

Q3 2017 - Q2 2018

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q3 2017 - Q2 2018

DELETIONS:

Christchurch Mail
The Napier Mail
The Hastings Mail

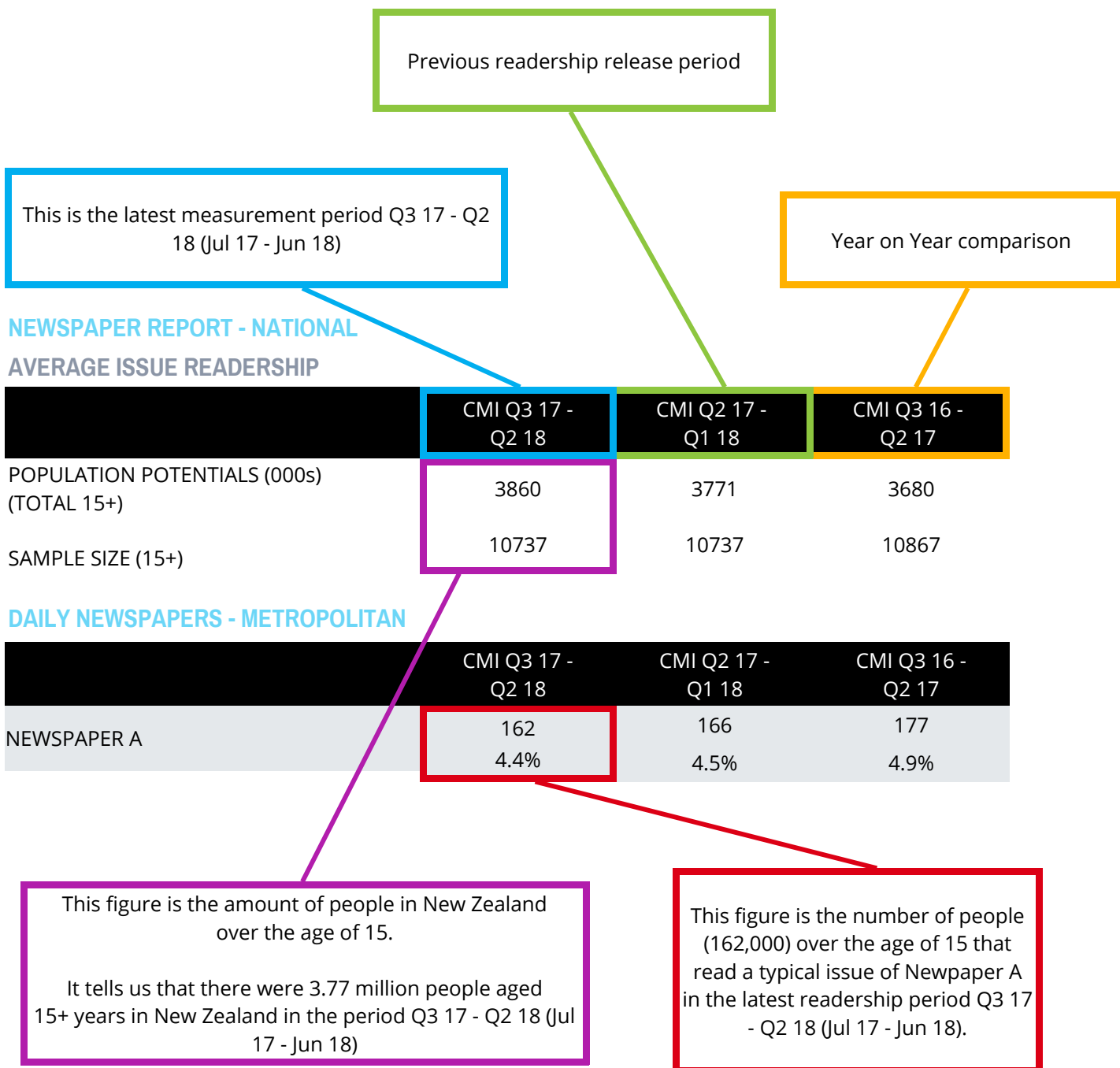
EMBARGO:

Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 6 September 2018.

