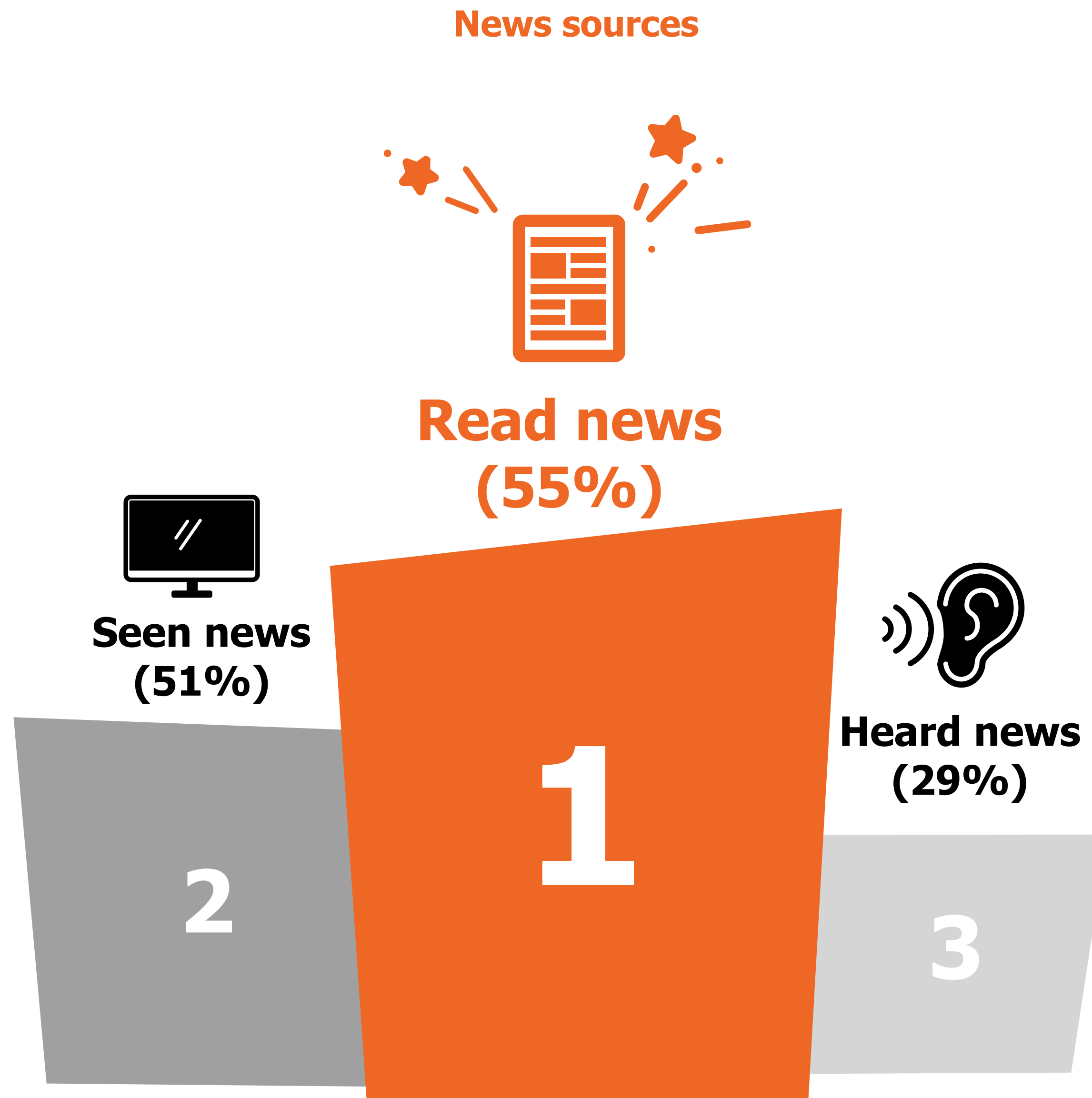
Eating fresh fruit
15.0 million or 69%



Drinking coffee
11.8 million or 55%

Nothing beats a good read!

More Aussies access and connect to diverse content by reading, surpassing listening or watching



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.

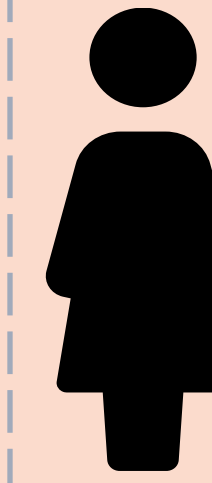
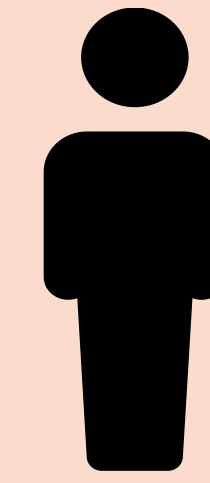
Monthly readership



