

Q1 2018 - Q4 2018

NIELSEN NATIONAL READERSHIP SURVEY

Newspaper Toplines

ANNOTATIONS

Release of Nielsen Consumer and Media Insights
Q1 2018 - Q4 2018

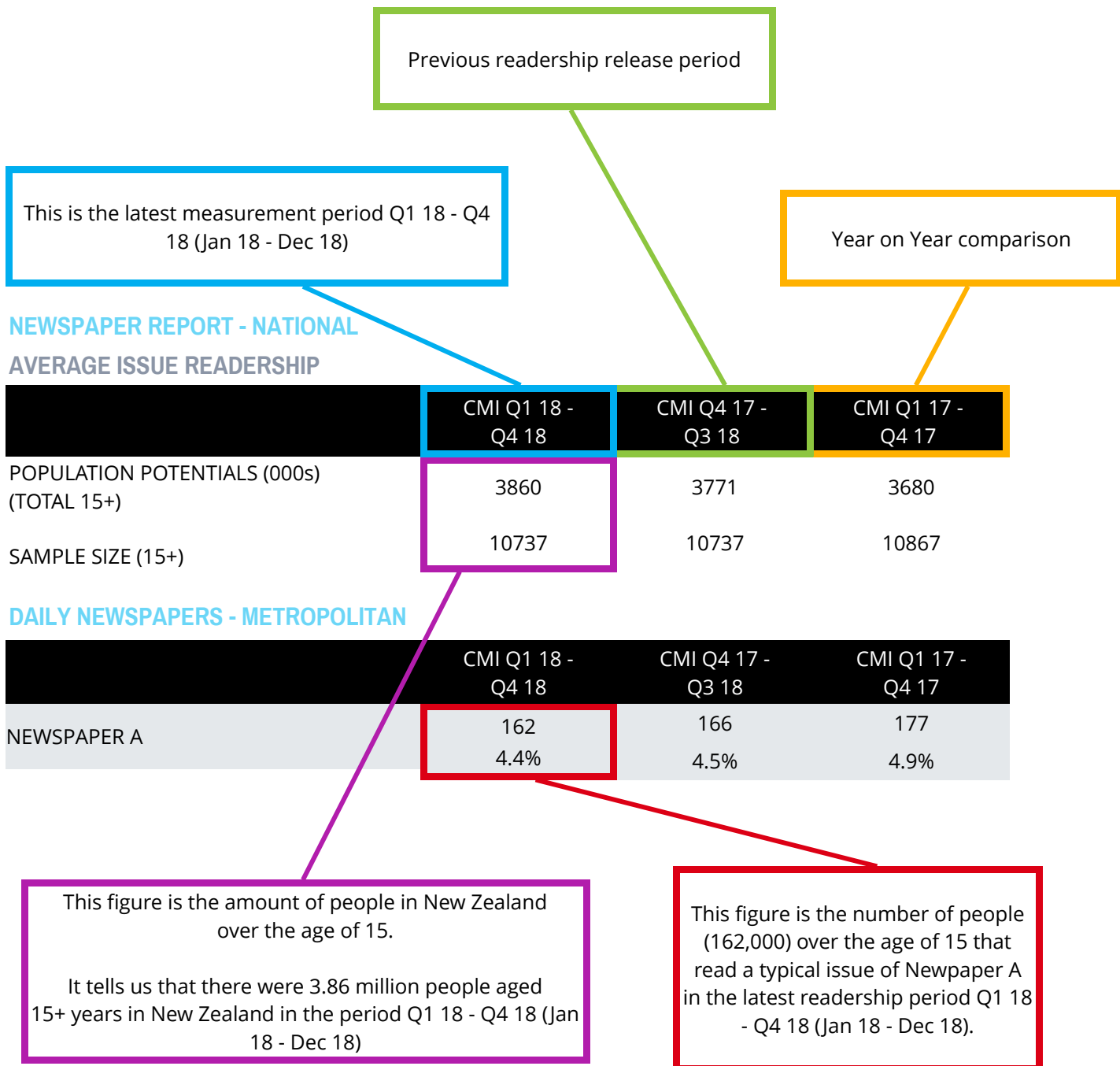
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Please note that this information is subject to an embargo - the figures must not be released into the public domain until midday on Thursday 28 February 2019.

