

NEWS.COM.AU BRAND CREDENTIALS





Australia's #1 news site owns the big news moments, reaching more than 1 million readers everyday News.com.au is an exclusively digital newsroom powered by a team of dedicated journalists publishing across multiple platforms.





Operating on a true 24/7
cycle with 60+
journalists locally
alongside our New York
and London newsroom,
to ensure our readers
hear it first.













The news in colour

It's the news you enjoy reading, the news you understand and the news you want to share



Colour is contagious. It's the news you enjoy reading, the news our audience understands and the news they want to share.



Colour is the counterpoint. We offer balance in the wider Australian media landscape - we are neither black nor white in our perspective.



Colour is compelling. We add intrigue and dimension to us and our everyday lives.

We own the moments.



We own the news moments

We find the angle in stories, from big global events to local moments, that start conversations



We are attuned to the pulse of consumption

With the use of real time data and Google analytics, trends and insights, we know our audience and respond to them



Australians turn to us when news breaks

We are fast and combine our live news with video, interactives and analysis to cut through the noise



We take an audience approach to news

Balancing hard news with funny, inspiring and quirky stories









27 mins per person





#1

18-29 yrs age demographic - 3.35M 30-44 yrs age demographic - 2.05M 44+ yrs age demographic - 4.19M

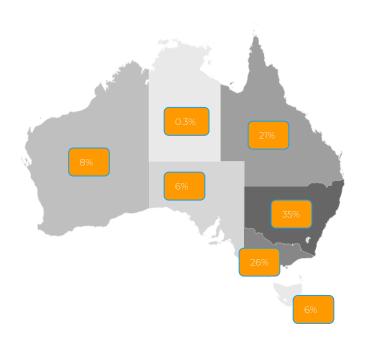








We provide the gateway to reach a highly lucrative national audience







53% Male



47% Female



Average age 46



52% Parent/ Guardian



88% Grocery Buyers



33% Mortgagee





Vertical Overview

FINANCE

#1 in the Finance category

- The information you need to get ahead
- ★ Delivering the facts so you don't have to dig through the jargon

TECHNOLOGY

#1 in the Technology category

3M

UA'S

2.06M

IIA's

We decode and simplify the ever-changing world of tech
 It's the ultimate how to guide - from buying a new TV to getting the best mobile phone plan for you

LIFESTYLE

#1 in the lifestyle category

- ★ The best lifestyle stories from around the world and Australia all in one easy to read place
- ★ The stories and people behind the headlines
- ★ From how to organise your home, to improving your sex life, news.com.au lifestyle helps you lead the life you want

SPORT

3.9M IIA'S

3.9M

UA'S

#1 in the Sport category

- Captures the moments everyone is talking about, starting conversations
- ★ Using the hugely popular blog format, news.com.au/Sport reports all the action - on and off the field
- We tell the story behind the sports, and the athletes, from Australia and around the world

TRAVEL

#1 in the Travel category

- Inform and inspire travellers no matter what their budget
- ★ Honest, reliable and authoritative advice - it's like asking a local
- Best deals, travel hacks and personal stories because sometimes the best travel stories don't make it to Instagram

ENTERTAINMENT

4.3M UA'S

3.83M

UA'S

#1 in the Entertainment category

- ★ Escape from the daily grind with the best coverage of TV, movies and celebs
- ★ First with the latest in the lives of international and local celebs
- ★ Not-to-be missed TV recaps

•



Kathryn Barrow <u>Kathryn.barrow@news.com.au</u> Client Solutions Director

