

Q4 2016 - Q3 2017

# NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

## ANNOTATIONS

Release of Nielsen Consumer and Media Insights  
Q4 2016 - Q3 2017

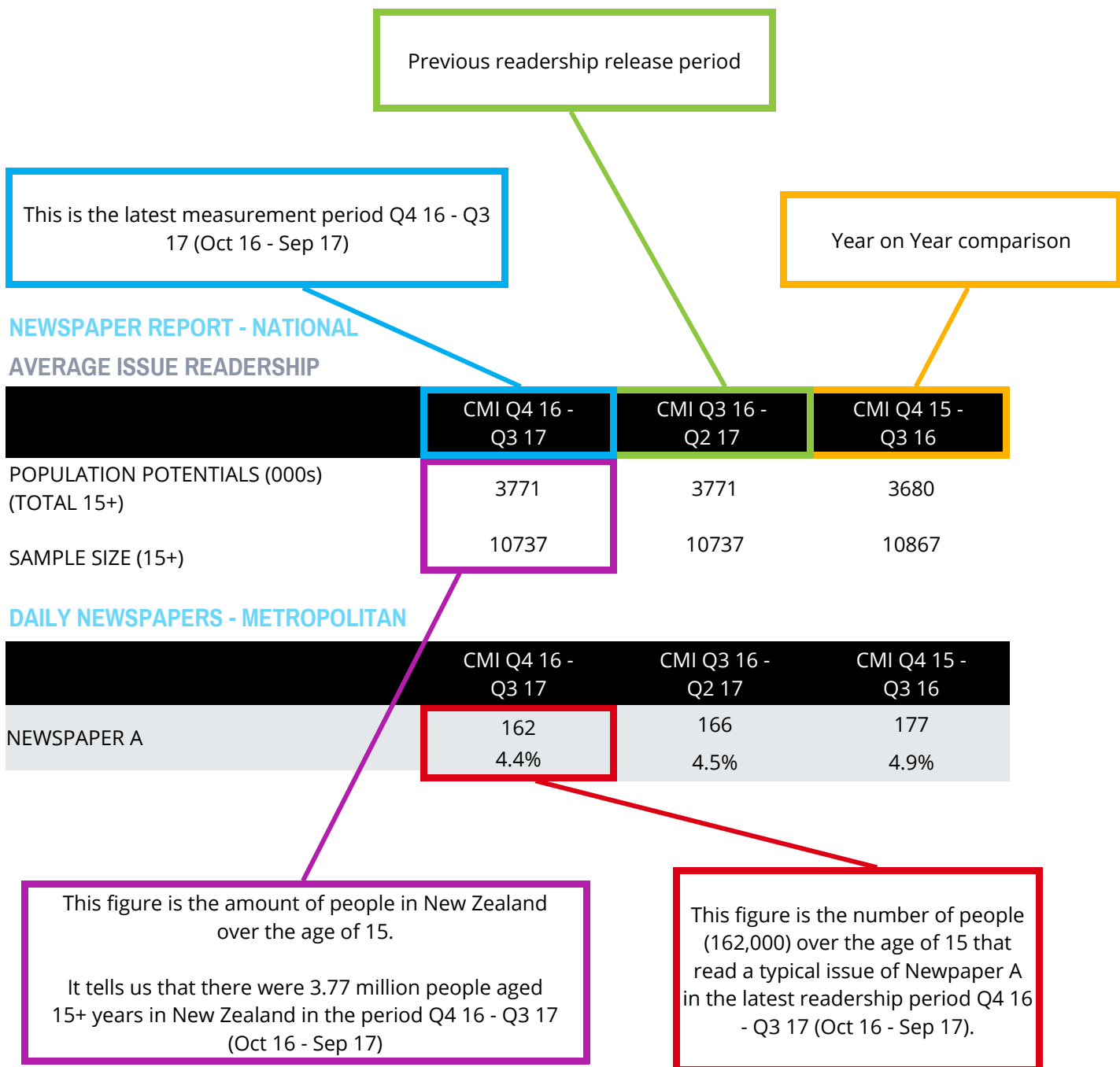
### EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 23rd November 2017.

### FURTHER INFORMATION:

If you have any questions regarding the Nielsen Consumer and Media Insights Survey report, please contact your Account Manager or the Nielsen Media Helpdesk 0800 457 226.

# HOW TO READ THIS DOCUMENT



\*Average Issue Readership is sometimes described as the number of people who read a "typical issue" within the issue period. The average issue readership for newspapers is built using readership of days read over the past week.

Weekly Coverage refers to all respondents that have read at least one issue of a newspaper in the last 7 days. For more information on these definitions please contact Nielsen.