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

Q1 18 - Q4 18

READERSHIP

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	3,860	3,860	3,771
SAMPLE SIZE 15+	10,044	10,156	10,727

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE NEW ZEALAND HERALD	453 11.7%	453 11.7%	415 11.0%
WAIKATO TIMES	48 1.2%	46 1.2%	44 1.2%
THE DOMINION POST	142 3.7%	148 3.8%	161 4.3%
THE PRESS	143 3.7%	157 4.1%	156 4.1%
OTAGO DAILY TIMES	89 2.3%	84 2.2%	92 2.4%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
ALL DAILIES	1,076 27.9%	1,105 28.6%	1,109 29.4%
ALL METROPOLITANS	808 20.9%	823 21.3%	807 21.4%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	346 9.0%	357 9.2%	380 10.1%

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
ALL DAILIES (WEEKLY COVERAGE)	1,774 46.0%	1,810 46.9%	1,832 48.6%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,407 36.5%	1,425 36.9%	1,408 37.3%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	605 15.7%	619 16.0%	668 17.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	76 2.0%	82 2.1%	94 2.5%
SUNDAY STAR TIMES	215 5.6%	230 6.0%	248 6.6%
HERALD ON SUNDAY	313 8.1%	328 8.5%	326 8.7%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
CANVAS (UNDUPLICATED)	300 7.8%	297 7.7%	266 7.1%
SPY (UNDUPLICATED)	116 3.0%	117 3.0%	101 2.7%
SUNDAY (UNDUPLICATED)	208 5.4%	216 5.6%	216 5.7%
SUNDAY TRAVEL (UNDUPLICATED)	204 5.3%	206 5.4%	197 5.2%
THE BUSINESS (UNDUP)	262 6.8%	262 6.8%	246 6.5%
TIMEOUT (UNDUPLICATED)	267 6.9%	257 6.7%	232 6.1%
TRAVEL (UNDUPLICATED)	284 7.4%	270 7.0%	265 7.0%
VIVA (UNDUPLICATED)	223 5.8%	227 5.9%	216 5.7%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	21 0.5%	19 0.5%	17 0.5%
WEEKEND MAGAZINE (UNDUPLICATED)	306 7.9%	294 7.6%	259 6.9%
YOUR WEEKEND (UNDUPLICATED)	276 7.2%	290 7.5%	285 7.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
NORTH CANTERBURY NEWS	42 1.1%	45 1.2%	

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	2,120	2,120	2,063
SAMPLE SIZE 15+	5,389	5,454	5,694

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE NEW ZEALAND HERALD	425 20.1%	424 20.0%	390 18.9%
WAIKATO TIMES	48 2.2%	46 2.2%	44 2.1%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	96 4.5%	94 4.5%	93 4.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	42 2.0%	47 2.2%	54 2.6%
SUNDAY STAR TIMES	103 4.9%	109 5.1%	114 5.5%

NEWSPAPER REPORT - NORTHERN

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
HERALD ON SUNDAY	293 13.8%	306 14.4%	302 14.6%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	824	824	809
SAMPLE SIZE 15+	2,231	2,281	2,389

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE DOMINION POST	129 15.6%	136 16.6%	148 18.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	109 13.2%	115 13.9%	132 16.3%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	17 2.0%	18 2.2%	27 3.4%
SUNDAY STAR TIMES	53 6.4%	61 7.4%	71 8.8%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	916	916	899
SAMPLE SIZE 15+	2,424	2,421	2,644

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE PRESS	143 15.6%	157 17.2%	156 17.4%
OTAGO DAILY TIMES	89 9.7%	84 9.2%	92 10.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	95 10.3%	103 11.2%	111 12.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	18 2.0%	17 1.8%	13 1.5%
SUNDAY STAR TIMES	60 6.5%	60 6.6%	63 7.0%

NEWSPAPER REPORT - AUCKLAND

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	1,238	1,238	1,202
SAMPLE SIZE 15+	3,070	3,110	3,246

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE NEW ZEALAND HERALD	302 24.4%	300 24.2%	274 22.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	27 2.2%	30 2.4%	33 2.8%
SUNDAY STAR TIMES	61 4.9%	67 5.4%	77 6.4%
HERALD ON SUNDAY	208 16.8%	212 17.1%	203 16.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
STUFF SUBURBAN GROUP (COMB AIR)	458 36.9%	471 38.0%	481 40.0%