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

Q3 17 - Q2 18

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,860	3,860	3,771
SAMPLE SIZE 15+	10,320	10,527	10,737

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE NEW ZEALAND HERALD	453 11.7%	459 11.9%	430 11.4%
WAIKATO TIMES	51 1.3%	51 1.3%	56 1.5%
THE DOMINION POST	153 4.0%	159 4.1%	166 4.4%
THE PRESS	157 4.1%	160 4.2%	152 4.0%
OTAGO DAILY TIMES	84 2.2%	89 2.3%	92 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
ALL DAILIES	1,123 29.1%	1,159 30.0%	1,149 30.5%
ALL METROPOLITANS	826 21.4%	850 22.0%	824 21.8%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	379 9.8%	394 10.2%	400 10.6%

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
ALL DAILIES (WEEKLY COVERAGE)	1,844 47.8%	1,880 48.7%	1,872 49.6%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,439 37.3%	1,462 37.9%	1,426 37.8%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	659 17.1%	681 17.6%	680 18.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	89 2.3%	90 2.3%	98 2.6%
SUNDAY STAR TIMES	247 6.4%	254 6.6%	251 6.7%
HERALD ON SUNDAY	336 8.7%	349 9.0%	337 8.9%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
BITE (UNDUPLICATED)	214 5.5%	210 5.4%	203 5.4%
CANVAS (UNDUPLICATED)	288 7.5%	293 7.6%	286 7.6%
SPY (UNDUPLICATED)	119 3.1%	115 3.0%	109 2.9%
SUNDAY (UNDUPLICATED)	223 5.8%	227 5.9%	226 6.0%
SUNDAY TRAVEL (UNDUPLICATED)	210 5.4%	211 5.5%	201 5.3%
THE BUSINESS (UNDUP)	262 6.8%	261 6.8%	246 6.5%
TIMEOUT (UNDUPLICATED)	256 6.6%	256 6.6%	262 6.9%
TRAVEL (UNDUPLICATED)	281 7.3%	288 7.5%	266 7.1%
VIVA (UNDUPLICATED)	227 5.9%	231 6.0%	232 6.1%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	18 0.5%	18 0.5%	21 0.6%
WEEKEND MAGAZINE (UNDUPLICATED)	286 7.4%	293 7.6%	284 7.5%
YOUR WEEKEND (UNDUPLICATED)	293 7.6%	291 7.5%	292 7.7%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,120	2,120	2,063
SAMPLE SIZE 15+	5,511	5,608	5,674

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE NEW ZEALAND HERALD	423 20.0%	431 20.3%	406 19.7%
WAIKATO TIMES	51 2.4%	51 2.4%	56 2.7%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	96 4.5%	97 4.6%	96 4.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	53 2.5%	55 2.6%	61 3.0%
SUNDAY STAR TIMES	119 5.6%	118 5.6%	109 5.3%

NEWSPAPER REPORT - NORTHERN

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
HERALD ON SUNDAY	313 14.8%	327 15.4%	315 15.3%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	824	824	809
SAMPLE SIZE 15+	2,319	2,365	2,367

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE DOMINION POST	142 17.2%	147 17.9%	153 18.9%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	125 15.2%	133 16.1%	137 17.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	17 2.0%	20 2.4%	26 3.2%
SUNDAY STAR TIMES	66 8.0%	73 8.8%	77 9.5%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	916	916	899
SAMPLE SIZE 15+	2,490	2,554	2,696

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE PRESS	157 17.1%	160 17.5%	152 16.9%
OTAGO DAILY TIMES	84 9.1%	89 9.7%	92 10.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	108 11.8%	113 12.4%	111 12.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	19 2.0%	15 1.7%	12 1.3%
SUNDAY STAR TIMES	62 6.8%	63 6.9%	65 7.3%

NEWSPAPER REPORT - AUCKLAND

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,238	1,238	1,198
SAMPLE SIZE 15+	3,141	3,187	3,216

