



Total News Publishing Fact Pack

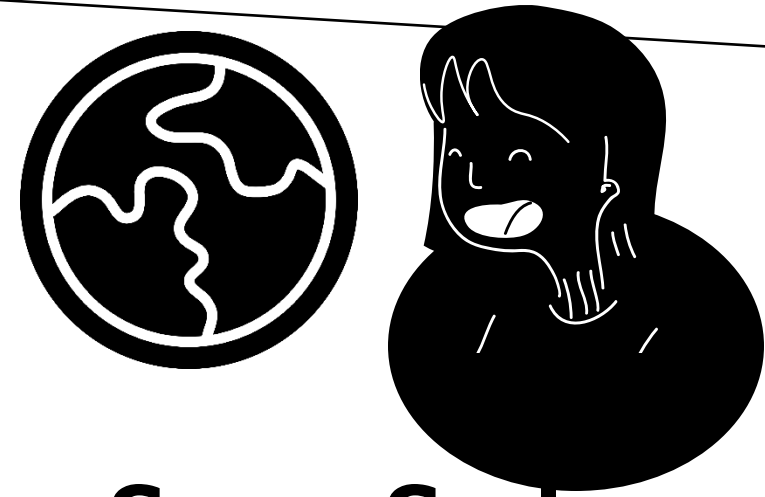
All the facts about news readership in Australia

Updated May 2025

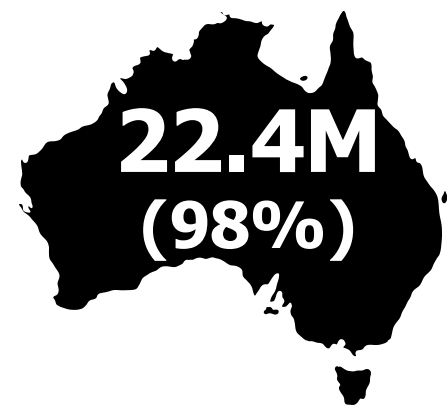
Data to March 2025



Total News Publishing has power



Super Scale



Aussies (aged 14+) read news

More Aussies access and connect to diverse content daily by reading, surpassing listening or watching



Anywhere, anyway

21.9M Australians consume news digitally

1 in 2 Read both digital and print news

2X Homegrown news doubles extended reach beyond the home state



News for everyone

Most sought out categories are:



General News: 96%
Property: 70%
Sport: 61%
Entertainment & Culture: 56%
Lifestyle & Health: 54%
Business & Finance: 46%

55%

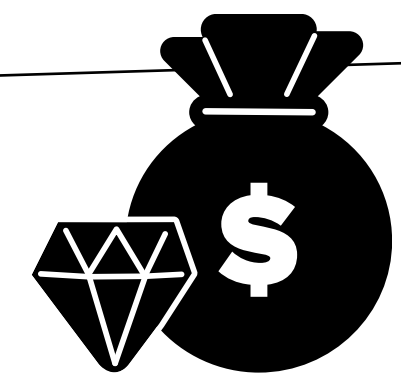
Read 4+ special interest categories on top of general, breaking news



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



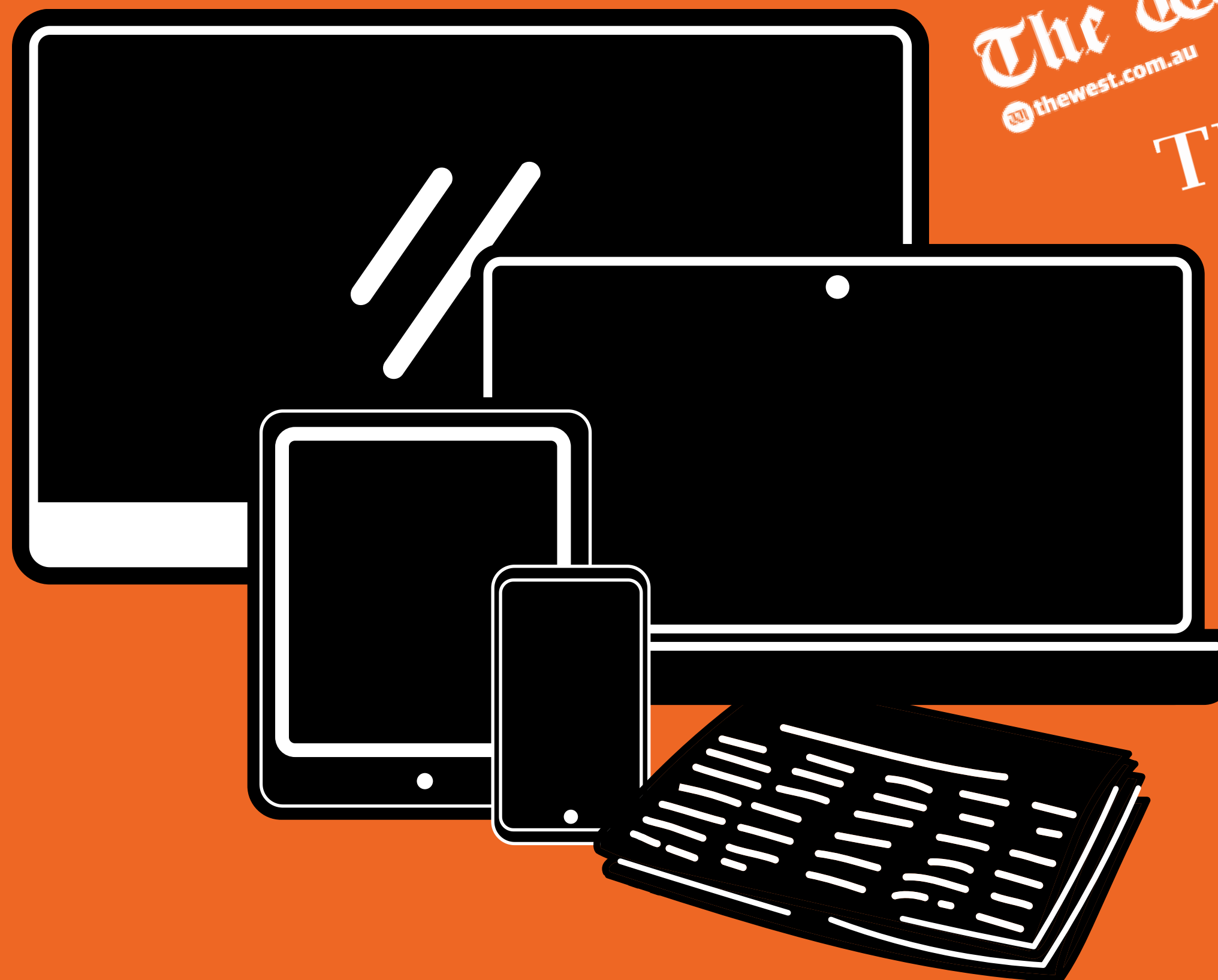
High net worth Australians are 28% more likely to read premium news brands