NEWSPAPER REPORT - AUCKLAND

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
STUFF SUBURBAN GROUP (WC)	497 40.2%	510 41.2%	545 45.3%
RODNEY TIMES	23 1.9%	29 2.3%	32 2.7%
RODNEY TIMES	23 1.9%	29 2.3%	32 2.7%
CENTRAL LEADER	73 5.9%	74 6.0%	70 5.9%
EAST & BAYS COURIER	47 3.8%	46 3.7%	39 3.3%
EASTERN COURIER	68 5.5%	65 5.2%	67 5.6%
MANUKAU COURIER	97 7.8%	96 7.8%	101 8.4%
NORTH HARBOUR NEWS	10 0.8%	13 1.1%	10 0.8%
NOR-WEST NEWS	9 0.8%	9 0.8%	10 0.8%
NORTH SHORE TIMES	80 6.4%	84 6.8%	89 7.4%
PAPAKURA COURIER	25 2.0%	24 1.9%	25 2.1%
WESTERN LEADER	85 6.9%	97 7.8%	103 8.6%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	148	153	153
SAMPLE SIZE 15+	556	556	564

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE NEW ZEALAND HERALD	14 9.4%	15 10.1%	12 8.0%
WAIKATO TIMES	23 15.8%	24 15.8%	25 16.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	2 1.4%	2 1.5%	2 1.4%
SUNDAY STAR TIMES	9 5.8%	8 5.2%	6 3.7%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
HAMILTON PRESS	49 32.8%	54 35.3%	57 37.2%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	334	334	329
SAMPLE SIZE 15+	886	910	958

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE DOMINION POST	85 25.5%	89 26.8%	95 28.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	4 1.3%	5 1.5%	8 2.6%
SUNDAY STAR TIMES	25 7.4%	28 8.4%	31 9.4%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	104 31.1%	111 33.3%	129 39.1%
THE HUTT NEWS	54 16.3%	58 17.5%	63 19.2%

NEWSPAPER REPORT - WELLINGTON

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
KAPI-MANA NEWS	36 10.9%	40 12.0%	46 13.9%
UPPER HUTT LEADER	22 6.6%	22 6.6%	26 8.0%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	330	329	323
SAMPLE SIZE 15+	967	972	1,034

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE PRESS	90 27.3%	103 31.3%	105 32.5%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	7 2.2%	6 1.7%	7 2.2%
SUNDAY STAR TIMES	26 7.8%	25 7.5%	27 8.3%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE STAR (CHRISTCHURCH)	74 22.5%	72 21.8%	90 27.8%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	505	503	491
SAMPLE SIZE 15+	1,301	1,309	1,394

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
THE STAR MAX CIRC (AIR)	150 29.6%	151 30.0%	133 27.0%
BAY HARBOUR NEWS	10 2.1%	11 2.1%	9 1.9%
NORTH CANTERBURY NEWS	42 8.4%	45 9.0%	
SELWYN TIMES	30 5.9%	32 6.4%	39 7.9%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
POPULATION POTENTIALS (000s) (TOTAL 15+):	100	99	99
SAMPLE SIZE 15+	331	332	365

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
OTAGO DAILY TIMES	38 38.1%	37 37.8%	47 47.4%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	CMI Q1 18 - Q4 18	CMI Q4 17 - Q3 18	CMI Q1 17 - Q4 17
SUNDAY NEWS	3 2.5%	2 1.9%	1 1.3%
SUNDAY STAR TIMES	5 5.2%	7 7.4%	12 12.6%

BASIC DEMOGRAPHICS

Q1 18 - Q4 18

NEWSPAPER TOPLINES

NEWSPAPER REPORT - NATIONAL

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	3,860	1,719	1,824	1,811	3,039	2,263
SAMPLE SIZE	10,044	4056	5418	5,664	8,467	6,630

