



# Total News Publishing Fact Pack



All the facts about news readership in Australia

Updated February 2024  
Data to December 2023



# News has



# power

## Total News Publishing reaches more people

- Consistent and 'guaranteed' scale; **97% of Australians** read news each month.
- **Every week 18.1 million Aussies read news** - that's more than Aussies who drink coffee!
- The **audience with the wallet** is **24%** more likely to read news.

## Total News Publishing engages more often

- News remains relevant all day, every day, with news delivering more than **68 million interactions per week**.
- News is a **lean-in medium** with 62% paying for access.

## Australians are reading more news

- News covers all interests with high crossover between categories; **66% read 3 or more categories**.

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

It represents all printed  
and digital news 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

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



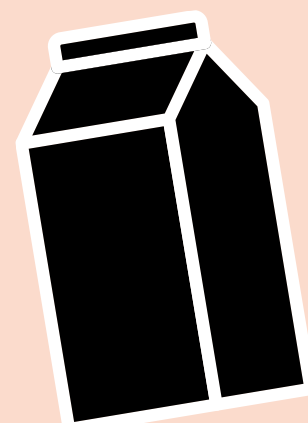
# We're not milking it!



## Reading news

18.1 million or 82% of Aussies read the news **each WEEK**

### That's more than...



**Consuming milk**  
16.2 million or 73%



**Watching YouTube**  
15.0 million or 68%



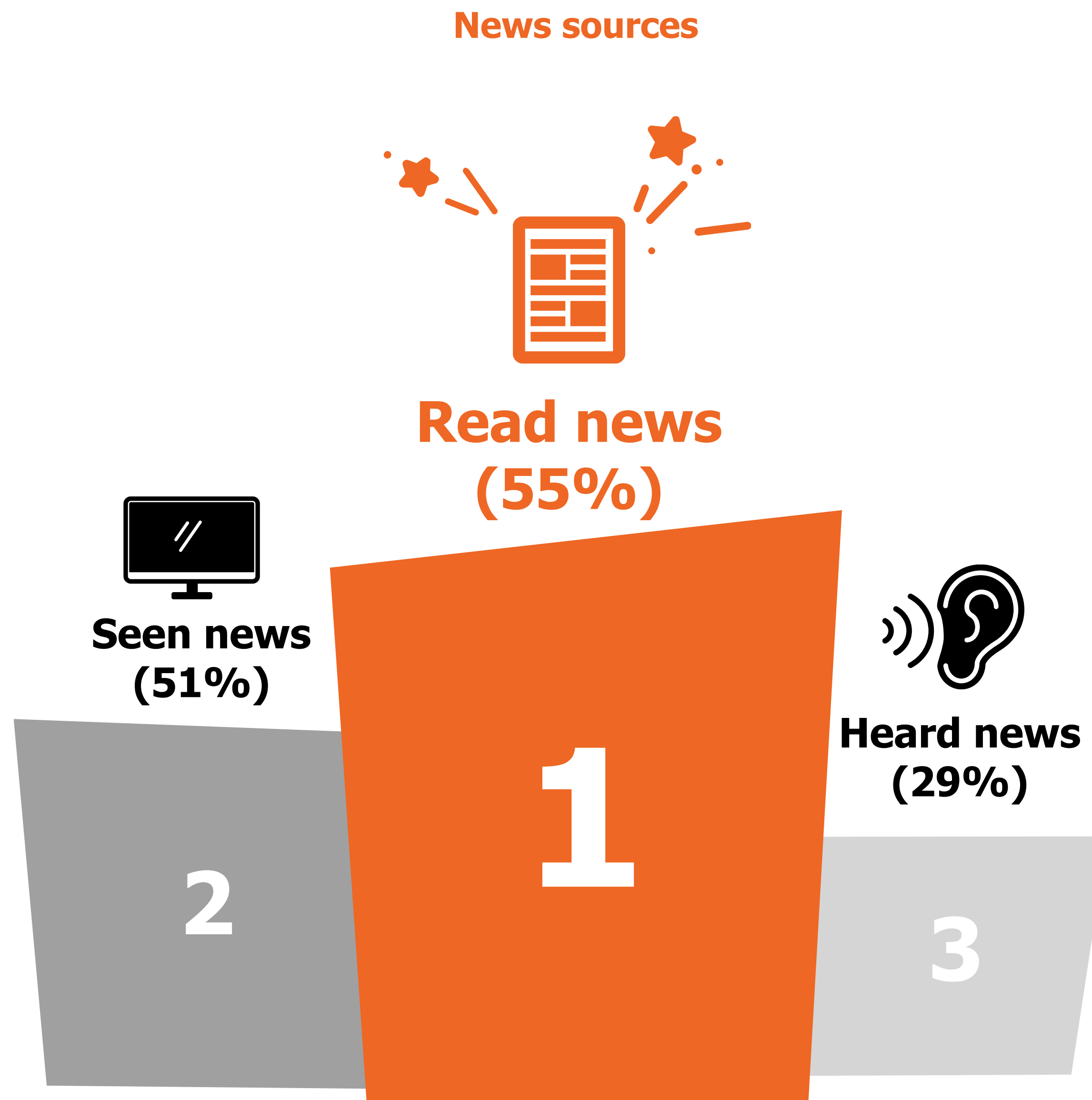
**Eating vegetables**  
17.5 million or 80%



**Drinking coffee**  
12.0 million or 54%

# Nothing beats a good read!

More Aussies access and connect to diverse content 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.

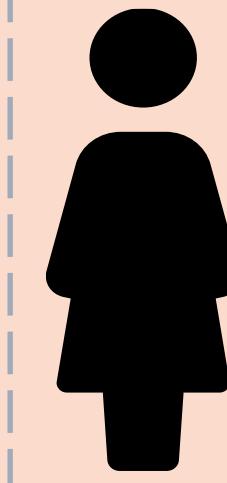
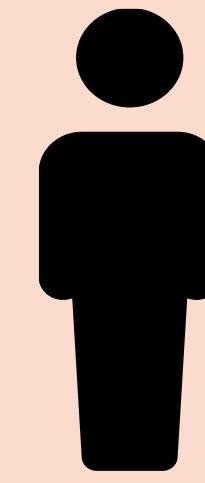
Monthly readership



