



Total News Publishing Fact Pack

All the facts about news readership in Australia

Updated November 2024

Data to September 2024

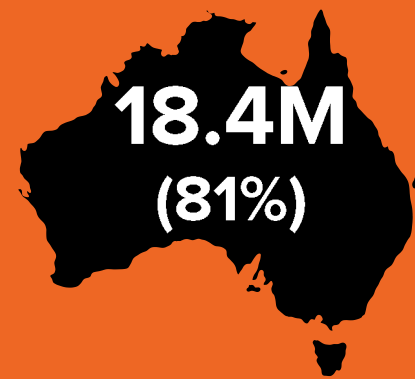


Total News Publishing

has power




Super Scale



Aussies (aged 14+) read news each WEEK

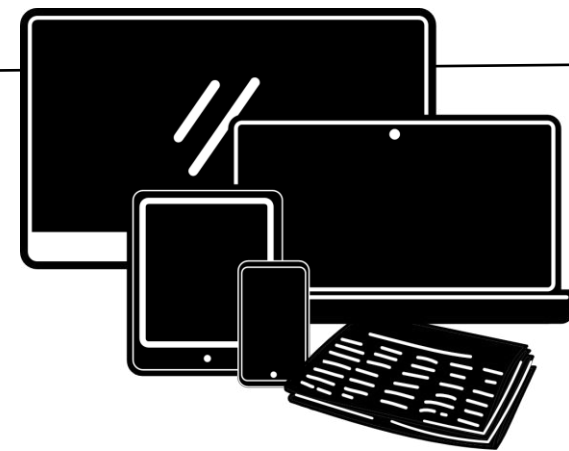
That's more than...