96% or 20.8M

by gender

96%
10.3M



95%
10.5M

by age group

14-34

93%
6.8M

35-54

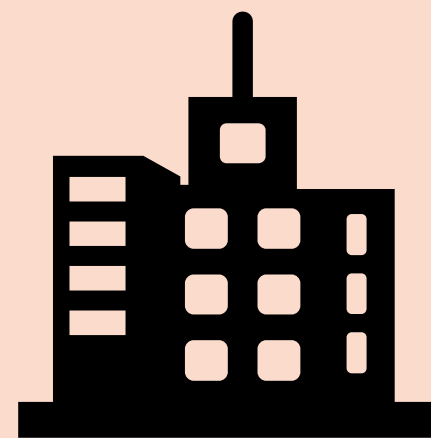
97%
6.7M

55+

97%
7.3M

by capital cities vs. country

96%
13.5M



95%
7.3M

by annual household income

\$

< 50K

94%
3.9M

\$\$

\$50K - \$100K

95%
5.2M

\$\$\$

\$100K - \$150K

96%
4.5M

\$\$\$\$

\$150K+

97%
7.2M

Regular as clockwork

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

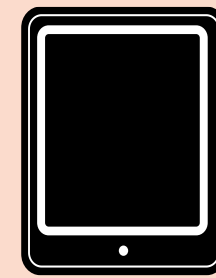
61%

pay for the news

Paying news readers are 20% more likely than the general population to be homeowners and big spenders. 71% of these readers intend to travel in the next 12 months.



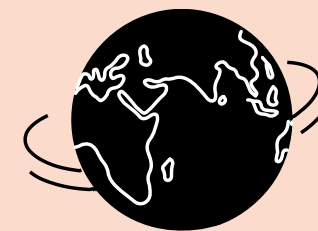
Paying news readers



85% more likely to read 5 or more categories. And **71%** read 5 or more special interest categories in an average month.



20% more likely to be homeowners and big spenders.



71% intend to travel in the next 12 months.

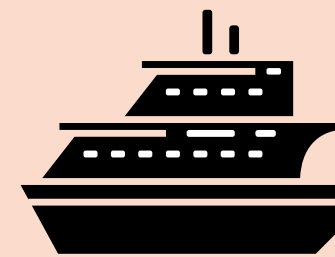
Paying news readers



Are more likely than the general population to:



Hold **2X level of wealth** (\$158K in savings/investments vs. \$70K average Australian).

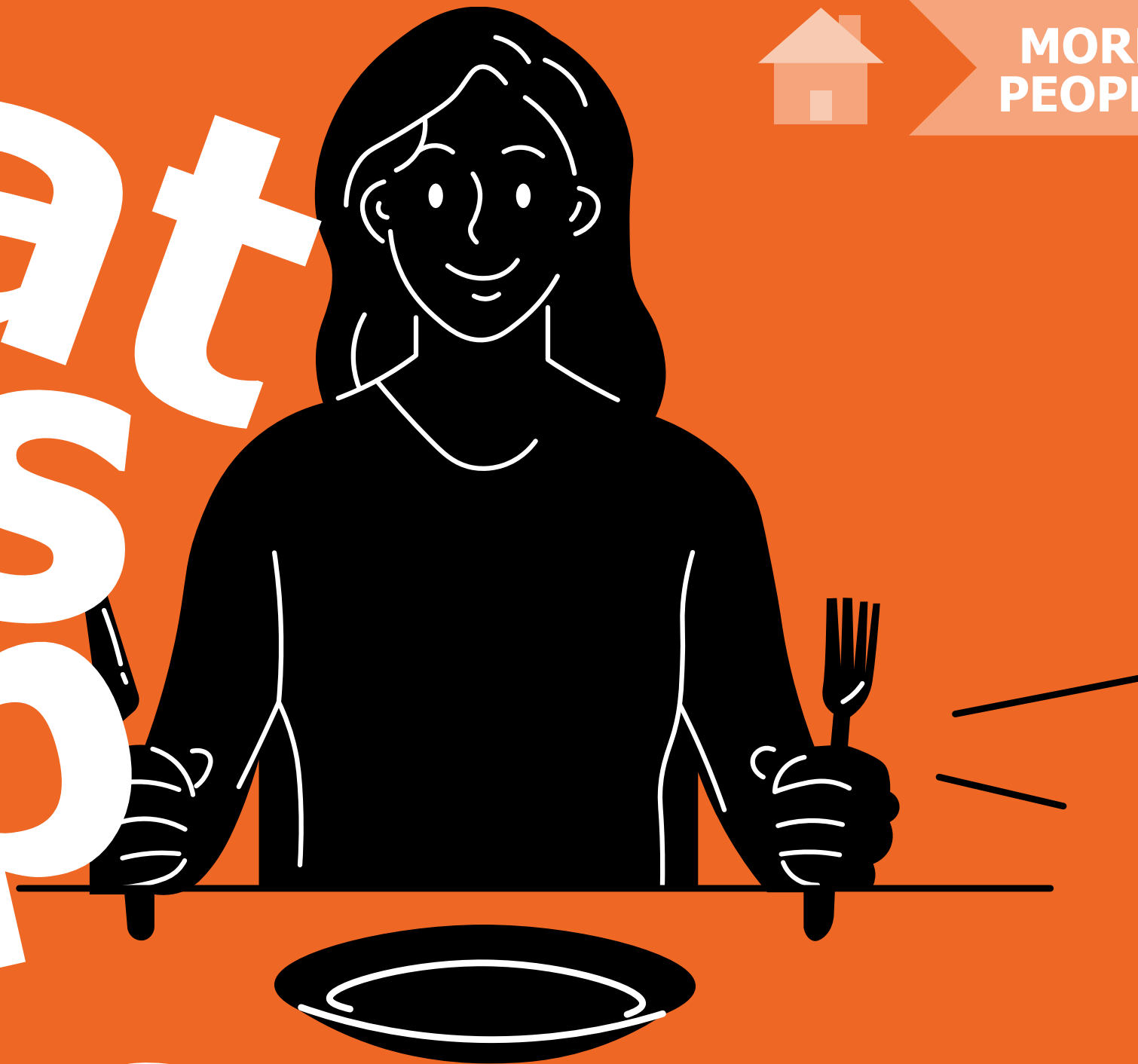


Spend more on travel, spending more than \$2K on their last trip (20% more likely).