Paying news readers are 26% more likely to be homeowners and 23% more likely to be big spenders.



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

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

7 NEWS.com.au

News draws a crowd



**MORE
PEOPLE**

**MORE
OFTEN**

**READING
MORE**

98% of Australians engage with
Total News Publishing in any
given month.



Source: Roy Morgan Single Source, April 2024 to March 2025. All audience data is based on monthly readership averaged over the last 12 months, unless otherwise stated.
Base: Australians aged 14+, n= 69,305
Digital audiences use Roy Morgan iris

think
NEWS
brands

We're not milking it!



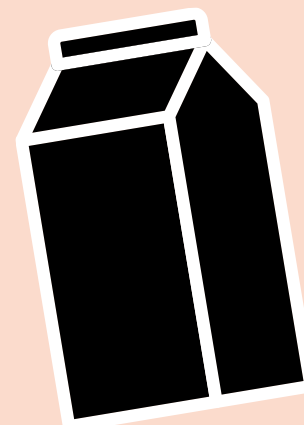
Reading news

20.6 million or 90% of Aussies read the news on a **WEEKLY** basis

That's more than...



Eating vegetables
18.0 million or 79%



Consuming milk
16.8 million or 73%



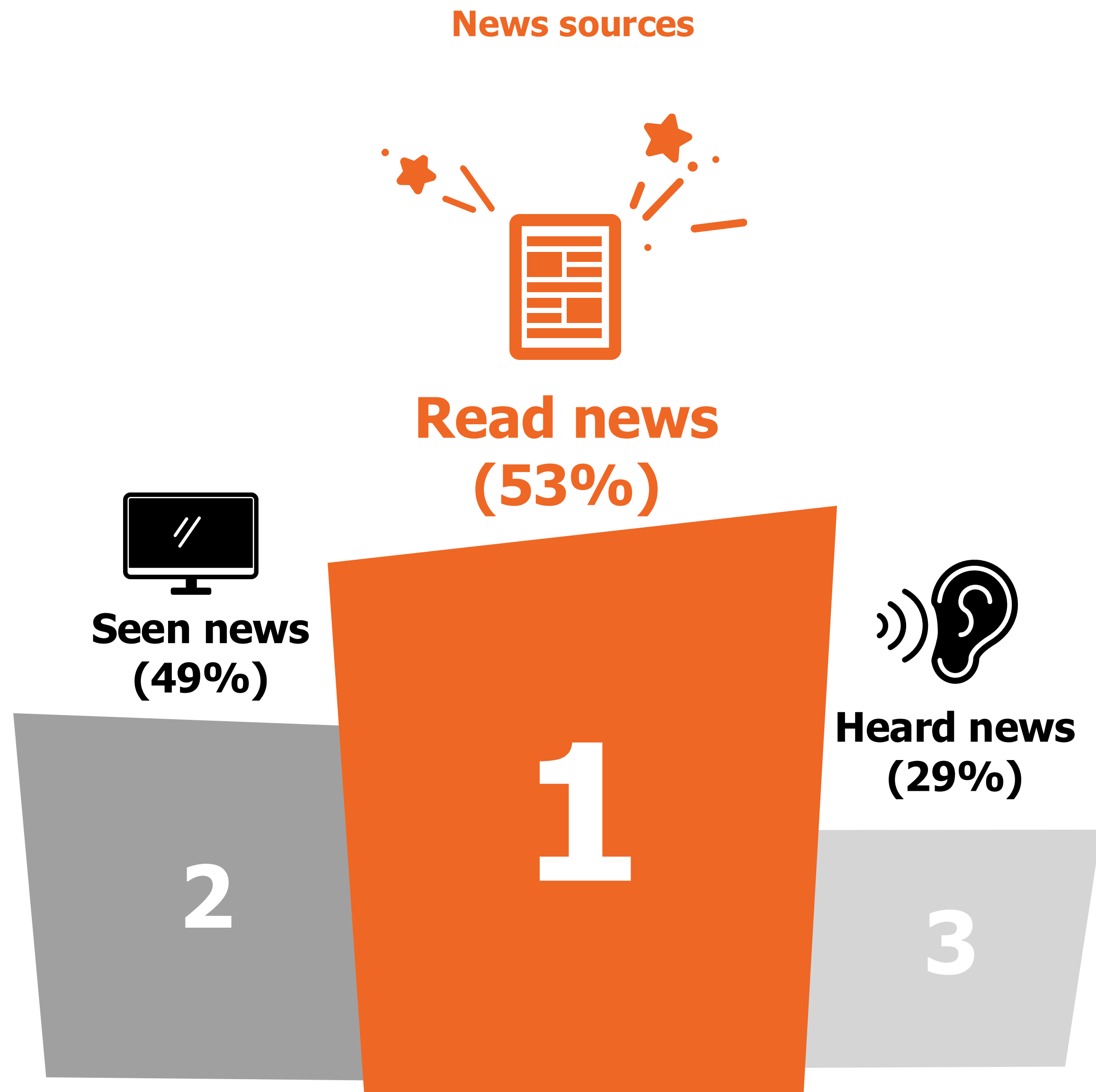
Watching YouTube
15.5 million or 68%



Drinking coffee
12.1 million or 53%

Nothing beats a good read!

More Aussies access and connect to diverse content on a **daily** basis 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.

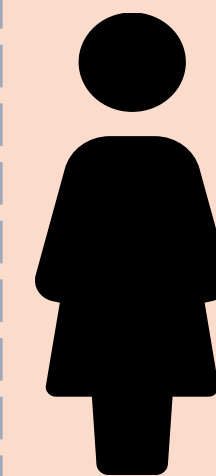
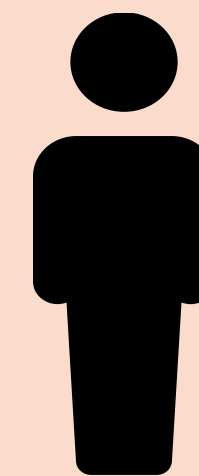
Average
monthly
readership



98% or 22.4M

by gender

98%
11.1M



98%