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NEW ZEALAND HERALD	453 11.7%	236 13.7%	205 11.2%	222 12.3%	377 12.4%	303 13.4%
WAIKATO TIMES	48 1.2%	25 1.4%	23 1.2%	24 1.3%	37 1.2%	33 1.5%
THE DOMINION POST	142 3.7%	75 4.3%	63 3.5%	73 4.0%	122 4.0%	98 4.3%
THE PRESS	143 3.7%	71 4.1%	69 3.8%	77 4.3%	116 3.8%	99 4.4%
OTAGO DAILY TIMES	89 2.3%	40 2.3%	45 2.5%	47 2.6%	73 2.4%	61 2.7%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL DAILIES	1,076 27.9%	529 30.8%	514 28.2%	559 30.8%	887 29.2%	722 31.9%
ALL METROPOLITANS	808 20.9%	411 23.9%	374 20.5%	410 22.6%	671 22.1%	547 24.2%
ALL REGIONAL DAILIES (INCLUDING WAIKATO TIMES)	346 9.0%	160 9.3%	174 9.5%	188 10.4%	278 9.2%	228 10.1%

NEWSPAPER REPORT - NATIONAL

DAILY NEWSPAPERS - SUMMARY (WEEKLY COVERAGE)

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL DAILIES (WEEKLY COVERAGE)	1,774 46.0%	852 49.6%	833 45.7%	889 49.1%	1,448 47.6%	1,132 50.0%
ALL METROPOLITANS (WEEKLY COVERAGE)	1,407 36.5%	690 40.1%	647 35.5%	690 38.1%	1,154 38.0%	898 39.7%
ALL REGIONAL DAILIES (INCL. WAIKATO TIMES WEEKLY COVERAGE)	605 15.7%	281 16.3%	289 15.8%	319 17.6%	488 16.1%	382 16.9%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	76 2.0%	41 2.4%	33 1.8%	43 2.4%	62 2.0%	47 2.1%
SUNDAY STAR TIMES	215 5.6%	106 6.1%	103 5.7%	110 6.1%	182 6.0%	139 6.1%
HERALD ON SUNDAY	313 8.1%	157 9.1%	146 8.0%	159 8.8%	269 8.8%	210 9.3%

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
CANVAS (UNDUPLICATED)	300 7.8%	121 7.0%	176 9.6%	160 8.8%	256 8.4%	201 8.9%
SPY (UNDUPLICATED)	116 3.0%	47 2.7%	68 3.8%	66 3.7%	102 3.4%	72 3.2%
SUNDAY (UNDUPLICATED)	208 5.4%	96 5.6%	105 5.7%	110 6.1%	178 5.9%	133 5.9%
SUNDAY TRAVEL (UNDUPLICATED)	204 5.3%	89 5.2%	111 6.1%	118 6.5%	181 5.9%	135 6.0%
THE BUSINESS (UNDUP)	262 6.8%	161 9.4%	97 5.3%	127 7.0%	212 7.0%	191 8.5%

NEWSPAPER REPORT - NATIONAL

NEWSPAPER LIFTOUTS AND INSERTED MAGAZINES

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
TIMEOUT (UNDUPLICATED)	267 6.9%	120 7.0%	139 7.6%	145 8.0%	226 7.4%	171 7.6%
TRAVEL (UNDUPLICATED)	284 7.4%	131 7.6%	148 8.1%	150 8.3%	241 7.9%	190 8.4%
VIVA (UNDUPLICATED)	223 5.8%	72 4.2%	151 8.3%	137 7.6%	200 6.6%	147 6.5%
WAIKATO TIMES MOTORTIMES (UNDUPLICATED)	21 0.5%	16 0.9%	5 0.3%	9 0.5%	16 0.5%	15 0.6%
WEEKEND MAGAZINE (UNDUPLICATED)	306 7.9%	137 8.0%	163 8.9%	171 9.4%	263 8.6%	200 8.8%
YOUR WEEKEND (UNDUPLICATED)	276 7.2%	121 7.1%	150 8.2%	157 8.7%	234 7.7%	181 8.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
NORTH CANTERBURY NEWS	42 1.1%	19 1.1%	23 1.3%	28 1.5%	36 1.2%	30 1.3%

NEWSPAPER REPORT - NORTHERN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	2,120	938	1,007	953	1,660	1,244
SAMPLE SIZE	5,389	2218	2865	2,890	4,503	3,511