Be **early adopters** for new cars, buying the latest sporting equipment or apparel, new season colours in cosmetics, new models of kitchen and/or laundry appliances, trying a new hotel or resort (more than 40% more likely).

Eat
news
sleep
news
repeat



MORE PEOPLE

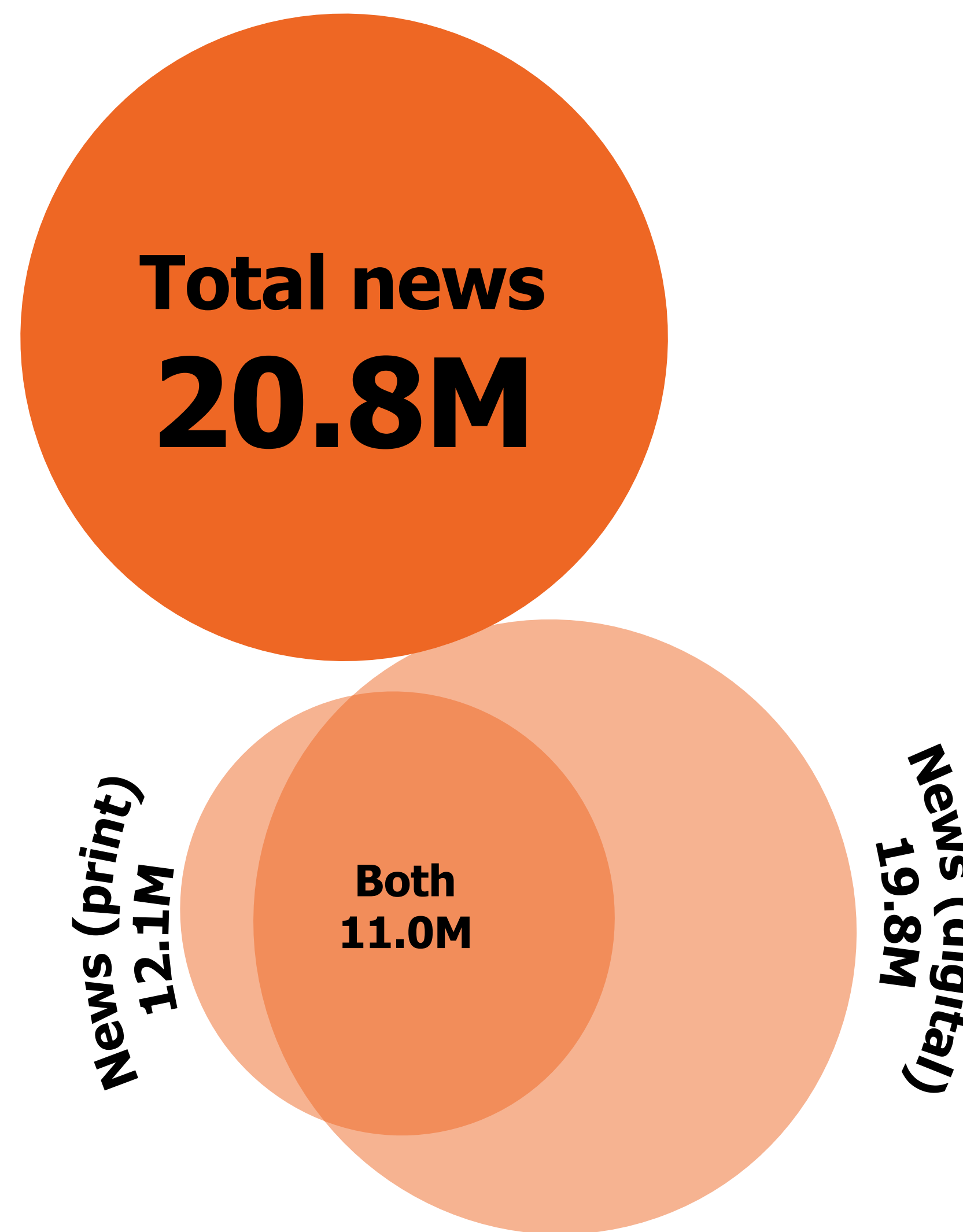
MORE OFTEN

READING MORE

News takes many forms

Total News delivers an omnichannel experience with more than 1 in 2 reading news across both mediums.