11.3M

by age group

14-34

97%
7.6M

35-54

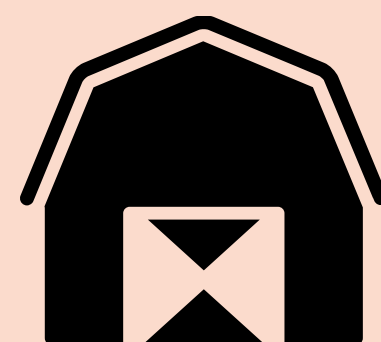
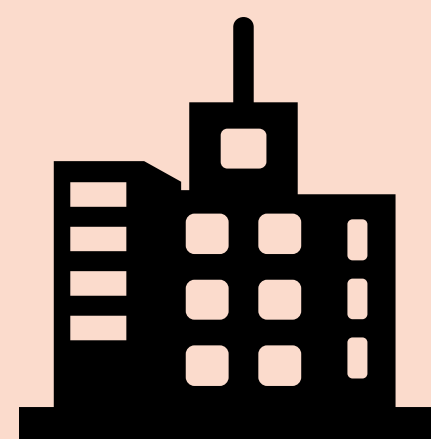
99%
7.1M

55+

98%
7.7M

by capital cities vs. country

98%
14.7M



98%
7.7M

by annual
household income

\$
< 50K

96%
3.7M

\$\$

\$50K - \$100K

98%
5.4M

\$\$\$

\$100K - \$150K

98%
4.5M

\$\$\$\$

\$150K+

99%
8.8M

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



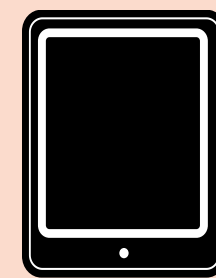
Source: Roy Morgan Single Source, April 2024 to March 2025. All audience data is based on monthly readership averaged over the last 12 months, unless otherwise stated.

Base: Australians aged 14+ who read at least one premium news brand*, n= 31,879

Digital audiences use Roy Morgan iris

*Premium News brands include: The Australian, The Australian Financial Review, The Daily Telegraph, The Sydney Morning Herald, The Herald Sun, The Age, The Courier-Mail, The Adelaide Advertiser, The Saturday Paper, The West Australian, The Mercury, Newcastle Herald, Canberra Times, The Weekly Times, Northern Territory News

Paying news readers



80% more likely to read 5 or more special interest categories. **74%** read 5 or more in an average month.



26% more likely to be homeowners and **23%** more likely to be big spenders.



75% intend to travel in the next 12 months.

