



KARL STEFANOVIC

SFMGMT

ABOUT KARL

Karl Stefanovic is one of Australia's most recognisable and enduring broadcasters, with more than 25 years at the forefront of Australian television. Karl has become a trusted voice in millions of Australian homes, known for his sharp interviewing, quick wit and ability to tackle everything from breaking news to light-hearted entertainment with equal ease.

Throughout his television career as long-term co-host of The Today Show & regular contributor to 60 minutes, Karl has reported on major world events including the Bali bombings, the Christchurch earthquake, the Japanese tsunami, Queensland floods and the London Olympic Games. As a Gold Logie and Silver Logie winner, Karl has earned widespread respect for his authenticity, humour and ability to connect with audiences. Whether holding politicians to account, interviewing global icons or sharing a laugh with everyday Australians, his conversational style has become his trademark.

In 2026, Karl launched The Karl Stefanovic Show Podcast, expanding his passion for storytelling into long-form conversations. The podcast offers an unfiltered look at the people, ideas and issues shaping modern Australia, with candid discussions spanning current affairs, politics, sport, culture, business, family, success, failure and everything in between.

It's a space where conversations go beyond the headlines, thought-provoking, entertaining and unapologetically real.

Off camera, Karl is a proud husband to Jasmine and father of four. Bringing the same warmth, curiosity and humour that have defined his broadcasting career, Karl continues to engage audiences across all media platforms, podcasting, live events and keynote appearances.



@karlstefanovic_

@thekarlstefanovicshow





COLLABORATIONS

Karl's influence extends far beyond the screen. With decades of experience shaping Australia's daily conversation, he offers brands a trusted platform to tell stories that resonate.

From branded podcast partnerships and premium content creation to ambassador campaigns, keynote interviews and live events, Karl helps brands connect with engaged Australian audiences through authentic conversation, credibility and cultural relevance.

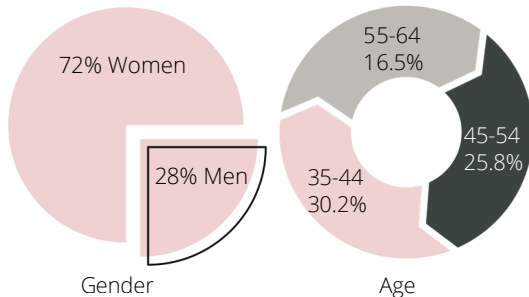


Karl has + **400K** followers on @karlstefanovic_
+ **320K** followers on @thekarlstefanovicshow

OPPORTUNITIES INCLUDE

- Event hosting/ MC
- Brand and organisation spokesperson
- Ambassadorships
- Content partnerships
- Podcast opportunities

Karl Stefanovic continues to build an augmented social media following



Top Cities

Sydney 19.2%

Melbourne 17.6%

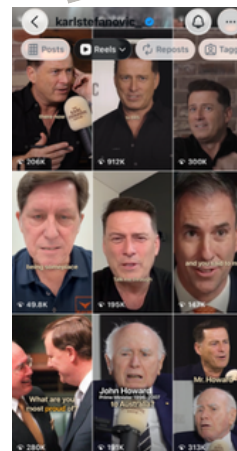
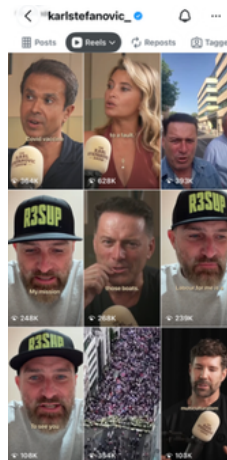
Brisbane 7.3%

AUSTRALIA 96.1%

Views &
Accounts reached



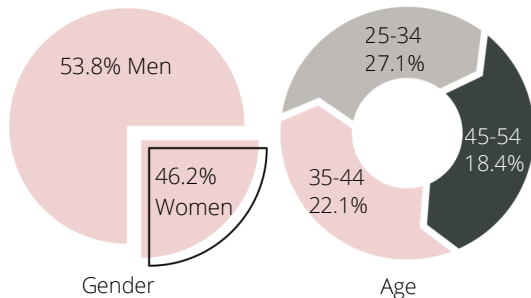
Followers	33.6%
Non-followers	66.4%
Accounts reached	178,817 +57.8%





INSIGHTS

The Karl Stefanovic Show is growing in popularity daily !



Views & Accounts reached



- Followers 42.5%
- Non-followers 57.5%

Accounts reached 1,971,393
+12.3%

@thekarlstefanovicshow

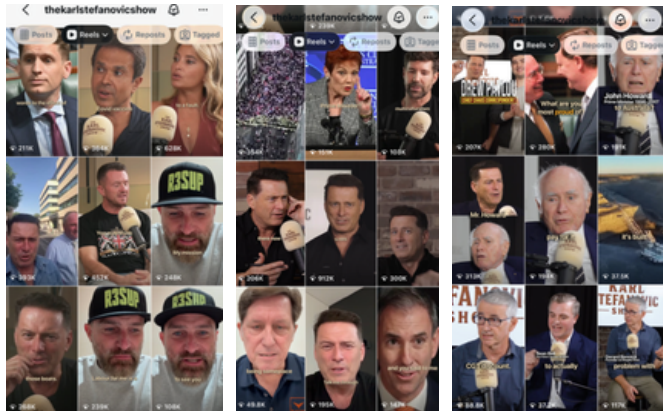
Top Cities

Sydney 19.2%

Melbourne 16.7%

Brisbane 6%

AUSTRALIA 92.8%





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SFMANAGEMENT.COM.AU

SHARON@SFMANAGEMENT.COM.AU

0419 636 616