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ROY MORGAN

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FOR IMMEDIATE RELEASE

News Print & Cross-Platform Readership, June 2026

News Cross-Platform, Net Weekly Reach

Title	Unique Audience	% Population
The Sydney Morning Herald	3,105,000	13.3%
The Australian	2,047,000	8.8%
The Age	1,997,000	8.6%
The Herald Sun	1,927,000	8.3%
The Daily Telegraph	1,798,000	7.7%
The Australian Financial Review	1,694,000	7.3%
The Courier-Mail	1,507,000	6.5%
The West Australian	1,068,000	4.6%
The Adelaide Advertiser	910,000	3.9%
The Canberra Times	458,000	2.0%

***Source**: Roy Morgan Single Source Australia Jul25-Jun26, n=59,959; Last 7 days average news cross-platform readership. Digital audience estimates use Roy Morgan iris.*

News Print, Mon-Fri Average Issue Readership

Title	Unique Audience	% Population
The Australian	466,000	2.0%
The Herald Sun	449,000	1.9%
The Sydney Morning Herald	350,000	1.5%
The Daily Telegraph	329,000	1.4%
The West Australian	271,000	1.2%
The Australian Financial Review	255,000	1.1%
The Age	235,000	1.0%
The Courier-Mail	214,000	0.9%
The Adelaide Advertiser	149,000	0.6%
The Gold Coast Bulletin	48,000	0.2%

***Source**: Roy Morgan Single Source Australia Jul25-Jun26, n=59,959; Monday to Friday Average Issue Readership.*

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News Categories, Net Weekly Reach ('000)

Category	Unique Audience	% Population
General News	19.0 million	81.4%
Property	10.5 million	45.2%
Sport	7.1 million	30.4%
Entertainment & Culture	6.7 million	28.9%
Lifestyle & Health	6.0 million	25.6%
Business & Finance	5.2 million	22.5%
Auto	3.6 million	15.6%
Travel	3.6 million	15.5%
Technology	2.3 million	10.0%
Other	2.3 million	10.0%

***Source**: Roy Morgan Single Source Australia Jul25-Jun26; Last 7 days average news cross-platform readership. Digital audience estimates use Roy Morgan iris.*

To learn more about Roy Morgan's Readership research, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	**Percentage Estimate**			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2