Readership by news format



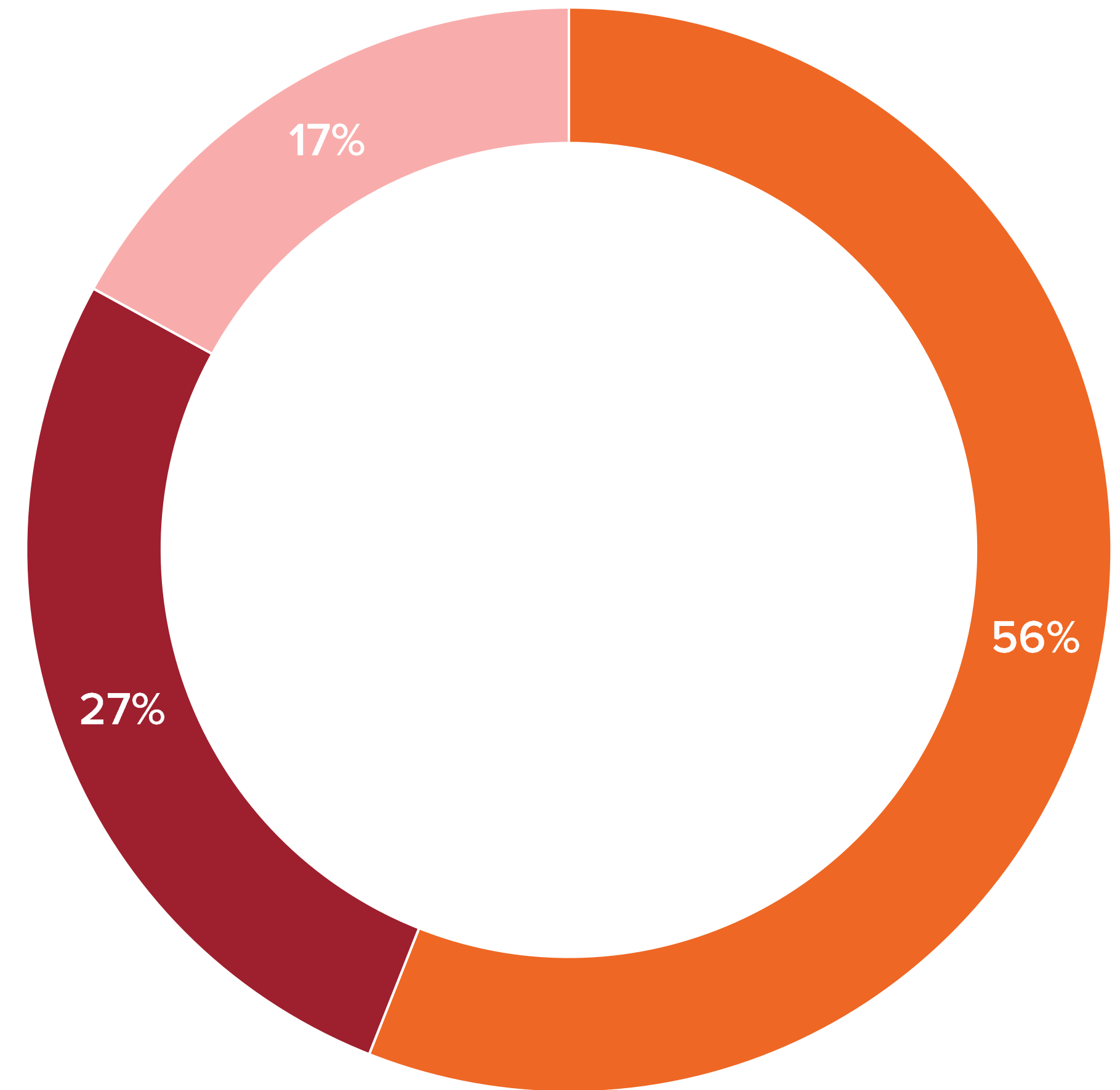
Wake up to good news



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

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



Get a direct hit



Direct
to source
68
million

Total news
interactions per week

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

News goes the distance



MORE
PEOPLE

MORE
OFTEN

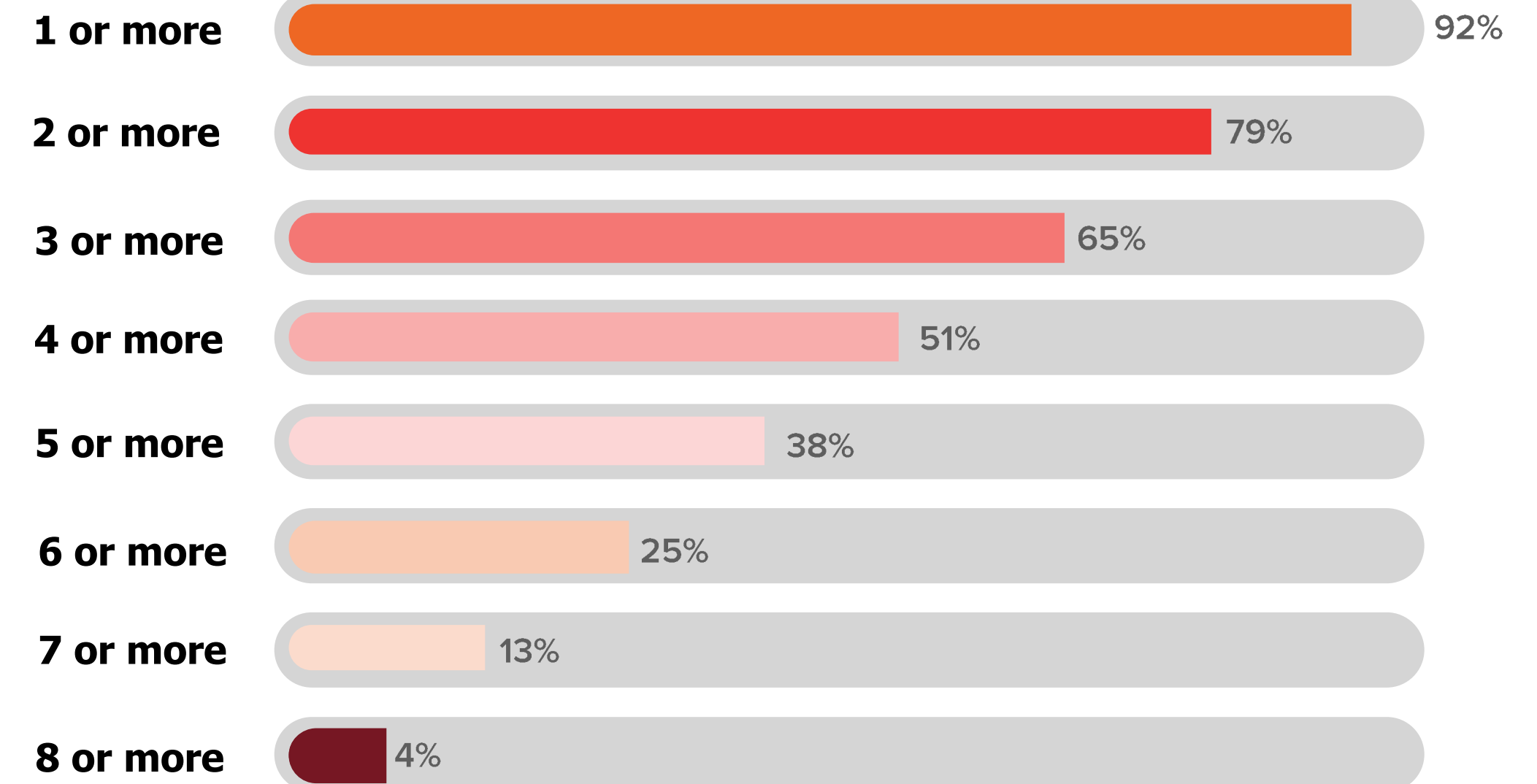
READING
MORE

News covers all interests

Types of categories read

Category	Unique audience	% population
General News	20.5 million	94%
Property	14.6 million	67%
Sport	13.2 million	60%
Lifestyle & Health	12.5 million	57%
Entertainment & Culture	11.2 million	51%
Business & Finance	10.4 million	47%
Auto	6.8 million	31%
Travel	6.7 million	31%
Technology	5.0 million	23%
Other	3.8 million	18%

