



Total News Publishing Fact Pack



All the facts about news readership in Australia

Updated August 2024
Data to June 2024



News has



power

Total News Publishing reaches more people

- Consistent and ‘guaranteed’ scale; **21.7 million Australians** read news each month.
- **That’s more than Aussies who drink coffee** each week.
- The **audience with the wallet** is **28%** more likely to read news.

Total News Publishing engages more often

- News remains relevant all day, every day, with news delivering more than **67 million interactions per week**.
- Australians **paying for news remains steady**, despite a cost-of-living crisis.

Australians are reading more news

- News covers all interests with high crossover between categories; **64% read 3 or more categories**.

There's no news like **total** News publishing!

It represents all written
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

NEWS.com.au

Note: The above is an example only and does not represent the full list of news entities within Australia. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news. It also includes ABC news and Google news.

News draws a Crowd

21.7M

Australians engage with Total News Publishing each and every month.



MORE PEOPLE

MORE OFTEN

READING MORE



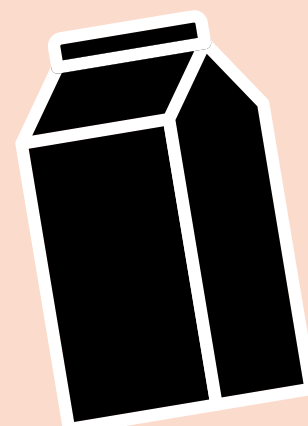
We're not milking it!



Reading news

18.3 million or 82% of Aussies read the news each WEEK

That's more than...



Consuming milk
16.4 million or 73%



Watching YouTube
15.6 million or 69%



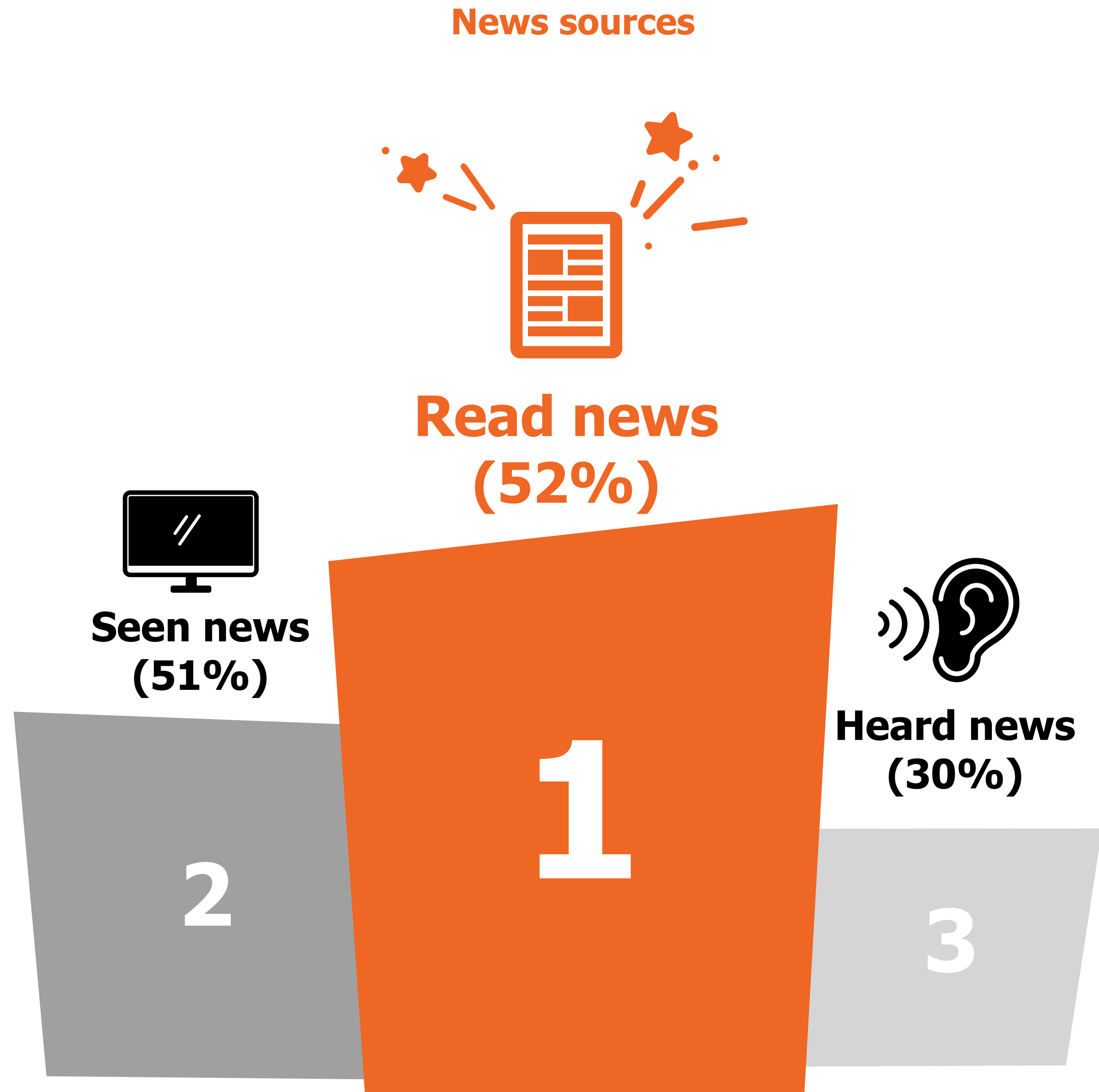
Eating vegetables
17.8 million or 80%



Drinking coffee
12.2 million or 54%

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.