97% or 21.4M

by gender

97%  
10.5M



97%  
10.8M

by age group

14-34

96%  
7.1M

35-54

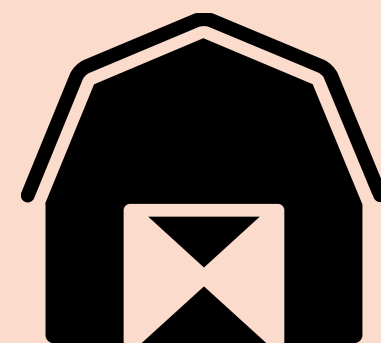
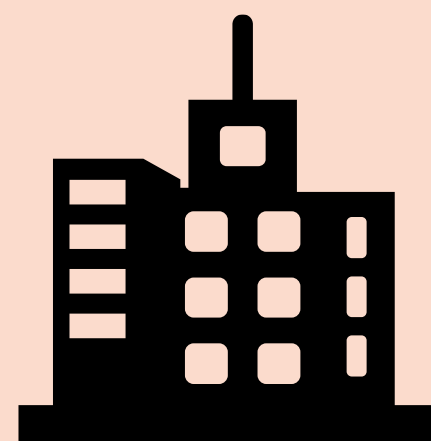
98%  
6.8M

55+

97%  
7.4M

by capital cities vs. country

97%  
13.8M



97%  
7.6M

by annual household income

\$  
< 50K

95%  
3.9M

\$\$  
\$50K - \$100K

97%  
5.3M

\$\$\$  
\$100K - \$150K

97%  
4.6M

\$\$\$\$  
\$150K+

98%  
7.6M

# Regular as clockwork

# 62%

pay for the news

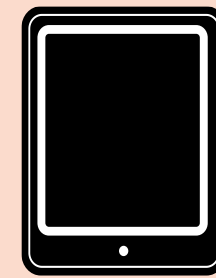
With 62% paying for their news, audiences are reliable for consistent brand exposure and messaging.

Paying news readers are 23% more likely than the general population to be homeowners and 25% more likely to be big spenders. 72% of these readers intend to travel in the next 12 months.





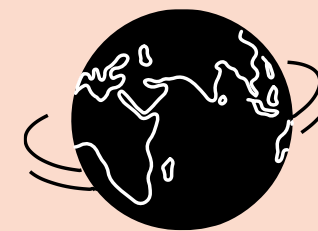
# Paying news readers



**88%** more likely to read 5 or more categories. And **71%** read 5 or more special interest categories in an average month.



**23%** more likely to be homeowners and **25%** more likely to be big spenders.



**72%** intend to travel in the next 12 months.

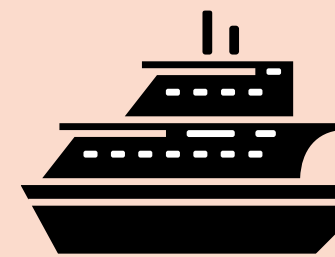
# Paying news readers



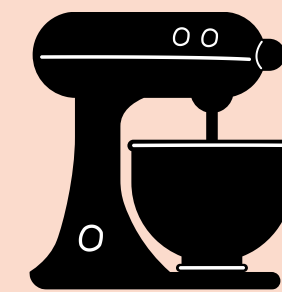
Are more likely than the general population to:



Hold **2X level of wealth** (\$162K in savings/investments vs. \$73K average Australian).



**Spend more on travel**, spending more than \$2K on their last trip (20% more likely).

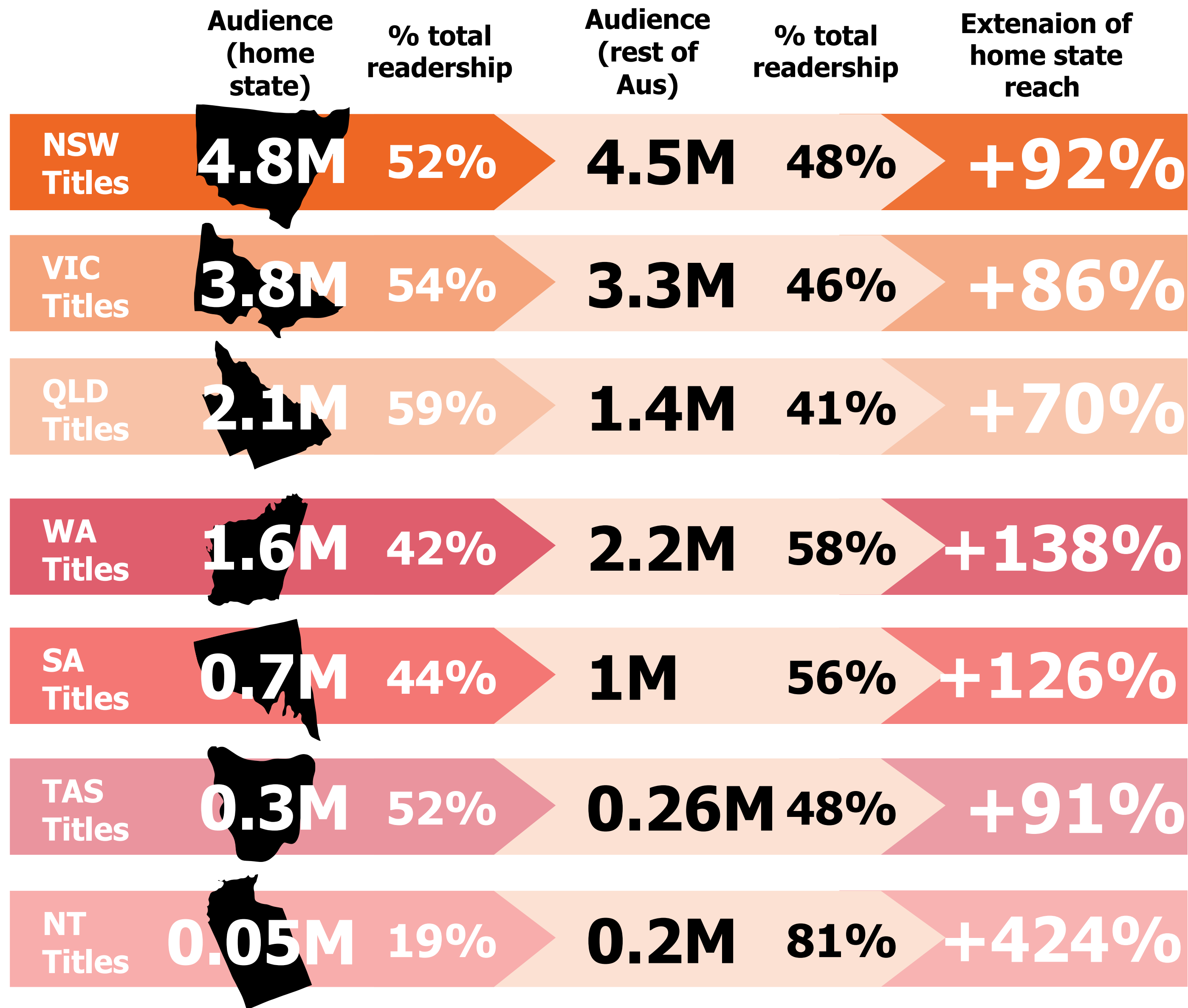


Be **early adopters** for new cars, buying the latest sporting equipment or apparel, new season colours in cosmetics, new models of kitchen and/or laundry appliances, trying a new hotel or resort (more than 40% more likely).

