

TOTAL NEWS READERSHIP

	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	20.4 million	+0.9%
News - Digital	19.3 million	+1.5%
News - Print	13.5 million	-2.0%

TOP 10 MOST READ NEWS BRANDS

Top 10 news brands (print & digital)	Last 12 months (4 weekly average)
The Sydney Morning Herald	8.6 million
The Age	6.1 million
The Australian	5.3 million
The Daily Telegraph	4.8 million
The Herald Sun	4.7 million
The West Australian & Sunday Times	4.5 million
The Financial Review	3.5 million
The Courier Mail	3.2 million
The Adelaide Advertiser	1.7 million
The Saturday Paper	0.9 million

READERSHIP DEMOGRAPHICS

Age group	Last 12 months (4 weekly average)	% Total population
Total News	20.4 million	97%
14-24	3.1 million	91%
25-34	3.6 million	96%
35-49	5.0 million	98%
50-64	4.5 million	98%
65+	4.2 million	98%

TOP 5 MOST READ NEWS BRANDS BY STATE/TERRITORY

NEW SOUTH WALES INC. ACT Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	6.87 million	+1.3%
Sydney Morning Herald	4.55 million	
Daily Telegraph	3.47 million	
The Australian	1.84 million	
The Age	1.44 million	
Financial Review	1.29 million	

VICTORIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	5.37 million	+0.5%
Herald Sun	3.32 million	
The Age	3.16 million	
Sydney Morning Herald	1.72 million	
The Australian	1.23 million	
Financial Review	0.97 million	

QUEENSLAND Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	4.07 million	+1.1%
Courier-Mail	2.17 million	
Sydney Morning Herald	1.13 million	
The Australian	1.05 million	
Financial Review	0.68 million	
The Age	0.63 million	

SOUTH AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	1.43 million	+0.3%
Adelaide Advertiser	1.03 million	
The Australian	0.44 million	
Sydney Morning Herald	0.40 million	
The Age	0.28 million	
WAN (West Australian/Sunday Times)	0.23 million	

WESTERN AUSTRALIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	2.13 million	+1.8%
WAN (West Australian/Sunday Times)	1.79 million	
Sydney Morning Herald	0.61 million	
The Australian	0.60 million	
The Age	0.43 million	
Financial Review	0.30 million	

TASMANIA Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	0.45 million	+2.4%
Mercury	0.20 million	
Sydney Morning Herald	0.14 million	
The Australian	0.11 million	
The Age	0.11 million	
Herald Sun	0.07 million	

DARWIN AND ALICE SPRINGS Top 5 news brands (print & digital)	Last 12 months (4 weekly average)	Change vs. same period last year
Total News	0.13 million	+2.4%
Northern Territory News	0.06 million	
The Age	0.04 million	
Sydney Morning Herald	0.04 million	
The Australian	0.03 million	
Adelaide Advertiser	0.03 million	

Top 10 news brands (print)	Last 12 months (4 weekly average)	Change vs. same period last year
The Australian	3.0 million	+10.4%
Daily Telegraph	2.5 million	+8.2%
Herald Sun	2.5 million	-1.9%
Sydney Morning Herald	2.0 million	+3.1%
The Age	1.6 million	-1.3%
Courier-Mail	1.5 million	+2.3%
West Australian	1.2 million	+5.5%
Financial Review	1.1 million	-4.1%
Adelaide Advertiser	0.9 million	+0.4%
Sunday Times	0.6 million	+1.5%

Top 10 news titles (digital)	Last 12 months (4 weekly average)	Change vs. same period last year
news.com.au	12.0 million	+9.4%
ABC News	10.4 million	+2.5%
nine.com.au	9.8 million	+8.1%
Sydney Morning Herald	7.7 million	+0.8%
7News	6.5 million	+10.6%
The Age	5.3 million	+2.3%
Daily Mail	4.7 million	-16.3%
The Guardian	4.4 million	+6.2%
Herald Sun	3.0 million	+6.2%
Perth Now	3.0 million	+21.7%

Source: Roy Morgan Research, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to December 2021. Based on preliminary database.