



Total News Publishing has power

think
NEWS
brands



Super Scale



Aussies (aged 14+) read news each WEEK

That's more than...



Eating vegetables
18.0 million (80%)



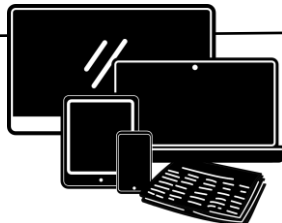
Consuming milk
16.8 million (74%)



Watching YouTube
15.6 million (69%)



Drinking coffee
12.2 million (54%)



Anywhere, anyway

21.3M

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

50%

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

Top Categories



Property – 65%
Sport – 54%
Lifestyle & Health – 50%
Entertainment & Culture – 48%
Business & Finance – 44%



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

Roy Morgan, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to December 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.

Find out more at thinknewsbrands.com.au