# '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



Source: Roy Morgan January to December 2023; L4W news cross platform readership  
Base: Australians aged 14+, n=64,994

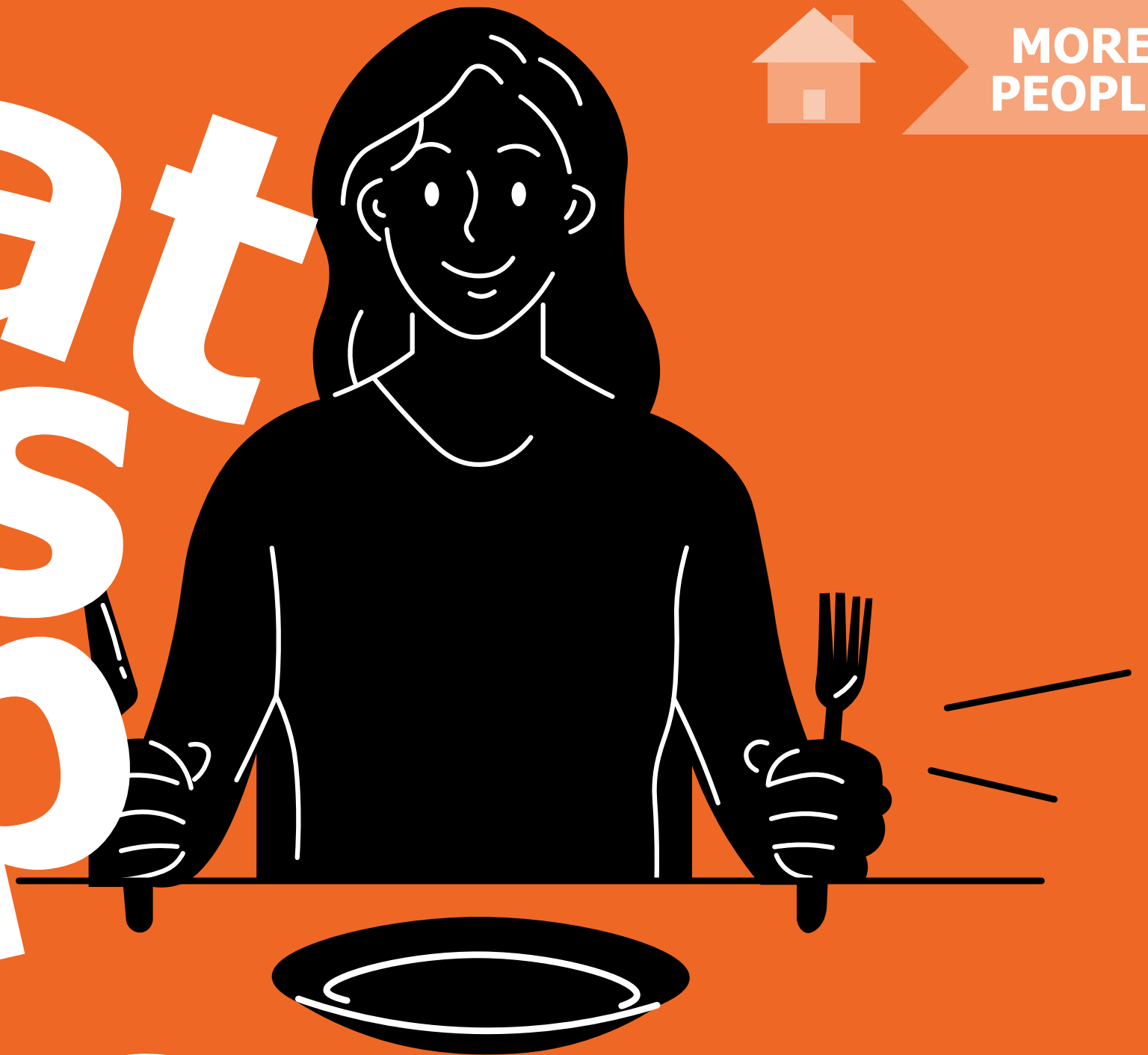
Eat  
news  
sleep  
news  
repeat



MORE PEOPLE