Number of categories read with General News



% Population

Building

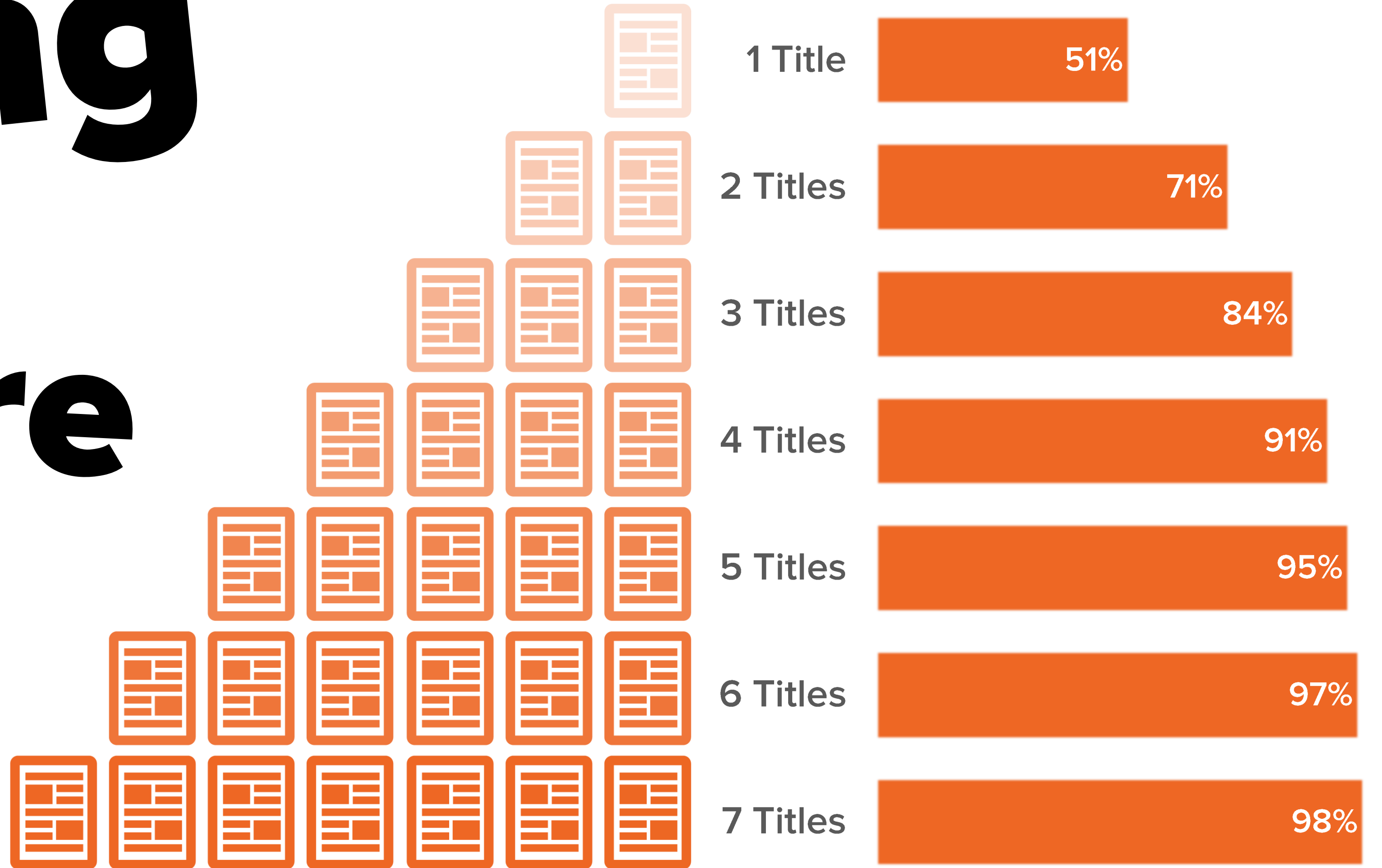
Up to

more



News offers a breadth of titles to engage readers time and time again.

Number of titles read





And

engages

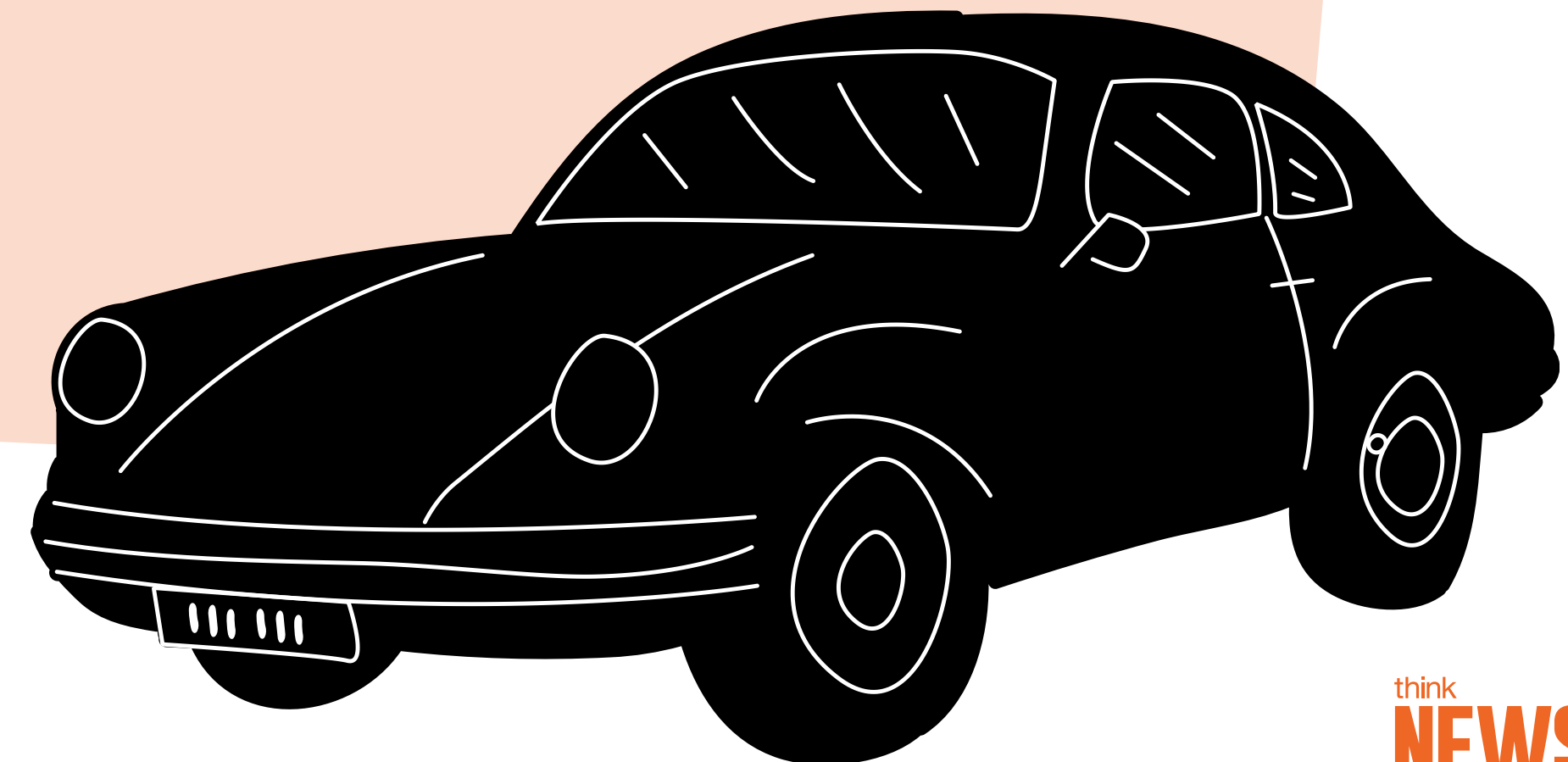
Auto audiences

who are
influential,
interested and
ready to buy



Readers of **top Auto** publications are more likely than the general population to:

- Be **interested in buying a new car** in the next 4 years (25% more likely).
- Considered **trusted advisors for buying cars** (33% more likely) and **early adopters** (49% more likely).
- Have **high discretionary spending** (28% more likely).





And

engages

Business **audiences**

**who are
influential,
interested and
ready to buy**

Readers of **top Business** publications are more likely than the general population to:

- Be **very confident in their financial situation** (24% more likely) and have **high discretionary spending** (35% more likely).
- Be **trusted advisers for Finance, investments and retirement planning** (26% more likely).
- Be **early adopters of technology** (1.3x more likely).



