



Total News Publishing Fact Pack



All the facts about total news publishing audience insights in Australia

Updated August 2025

Data to June 2025



Total News Publishing has power



**Delivering
effective scale**



News Publishing connects with 98% of Australians aged 14+ each month, equating to 22.4 million readers.



**Aussies trust
news**

Total News Publishing is also one of the most trusted sources of news and current affairs.

3X more than
social media
(17.9% vs 6.4%)



News for everyone

Most sought out categories are:

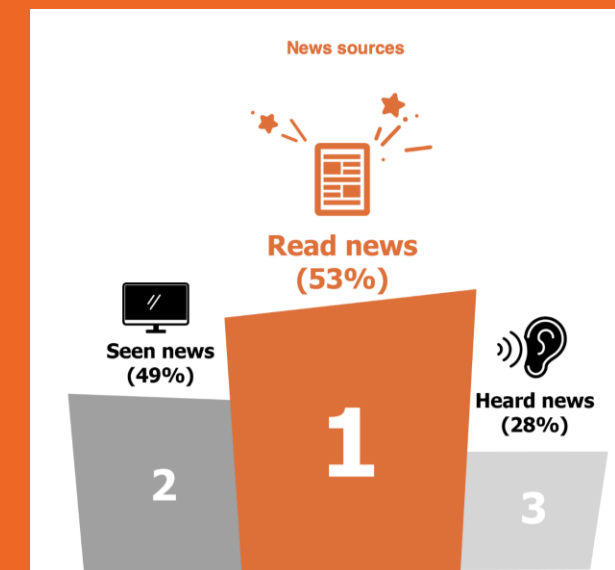
General News: 96%
Property: 70%
Sport: 59%
Entertainment & Culture: 53%
Lifestyle & Health: 51%
Business & Finance: 44%



96% GENERAL NEWS
continues to
dominate as the
most READ category

**Nothing beats a
good read**

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



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,
98% of population,
read the news.**



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



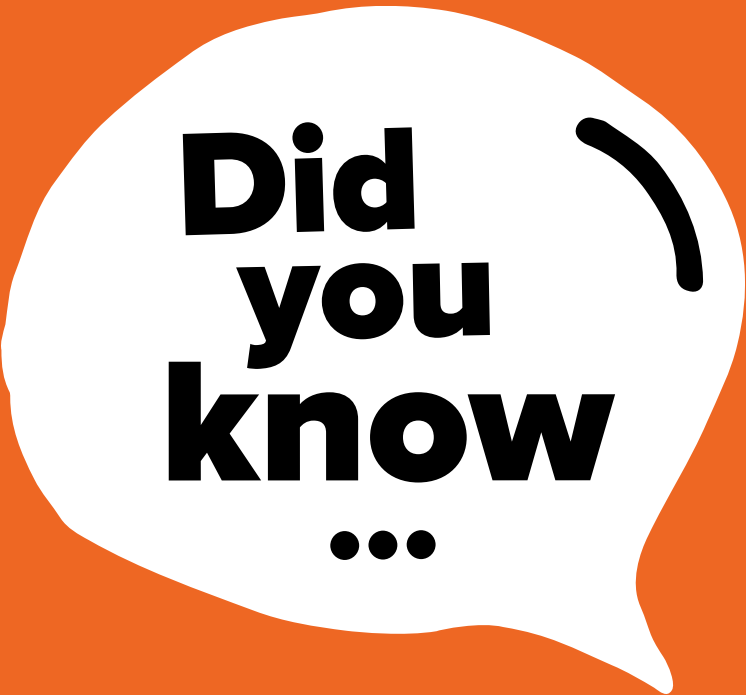
ROY
MORGAN

think
NEWS
brands

**Did
you
know
...**

Aussies **trust news
publishing brands
3X more** than
social media.





General News
continues to
dominate as the
most read category

Types of categories read

Category	Unique audience	% of population
General News	22.0 million	96%
Property	16.1 million	70%
Sport	13.5 million	59%
Entertainment & Culture	12.2 million	53%
Lifestyle & Health	11.6 million	51%
Business & Finance	10.1 million	44%
Auto	8.2 million	36%
Travel	7.1 million	31%
Technology	6.0 million	26%
Other	4.7 million	21%

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

Total News Publishing Audience Insights

**Did
you
know
...**

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

News sources



**Seen news
(49%)**

2

**Read news
(53%)**

1



**Heard news
(28%)**

3

Source: Roy Morgan
Base: Australians aged 14+, monthly average over 12 months to June 2025



**ROY
MORGAN**

think
NEWS
brands

Total News Publishing Audience Insights

Types of brands read



Brands	Unique audience	% population
1. ABC News	12.4 million	54%
2. news.com.au	12.0 million	52%
3. nine.com.au	10.1 million	44%
4. Daily Mail	8.3 million	36%
5. 7News.com.au	8.2 million	36%
6. The Sydney Morning Herald	8.0 million	35%
7. The Guardian	7.7 million	34%
8. msn (Website)	6.3 million	28%
9. Yahoo! News	5.5 million	24%
10. The Age	5.2 million	23%

Brands	Unique audience	% population
11. The Australian	4.8 million	21%
12. SBS News	4.7 million	21%
13. The Herald Sun	4.6 million	20%
14. The Daily Telegraph	4.4 million	19%
15. BBC News	4.3 million	19%
16. WAN (West Australian/Sunday Times/Perth Now)	4.0 million	18%
17. The Courier Mail	3.7 million	16%
18. Sky News	3.5 million	15%
19. The Australian Financial Review	3.2 million	14%

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Base: Australians aged 14+, monthly average over 12 months to June 2025

think
NEWS
brands