MORE OFTEN

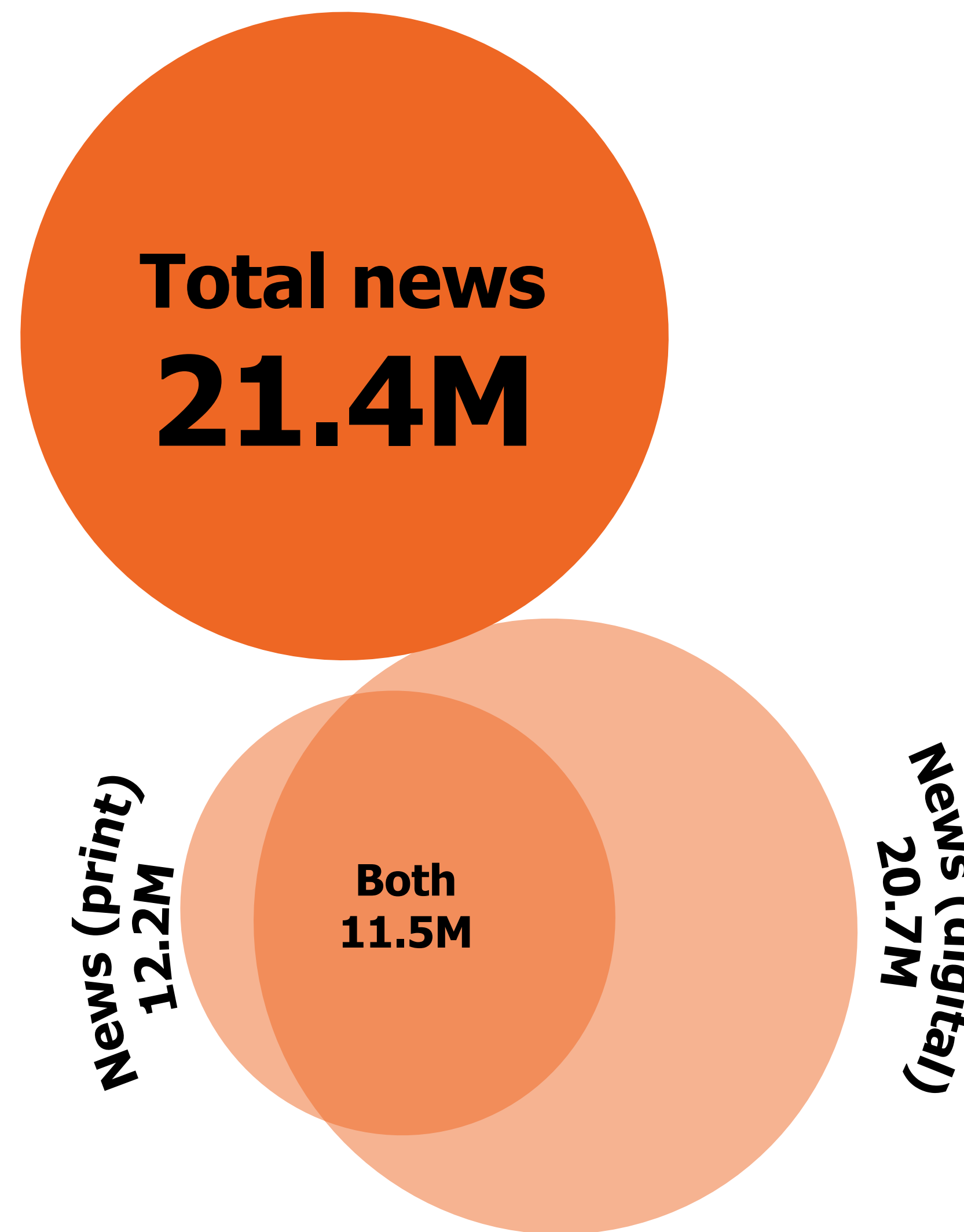
READING MORE



# 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

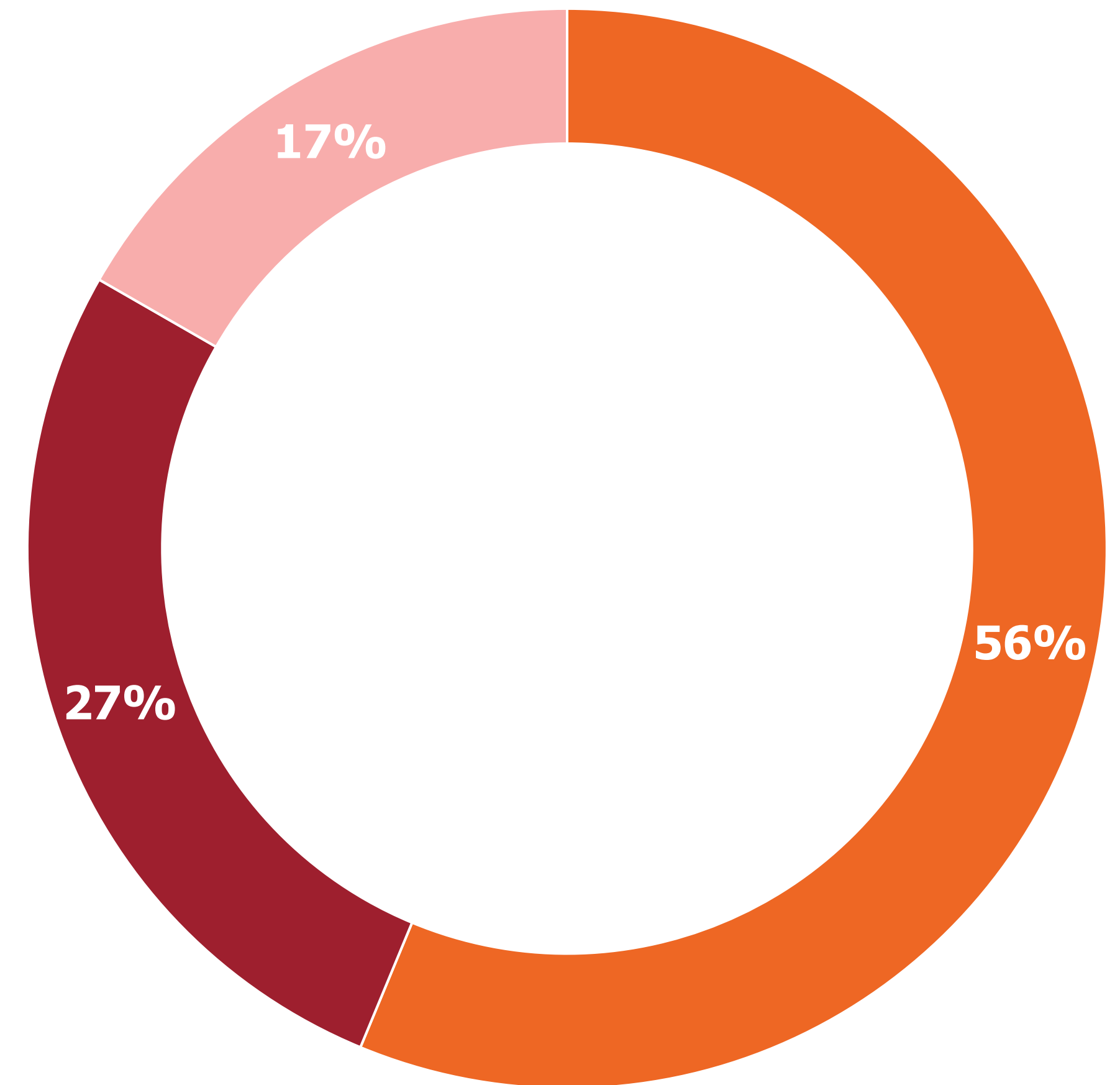


News is like coffee, you get your first fix in the morning, then keep consuming throughout the day.