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NEW ZEALAND HERALD	425 20.1%	220 23.4%	195 19.4%	209 21.9%	355 21.4%	285 22.9%
WAIKATO TIMES	48 2.2%	24 2.6%	23 2.2%	23 2.4%	36 2.2%	33 2.6%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	96 4.5%	42 4.4%	50 4.9%	51 5.4%	77 4.6%	59 4.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	42 2.0%	18 1.9%	21 2.1%	26 2.7%	35 2.1%	25 2.0%
SUNDAY STAR TIMES	103 4.9%	45 4.8%	55 5.5%	55 5.7%	88 5.3%	71 5.7%
HERALD ON SUNDAY	293 13.8%	147 15.7%	137 13.6%	150 15.7%	255 15.4%	199 16.0%

NEWSPAPER REPORT - CENTRAL

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	824	366	390	397	653	479
SAMPLE SIZE	2,231	889	1211	1,297	1,897	1,499

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE DOMINION POST	129	68	57	66	110	87
	15.6%	18.6%	14.5%	16.6%	16.8%	18.2%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	109	51	54	59	87	70
	13.2%	13.9%	13.9%	14.9%	13.3%	14.7%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	17	10	7	10	13	7
	2.0%	2.6%	1.8%	2.5%	2.0%	1.5%
SUNDAY STAR TIMES	53	29	21	24	43	32
	6.4%	8.0%	5.5%	6.1%	6.6%	6.6%

NEWSPAPER REPORT - SOUTHERN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	916	416	427	461	726	540
SAMPLE SIZE	2,424	949	1342	1,477	2,067	1,620

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE PRESS	143 15.6%	70 16.9%	69 16.2%	77 16.8%	116 16.0%	99 18.3%
OTAGO DAILY TIMES	89 9.7%	40 9.6%	45 10.5%	47 10.2%	73 10.0%	61 11.3%

DAILY NEWSPAPERS - SUMMARY

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
ALL REGIONAL DAILIES (EXCLUDING WAIKATO TIMES)	95 10.3%	43 10.4%	48 11.1%	54 11.7%	78 10.8%	66 12.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	18 2.0%	13 3.1%	5 1.2%	8 1.7%	14 2.0%	15 2.7%
SUNDAY STAR TIMES	60 6.5%	31 7.5%	27 6.3%	31 6.8%	51 7.0%	36 6.7%

NEWSPAPER REPORT - AUCKLAND

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	1,238	557	580	525	973	699
SAMPLE SIZE	3,070	1305	1559	1,505	2,530	1,882

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NEW ZEALAND HERALD	302 24.4%	156 28.0%	138 23.8%	146 27.8%	249 25.6%	201 28.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	27 2.2%	10 1.8%	15 2.6%	16 3.1%	22 2.3%	16 2.4%
SUNDAY STAR TIMES	61 4.9%	26 4.7%	32 5.5%	31 5.9%	51 5.2%	42 6.0%
HERALD ON SUNDAY	208 16.8%	102 18.2%	99 17.0%	105 20.0%	178 18.3%	137 19.6%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
STUFF SUBURBAN GROUP (COMB AIR)	458 36.9%	205 36.7%	231 39.9%	229 43.6%	380 39.1%	274 39.2%
STUFF SUBURBAN GROUP (WC)	497 40.2%	226 40.5%	247 42.6%	247 47.1%	413 42.4%	297 42.5%
RODNEY TIMES	23 1.9%	9 1.6%	13 2.2%	15 2.8%	21 2.2%	15 2.2%

NEWSPAPER REPORT - AUCKLAND

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
CENTRAL LEADER	73 5.9%	36 6.5%	35 6.1%	43 8.3%	64 6.6%	47 6.7%
EAST & BAYS COURIER	47 3.8%	21 3.7%	26 4.5%	22 4.3%	38 4.0%	30 4.3%
EASTERN COURIER	68 5.5%	28 5.0%	35 6.0%	34 6.5%	52 5.4%	40 5.8%
MANUKAU COURIER	97 7.8%	47 8.4%	45 7.8%	43 8.2%	83 8.6%	63 8.9%
NORTH HARBOUR NEWS	10 0.8%	6 1.0%	4 0.6%	5 1.0%	9 0.9%	6 0.8%
NOR-WEST NEWS	9 0.8%	4 0.7%	5 0.9%	3 0.5%	6 0.6%	6 0.9%
NORTH SHORE TIMES	80 6.4%	37 6.7%	38 6.6%	43 8.2%	68 7.0%	46 6.6%
PAPAKURA COURIER	25 2.0%	13 2.3%	11 1.8%	12 2.2%	21 2.1%	18 2.6%
WESTERN LEADER	85 6.9%	31 5.6%	49 8.5%	44 8.4%	70 7.2%	45 6.5%

