



Total News Publishing Fact Pack



All the facts about total news publishing audience insights in Australia

Updated November 2025

Data to September 2025



Total News Publishing has power



Delivering effective scale



News Publishing connects with 97% or 22.4 million Australians each month.

In fact, more Aussies read news any given week than visit a supermarket or consume coffee.



Aussies trust news

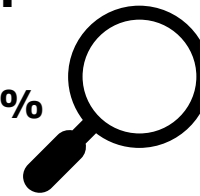
It is also one of the most trusted sources of news and current affairs.

2.8x
more than social media
(28.2% vs 10.0%)

News for everyone

Most sought out news categories are:

General News: 96%
Property: 70%
Sport: 56%
Entertainment & Culture: 52%
Lifestyle & Health: 49%
Business & Finance: 42%



4.2
news categories read on average

Nothing beats a good read

Reading is the nation's preferred gateway to news, surpassing listening and watching.

News sources



Top news brands

The diversity of news content consumption reflects the richness of Australia's interests.



From national to local publications, general to special interest news categories, there's something for every Australian reader.

**Did
you
know
...**

**22.4M Aussies,
97% of population,
read news publishing.**



Source: Roy Morgan, digital audiences use Roy Morgan iris.
Base: Australians aged 14+, monthly average over 12 months to September 2025



ROY
MORGAN

think
NEWS
brands

**Did
you
know
...**

**Reading
news content is
more common than
a supermarket trip.**

Activities done in the last week

Read news media content

89%

Shopped at a supermarket

78%

Ate fruit

69%

Drank hot coffee

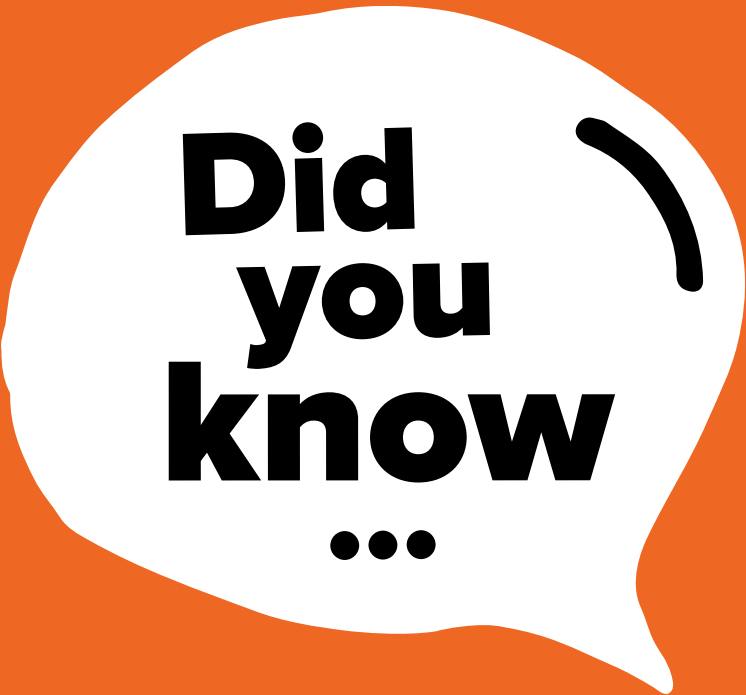
51%



**Did
you
know
...**

When it comes to news
and current affairs sources,
Aussies **trust news**
2.8x more than social
media.





General News
is the **most read category...**
... Aussies read a variety of
news content, reading
4.2 categories on average.

Types of categories read

Category	% of population	Unique audience
General News	96%	22.0 million
Property	70%	16.2 million
Sport	56%	12.9 million
Entertainment & Culture	52%	11.9 million
Lifestyle & Health	49%	11.2 million
Business & Finance	42%	9.7 million
Auto	36%	8.3 million
Travel	30%	7.0 million
Technology	26%	6.0 million
Other	19%	4.4 million

Source: Roy Morgan, digital audiences use Roy Morgan iris.
Base: Australians aged 14+, monthly average over 12 months to September 2025

Total News Publishing Audience Insights

**Did
you
know
...**

More Aussies opt
to **READ** news,
outpacing watching
and listening.

News sources



Seen news
(47%)

2

Read news
(53%)

1



Heard news
(28%)

3



Total News Publishing Audience Insights

Types of brands read



Brands	% population	Unique audience	Brands	% population	Unique audience
1. ABC News	55%	12.6 million	11. The Australian	22%	5.0 million
2. news.com.au	52%	12.0 million	12. SBS News	21%	4.8 million
3. nine.com.au	43%	10.0 million	13. The Herald Sun	20%	4.6 million
4. 7News.com.au	35%	8.1 million	14. BBC News	19%	4.4 million
5. The Guardian	34%	7.8 million	15. The Daily Telegraph	18%	4.2 million
6. The Sydney Morning Herald	34%	7.8 million	16. WAN (West Australian/Sunday Times/Perth Now)	17%	3.8 million
7. Daily Mail	34%	7.7 million	17. The Courier-Mail	16%	3.8 million
8. msn (Website)	27%	6.2 million	18. Sky News	15%	3.3 million
9. Yahoo! News	24%	5.5 million	19. The Australian Financial Review	14%	3.3 million
10. The Age	23%	5.3 million	20. The Nightly	13%	2.9 million

Source: Roy Morgan, digital audiences use Roy Morgan iris.
Base: Australians aged 14+, monthly average over 12 months to September 2025

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NEWS
brands