Source: Roy Morgan January to December 2023  
Base: Australians aged 14+, n=64,994

## Time of day readers prefer to read total news

■ Breakfast ■ Afternoon ■ Evening



# Get a direct hit



Direct  
to source  
**68**  
million

Total news  
interactions per week

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

# News goes the distance



MORE  
PEOPLE

MORE  
OFTEN

READING  
MORE



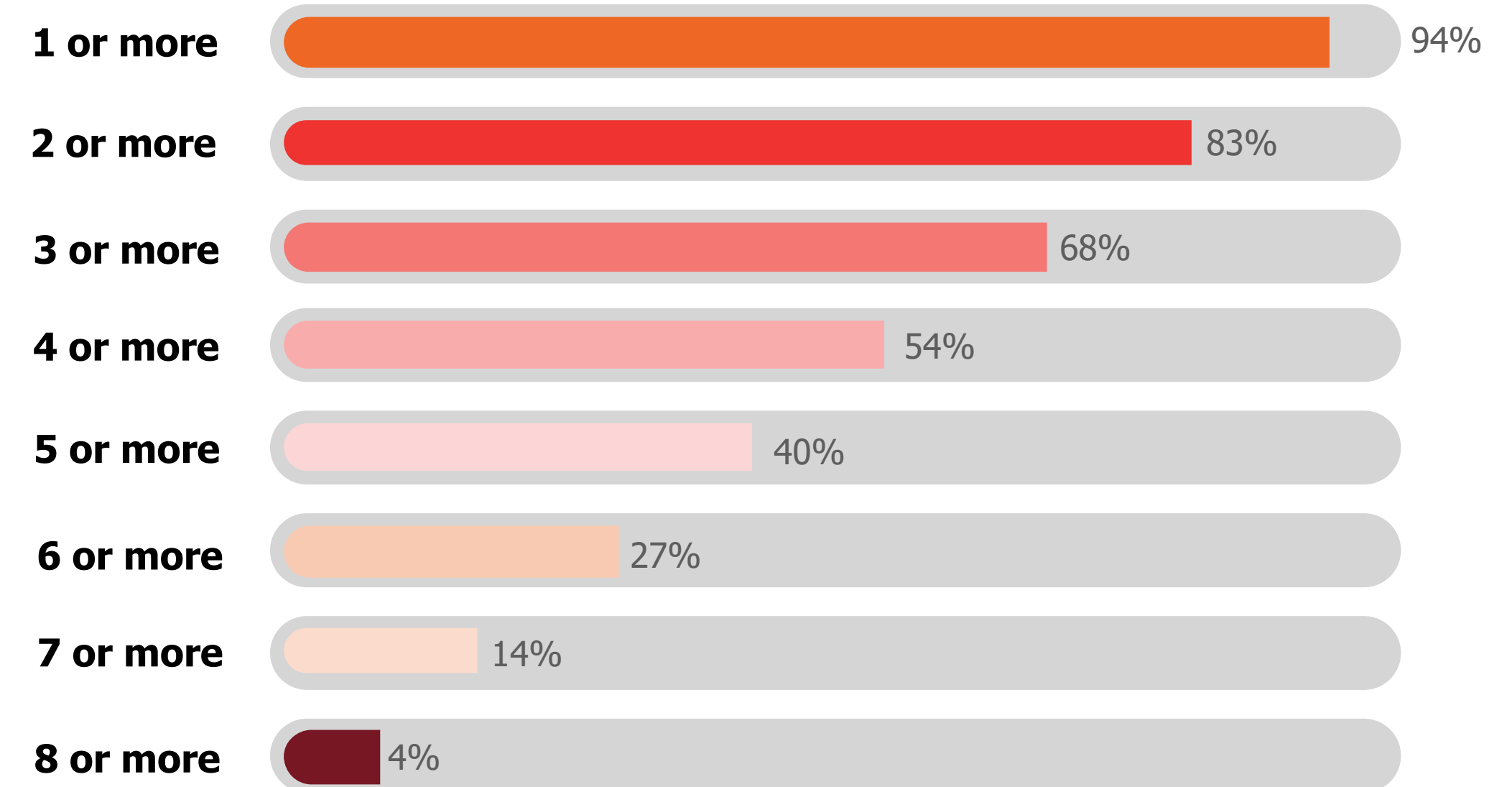


# News covers all interests

## Types of categories read

Category	Unique audience	% population
General News	20.6 million	94%
Property	14.6 million	66%
Sport	13.1 million	60%
Lifestyle & Health	12.1 million	55%
Entertainment & Culture	11.3 million	51%
Business & Finance	10.5 million	48%
Auto	6.9 million	31%
Travel	6.7 million	31%
Technology	5.0 million	23%
Other	4.2 million	19%