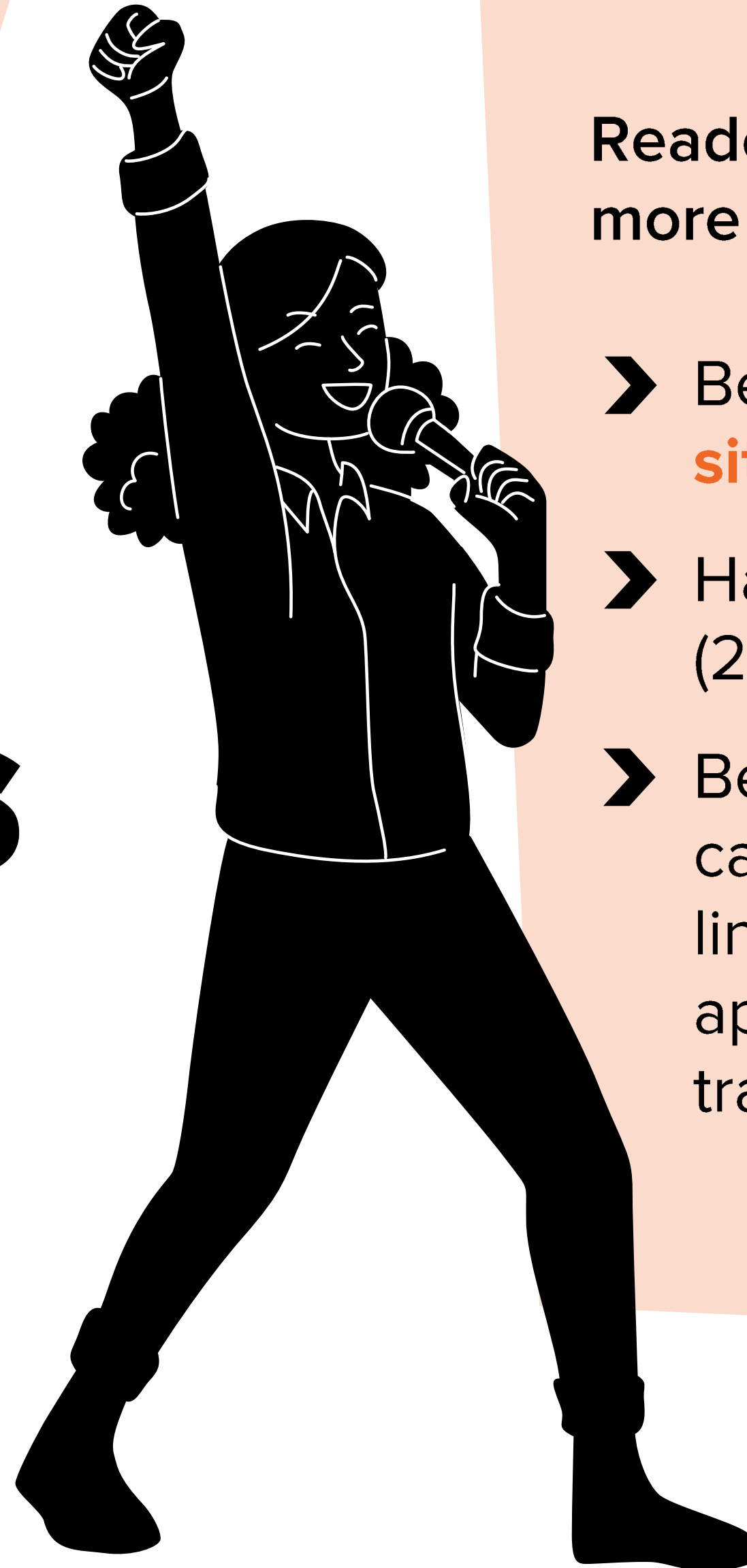
And

engages

Lifestyle audiences

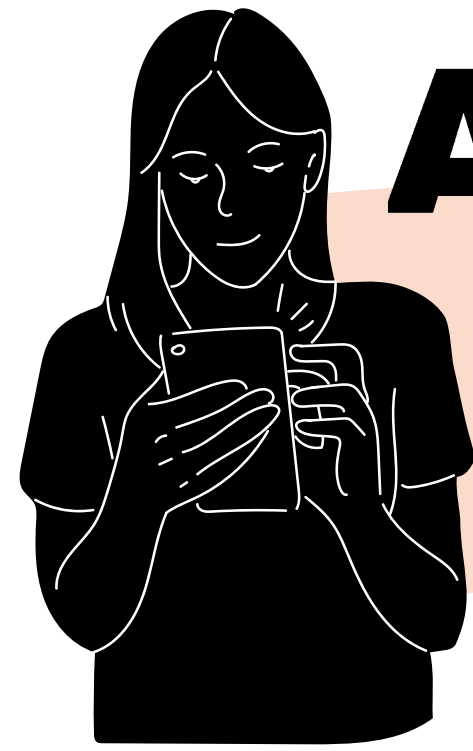


who are
influential,
interested and
ready to buy



Readers of **top Lifestyle** publications are more likely than the general population to:

- Be **very confident in their financial situation** (14% more likely).
- Have **high discretionary spending** (25% more likely).
- Be **early adopters** for a number of categories, such as buying new make-up lines, buying new models of kitchen/laundry appliances, sporting equipment, trying new travel experiences (30-40% more likely).



