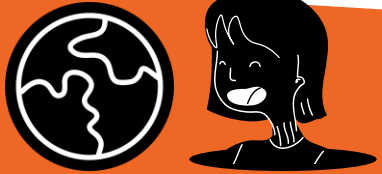


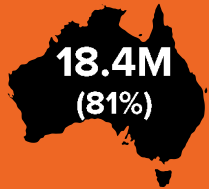
Total News Publishing



has power



Super Scale



Aussies (aged 14+) read news each WEEK

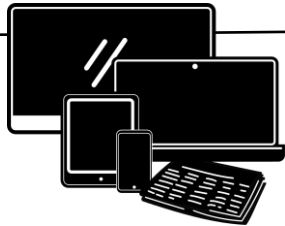
That's more than...

Eating vegetables
18.0 million (80%)

Consuming milk
16.6 million (74%)

Watching YouTube
15.7 million (70%)

Drinking coffee
12.2 million (54%)



Anywhere, anyway

21.1M Australians consume news digitally each month

1 in 2 Read both digital and print news each month

2X Homegrown news doubles extended reach beyond the home state



News for everyone

51%

News readers read 4+ special interest categories on top of general, breaking news

Top Categories

Property – 66%
Sport – 54%
Lifestyle & Health – 52%
Entertainment & Culture – 49%
Business & Finance – 45%



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

\$ High net worth Australians are 26% more likely to read news brands

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