## Number of categories read with General News



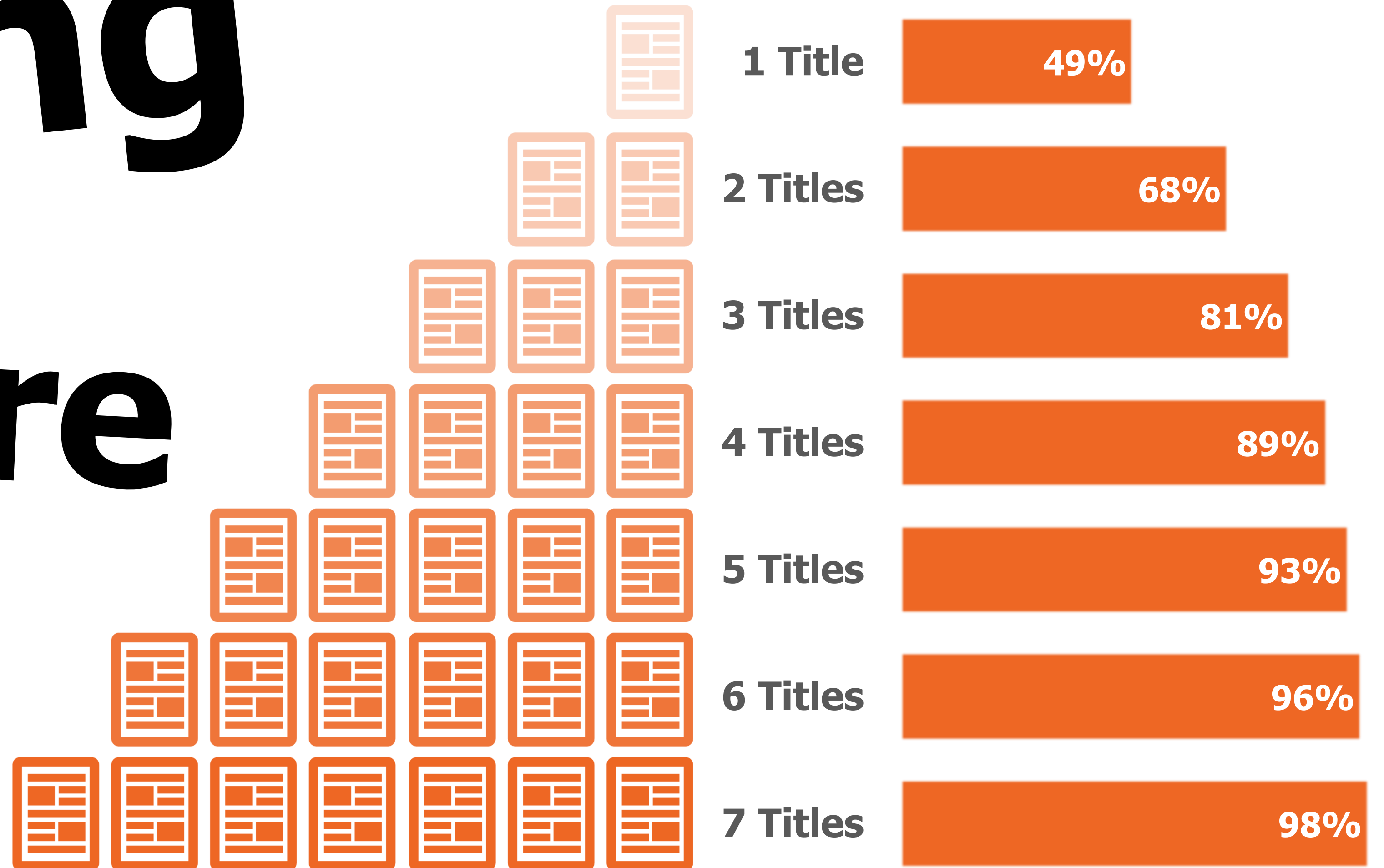
% Population

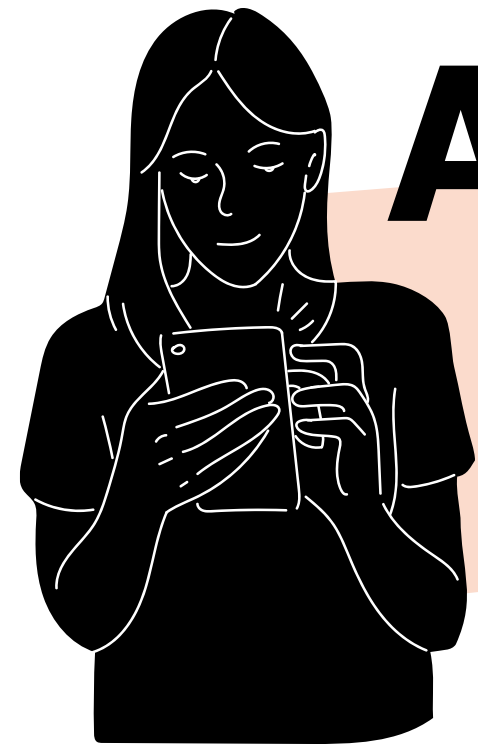
# Building Up to more



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

## Number of titles read (% of News Publishing readership)





**And**  
**engages**

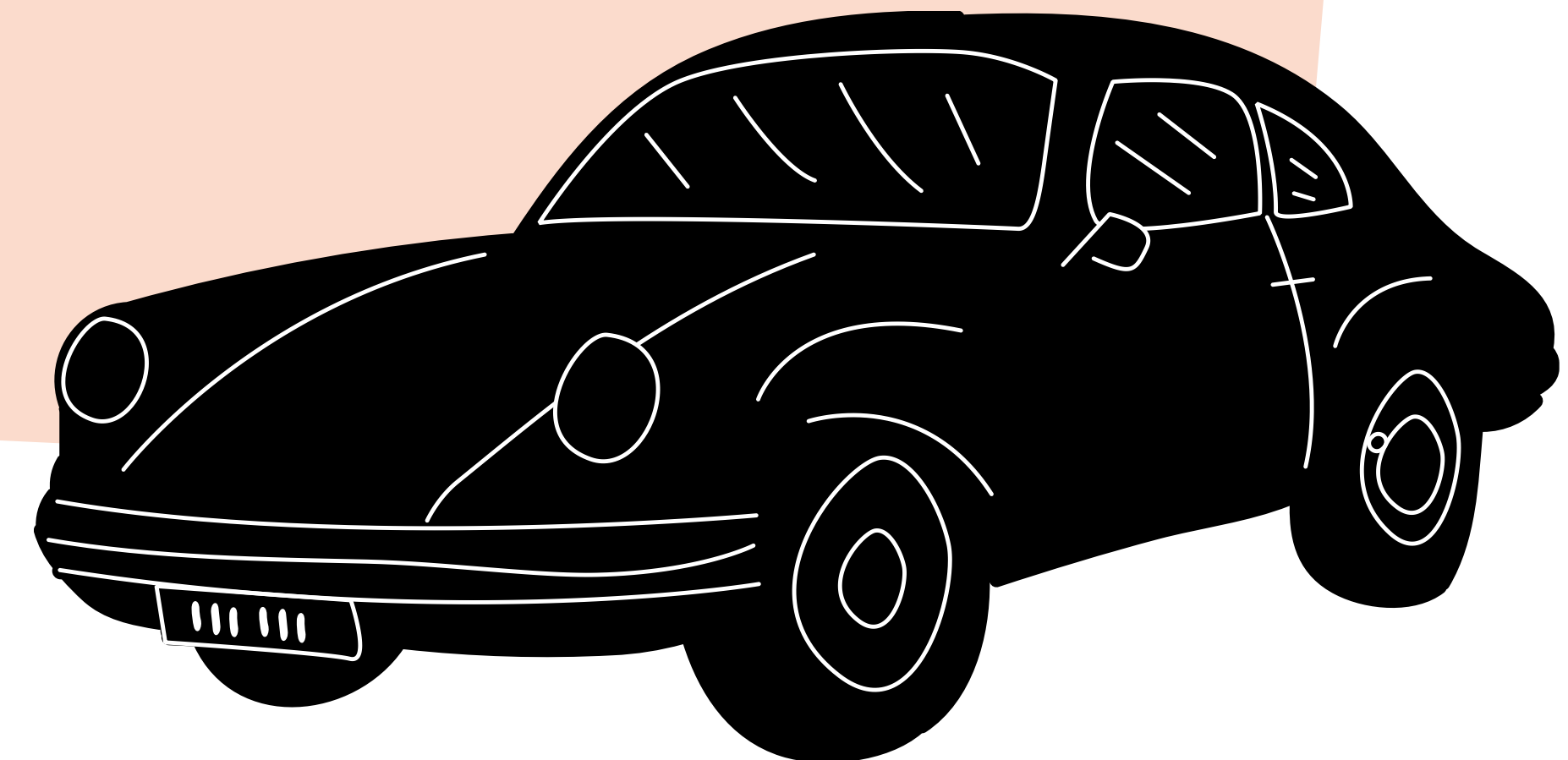
# Auto audiences

who are  
influential,  
interested  
ready to buy



Readers of **top Auto** publications are more likely than the general population to:

- Be **interested in buying a new car** in the next 4 years (25% more likely).
- Considered **trusted advisors for buying cars** (26% more likely) and **early adopters** (47% more likely).
- Have **high discretionary spending** (28% more likely).





And  
**engages**

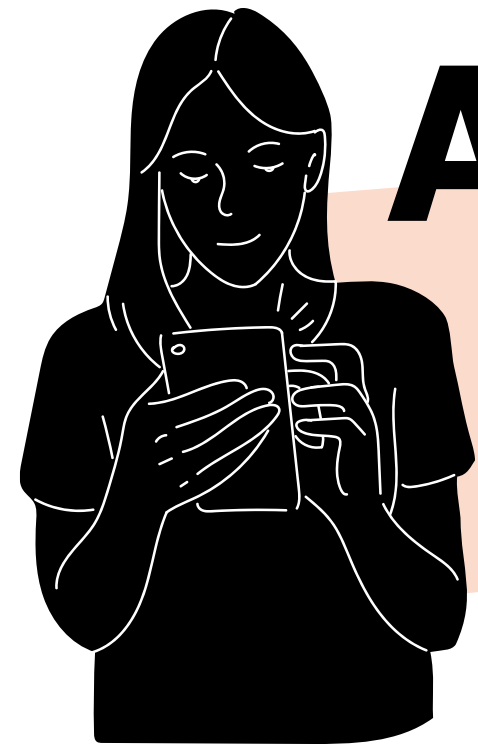
# **Business** **audiences**

**who are**  
**influential,**  
**interested**  
**ready to buy**



Readers of **top Business** publications are more likely than the general population to:

- Be **very confident in their financial situation** (28% more likely) and have **high discretionary spending** (31% more likely).
- Be **trusted advisers for Finance, investments and retirement planning** (24% more likely).
- Be **early adopters of technology** (1.3x more likely).

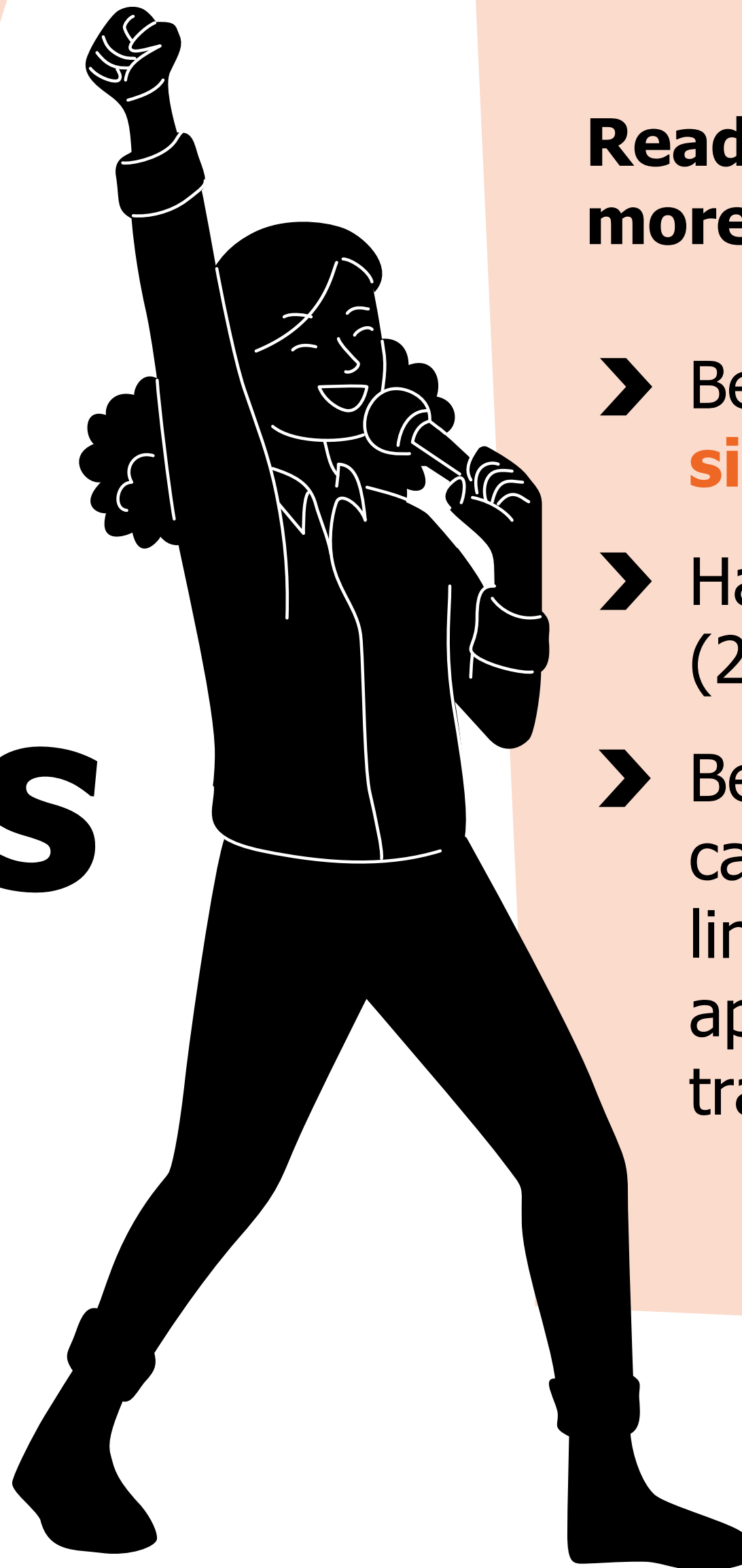


And **engages**

# Lifestyle audiences



who are **influential, interested ready to buy**



Readers of **top Lifestyle** publications are more likely than the general population to:

- Be **very confident in their financial situation** (12% more likely).
- Have **high discretionary spending** (25% more likely).
- Be **early adopters** for a number of categories, such as buying new make-up lines, buying new models of kitchen/laundry appliances, sporting equipment, trying new travel experiences (30-35% more likely).