NEWSPAPER REPORT - HAMILTON

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	148	68	63	66	112	88
SAMPLE SIZE	556	214	307	328	470	371

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE NEW ZEALAND HERALD	14 9.4%	7 10.7%	6 10.2%	7 10.8%	12 11.0%	10 10.8%
WAIKATO TIMES	23 15.8%	13 18.3%	11 17.1%	13 19.5%	19 17.4%	16 18.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	2 1.4%	1 1.5%	1 1.8%	1 2.1%	2 1.5%	1 1.5%
SUNDAY STAR TIMES	9 5.8%	5 7.5%	4 5.6%	5 7.0%	8 6.9%	6 7.2%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
HAMILTON PRESS	49 32.8%	23 33.7%	26 40.7%	27 40.6%	42 37.6%	33 36.9%

NEWSPAPER REPORT - WELLINGTON

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	334	147	158	154	273	197
SAMPLE SIZE	886	381	441	467	755	587

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE DOMINION POST	85 25.5%	44 29.6%	39 24.8%	44 28.6%	76 27.7%	58 29.2%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	4 1.3%	2 1.4%	2 1.4%	2 1.5%	4 1.5%	3 1.5%
SUNDAY STAR TIMES	25 7.4%	12 8.4%	11 6.9%	10 6.3%	21 7.6%	14 7.0%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
CENTRAL COMMUNITY NPS (WEEKLY COVERAGE)	104 31.1%	48 32.4%	53 33.8%	55 35.8%	91 33.2%	70 35.4%
THE HUTT NEWS	54 16.3%	28 18.9%	25 15.6%	26 16.7%	46 16.9%	38 19.0%
KAPI-MANA NEWS	36 10.9%	14 9.7%	21 13.6%	20 13.1%	33 12.1%	25 12.5%
UPPER HUTT LEADER	22 6.6%	10 6.6%	11 7.2%	14 8.9%	18 6.7%	12 6.1%

NEWSPAPER REPORT - CHRISTCHURCH

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	330	158	148	156	261	203
SAMPLE SIZE	967	379	531	577	819	658

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE PRESS	90 27.3%	44 27.5%	45 30.4%	48 31.2%	74 28.5%	63 30.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	7 2.2%	5 3.5%	2 1.2%	4 2.8%	6 2.2%	5 2.4%
SUNDAY STAR TIMES	26 7.8%	14 8.7%	12 8.1%	12 7.5%	21 8.2%	16 7.9%

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE STAR (CHRISTCHURCH)	74 22.5%	29 18.4%	44 29.7%	44 28.3%	61 23.5%	49 23.9%

NEWSPAPER REPORT - CANTERBURY

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	505	232	233	246	393	308
SAMPLE SIZE	1,301	507	710	768	1,084	886

COMMUNITY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
THE STAR MAX CIRC (AIR)	150 29.6%	59 25.6%	85 36.6%	90 36.5%	122 31.1%	93 30.1%
BAY HARBOUR NEWS	10 2.1%	4 1.9%	6 2.6%	6 2.3%	8 2.0%	7 2.3%
NORTH CANTERBURY NEWS	42 8.4%	19 8.3%	23 10.0%	28 11.3%	36 9.1%	30 9.7%
SELWYN TIMES	30 5.9%	10 4.2%	17 7.1%	16 6.7%	23 5.9%	12 3.9%

NEWSPAPER REPORT - DUNEDIN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
POPULATION POTENTIALS (000s)	100	44	45	45	79	53
SAMPLE SIZE	331	137	176	188	286	214

DAILY NEWSPAPERS - METROPOLITAN

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
OTAGO DAILY TIMES	38	18	18	19	31	25
	38.1%	39.5%	41.0%	42.1%	39.6%	47.8%

WEEKLY NEWSPAPERS

AVERAGE ISSUE READERSHIP

	Total 15+	Men 20+	Women 20+	Main Household Shopper 15+	Total Household Shopper 15+	Main Income Earner
SUNDAY NEWS	3	2	0	1	2	2
	2.5%	4.8%	0.9%	2.0%	2.4%	4.5%
SUNDAY STAR TIMES	5	3	2	3	4	3
	5.2%	6.3%	3.9%	6.0%	4.7%	6.3%

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