 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



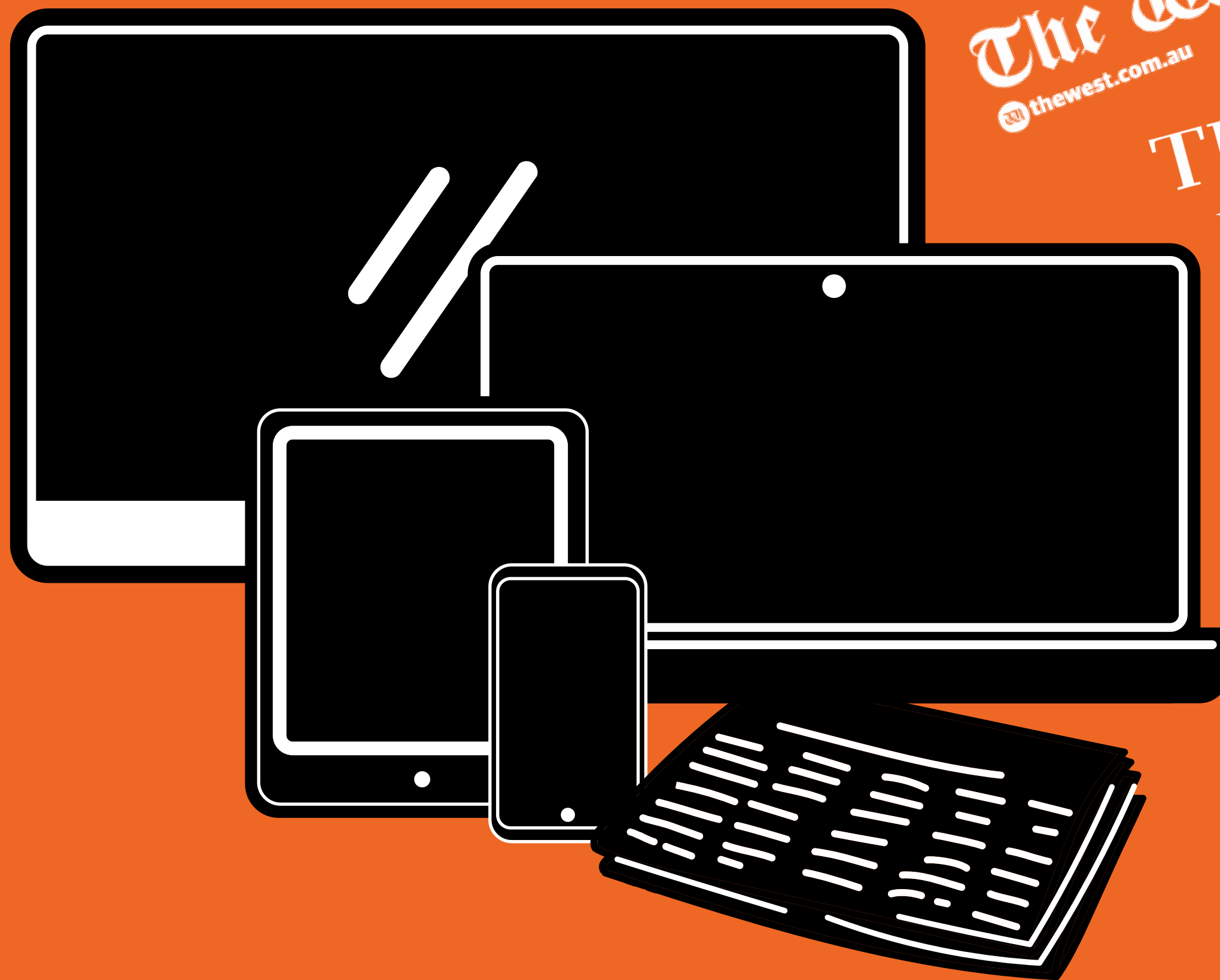
Eyes with wallets

\$ 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

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

It represents all news
that is read (digital,
apps, print) 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



MORE
PEOPLE

MORE
OFTEN

READING
MORE

97% of Australians engage with
Total News Publishing each
and every month.



We're not milking it!



Reading news

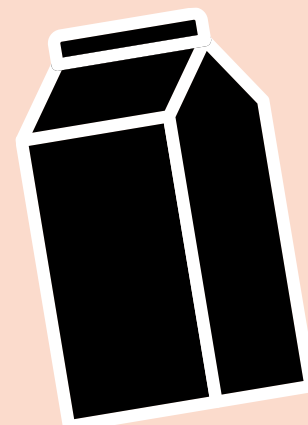
18.4 million or 81% of Aussies read the news each WEEK

That's more than...