And **engages**

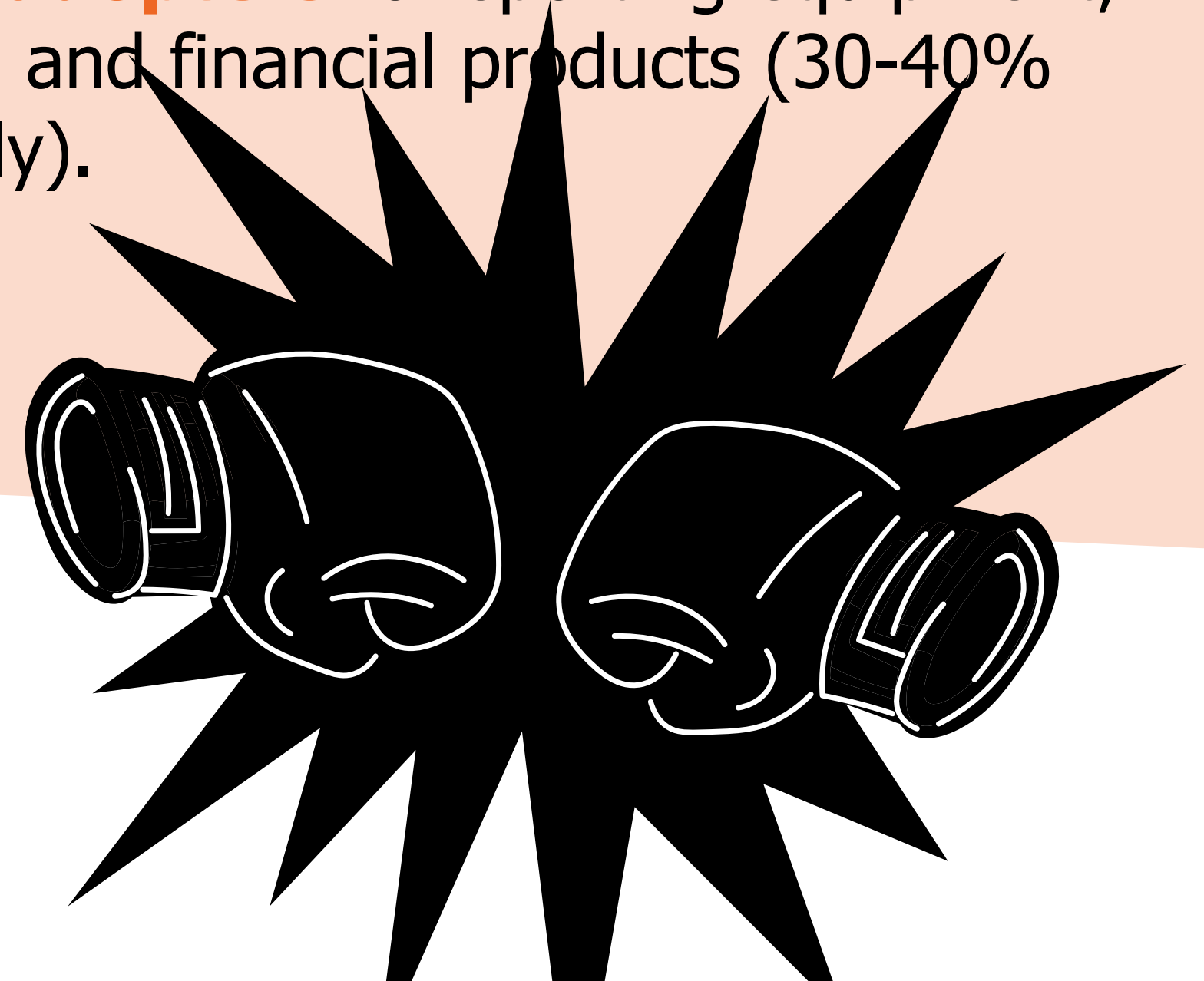
# Sports audience



who are **influential, interested and ready to buy**

Readers of **top Sports** publications are more likely than the general population to:

- Be **Men** (27% more likely).
- Have **high discretionary** spending (21% more likely) and **high levels of wealth** (\$165k in savings vs. \$73k average).
- Be **Early adopters** for sporting equipment, new cars, and financial products (30-40% more likely).





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%	97%	94%	98%	98%	99%	96%	97%	97%
Population 14+	100%	22.0	10.8	11.2	3.6	3.8	5.3	4.7	4.6	14.2	7.8
Total news	97%	21.4	10.5	10.8	3.4	3.7	5.2	4.6	4.4	13.8	7.6
News (digital)	94%	20.7	10.2	10.5	3.3	3.7	5.1	4.5	4.0	13.4	7.2
News (print)	56%	12.2	6.2	6.1	1.5	2.0	2.8	2.9	3.1	7.7	4.5
Newspaper inserted magazines (NIMs)	28%	6.1	3.0	3.1	0.7	0.9	1.3	1.5	1.7	4.2	1.9



# Change in definition of industry currency



ThinkNewsBrands, the industry body for news media, is responsible for ensuring accurate and representative measurement of news audiences across both print and digital written news mediums. As the industry continues to evolve to cater to the changing audience behaviours so does our readership measurement through Roy Morgan Research. With the increased focus on special interest news and the importance of reliable, trusted and professionally written journalism ThinkNewsBrands has revised its industry currency to better reflect category readership dynamics.

The updated currency, called Total News Publishing, will replace Total News and is our first step to ensure that agencies, advertisers, and the industry can assess the evolving news readership dynamics and what these mean for marketers. As a result of this broader definition, which includes the addition of new special interest news titles, Total News Publishing industry reach is now 97%. The new industry currency will be included in the December'23 database, which will be made available to Roy Morgan Research news media subscribers.

think  
**NEWS**  
brands