

**EMBARGOED UNTIL 12.01am AEST MONDAY 20 MAY**

## **Written news maintains staggering 97 per cent reach and delivers deep, frequent audience engagement.**

The latest Roy Morgan research shows:

- Total News Publishing continues to reach 97% (21.5M) of Australians aged 14+ each month reflecting immense breadth and depth of audience accessible to advertisers via news.
- Frequent, deep engagement with news with 67M interactions per week and three in five news audiences reading three or more categories in addition to general, breaking news, further reinforcing the premium nature of news content.
- Widespread digital accessibility is seeing state and territory mastheads draw huge additional readership outside their local markets.
- The strength of Total News Publishing in engaging audiences which are influential, interested, and ready to buy.

### **News reaches a staggering number of Australians each month.**

Readership figures from Roy Morgan show written news reaches 97% (or 21.5M) of Australians aged 14+ each month. The figure reflects the evolving and deepening landscape of news media titles and readership behaviours across print and digital formats and demonstrates to advertisers the breadth of audience accessible via news media.

### **Frequent and deep engagement of news further reinforces its value as premium media content.**

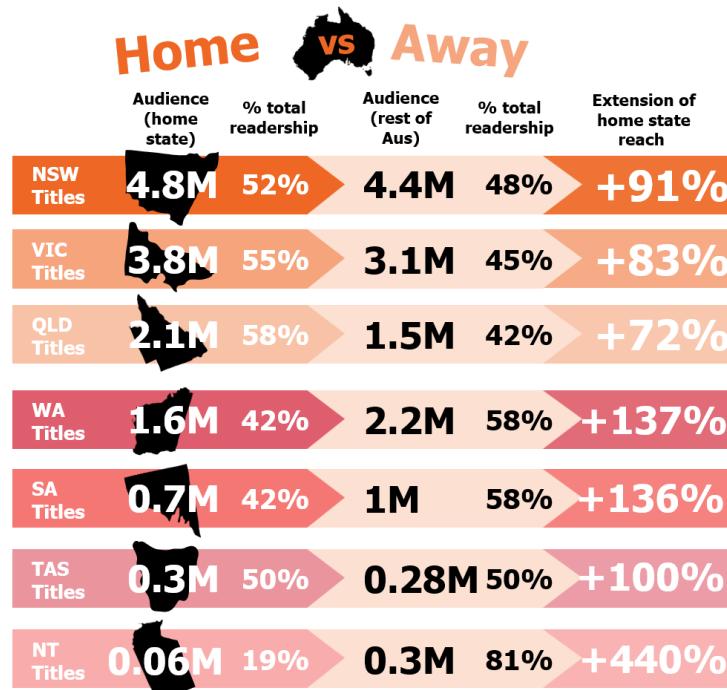
Roy Morgan figures also show readers across all demographics are actively leaning into news, with 67M interactions per week. Australian news readers are also consistently engaged across multiple sources of written news to satisfy diverse interests, with three in five news audiences reading three or more categories in addition to general, breaking news.

Category	Unique Audience	% Population
<b>General News</b>	<b>20.6 million</b>	<b>93%</b>
<b>Property</b>	<b>14.6 million</b>	<b>65%</b>
<b>Sport</b>	<b>13.1 million</b>	<b>54%</b>
<b>Lifestyle &amp; Health</b>	<b>12.1 million</b>	<b>53%</b>
<b>Entertainment &amp; Culture</b>	<b>11.3 million</b>	<b>50%</b>
<b>Business &amp; Finance</b>	<b>10.5 million</b>	<b>47%</b>
<b>Auto</b>	<b>6.9 million</b>	<b>32%</b>
<b>Travel</b>	<b>6.7 million</b>	<b>30%</b>
<b>Technology</b>	<b>5.0 million</b>	<b>22%</b>
<b>Other</b>	<b>4.2 million</b>	<b>19%</b>

Source: Roy Morgan Single Source Australia Apr23-Mar24; Last 4 weeks average news cross platform publication

## State and territory mastheads reach large additional interstate audiences.

Further analysis also reveals state/territory mastheads enjoy large readership numbers outside their local markets, due to digital accessibility. The latest figures highlight readership of state-based titles transcends its borders, with incremental reach of up to +137% and most state titles seeing a doubling of readership. The figures demonstrate the large national interest in state/territory mastheads and the additional media value home grown titles can provide advertisers beyond publications' state borders.



Source: Roy Morgan Single Source Australia Apr23-Mar24; Last 4 weeks average news cross platform publication

## News audience influential, interested, and ready to buy.

Exploration into attitudes and behaviours of special interest category readers reveals the strength of Total News Publishing in engaging audiences which are influential, interested, and ready to buy. Readers across the top titles within the Auto, Business & Finance and Lifestyle & Health news categories are 20%-35% more likely than the general population to have high discretionary spending. Business category readers are also significantly more likely to be very confident in their financial situation (36% more likely than the general population).

### Quotes, attributable to ThinkNewsBrands CEO, Vanessa Lyons.

- "The sheer reach of Total News Publishing is staggering and shows advertisers can access any audience they're after via Total News Publishing."
- "News is 'lean-in' premium content. Audiences aren't scrolling past it, they're actively engaged, and that means much higher engagement for ads placed within news."
- "The millions of additional interstate readers enjoyed by state/territory mastheads represent immense incremental value and out of the box options for advertisers."
- "At a time when ROI has never been more important, the data shows news delivers the right kinds of high quality commercially favourable audiences for advertisers."

*Source: Roy Morgan, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to March 2024. Total News Publishing is defined as Australians aged 14+ reading news in print and/or news in digital. Digital news includes Australian publishers' news websites/apps, Apple News, and non-Australian-owned news. It also includes ABC News and Google News. All figures based on Total News Publishing definition. 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.