Eating vegetables

18.0 million or 80%



Consuming milk

16.6 million or 74%



Watching YouTube

15.7 million or 70%

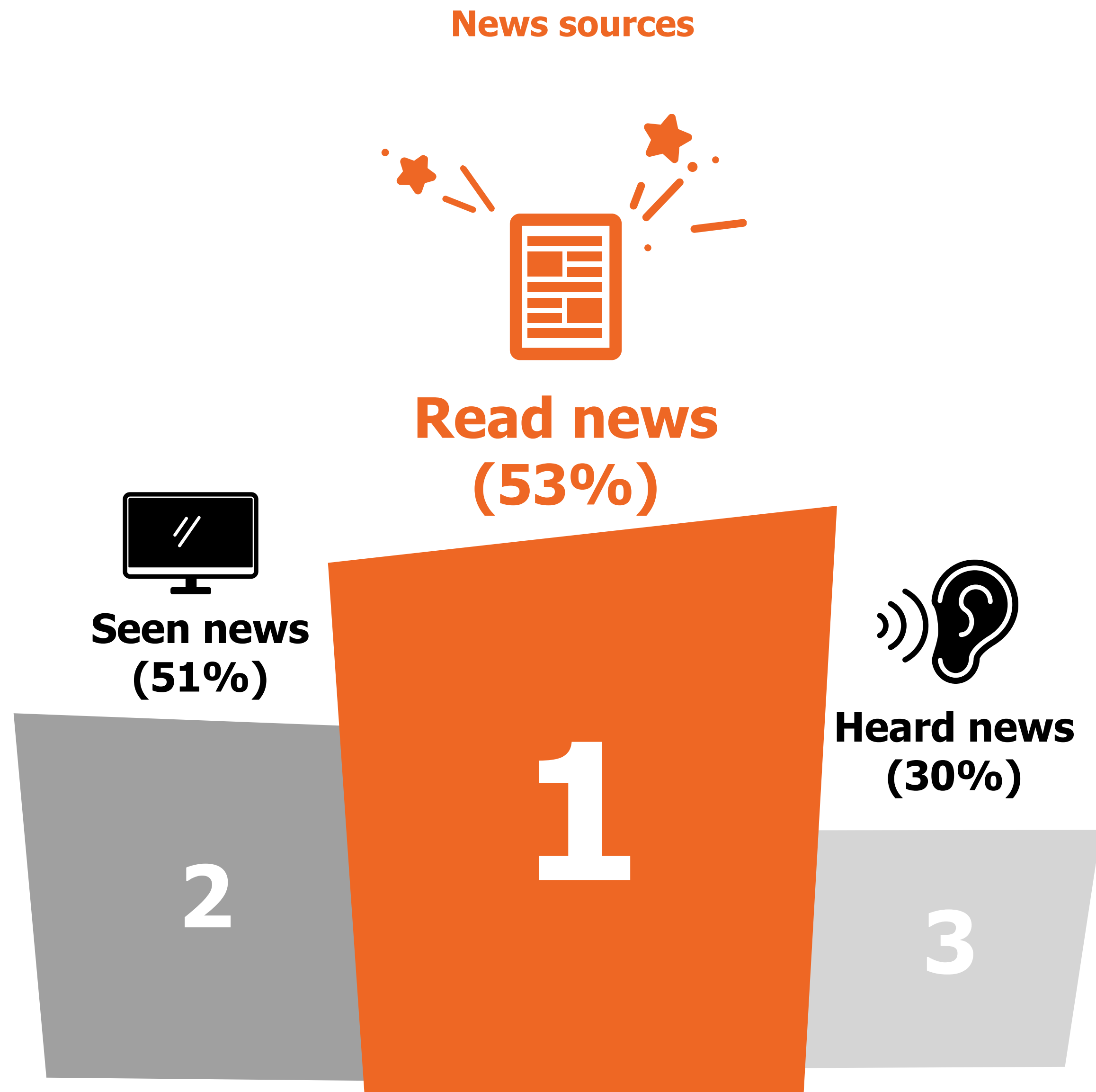


Drinking coffee

12.2 million or 54%

Nothing beats a good read!

More Aussies access and connect to diverse content daily 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.

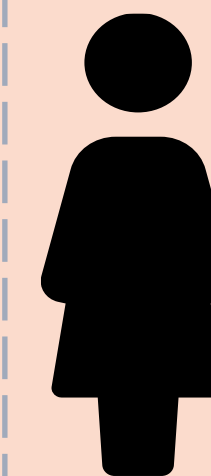
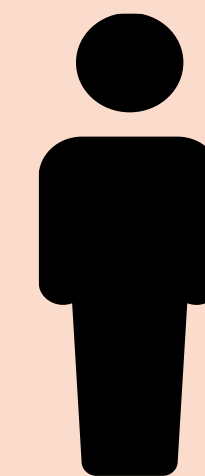
Monthly
readership



97% or 21.8M

by gender

97%
10.8M



96%
11.0M

by age group

14-34

95%
7.4M

35-54

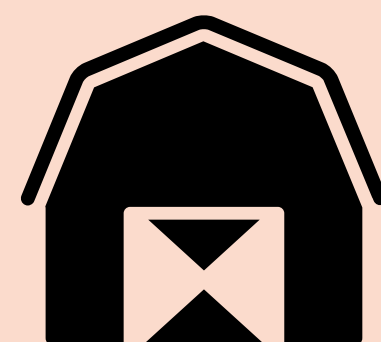
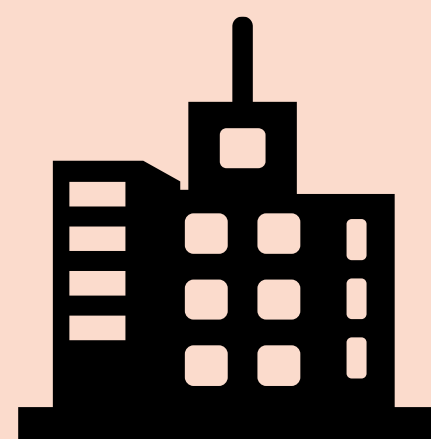
98%
6.9M

55+

97%
7.5M

by capital cities vs. country

97%
14.2M



96%
7.6M

by annual
household income

\$

< 50K

94%
3.6M

\$\$

\$50K - \$100K

97%
5.3M

\$\$\$

\$100K - \$150K

97%
4.6M

\$\$\$\$

\$150K+

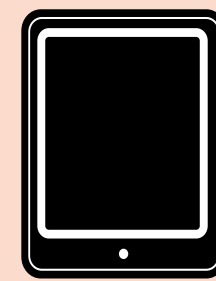
98%
8.3M

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

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



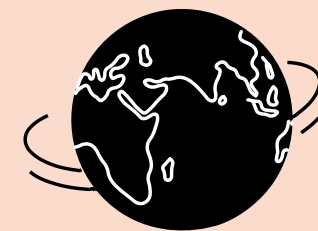
Paying news readers



96% more likely to read 5 or more categories. And **69%** read 5 or more special interest categories in an average month.



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



75% intend to travel in the next 12 months.

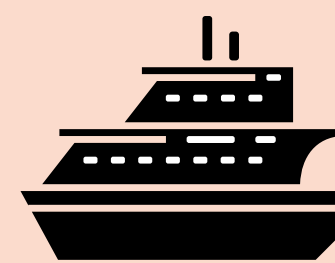
Paying news readers



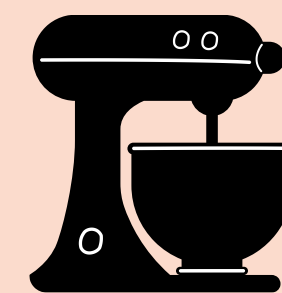
Are more likely than the general population to:



Hold **2X level of wealth** (\$172K in savings/investments vs. \$79K average Australian).



Spend more on travel, on average spending more than \$2K on their last trip (21% more likely).