And
engages

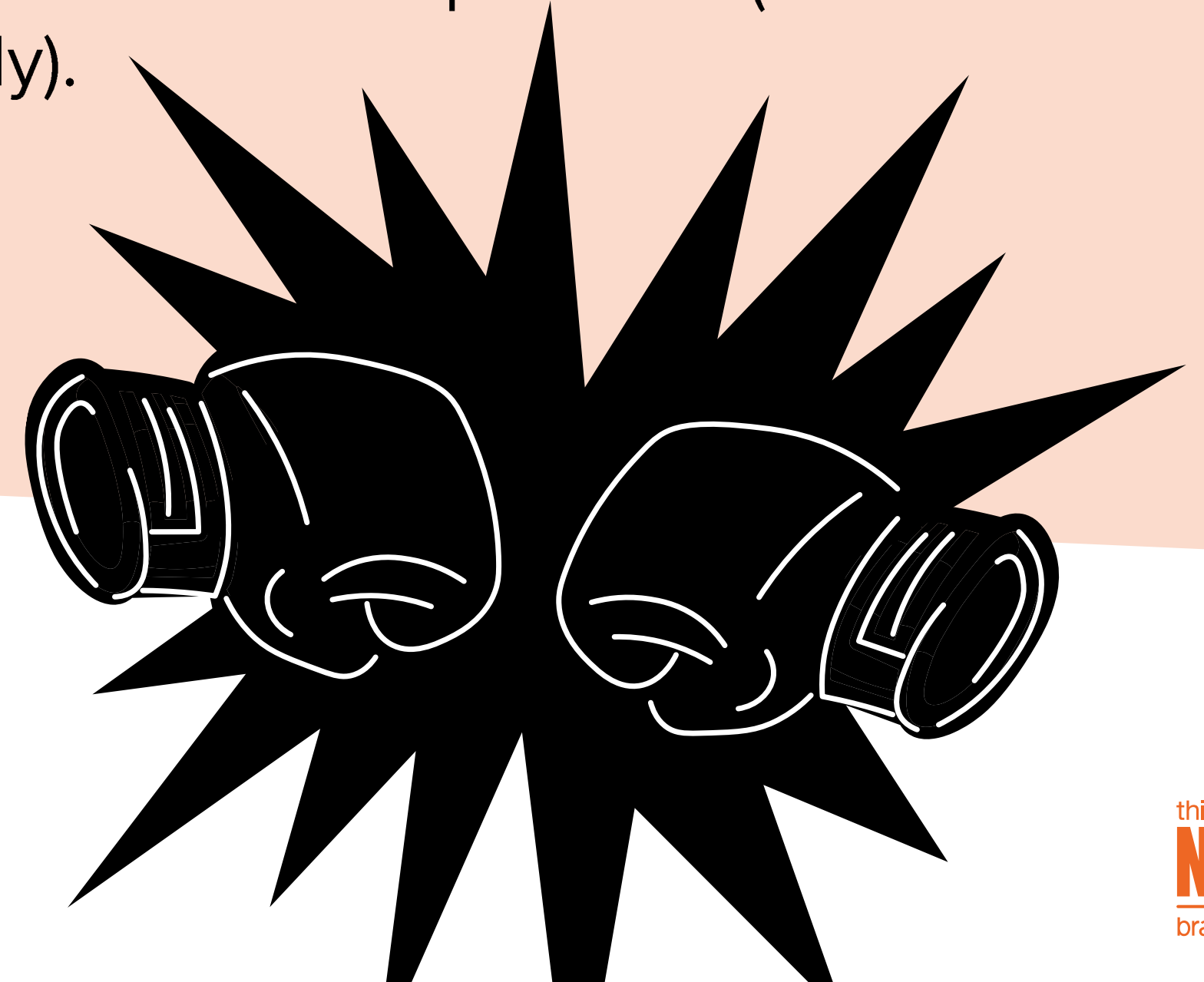
Sports audiences



who are
influential,
interested and
ready to buy

Readers of **top Sports** publications are more likely than the general population to:

- Be **Men** (28% more likely).
- Have **high discretionary** spending (18% more likely) and **high levels of wealth** (\$151k in savings vs. \$70k average).
- Be **Early adopters** for sporting equipment, new cars, and financial products (30-40% more likely).





Who?
What?
When?
Where?

Readership specifics by location,
time and demographic

The numbers don't lie

Readership by demographic and region

Monthly readership	Reach % to population 14+	Totals	Male	Female	14 to 24	25 to 34	35 to 49	50 to 64	65+	Metro markets	Regional markets
Reach to age 14+		96%	96%	95%	90%	96%	97%	98%	96%	96%	95%
Population 14+	100%	21.8	10.7	11.1	3.5	3.8	5.3	4.7	4.5	14.1	7.8
Total news	96%	20.8	10.3	10.5	3.2	3.6	5.1	4.6	4.3	13.5	7.3
News (digital)	91%	19.8	9.8	10.0	3.1	3.5	5.0	4.4	3.9	13.0	6.8
News (print)	55%	12.1	6.1	6.0	1.4	2.0	2.8	2.9	3.0	7.6	4.4
Newspaper inserted magazines (NIMs)	25%	5.5	2.7	2.8	0.6	0.9	1.2	1.3	1.5	3.9	1.6

think
NEWS
brands