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE NEW ZEALAND HERALD	301 24.3%	307 24.8%	287 24.0%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	31 2.5%	35 2.9%	39 3.2%
SUNDAY STAR TIMES	76 6.1%	77 6.2%	76 6.3%
HERALD ON SUNDAY	216 17.5%	226 18.2%	219 18.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
STUFF SUBURBAN GROUP (COMB AIR)	476 38.5%	481 38.9%	497 41.5%

NEWSPAPER REPORT - AUCKLAND

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
STUFF SUBURBAN GROUP (WC)	525 42.4%	536 43.3%	577 48.2%
RODNEY TIMES	29 2.4%	35 2.8%	31 2.6%
CENTRAL LEADER	77 6.2%	83 6.7%	65 5.4%
EAST & BAYS COURIER	40 3.2%	34 2.7%	43 3.6%
EASTERN COURIER	64 5.2%	65 5.3%	72 6.0%
MANUKAU COURIER	95 7.7%	100 8.1%	106 8.9%
NORTH HARBOUR NEWS	12 1.0%	12 1.0%	10 0.9%
NOR-WEST NEWS	10 0.8%	9 0.7%	5 0.5%
NORTH SHORE TIMES	86 7.0%	88 7.1%	87 7.3%
PAPAKURA COURIER	27 2.1%	26 2.1%	26 2.2%
WESTERN LEADER	103 8.3%	105 8.5%	101 8.4%

NEWSPAPER REPORT - NATIONAL

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
STUFF SUBURBAN GROUP (COMB AIR)	491 12.7%	497 12.9%	516 13.7%
STUFF SUBURBAN GROUP (WC)	542 14.0%	555 14.4%	596 15.8%
RODNEY TIMES	52 1.3%	57 1.5%	56 1.5%
NOR-WEST NEWS	20 0.5%	20 0.5%	12 0.3%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	155	158	148
SAMPLE SIZE 15+	558	557	592

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE NEW ZEALAND HERALD	15 9.4%	15 9.3%	13 8.5%
WAIKATO TIMES	26 16.8%	26 16.4%	29 19.6%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	2 1.3%	2 1.2%	3 2.2%
SUNDAY STAR TIMES	8 5.0%	7 4.5%	9 6.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
HAMILTON PRESS	59 37.9%	59 37.5%	52 35.0%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	333	333	329
SAMPLE SIZE 15+	938	946	956

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE DOMINION POST	91 27.3%	93 27.8%	98 29.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	6 1.9%	8 2.3%	5 1.5%
SUNDAY STAR TIMES	32 9.5%	33 10.0%	36 10.8%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	124 37.3%	127 38.0%	174 53.0%
THE HUTT NEWS	64 19.3%	62 18.6%	60 18.2%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
KAPI-MANA NEWS	47 14.1%	48 14.4%	46 13.9%
UPPER HUTT LEADER	24 7.1%	26 7.8%	24 7.3%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	329	331	324
SAMPLE SIZE 15+	1,001	1,001	1,020

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE PRESS	104 31.5%	107 32.2%	105 32.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	8 2.6%	7 2.2%	6 1.9%
SUNDAY STAR TIMES	24 7.2%	26 7.9%	31 9.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE STAR (CHRISTCHURCH)	78 23.6%	84 25.4%	102 31.5%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	502	502	491
SAMPLE SIZE 15+	1,342	1,352	1,390

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE STAR MAX CIRC (AIR)	119 23.6%	124 24.8%	141 28.8%
SELWYN TIMES	35 7.0%	34 6.8%	33 6.8%
BAY HARBOUR NEWS	11 2.2%	11 2.2%	12 2.5%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	100	100	98
SAMPLE SIZE 15+	342	360	381

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
OTAGO DAILY TIMES	39 38.6%	44 43.7%	51 51.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
SUNDAY NEWS	1 1.3%	2 1.6%	2 1.7%
SUNDAY STAR TIMES	9 8.6%	10 10.0%	11 11.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q3 17 - Q2 18	CMI Q2 17 - Q1 18	CMI Q3 16 - Q2 17
THE STAR (DUNEDIN)	48 47.9%	47 47.5%	