Be **early adopters** for new cars, buying the latest sporting equipment or apparel, buy new models of appliances, try a new hotel or resort, and try a new diet (more than 36-53% 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

	Audience (home state)	% total readership	Audience (rest of Aus)	% total readership	Extension of home state reach
NSW Titles	4.6M	50%	4.6M	50%	+100%
VIC Titles	3.5M	50%	3.5M	50%	+99%
QLD Titles	2.0M	51%	1.9M	49%	+97%
WA Titles	1.5M	37%	2.6M	63%	+174%
SA Titles	0.7M	39%	1.1M	61%	+155%
TAS Titles	0.07M	71%	0.03M	29%	+40%
NT Titles	0.05M	18%	0.3M	82%	+464%

Source: Roy Morgan October 2023 to September 2024; L4W news cross platform readership
Base: Australians aged 14+, n=64,871

Eat
news
sleep
news
repeat



MORE
PEOPLE

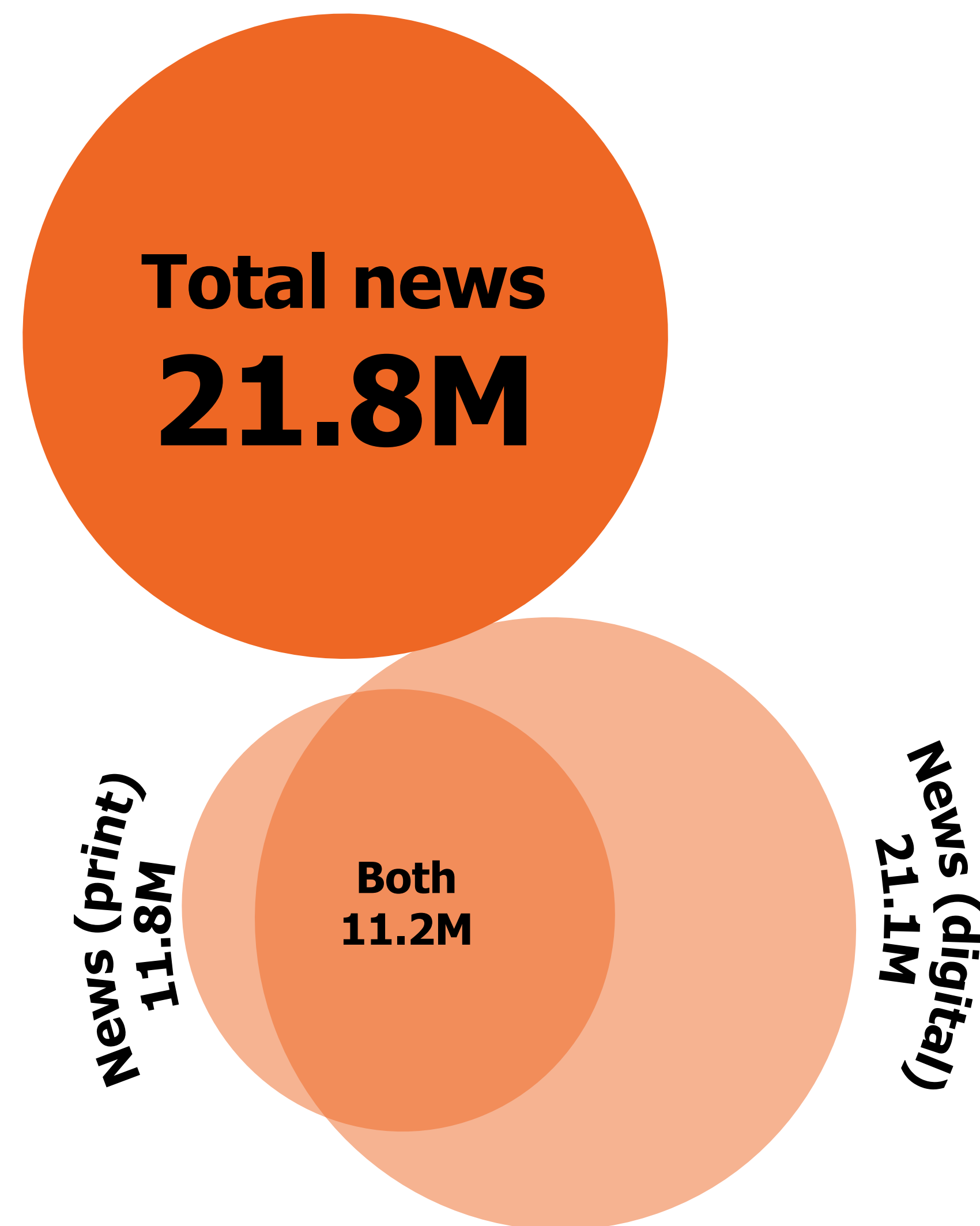
MORE
OFTEN

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

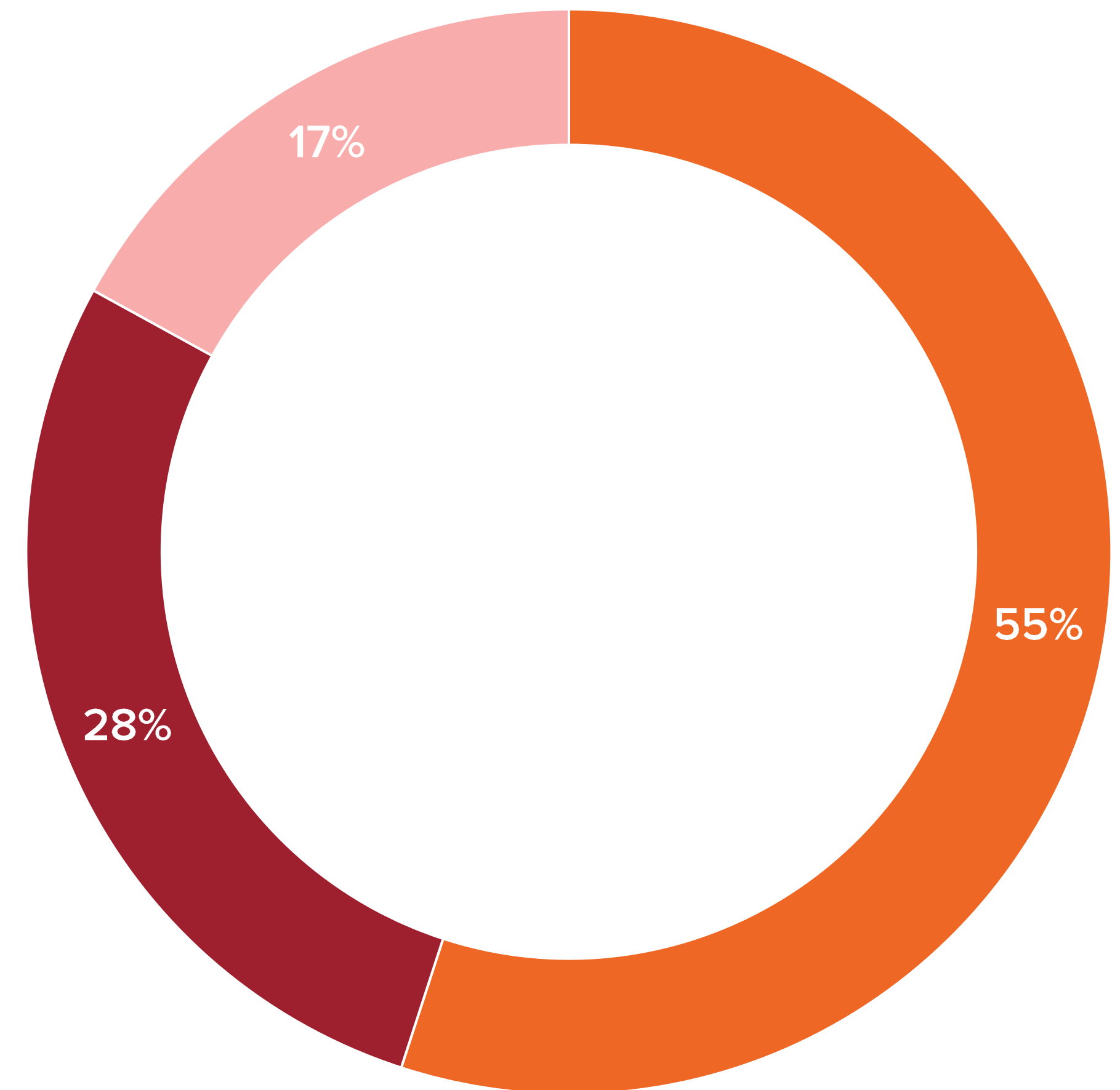


News is like coffee,
you get your first fix in
the morning, then
keep consuming
throughout the day.

Source: Roy Morgan October 2023 to September 2024
Base: Australians aged 14+, n=64,871

