

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:

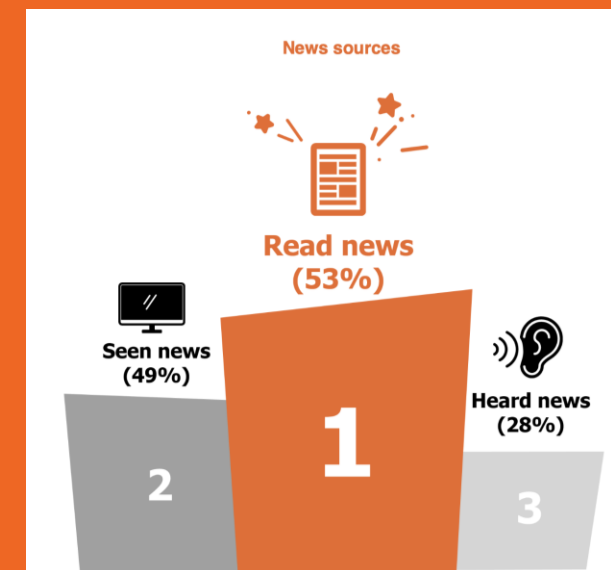
General News: 96%
Property: 70%
Sport: 59%
Entertainment & Culture: 53%
Lifestyle & Health: 51%
Business & Finance: 44%



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.