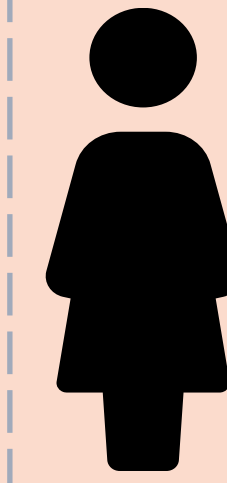
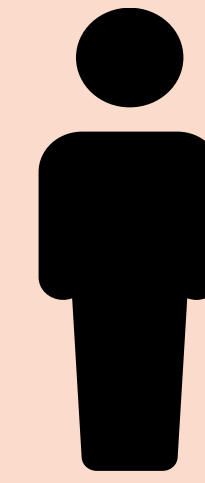
Monthly readership



97% or 21.7M

by gender

97%
10.7M



96%
11.0M

by age group

14-34

95%
7.3M

35-54

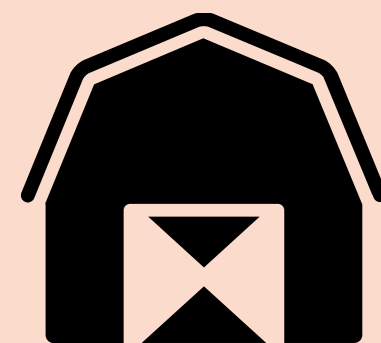
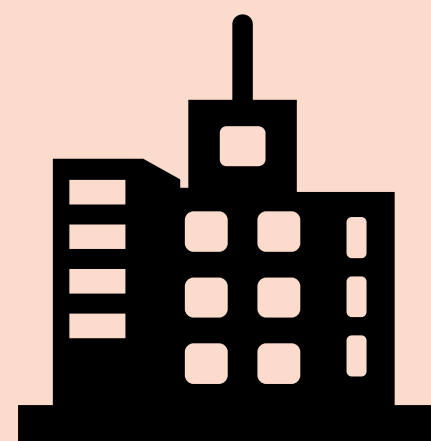
98%
6.9M

55+

97%
7.5M

by capital cities vs. country

97%
14.1M



96%
7.6M

by annual household income

\$
< 50K

95%
3.7M

\$\$

\$50K - \$100K

97%
5.3M

\$\$\$

\$100K - \$150K

97%
4.6M

\$\$\$\$

\$150K+

98%
8.1M

**High
net worth
Australians
are 28%
more likely
to read
news**

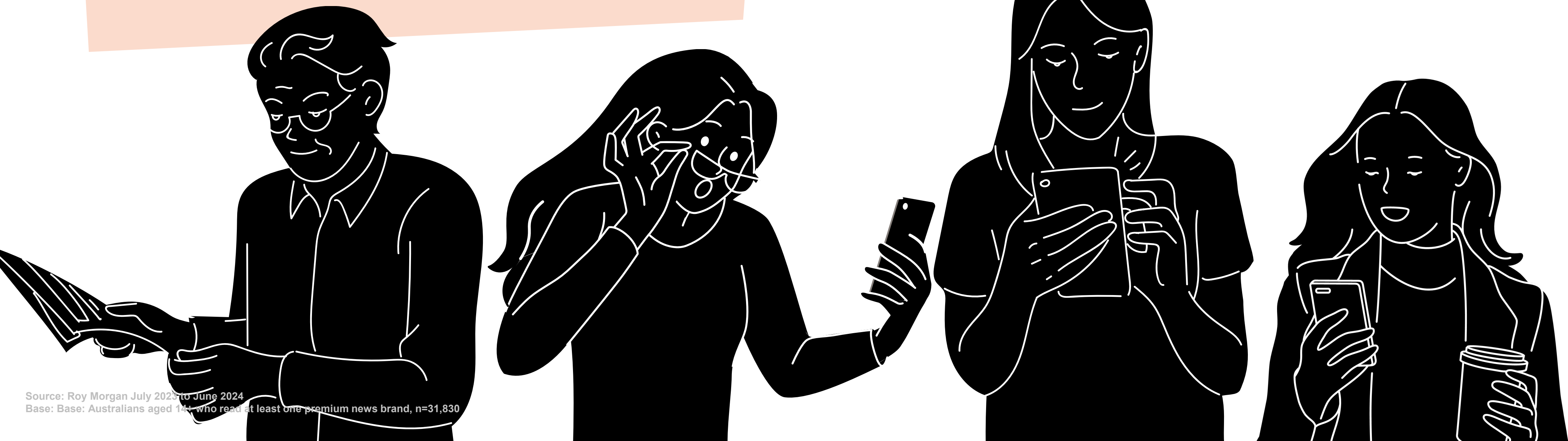
News delivers the audience with wallets. Australians with \$1M or more in total savings and/or investments are more likely to lean into news.