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



Get a direct hit

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



Direct
to source

67

million

Total news
interactions per week

News goes the distance



MORE
PEOPLE

MORE
OFTEN

READING
MORE

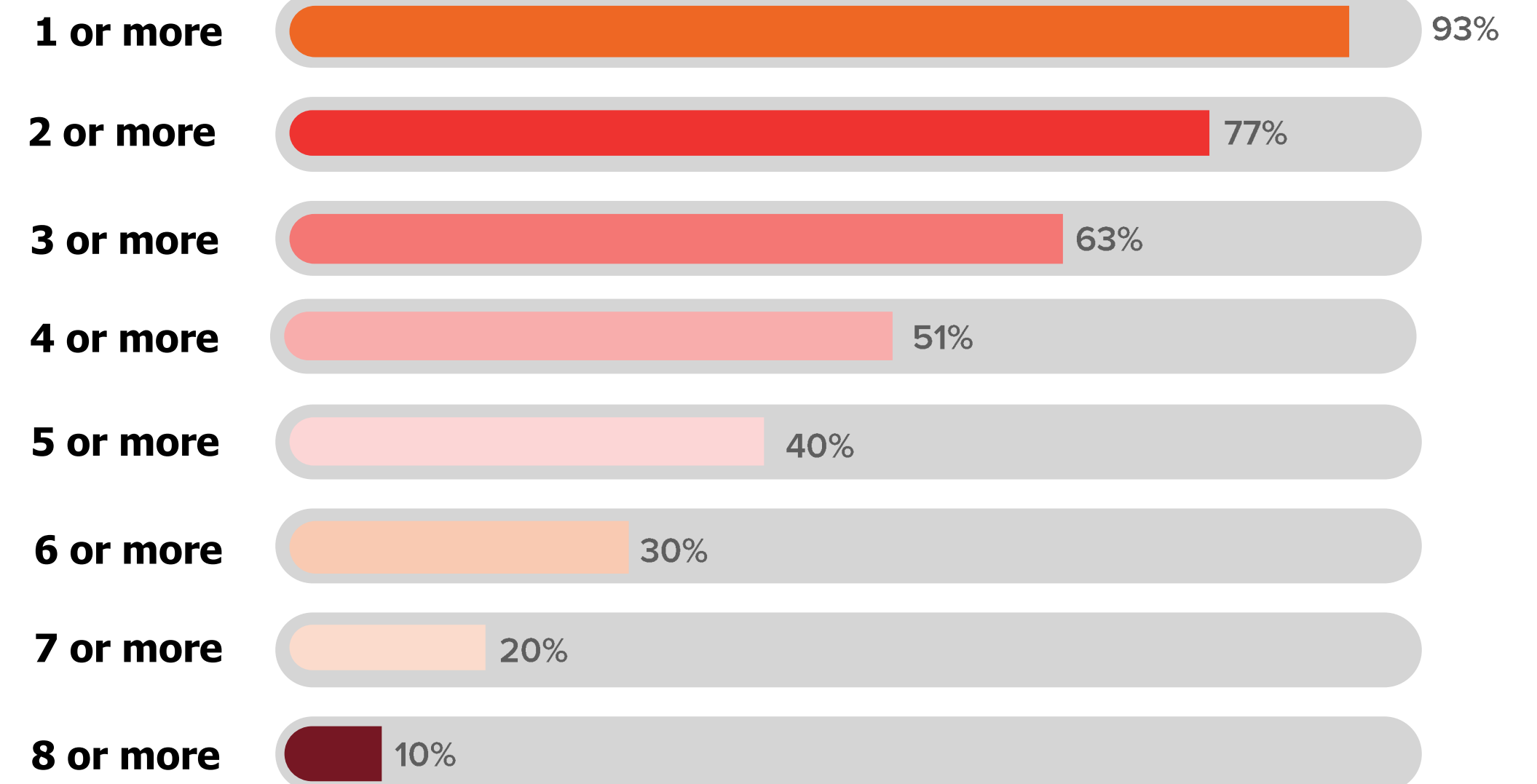


News covers all interests

Types of categories read

Category	Unique audience	% population
General News	21.1 million	93%
Property	14.8 million	66%
Sport	12.2 million	54%
Lifestyle & Health	11.6 million	52%
Entertainment & Culture	11.0 million	49%
Business & Finance	10.2 million	45%
Auto	7.6 million	34%
Travel	6.7 million	30%
Other	5.2 million	23%
Technology	4.8 million	21%