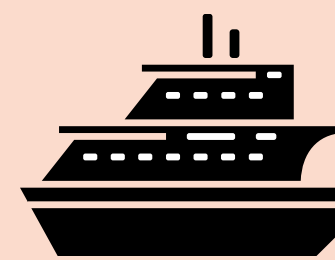
Paying news readers



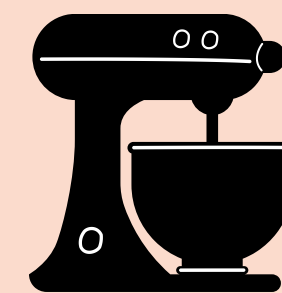
Are more likely than the general population to:



Hold **2X level of wealth** (\$183K in savings/investments vs. \$79K average Australian).



Spend more on travel, on average spending more than \$2K on their last trip (25% 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 buy the latest fashions (more than 42-50% more likely).

Source: Roy Morgan Single Source, April 2024 to March 2025. All audience data is based on monthly readership averaged over the last 12 months, unless otherwise stated.

Base: Australians aged 14+, n= 69,305

Digital audiences use Roy Morgan iris

*Premium News brands include: The Australian, The Australian Financial Review, The Daily Telegraph, The Sydney Morning Herald, The Herald Sun, The Age, The Courier-Mail, The Adelaide Advertiser, The Saturday Paper, The West Australian, The Mercury, Newcastle Herald, Canberra Times, The Weekly Times, Northern Territory News

'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	5.0M	47%	5.7M	53%	+114%
VIC Titles	3.9M	47%	4.3M	53%	+113%
QLD Titles	2.2M	49%	2.3M	51%	+105%
WA Titles	1.7M	42%	2.4M	58%	+137%
SA Titles	0.9M	38%	1.4M	62%	+160%
TAS Titles	0.05M	30%	0.1M	70%	+232%
NT Titles	0.05M	12%	0.4M	88%	+727%

Source: Roy Morgan Single Source, April 2024 to March 2025. All audience data is based on monthly readership averaged over the last 12 months, unless otherwise stated.
Base: Australians aged 14+, n= 69,305
Digital audiences use Roy Morgan iris