Regular as clockwork

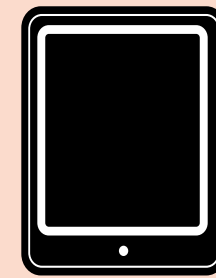
61%
pay for the news

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



Source: Roy Morgan July 2023 to June 2024
Base: Base: Australians aged 14+ who read at least one premium news brand, n=31,830

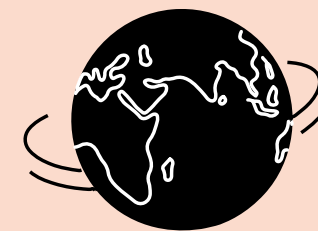
Paying news readers



92% more likely to read 5 or more categories. And **70%** read 5 or more special interest categories in an average month.



24% more likely to be homeowners and **25%** more likely to be big spenders.



73% intend to travel in the next 12 months.

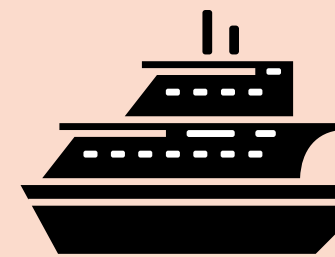
Paying news readers



Are more likely than the general population to:



Hold **2X level of wealth** (\$168K in savings/investments vs. \$76K average Australian).



Spend more on travel, spending more than \$2K on their last trip (24% more likely).

