

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

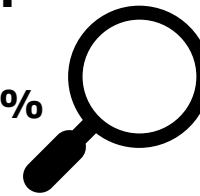
It is also one of the most trusted sources of news and current affairs.

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



Read news
(53%)

1

Seen news
(47%)

2



Heard news
(28%)

3

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.