Eat
news
sleep
news
repeat



MORE
PEOPLE

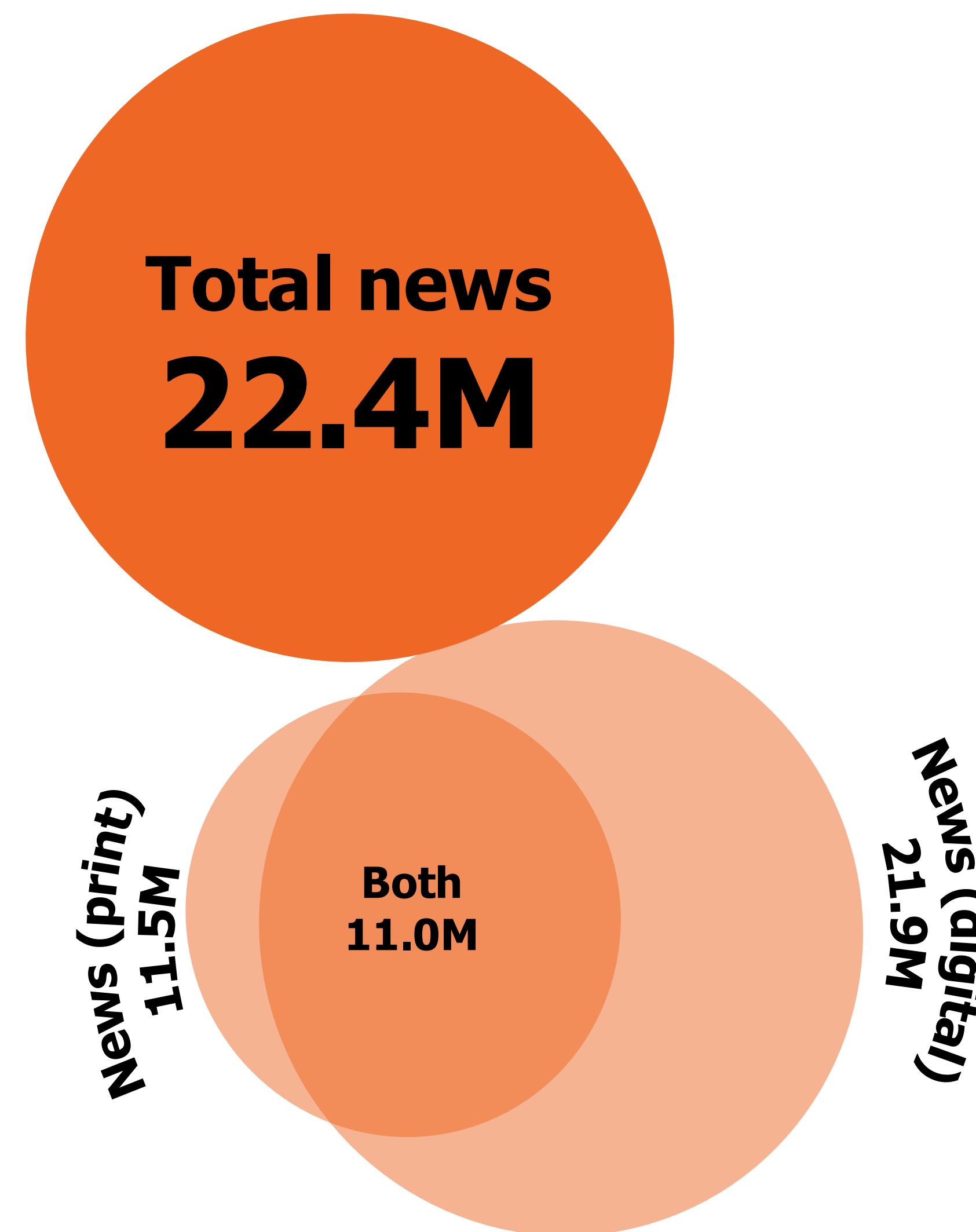
MORE
OFTEN

READING
MORE

News takes many forms

Total News delivers an omnichannel experience with 1 in 2 reading news across both mediums.

Readership by news format



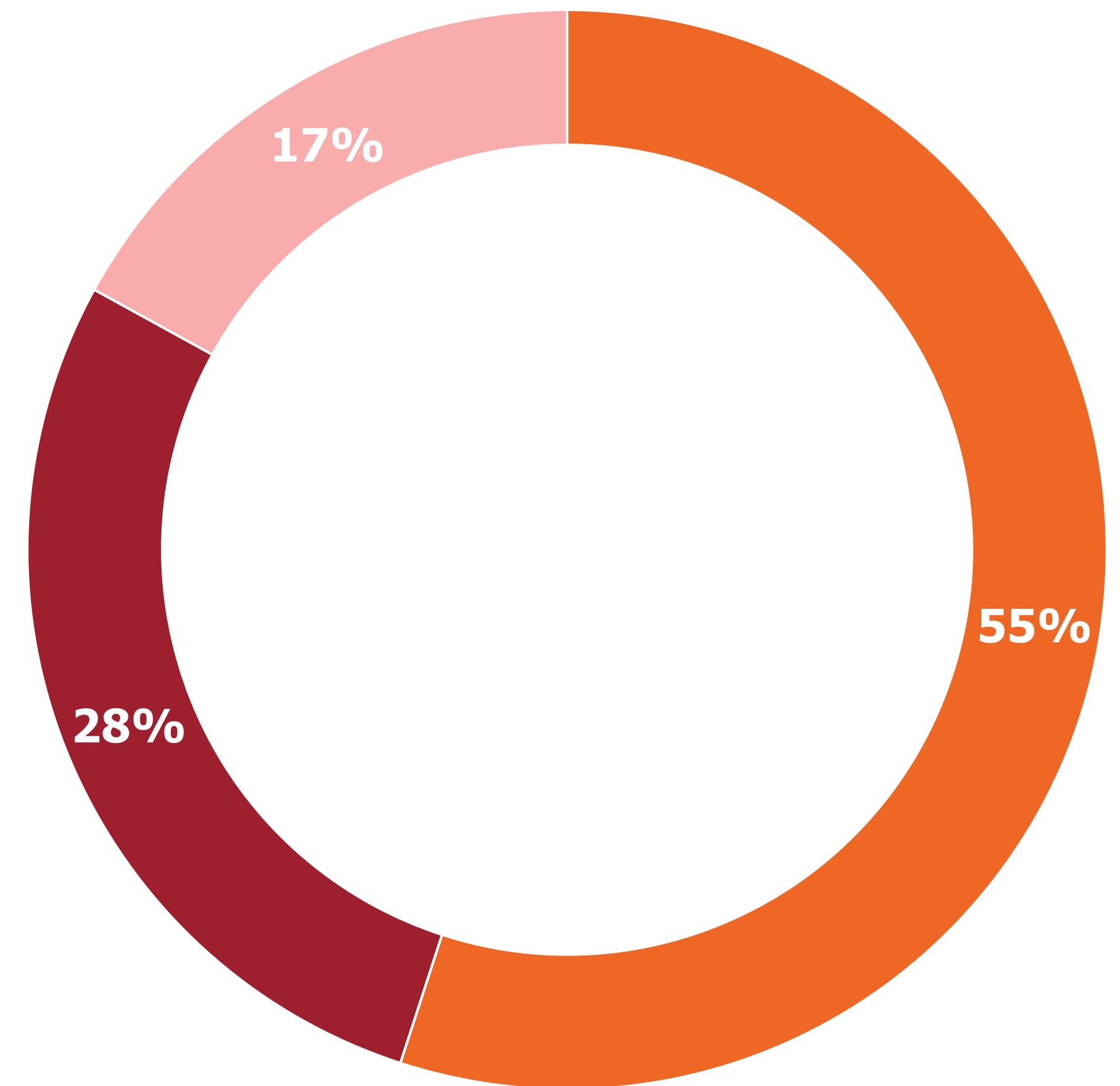
Wake up to good news



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

Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



Source: Roy Morgan Single Source, April 2024 to March 2025. All audience data is based on monthly readership averaged over the last 12 months, unless otherwise stated.
Base: Australians aged 14+, n= 69,305