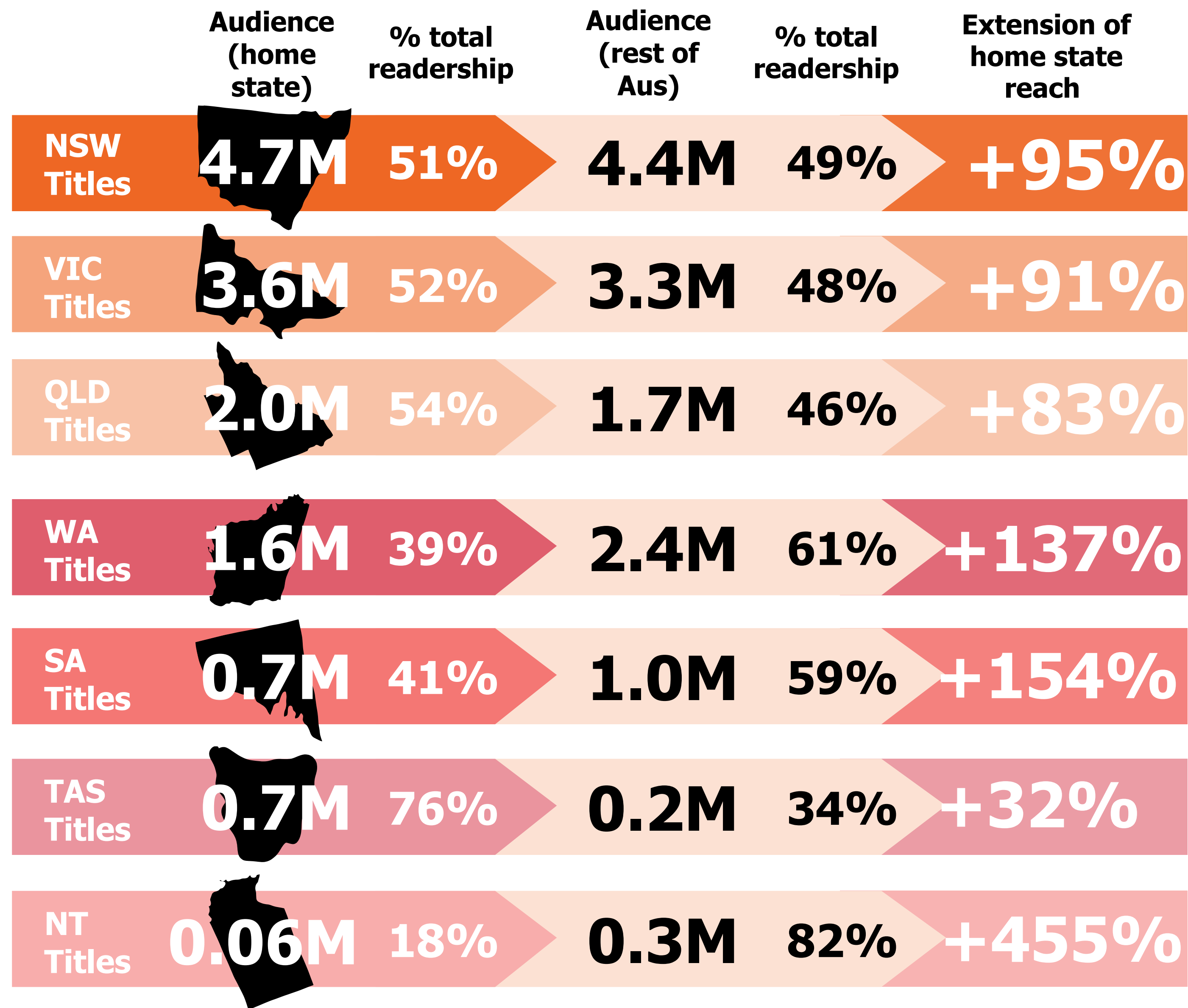


Be **early adopters** for new cars, buying the latest sporting equipment or apparel, new season colours in cosmetics, make renovations to their home, trying a new hotel or resort (more than 38-55% more likely).

'Home grown' News transcends Stateborders

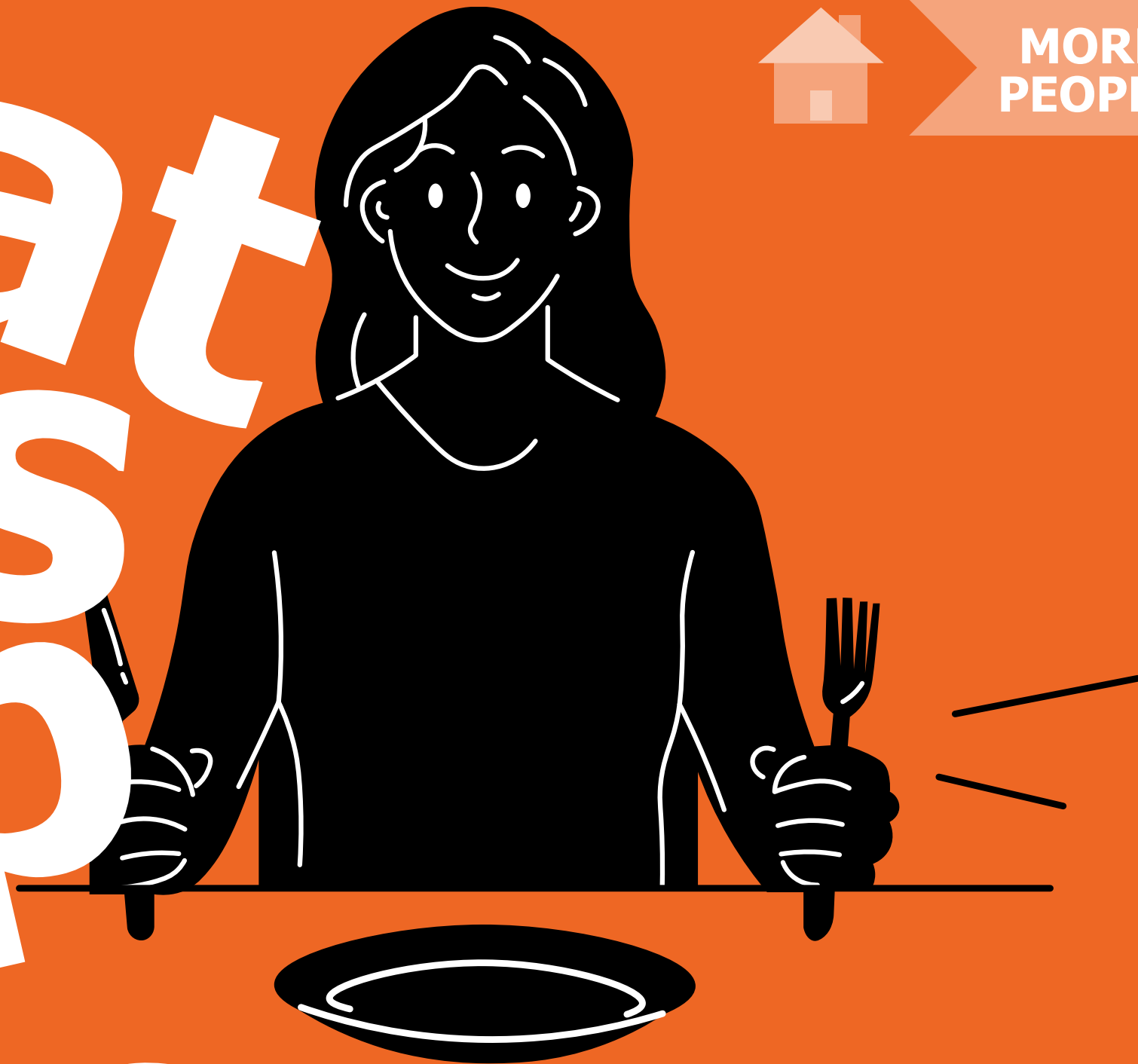
Many news titles are popular in both their state of origin as well as in others across the country thanks to their omnichannel presence. These provide more than just local reach. They provide an important outlet for high value, extended national coverage.