Number of categories read with General News



% Population

Building

Up to

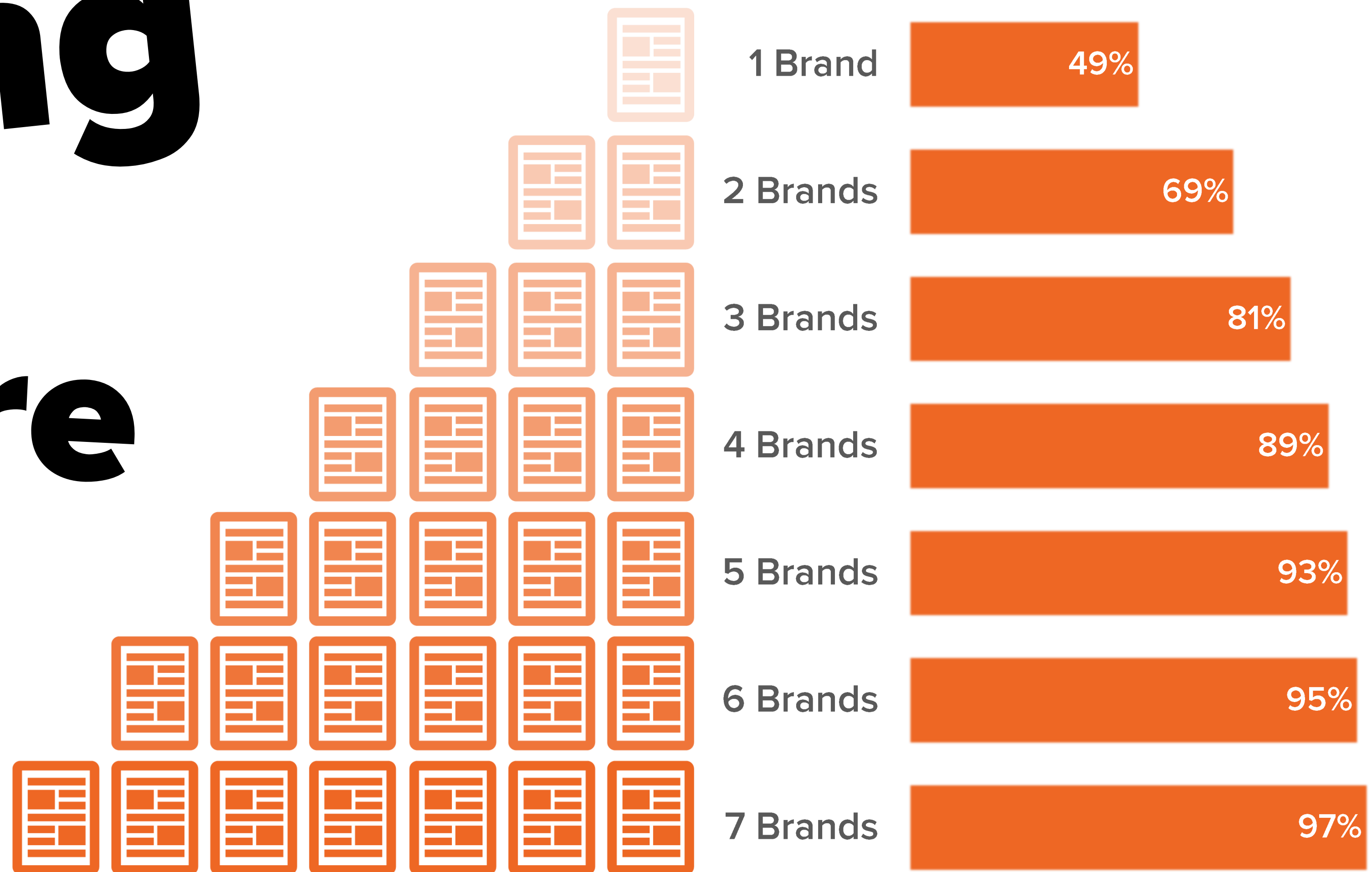
more



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

Number of news brands read

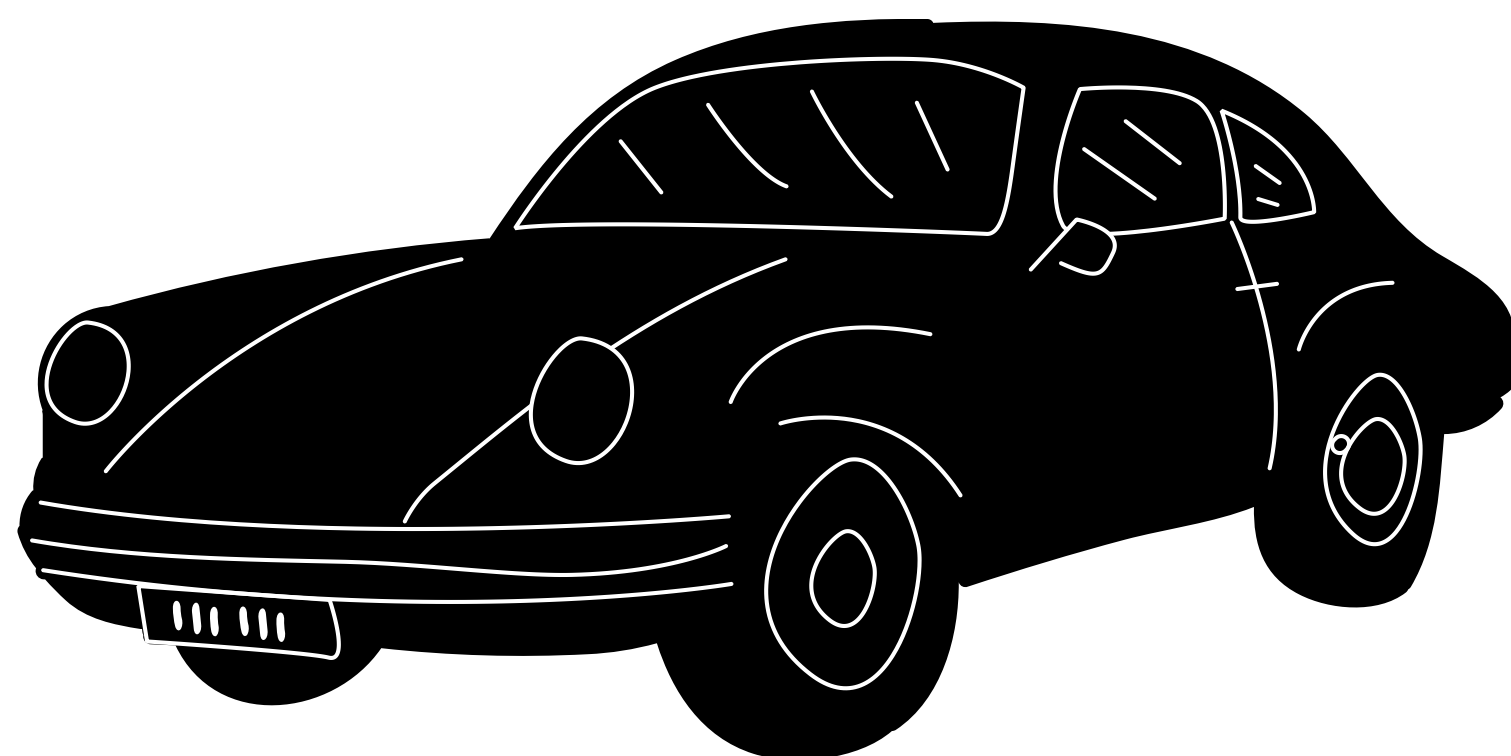
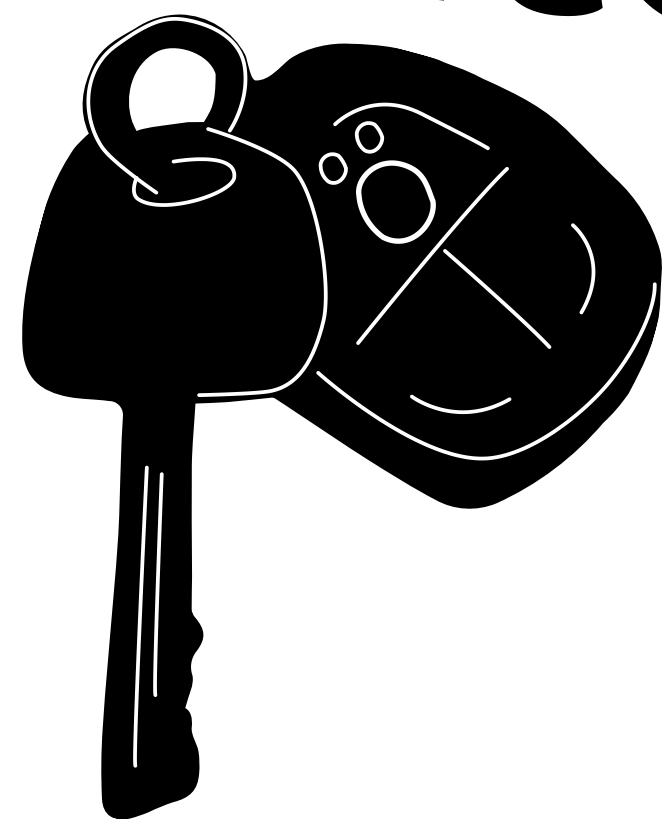
(% of News Publishing readership)





And engages

High-end Auto intenders



PROFILE:

- Intending to buy a new car within a year
- **54%** more likely to be of high socio-economic status and **71%** more likely to be big spenders
- Prefer premium news environments

IMPORTANCE:

- **1.6x** more likely to acquire a new car every **3 to 5 years**
- **2.5x** 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 (**13% more likely**)
- Most trusted source of news (**21% 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**
- **77%** plan to travel within Australia
- More likely to **pay for premium news** environments

IMPORTANCE:

- **27%** of the Australian population and growing
- **23%** more likely to travel regularly (within 12 months)
- Early adopters interested to **try new products and experiences**

ROLE OF NEWS PUBLISHING:

- Most trusted source of news (**12% more likely to trust**)
- Engage with a wide variety of news content and **21%** 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%	94%	97%	98%	98%	96%	97%	96%
Population 14+	100%	22.6	11.1	11.4	3.8	4.0	5.4	4.7	4.7	14.7	7.9
Total news publishing	97%	21.8	10.8	11.0	3.5	3.9	5.3	4.6	4.5	14.2	7.6
News (digital)	94%	21.1	10.5	10.7	3.4	3.8	5.2	4.5	4.1	13.9	7.3
News (print)	53%	11.8	6.0	5.8	1.4	1.9	2.7	2.7	3.1	7.4	4.4
Newspaper inserted magazines (NIMs)	27%	6.1	3.0	3.1	0.7	0.9	1.3	1.5	1.7	4.2	1.9

think
NEWS
brands