Get a direct hit

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



Direct to source 94 million

Total news
interactions per
average week

News goes the distance



MORE
PEOPLE

MORE
OFTEN

READING
MORE

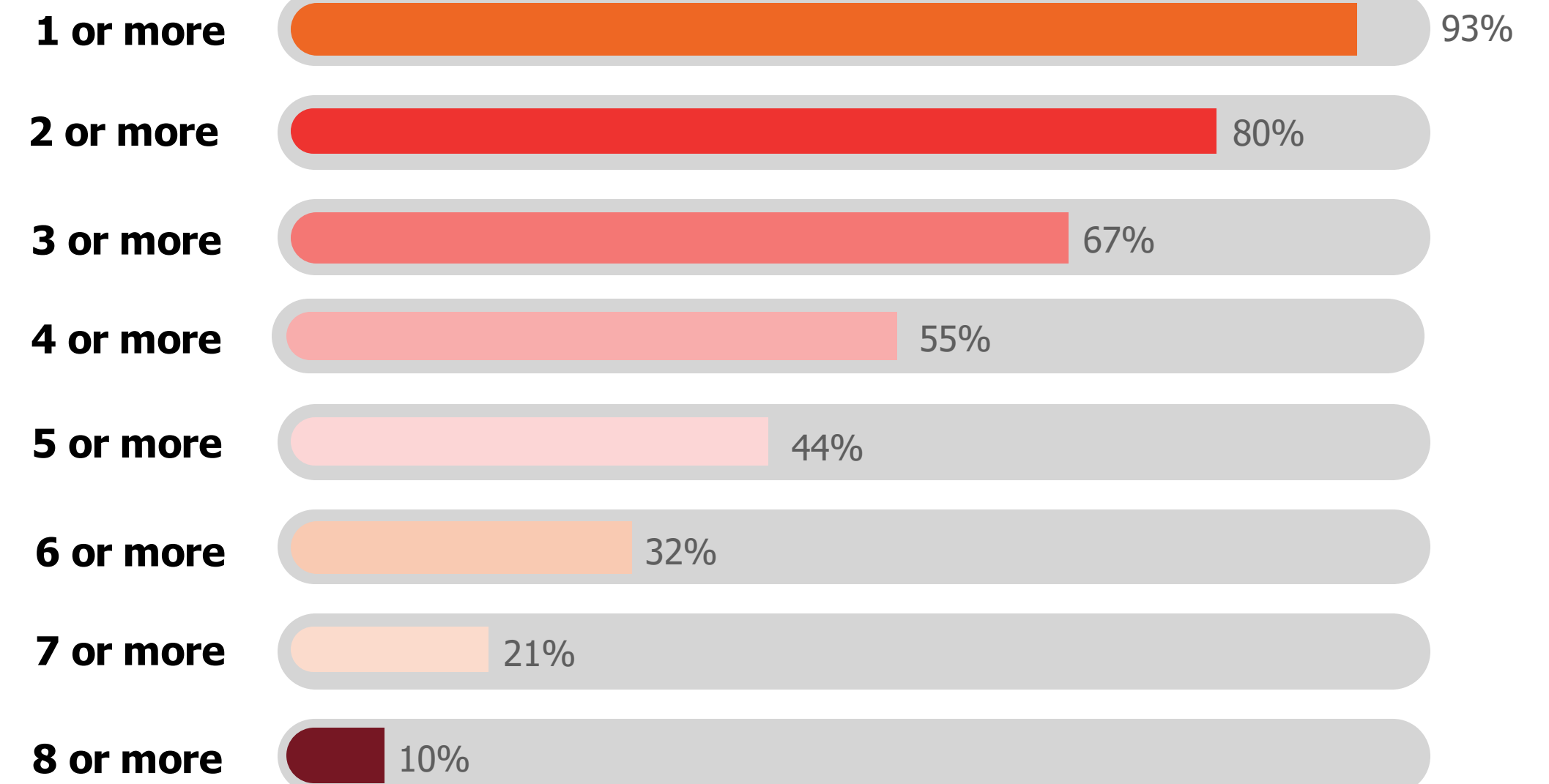


News covers all interests

Types of categories read

Category	Unique audience	% population
General News	22.0 million	96%
Property	16.0 million	70%
Sport	13.8 million	61%
Entertainment & Culture	12.7 million	56%
Lifestyle & Health	12.2 million	54%
Business & Finance	10.6 million	46%
Auto	8.3 million	36%
Travel	7.4 million	32%
Technology	6.1 million	27%
Other	5.0 million	22%