# YEAR ON YEAR COMPARATIVES Q4 16 - Q3 17

# READERSHIP

## NEWSPAPER REPORT - NATIONAL

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,771	3,771	3,680
SAMPLE SIZE 15+	10,737	10,737	10,867

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE NZ HERALD	420 11.1%	430 11.4%	431 11.7%
WAIKATO TIMES	51 1.3%	56 1.5%	63 1.7%
THE DOMINION POST	158 4.2%	166 4.4%	166 4.5%
THE PRESS	155 4.1%	152 4.0%	157 4.3%
OTAGO DAILY TIMES	94 2.5%	92 2.4%	87 2.4%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ALL DAILIES	1,127 29.9%	1,149 30.5%	1,170 31.8%
ALL METROPOLITANS	810 21.5%	824 21.8%	823 22.4%

## NEWSPAPER REPORT - NATIONAL

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	393 10.4%	400 10.6%	429 11.6%

### DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ALL DAILIES (WEEKLY COVERAGE)	1,848 49.0%	1,872 49.6%	1,907 51.8%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,405 37.3%	1,426 37.8%	1,436 39.0%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	682 18.1%	680 18.0%	719 19.5%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	97 2.6%	98 2.6%	113 3.1%
SUNDAY STAR TIMES	251 6.6%	251 6.7%	289 7.9%
HERALD ON SUNDAY	341 9.1%	337 8.9%	316 8.6%
NZ FARMER	133 3.5%	126 3.4%	

## NEWSPAPER REPORT - NATIONAL

### FORTNIGHTLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
OTAGO SOUTHLAND FARMER	24 0.6%	27 0.7%	35 0.9%

### MONTHLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
CENTRAL DISTRICTS FARMER	32 0.8%	26 0.7%	31 0.8%
WAIKATO TIMES FARMER	24 0.6%	24 0.6%	21 0.6%
CANTERBURY FARMER	22 0.6%	15 0.4%	

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ADMIRE (NIM)	22 0.6%	24 0.6%	21 0.6%
BITE (UNDUPLICATED)	200 5.3%	203 5.4%	217 5.9%
CANVAS (UNDUPLICATED)	278 7.4%	286 7.6%	302 8.2%
SPY (UNDUPLICATED)	110 2.9%	109 2.9%	
SUNDAY (UNDUPLICATED)	218 5.8%	226 6.0%	248 6.7%
SUNDAY TRAVEL (UNDUPLICATED)	213 5.7%	201 5.3%	

## NEWSPAPER REPORT - NATIONAL

### NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE BUSINESS (UNDUP)	249 6.6%	246 6.5%	257 7.0%
TIMEOUT (UNDUPLICATED)	248 6.6%	262 6.9%	305 8.3%
TRAVEL (UNDUPLICATED)	272 7.2%	266 7.1%	263 7.1%
VIVA (UNDUPLICATED)	221 5.9%	232 6.1%	250 6.8%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	18 0.5%	21 0.6%	35 0.9%
WEEKEND MAGAZINE (UNDUPLICATED)	273 7.2%	284 7.5%	292 7.9%
YOUR WEEKEND (UNDUPLICATED)	276 7.3%	292 7.7%	306 8.3%



## NEWSPAPER REPORT - NORTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,063	2,063	2,003
SAMPLE SIZE 15+	5,674	5,674	5,728

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE NZ HERALD	397 19.2%	406 19.7%	407 20.3%
WAIKATO TIMES	51 2.5%	56 2.7%	63 3.1%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	97 4.7%	96 4.6%	88 4.4%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	60 2.9%	61 3.0%	72 3.6%
SUNDAY STAR TIMES	114 5.5%	109 5.3%	140 7.0%

**NEWSPAPER REPORT - NORTHERN**

**WEEKLY NEWSPAPERS**

**AVERAGE ISSUE READERSHIP**

	<b>CMI Q4 16 - Q3 17</b>	<b>CMI Q3 16 - Q2 17</b>	<b>CMI Q4 15 - Q3 16</b>
HERALD ON SUNDAY	319 15.5%	315 15.3%	291 14.5%

## NEWSPAPER REPORT - CENTRAL

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	809	809	797
SAMPLE SIZE 15+	2,372	2,367	2,444

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE DOMINION POST	145 17.9%	153 18.9%	154 19.3%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	132 16.4%	137 17.0%	152 19.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	23 2.9%	26 3.2%	21 2.6%
SUNDAY STAR TIMES	73 9.0%	77 9.5%	76 9.6%

## NEWSPAPER REPORT - SOUTHERN

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	899	899	880
SAMPLE SIZE 15+	2,691	2,696	2,695

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE PRESS	155 17.2%	152 16.9%	157 17.8%
OTAGO DAILY TIMES	94 10.4%	92 10.2%	87 9.8%

### DAILY NEWSPAPERS - SUMMARY

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	113 12.6%	111 12.4%	126 14.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	13 1.5%	12 1.3%	21 2.4%
SUNDAY STAR TIMES	64 7.1%	65 7.3%	73 8.3%

## NEWSPAPER REPORT - AUCKLAND

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,202	1,198	1,160
SAMPLE SIZE 15+	3,223	3,216	3,223

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE NZ HERALD	285 23.7%	287 24.0%	292 25.1%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	35 2.9%	39 3.2%	49 4.2%
SUNDAY STAR TIMES	81 6.7%	76 6.3%	100 8.6%
HERALD ON SUNDAY	224 18.6%	219 18.3%	206 17.8%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
FAIRFAX SUBURBAN GROUP (COMB AIR)	492 40.9%	497 41.5%	503 43.3%

