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Total News Publishing reaches 22.4 million Australians each month, is trusted 3X more than social media, outperforms listening and watching for news consumption, and offers diverse audience engagement.

The latest Roy Morgan data shows:

- **Widescale readership:** News Publishing connects with 98% of Australians aged 14+ each month, equating to 22.4 million readers.
- **Strong trust:** News Publishing is one of the most trusted sources of news and current affairs, with 3X more Australians saying it is their most trusted source compared to social media.
- **Reading is top:** More Australians read news (53%) than watch it (49%) or listen to it (28%).
- **Diverse audience interests:** Readers engage with diverse brands and categories, offering advertisers multiple opportunities to connect with audiences.

News Publishing delivers effective scale

The latest Roy Morgan audience consumption data underscores that news publishing is a foundation to Australian life, with 98%, or 22.4 million Australians aged 14+, engaging with news each month.

When it comes to addressable reach, which excludes people using ad blockers or ad-free subscriptions, news publishing delivers legitimate and relevant scale, reaching 97.4% of the country monthly. On a weekly basis, news publishing ranks as the third-highest medium for addressable reach, with a figure of 88.1%, just behind video (93.7%) and social (91.9%).

Total News Publishing is also one of the most trusted sources of news and current affairs, with 3X more Aussies stating news is their most trusted source compared to social media (17.9% vs 6.4%). Given the strong link between trust, ad effectiveness, and long-term brand equity, these insights highlight news as one of the most effective platforms for advertisers to reach engaged audiences with impact.

Nothing beats a good read

Once again, reading is Australia's preferred way to consume news. More Australians engage with diverse content through reading (53%) than through listening (28%) or watching (49%). Readers are turning to news brands for deeper dives into topics and a broader range of viewpoints, showing a clear appetite for more in-depth information.

Diverse consumption patterns

The data highlights that Australians are not only reading news content but are doing so across the full gamut of news brands and topics. General News continues to dominate as the most read category, engaging 96% of the population, followed by Property (79%), Sport (59%) and Entertainment and Culture (53%).

This diversity of news content consumption reflects the richness of Australia’s interests and the many avenues news publishing offers advertisers looking to connect with audiences. From national to local publications, general to special interest news categories, there is something for every Australian reader.

Brand Readership	Unique audience	% population	Brand Readership	Unique audience	% population
1. ABC News	12.4 million	54%	11. The Australian	4.8 million	21%
2. news.com.au	12.0 million	52%	12. SBS News	4.7 million	21%
3. nine.com.au	10.1 million	44%	13. The Herald Sun	4.6 million	20%
4. Daily Mail	8.3 million	36%	14. The Daily Telegraph	4.4 million	19%
5. 7News.com.au	8.2 million	36%	15. BBC News	4.3 million	19%
6. The Sydney Morning Herald	8.0 million	35%	16. WAN (West Australian/Sunday Times/Perth Now)	4.0 million	18%
7. The Guardian	7.7 million	34%	17. The Courier Mail	3.7 million	16%
8. msn (Website)	6.3 million	28%	18. Sky News	3.5 million	15%
9. Yahoo! News	5.5 million	24%	19. The Australian Financial Review	3.2 million	14%
10. The Age	5.2 million	23%			

Category Readership	Unique audience	% 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: Total News Publishing as measured by Roy Morgan; Roy Morgan, digital audiences use Roy Morgan iris.
Base: Australians aged 14+, monthly average over the 12 months to June 2025.

ThinkNewsBrands CEO, Vanessa Lyons said:

“News remains a cornerstone of public life in Australia, attracting highly engaged audiences to its trusted sources every day. This latest audience data underscores the legitimate, addressable reach news publishing offers advertisers, along with a wealth of brand and content options to connect with consumers. What sets news publishing apart is its ability to combine relevant audience scale with high engagement and trust, making it one of the most effective media channels to invest in.”

Source: Total News Publishing as measured by Roy Morgan; including Roy Morgan Single Source, Australia’s largest consumer survey representative of Australians aged 14+, and Roy Morgan iris for digital audiences. All audience data is based on monthly readership averaged over the 12 months to June 2025, unless otherwise stated. Total News Publishing is defined as Australians aged 14+ reading news in newspapers, or newspaper inserted magazines, and/or news in digital formats, including websites, apps as well as off-platform such as Facebook, Apple and Google News. Total News Publishing audience measurement is independently audited by Milton Data.

About ThinkNewsBrands

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. The organisation’s shareholders are Nine, News Corp Australia and Seven West Media’s West Australian newspapers.