Home vs Away



Source: Roy Morgan July 2023 to June 2024; L4W news cross platform readership
Base: Australians aged 14+, n=64,708

Eat
news
sleep
news
repeat



MORE PEOPLE

MORE OFTEN

READING MORE

Wake up to good news

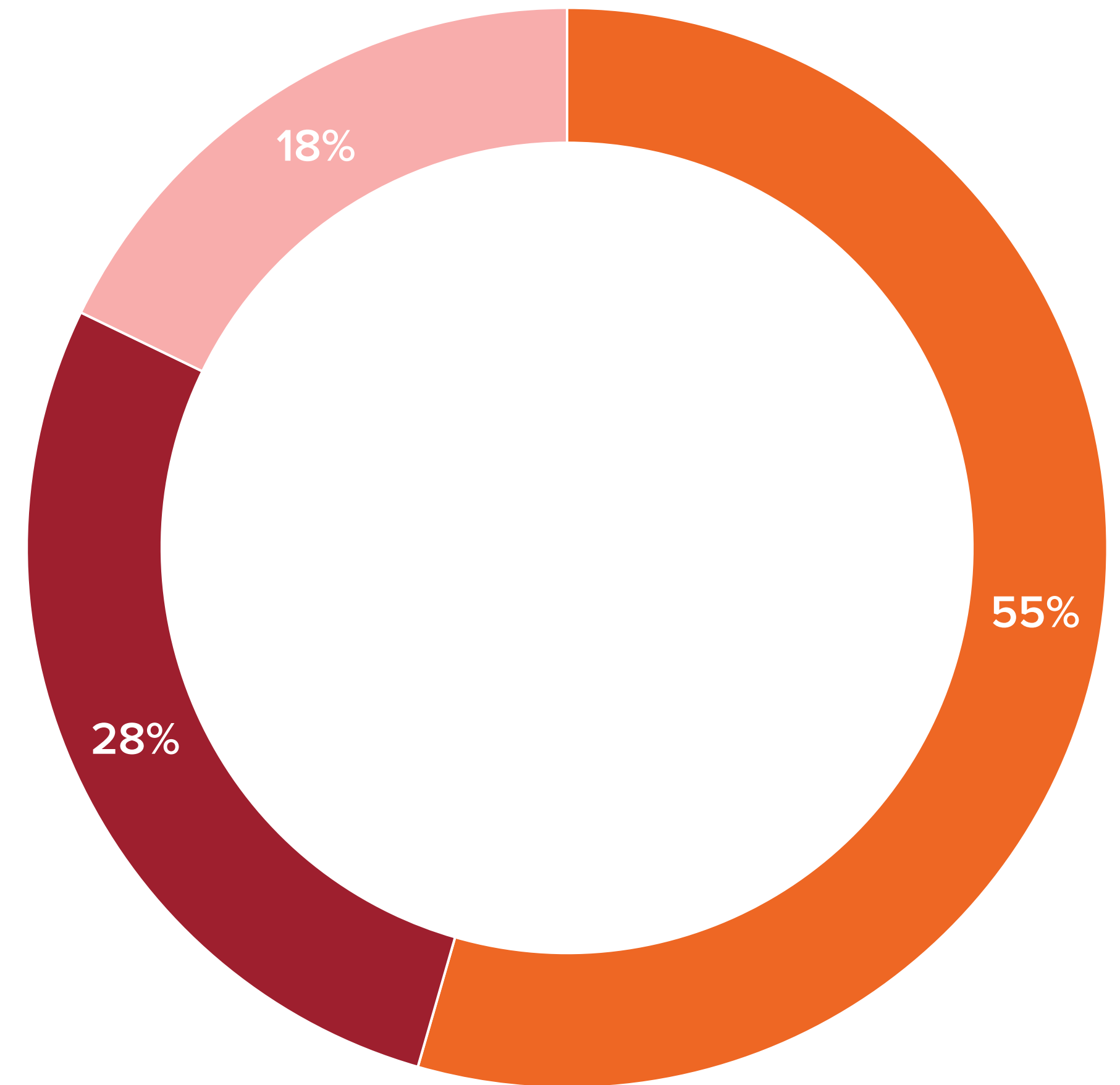


News is like coffee,
you get your first fix in
the morning, then
keep consuming
throughout the day.