Number of categories read with General News



% Population

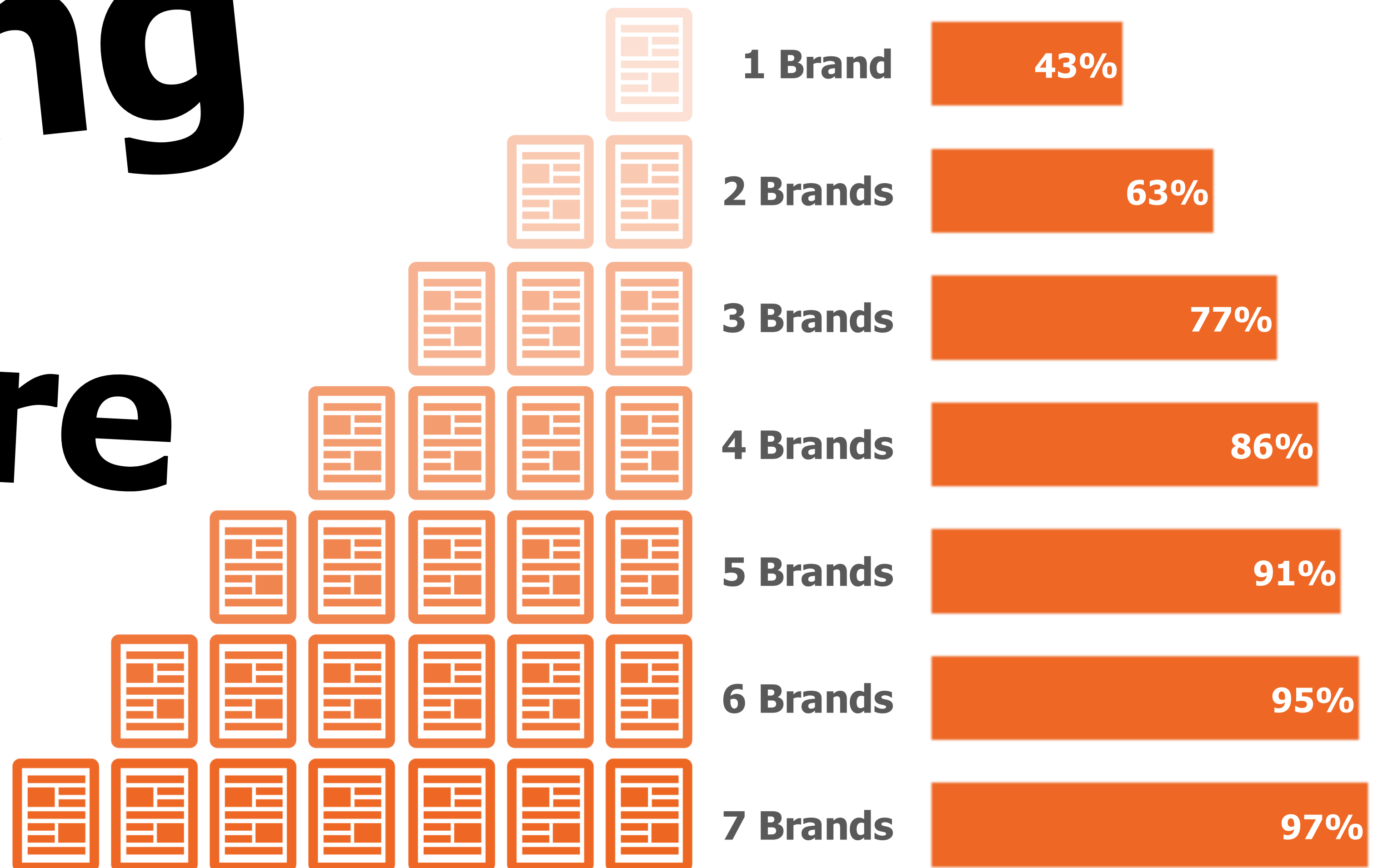
Building Up to more



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

Number of news brands read

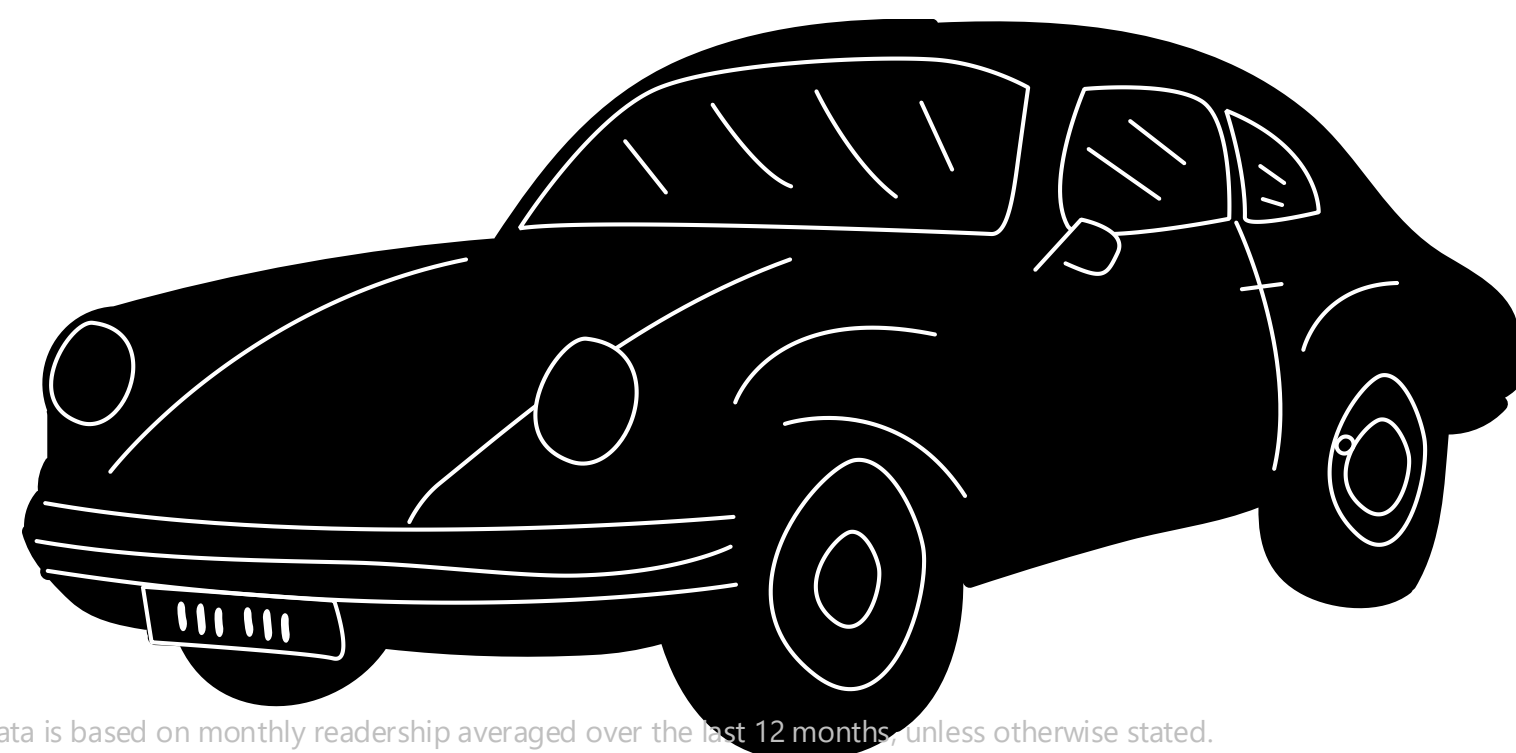
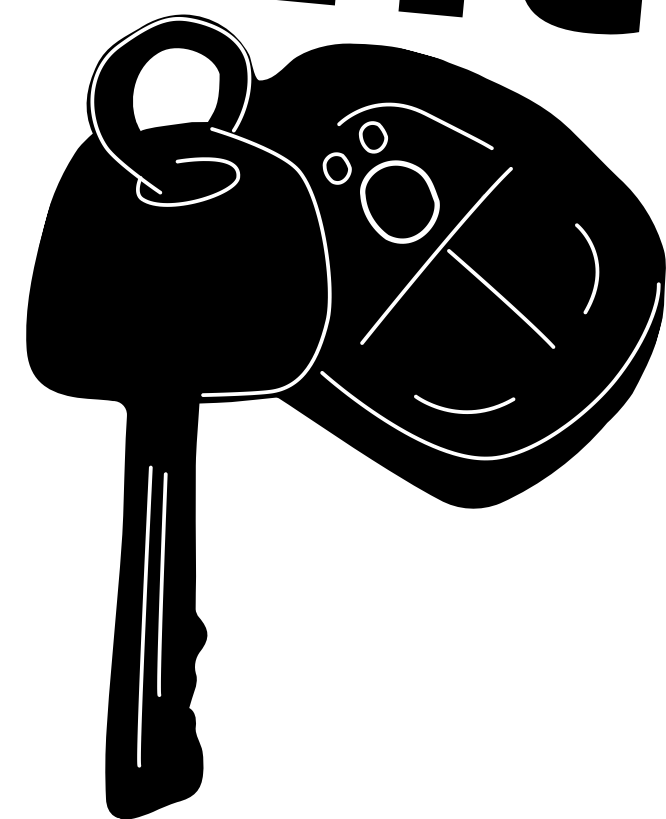
(% of News Publishing readership)





And **engages**

High-end **Auto** intenders



PROFILE:

- Intending to buy a new car within a year
- **77%** more likely to be of high socio-economic status and **90%** more likely to be big spenders
- Prefer premium news environments

IMPORTANCE:

- **1.3x** more likely to acquire a new car every **3 to 5 years**
- **2.7x** 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 (**12% more likely**)
- Most trusted source of news (**25% 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**
- **68%** plan to travel within Australia
- More likely to **pay for premium news** environments

IMPORTANCE:

- **28%** of the Australian population and growing
- **24%** 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 **20%** 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

Average 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+		98%	98%	98%	94%	99%	100%	99%	97%	98%	98%
