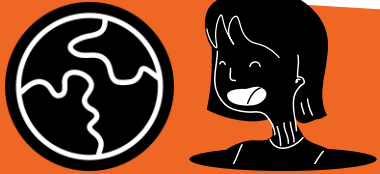


Total News Publishing

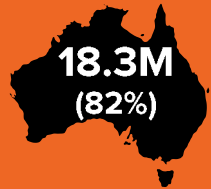
think
NEWS
brands



has power



Super Scale



Aussies (aged 14+) read news each WEEK.

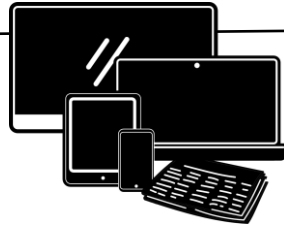
That's more than...

 Eating vegetables
17.8 million (80%)

 Consuming milk
16.4 million (73%)

 Watching YouTube
15.6 million (69%)

 Drinking coffee
12.2 million (54%)



Anywhere, anyway

21.0M Australians consume news digitally each month

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

2X Homegrown news doubles extended reach beyond the home state.



News for everyone

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

Top Categories

 Property – 66%
Sport – 55%
Lifestyle & Health – 53%
Entertainment & Culture – 49%
Business & Finance – 46%



Engaging 'ready to buy' audiences

High end auto intenders trust News Publishing more than any other news source for their decision making.

Travel enthusiasts are highly engaged news consumers, not just for travel but overall



Eyes with wallets

\$ News readers are paying for access and 92% more likely to read 5 or more content categories.

Paying news readers are 24% more likely than the general population to be homeowners and 25% more likely to be big spenders

On average, they hold 2X level of wealth greater than average Aussie (\$168K in savings/ investments vs \$76K)

Roy Morgan, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to June 2024, unless stated otherwise. Total News Publishing 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 Publishing definition. Total News Publishing audience measurement is independently audited by Milton Data.

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