Source: Roy Morgan July 2023 to June 2024
Base: Australians aged 14+, n=64,708

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



Get a direct hit



Direct
to source

67

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

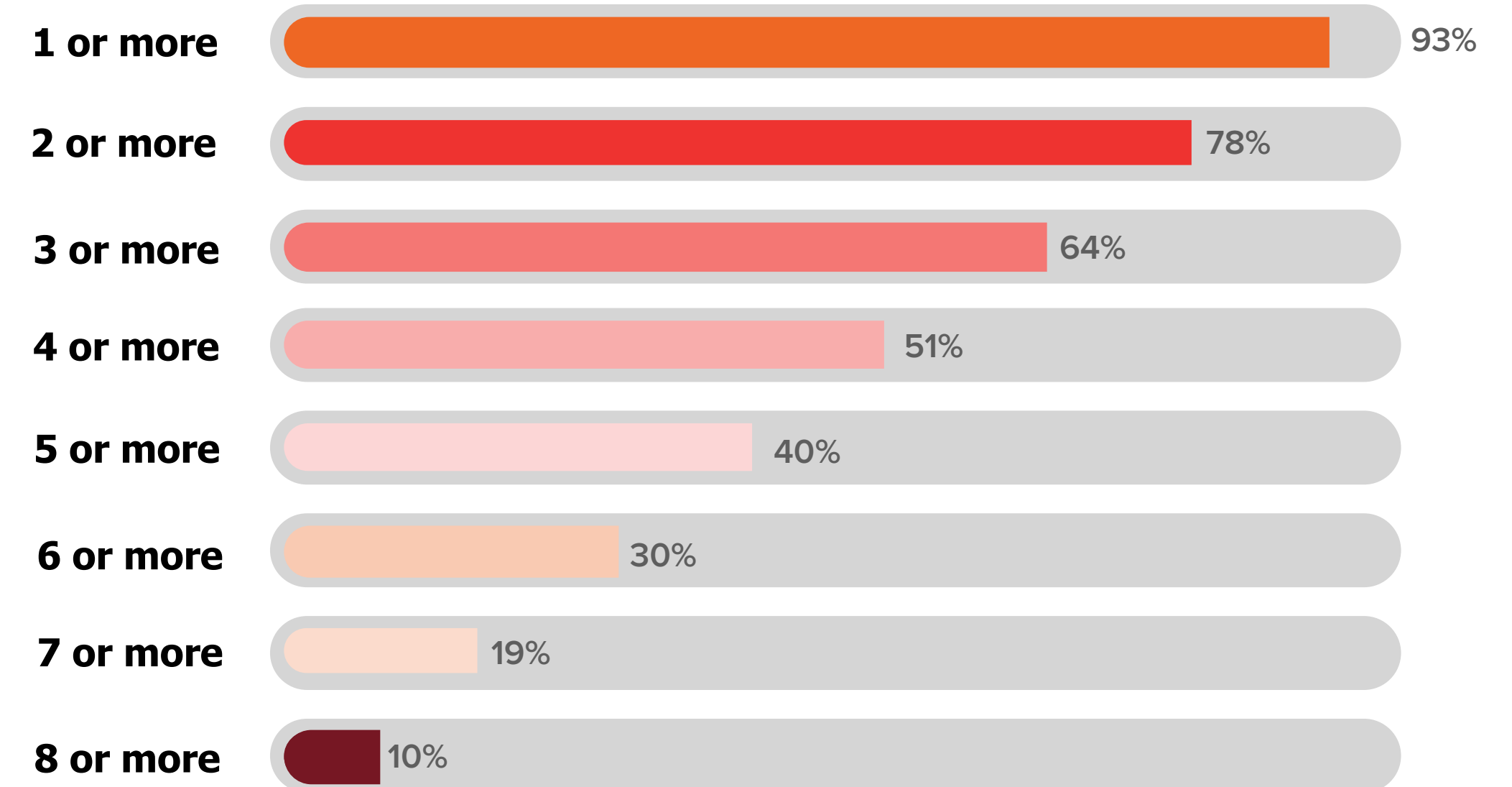
READING
MORE

News covers all interests

Types of categories read

| Category | Unique audience | % population |
|-------------------------|-----------------|--------------|
| General News | 20.9 million | 93% |
| Property | 14.8 million | 66% |
| Sport | 12.3 million | 55% |
| Lifestyle & Health | 11.8 million | 53% |
| Entertainment & Culture | 11.0 million | 49% |
| Business & Finance | 10.4 million | 46% |
| Auto | 7.6 million | 34% |
| Travel | 6.6 million | 30% |
| Technology | 4.9 million | 22% |
| Other | 4.8 million | 22% |