Population 14+	100%	22.8	11.2	11.6	3.8	4.1	5.5	4.7	4.7	15.0	7.9
Total news publishing	98%	22.4	11.1	11.3	3.6	4.0	5.5	4.7	4.7	14.7	7.7
News (digital)	96%	21.9	10.8	11.1	3.5	4.0	5.5	4.7	4.7	14.4	7.5
News (print)	50%	11.5	5.8	5.7	1.3	1.8	2.6	2.7	2.7	7.2	4.2
Newspaper inserted magazines (NIMs)	26%	6.0	2.9	3.0	0.6	0.9	1.3	1.4	1.4	4.1	1.8

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Digital audiences use Roy Morgan iris

ThinkNewsBrands, in collaboration with Roy Morgan and Ipsos Australia has responded to the media industry's calls for clarity and consistency by leading a project to integrate Ipsos iris digital audience data in Total News Publishing within Roy Morgan Single Source. From this release onwards, Roy Morgan digital measurement data has been replaced with Ipsos iris measurement data (in most cases dating back to January 2023) for brands or entities within Total News Publishing. This digital data is referred to as Roy Morgan iris.

The move to a common digital news publishing source streamlines media planning and creates consistency as all advertisers, agencies and publishers will be able to rely on one digital measurement.

Simplifying **digital** audience measurement



think
NEWS
brands