## NEWSPAPER REPORT - AUCKLAND

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
FAIRFAX SUBURBAN GROUP (WC)	568 47.3%	577 48.2%	587 50.6%
RODNEY TIMES	28 2.3%	31 2.6%	33 2.8%
AUCKLAND CITY HARBOUR NEWS	22 1.8%	24 2.0%	20 1.7%
CENTRAL LEADER	63 5.2%	65 5.4%	68 5.9%
EAST & BAYS COURIER	43 3.5%	43 3.6%	40 3.4%
EASTERN COURIER	69 5.8%	72 6.0%	84 7.2%
MANUKAU COURIER	104 8.7%	106 8.9%	112 9.6%
NORTH HARBOUR NEWS	10 0.8%	10 0.9%	16 1.4%
NOR-WEST NEWS	9 0.7%	5 0.5%	5 0.5%
NORTH SHORE TIMES	86 7.1%	87 7.3%	92 8.0%
PAPAKURA COURIER	26 2.2%	26 2.2%	26 2.2%
WESTERN LEADER	102 8.5%	101 8.4%	101 8.7%

## NEWSPAPER REPORT - NATIONAL

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
FAIRFAX SUBURBAN GROUP (COMB AIR)	508 13.5%	516 13.7%	525 14.3%
FAIRFAX SUBURBAN GROUP (WC)	585 15.5%	596 15.8%	609 16.6%
RODNEY TIMES	45 1.2%	56 1.5%	55 1.5%
NOR-WEST NEWS	18 0.5%	12 0.3%	17 0.5%

## NEWSPAPER REPORT - HAMILTON

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	150	148	147
SAMPLE SIZE 15+	577	592	604

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE NZ HERALD	11 7.4%	13 8.5%	16 10.9%
WAIKATO TIMES	26 17.6%	29 19.6%	29 19.3%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	3 2.2%	3 2.2%	2 1.1%
SUNDAY STAR TIMES	7 4.5%	9 6.0%	10 6.7%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
HAMILTON PRESS	53 35.4%	52 35.0%	54 36.3%



## NEWSPAPER REPORT - WELLINGTON

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	329	329	323
SAMPLE SIZE 15+	953	956	969

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE DOMINION POST	91 27.8%	98 29.7%	94 29.0%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	5 1.6%	5 1.5%	5 1.7%
SUNDAY STAR TIMES	33 10.1%	36 10.8%	34 10.4%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	172 52.4%	174 53.0%	172 53.4%
THE HUTT NEWS	63 19.3%	60 18.2%	53 16.3%

## NEWSPAPER REPORT - WELLINGTON

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
KAPI-MANA NEWS	44 13.3%	46 13.9%	41 12.6%
UPPER HUTT LEADER	23 7.1%	24 7.3%	25 7.8%
WELLINGTONIAN	53 16.2%	58 17.7%	66 20.4%

## NEWSPAPER REPORT - CHRISTCHURCH

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	322	324	316
SAMPLE SIZE 15+	1,039	1,020	1,010

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE PRESS	103 32.1%	105 32.5%	107 33.9%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	8 2.4%	6 1.9%	10 3.1%
SUNDAY STAR TIMES	27 8.2%	31 9.6%	34 10.6%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE STAR MAX CIRC (AIR)	106 32.9%	111 34.3%	
THE STAR (CHRISTCHURCH)	99 30.6%	102 31.5%	106 33.4%

**NEWSPAPER REPORT - CHRISTCHURCH**

**COMMUNITY NEWSPAPERS**

**AVERAGE ISSUE READERSHIP**

	<b>CMI Q4 16 - Q3 17</b>	<b>CMI Q3 16 - Q2 17</b>	<b>CMI Q4 15 - Q3 16</b>
CHRISTCHURCH MAIL	93 29.0%	102 31.4%	108 34.2%
BAY HARBOUR NEWS	7 2.2%	11 3.5%	

## NEWSPAPER REPORT - CANTERBURY

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	491	491	
SAMPLE SIZE 15+	1,407	1,390	

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE STAR MAX CIRC (AIR)	137 27.9%	141 28.8%	
SELWYN TIMES	37 7.5%	33 6.8%	
BAY HARBOUR NEWS	8 1.7%	12 2.5%	

## NEWSPAPER REPORT - DUNEDIN

### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
POPULATION POTENTIALS (000s) (TOTAL 15+):	100	98	97
SAMPLE SIZE 15+	380	381	362

### DAILY NEWSPAPERS - METROPOLITAN

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
OTAGO DAILY TIMES	51 51.3%	51 51.9%	42 43.4%

### WEEKLY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
SUNDAY NEWS	2 1.6%	2 1.7%	0 0.4%
SUNDAY STAR TIMES	11 11.4%	11 11.2%	10 10.1%

### COMMUNITY NEWSPAPERS

#### AVERAGE ISSUE READERSHIP

	CMI Q4 16 - Q3 17	CMI Q3 16 - Q2 17	CMI Q4 15 - Q3 16
THE STAR (DUNEDIN)	48 48.3%		46 47.7%