Number of categories read with General News



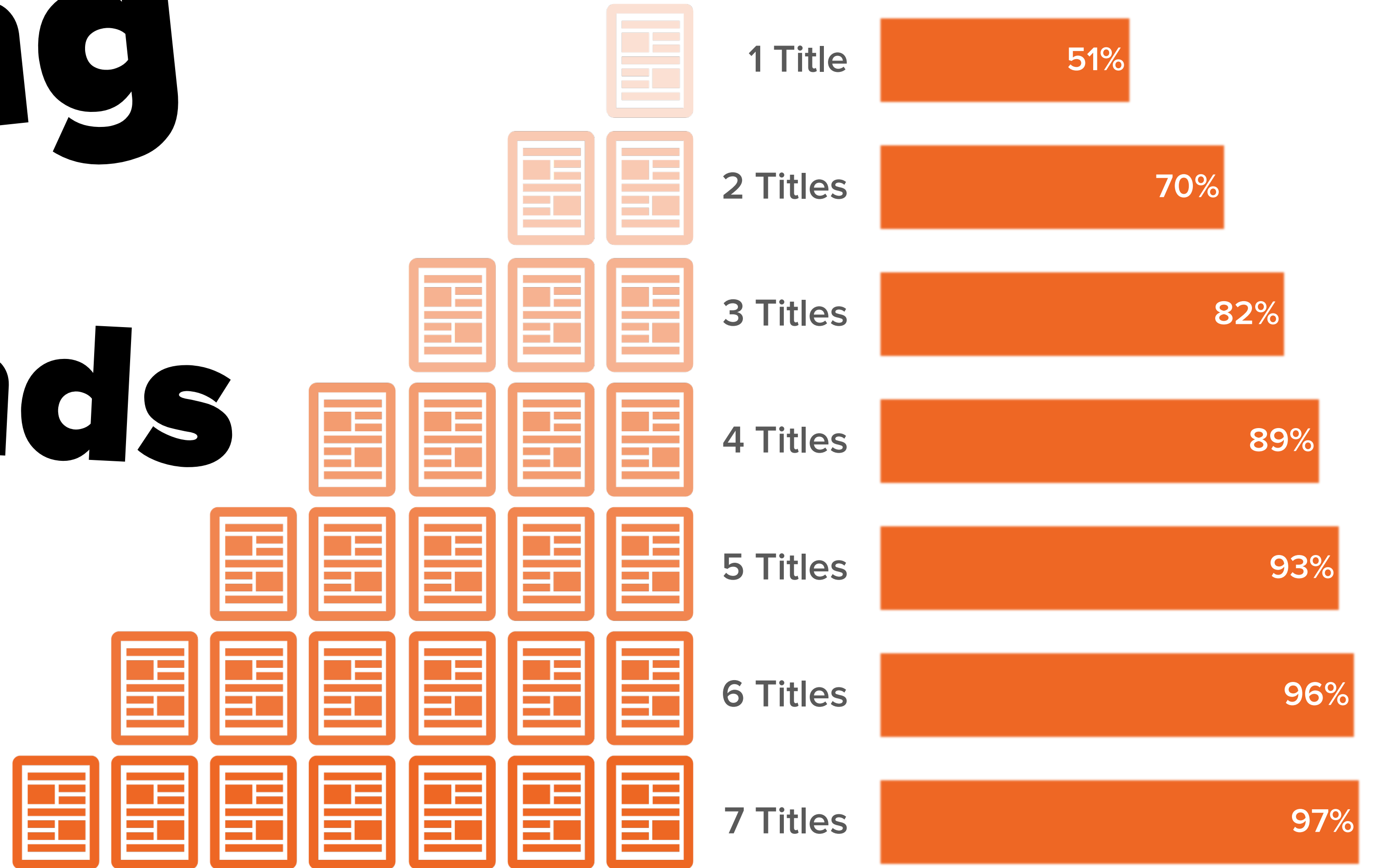
% Population

Reading more brands



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

Number of titles read
(% of News Publishing readership)



Source : Roy Morgan July to June 2024
Base: Australians aged 14+, "Read news in the last 4 weeks (print or digital)", based on News Mastheads that have both a print and digital presence, n= 62,989

