

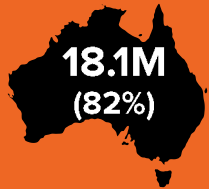


# Total News has power

## Trust in the staying power of Total News



### Super Scale



Aussies (aged 14+) read news each WEEK.

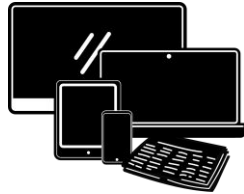
### That's more than...

Eating vegetables  
17.6 million (79%)

Consuming milk  
16.3 million (73%)

Watching YouTube  
15.2 million (69%)

Drinking coffee  
12.1 million (54%)

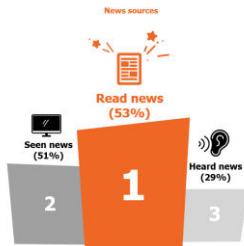


### Anywhere, anyway

**20.8M** Australians consume news digitally each month

**Over 1 in 2** Read both digital and print news each month

**70%** State based news titles reach 70% of Aussies each month



### News for everyone

**3 in 5** News readers read 3+ special interest categories on top of general, breaking news

### Top Categories

Property – 65%  
Sport – 54%  
Lifestyle & Health – 53%  
Entertainment & Culture – 50%  
Business & Finance – 47%



### Engaging 'ready to buy' audiences

Readers of top 3 titles within the auto, business & lifestyle news categories 20-30% more likely than general population to have high discretionary spending

Readers of top 3 titles within business categories 36% 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

**62%** Of news readers are paying for access and 91% more likely to read 5+ content categories.

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 (\$162K in savings/ investments vs \$73K)