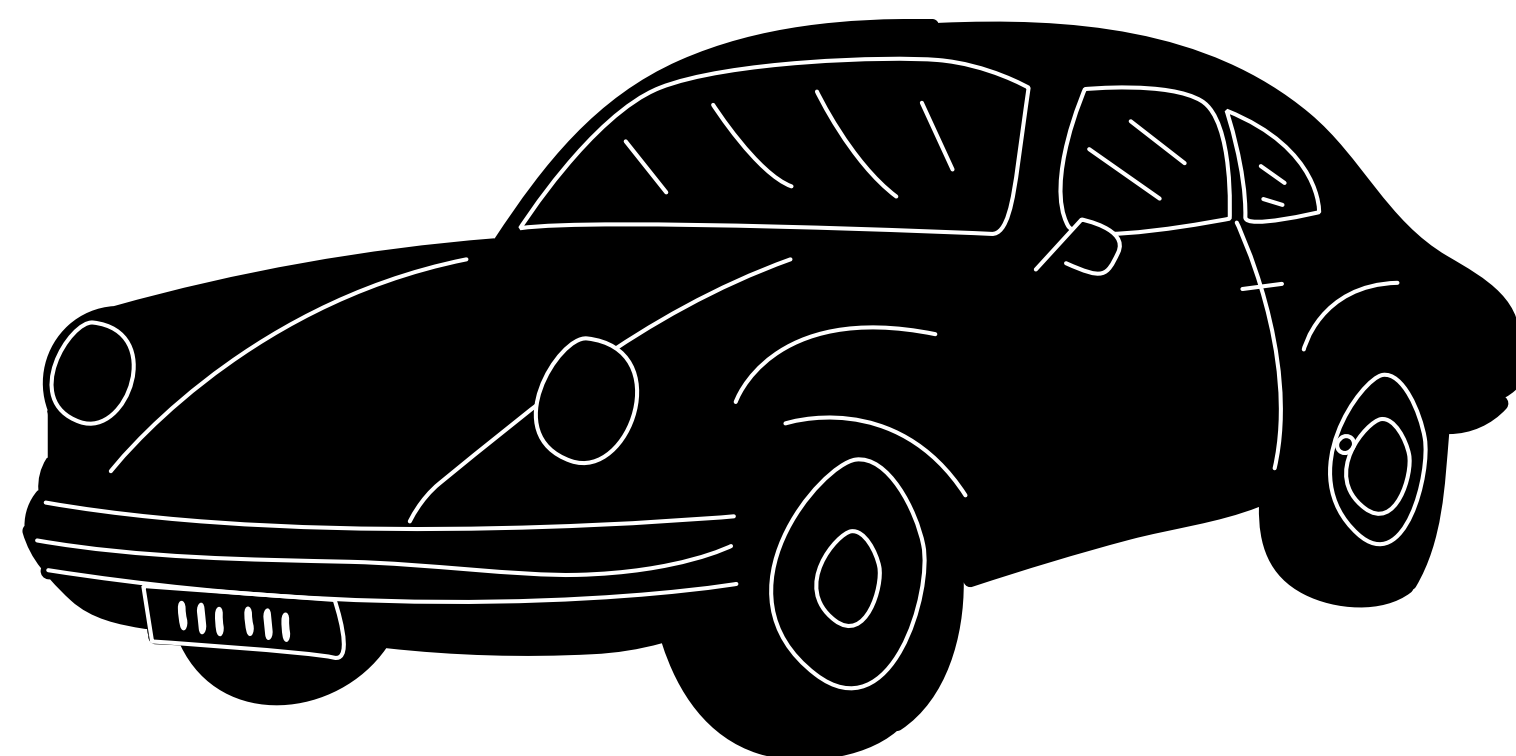


And **engages**

High-end

Auto

intenders



PROFILE:

- Intending to buy a new car within a year
- **76%** more likely to be of high socio-economic status and **70%** more likely to be big spenders
- Prefer premium news environments

IMPORTANCE:

- **2.1x** more likely to acquire a new car every **3 to 5 years**
- **2.3x** more likely to buy an EV than any other car
- Significantly more likely to be early adopters in most big purchase decisions (**1.2x or greater**)

ROLE OF NEWS PUBLISHING:

- Go-to source for car purchase decision making (**11% more likely**)
- Most trusted source of news (**20% more likely to trust**)



And **engages** **Travel** **enthusiasts**



PROFILE:

- Spend more than **\$200 per person**, per night on holidays
- More likely to be young parents and majority have a **high personal income**
- **75%** plan to travel within Australia
- More likely to **pay for premium news** environments

IMPORTANCE:

- **26%** of the Australian population and growing
- **26%** more likely to travel regularly (within 12 months)
- Early adopters interested to **try new products and experiences**

ROLE OF NEWS PUBLISHING:

- Highly **engaged news consumers** overall
- Engage with a wide variety of news content and **22%** more likely to read Travel content regularly



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+ | | 97% | 97% | 96% | 93% | 97% | 98% | 98% | 96% | 97% | 96% |
| Population 14+ | 100% | 22.4 | 11.0 | 11.4 | 3.7 | 4.0 | 5.4 | 4.7 | 4.6 | 14.5 | 7.9 |
| Total news | 97% | 21.7 | 10.7 | 11.0 | 3.5 | 3.8 | 5.3 | 4.6 | 4.5 | 14.1 | 7.6 |
| News (digital) | 94% | 20.9 | 10.4 | 10.6 | 3.4 | 3.8 | 5.2 | 4.5 | 4.1 | 13.7 | 7.2 |
| News (print) | 53% | 11.9 | 6.0 | 5.8 | 1.4 | 1.9 | 2.7 | 2.8 | 3.1 | 7.4 | 4.4 |
| Newspaper inserted magazines (NIMs) | 27% | 6.0 | 3.0 | 3.0 | 0.7 | 0.9 | 1.3 | 1.4 | 1.7 | 4.1 | 1.9 |

Source: Roy Morgan July 2023 to June 2024
 Base: Australians aged 14+, n=64,708

think
NEWS
brands